Smoothcube Presents: Business Architecture

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IIBA Ottawa-Outaouais Chapter
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Someone forgot to ask the right question 150 miles ago?

A fishing story

Boat? Check

Oars? Check

Bait? Check

Tackle box? Check

Buddy all set? Check

Fishing Rods? Uh-Oh!

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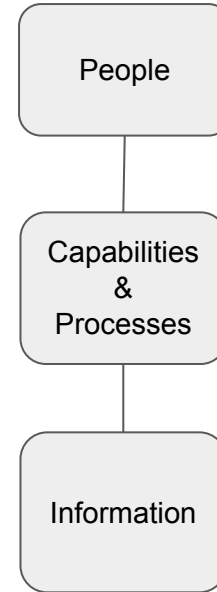
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Business Architecture

According to Gartner, business architecture is defined as "*the (enterprise architecture) activities that create deliverables to guide people, process and organizational change in response to disruptive forces and toward desired business outcomes.*"
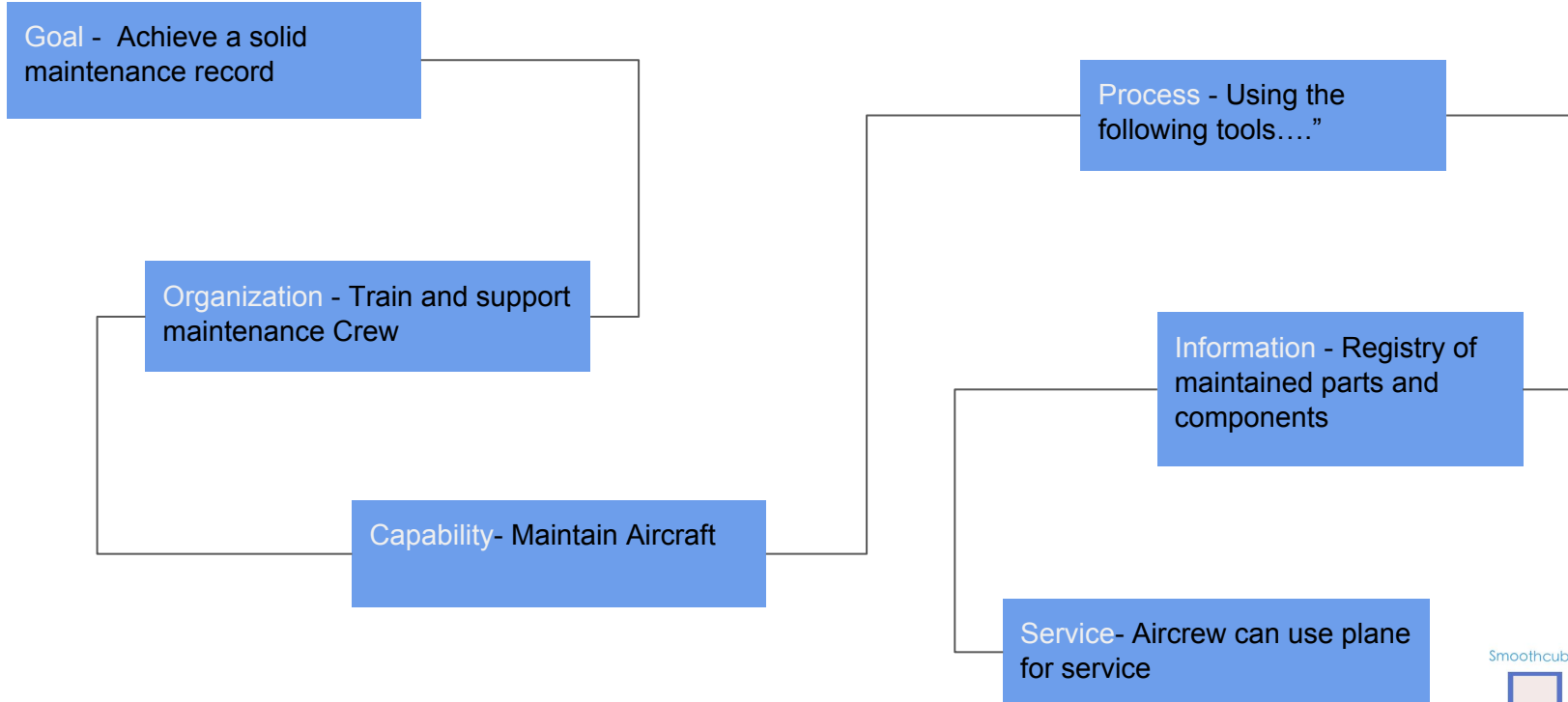
This about business architecture, from the Open Group: "*A description of the structure and interaction between the business strategy, organization, functions, business processes, and information needs.*"

We need to understand how people, processes, capabilities and information in the current state fit together and support one another. Without this understanding, business analysis will struggle to recommend changes that will be effective for the future.

Gartner

THE *Open* GROUP

People

Capabilities & Processes

Information

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Business Architecture - Example

Goal - Achieve a solid maintenance record

Process - Using the following tools…."

Organization - Train and support maintenance Crew

Information - Registry of maintained parts and components

Capability - Maintain Aircraft

Service - Aircrew can use plane for service

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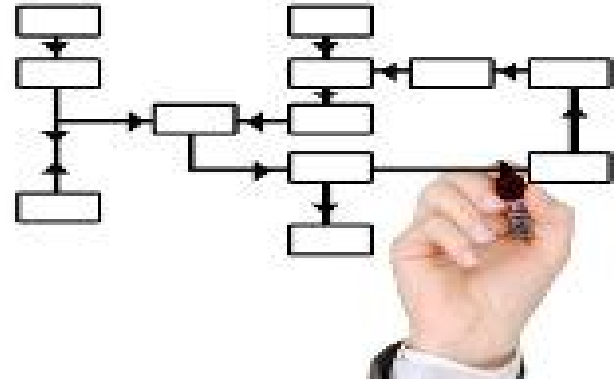Business Analytics

Business Architecture - 5 key views

Strategy

Business Capabilities (Products and Services)

Supply / Value Chain

Business Knowledge (What information do we need to measure our performance?)

Organizational view and how roles and responsibilities are identified, defined and organized

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Strategy Influencers

New business opportunity

New market (niche identification)

New product or service (research, innovation)

Legacy modernization (old apps, databases)

Reshape a federal program (Service oriented approach)

Restructure a business unit

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Common drivers of change

- Increase business efficiency
- Identify areas of opportunity
- Align human resources and whole organization with business processes and business capabilities
- Gain a better understanding of work being done
- Change in leadership
- Merger and/or acquisition

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Business Capabilities

Capabilities

Using capabilities

Performance expectations

Risk model (Financials, Econometrics)
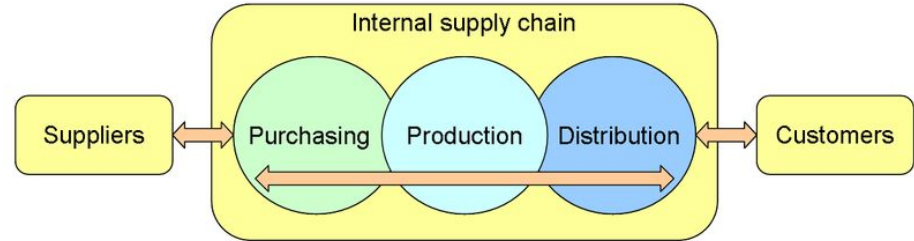
Strategic Planning

Capability Maps

HR/Payroll	Finance	Student Admin
Workforce Planning	Forecast Funding Needs	Recruit
Staffing	Budget Funds	Enroll
Compensation	Manage Funds	Instruct
Employee Relations	Receive and Distribute Funds	Fund
Development		Manage Account
Administering Labor Relations	Spend Funds	Assess Learning
Time and Leave	Report on Funds	Advise
Payroll		

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The Value Chain

Are the organizations making up the value chain continuing to provide:

Knowledge and expertise

Effective licensing and pricing models

Vendor market position

Terms and conditions

Vendor experience, reputation and stability

What information do we need?

The types of information to gather is important to allow for measurement against KPI's and other SMART objectives.

Information is outside the scope of data analysis, data modelling, data flows, data mining and data dictionaries.

Capability: to provide Product X to our customers Y in Country Z
Strategy: Grow the business in country Z
Objective: Increase sales in country Z for customer segment A by 10%
Information:

- Data about product X (name, category)
- Customer Y (location, name, address, segment)
- Country Z (name, geo-coordinates)
- What is missing, business analysts?

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The view from up here is fantastic!

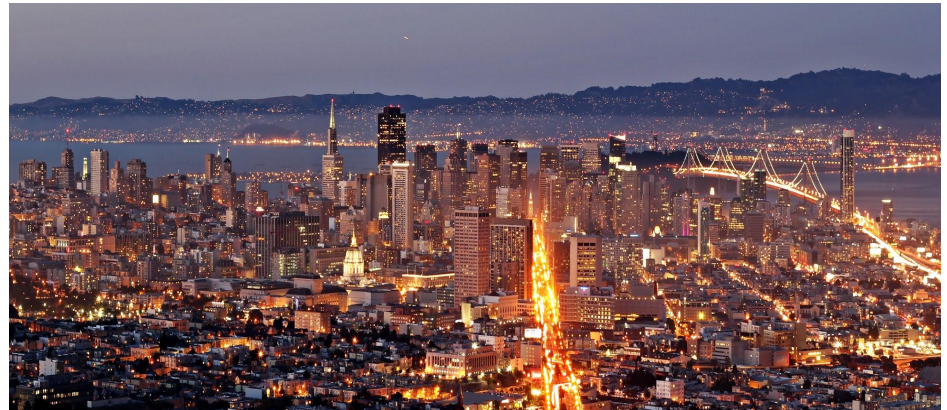The organizational view and modelling will depend on previous inputs

Will the new organizational view be based on:

- Function
- Market (Geographical areas, projects, customer groups)
- Matrix

Roles
Interfaces
Charts

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Business Analysis Techniques

Knowledge Areas

Strategy Analysis

Requirements Analysis and Design Definition

Techniques

Process Analysis

Organizational Modelling

Business Model Canvas

Business Capability Analysis

Benchmarking

"A model should be as simple
as it can be but no simpler."

- Einstein

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Architectures

The Open Group (TOGAF)

Zachman Framework

Object Management Group

Business Architecture Guild

Business Architecture Association

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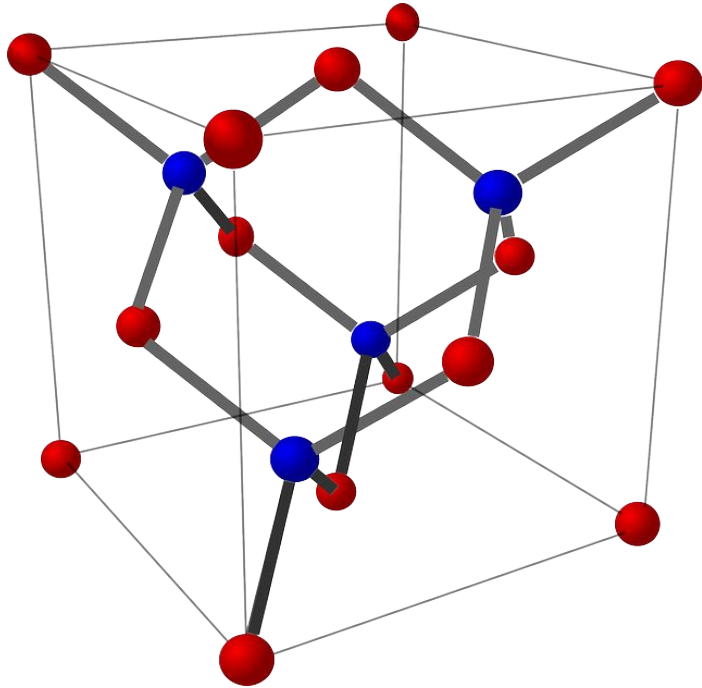Innovate. Implement. Inspire.
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In the end...it's just the beginning!

Business architecture is meant to convey simple information to those who needs to make decisions.

Trickle effect: where strategy is set, CEO is given directives and operational lines of business set their objectives in line with those of the CEO.

Effort can be tricky and is hard work.

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Question and Answer Session

Presentation will be made available on both IIBA-OO and Smoothcube web sites.

We hope that today's presentation has done one of the following: Innovate. Implement. Inspire.

Smoothcube is very please to have sponsored tonight's event on Business Architecture.

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