GUIDING PRINCIPLES

Be Relatable: Personal experience is important but relatable content is most important.

Be Interesting: Introduction to business architecture is important but building interest in business architecture is most important.

Be Applicable: Business architecture is important but business analysis is most important.
Driver: Chapter community survey responded with high interest in business architecture topics.

1. Understanding of Business Architect Role
2. Basic Understanding of Business Architecture
3. Expose Business Architecture Techniques

PRESENTATION DRIVER / GOALS
<table>
<thead>
<tr>
<th>Presentation Goals/Chapter Values</th>
<th>Role</th>
<th>Business Architecture</th>
<th>Techniques</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network</td>
<td></td>
<td>Personal Perspective</td>
<td></td>
</tr>
<tr>
<td>Learn</td>
<td></td>
<td>NASA Activity</td>
<td></td>
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<tr>
<td>Develop</td>
<td></td>
<td>IIBA Perspective</td>
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</tbody>
</table>

**PRESENTATION / CHAPTER VALUES ALIGNMENT**
UNDERSTANDING BUSINESS ARCHITECT ROLE

- Personal Perspective
- NASA Activity I
- IIBA Perspective
2001 – Fox Valley Technical College
2005 – Lakeland College

Associate Degree in Applied Science Majoring in Computer Information Systems Programmer / Analyst
Bachelor of Arts majoring in Business Administration

Zachman Framework
Context Models
UML – Use Case / Swim Lane
Enterprise Architecture TOGAF
Curious: Is there a better way?
Agile User Group
IIBA NEW Board
Business Architecture provides blueprints for business analysis to assess the organization interdependencies for impact, risk, and opportunities.
The goal of a business analyst working within the discipline of business architecture is to:
• understand the entire enterprise context and provide balanced insight into all the elements and their relationship across the enterprise, and
• provide a holistic, understandable view of all the specialties within the organization.

To do this they require insight, skills, and knowledge from:
• business strategy and goals,
• conceptual business information,
• enterprise IT architecture,
• process architecture, and
• business performance and intelligence architecture.

“There is one real difference I see here: a business architect works in the realm of strategy, and business systems analysts are engaged with tactics. I just can’t see that as a sufficiently profound difference to call them distinct fields of study.” — Kevin Brennan, IIBA

Read more at https://www.business2community.com/strategy/move-business-analyst-business-architect-02045736

Observatories in Hawaii have discovered life within our solar system. Not only life but a possible threat to mankind as an alien vessel appears to be headed to Earth. Estimated arrival 3 years. With no means of communication, hostile intent is unknown.

Assemble your intergalactic team.

Your mission: Establish communications with the Aliens

1\textsuperscript{st} Objective: Assess Current Capabilities – 1 minute
2\textsuperscript{nd} Objective: Identify Leader – 1 minute
3\textsuperscript{rd} Objective: Establish Roles and Responsibilities – 2 minutes

Report to Ground Control – 1 minute
NASA ACTIVITY I

Intergalactic Team

- Team Lead
- Radio Operator
- Data Analyst
- Linguist
- Threat Analyst
- Military Advisor

This Photo by Unknown Author is licensed under CC BY
BASIC UNDERSTANDING OF BUSINESS ARCHITECTURE

- Personal Perspective
- IIBA Perspective
- NASA Activity II
The Open Group Architecture Framework (TOGAF) is a framework for enterprise architecture that provides an approach for designing, planning, implementing, and governing an enterprise information technology architecture. TOGAF is a high level approach to design. It is typically modeled at four levels: Business, Application, Data, and Technology. It relies heavily on modularization, standardization, and already existing, proven technologies and products.

- Conceptual
- Logical
- Physical

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Future</th>
<th>Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conceptual</td>
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<tr>
<td>Logical</td>
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WHAT IS BUSINESS ARCHITECTURE?

Business Architecture Framework – Conceptual Model
Why?
Who?
What?
Where?
When?
How?
How Well?

Business Architecture – Logical Model

HOW - ARCHITECTURE DEVELOPMENT METHOD
HTTP://WWW.OPENGROUP.ORG/TOGAF
BUSINESS ARCHITECTURE
Business Analysis Outcomes

The general outcomes of business architecture include:

• the alignment of the organization to its strategy,
• the planning of change in the execution of strategy, and
• ensuring that as change is implemented, it continues to align to the strategy.

These business architecture outcomes provide context for requirements analysis, planning and prioritization, estimation, and high-level system design. This provides insight and alignment with strategy, stakeholder needs, and business capabilities. Architectural views and blueprints provide information that may have otherwise been based on assumptions, and minimize the risk of duplication of efforts in creating capabilities, systems, or information that already exist elsewhere in the enterprise.

The various models and blueprints provided by business architecture are its key deliverables. These include, but are not limited to:

• business capability maps,
• value stream maps,
• organization maps,
• business information concepts,
• high-level process architecture, and
• business motivation models.

NASA researched in early 2000s and documented history of Enterprise Architecture as we know it today.

“Improved efficiencies from our efforts enabled NASA’s overall IT spending to decrease by thirty six percent, to $1.4B, from 2005 to 2013, while NASA’s mission portfolio evolved.” – Larry Sweet IRM 2014

Source: [https://www.nasa.gov/ocio/itsp](https://www.nasa.gov/ocio/itsp) | 2014 IRM Strategic Plan
A year has past and the Aliens have not changed course nor hailed your signals. An observer through telescopic observation reported a sighting of a Klingon ship un-cloaking and attacking the Aliens. The Aliens respond with overwhelming force and destroy the Klingon vessel. Continuing their journey towards Earth.

Assemble your intergalactic team and formulate a strategy identifying goals, objectives and measures for success.
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Assemble your intergalactic team and formulate a strategy identifying goals, objectives and measures for success.
NASA STRATEGIC PLAN

HTTPS://WWW.NASA.GOV/SITES/DEFAULT/FILES/ATOMS/FILES/1-PAGEITSTRATEGY-FINAL2.PDF
LEARN BUSINESS ARCHITECTURE TECHNIQUES

- Personal Perspective
- NASA Activity I
- IIBA Perspective
MY MULTIPLE PERSPECTIVES

- Threat Analysis
- Earth Defense System
- Alien Concierge Service
- Space Refueling Service
- Space Force
- Communication Method
Threat Analysis

Earth Defense System

Space Force

Communication Method

Max Capability

Some Capability

No Capability
MY MULTIPLE PERSPECTIVES

Conceptual – Current State View

Internal Organizations
- Communication Method
- Threat Analysis

External Organizations
- Earth Defense System
- Space Refueling Service
The Alien attack is imminent when your communication management system has a breakthrough in capabilities. The aliens explain the Klingons destroyed their home planet similar to Earth and they are in need of a new home. They are not willing to live among us.

Assemble your intergalactic team and formulate a new strategy. How does this change your outlook on your capabilities chart? What is your desired future state?
MY MULTIPLE PERSPECTIVES

Conceptual – Gap State View

Internal Organizations

- Communication Method
- Space Force

External Organizations

- Earth Defense System
- Threat Analysis
- Space Refueling Service

Target
Developing
Stable
Obsolete
MY MULTIPLE PERSPECTIVES

Conceptual – Future State View

Internal Organizations

- Communication Method
- Space Force

External Organizations

- Threat Analysis
- Space Refueling Service
Value and Solutions Delivered

Business architecture provides a blueprint that management can use to plan and execute strategies from both information technology (IT) and non-IT perspectives. Business architecture is used by organizations to guide:

- strategic planning,
- business remodelling,
- organization redesign,
- performance measurement and other transformation initiatives to improve customer retention,
- streamlining business operations,
- cost reduction,
- the formalization of institutional knowledge, and
- the creation of a vehicle for businesses to communicate and deploy their business vision.
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<td>Be Applicable</td>
<td>Be Applicable</td>
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</tr>
</tbody>
</table>

PRESENTATION / CHAPTER VALUES ALIGNMENT
CHAPTER

ORGANIZATION
CHAPTER ORGANIZATION

Current State 2008

- VP Finance
- VP Events
- VP Sponsorship and Membership
- VP Strategy
- President
- VP Administration
- VP Education and Certification
- VP Technology
CHAPTER ORGANIZATION

Current State 2010

VP Finance

VP Strategy

VP Administration

VP Events

President

VP Education and Certification

VP Sponsorship and Membership

Director Sponsorship

Director Membership

Director Sponsorship and Membership

VP Technology
CHAPTER ORGANIZATION
Current State 2018 – Logical View

- Director Finance
  - VP Finance
  - VP Strategy
  - VP Administration
  - VP Events
  - President
  - VP Education and Certification

- Director Sponsorship
  - VP Sponsorship and Membership
    - Director Membership
  - President Elect
  - VP Technology
    - Director Technology
CHAPTER ORGANIZATION

Current State 2018 – Physical View

- **President**: Cheri
- **VP Finance**: Open
- **VP Strategy**: Open
- **VP Administration**: Brian
- **VP Events**: Lynn
- **VP Sponsorship and Membership**: Shelby
- **VP Technology**: Tammy
- **Director Finance**: Open
- **Director Sponsorship**: Open
- **Director Membership**: Jay
- **Director Technology**: Shawn
- **President Elect**: Chris
- **VP Sponsorship and Membership**: Tammy
- **VP Technology**: Shawn
IIBA N.E.W. Chapter Business Model – Current State

**Key Activities**
- Board elections
- Strategy planning
- Annual general meeting
- Managing finances
- Speaker identification
- Event planning
- Performing website maintenance
- Performing marketing promotion, evangelism
- CBAP certification assistance and support
- CBAP certification information
- BA best practices and standards
- Sponsor exposure to BA
- Chapter events
- Education and continuing education

**Value Proposition**
- Career development opportunities & connections
- Networking opportunities, accessibility to BAs
- Mentorship
- Tools and resources
- Sponsorship

**Customer Relationships**
- Personal access
- Community
- Automated (portal)
- Self Service
- Email
- Website

**Customer Segments**
- N.E.W. BA Community
- CBAP wannabes
- BA wannabes
- Chapter members
- Sponsors
- BA services providers
- Employees of BAs in N.E.W.
- Local BA employers
- Non BA with BA potential

**Channels**
- Access to CBAPs
- Webinars and conferences
- Board members
- Chapter meetings

**Key Resources**
- Event speakers
- Board meeting facilities
- Sponsors
- Mark (chapter mentor)
- Cash
- SharePoint
- Board members

**Cost Structure**
- Food
- Facilities
- Branded
- Annual general meeting
- Chapter web hosting

**Revenue Streams**
- Meeting fees
- Membership fees
- Sponsor fees

**Chapters**
- N.E.W.
- CBAP
- Community
### The Zachman Framework for Enterprise Architecture

**The Enterprise Ontology**

<table>
<thead>
<tr>
<th>What</th>
<th>How</th>
<th>Where</th>
<th>Who</th>
<th>When</th>
<th>Why</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inventory Identification</td>
<td>Process Identification</td>
<td>Distribution Identification</td>
<td>Responsibility Identification</td>
<td>Timing Identification</td>
<td>Motivation Identification</td>
</tr>
<tr>
<td>System Entity</td>
<td>System Transform</td>
<td>System Location</td>
<td>System Role</td>
<td>System Event</td>
<td>System Interaction</td>
</tr>
<tr>
<td>System Cluster</td>
<td>System Infrastructure</td>
<td>System Interface</td>
<td>System Intent</td>
<td>System Service</td>
<td>System Context</td>
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BUSINESS ARCHITECTURE WIKIPEDIA