

BUSINESS ARCHITECTURE LIVES IN TWO WORLDS...

BUSINESS ARCHITECTURE ROLE:

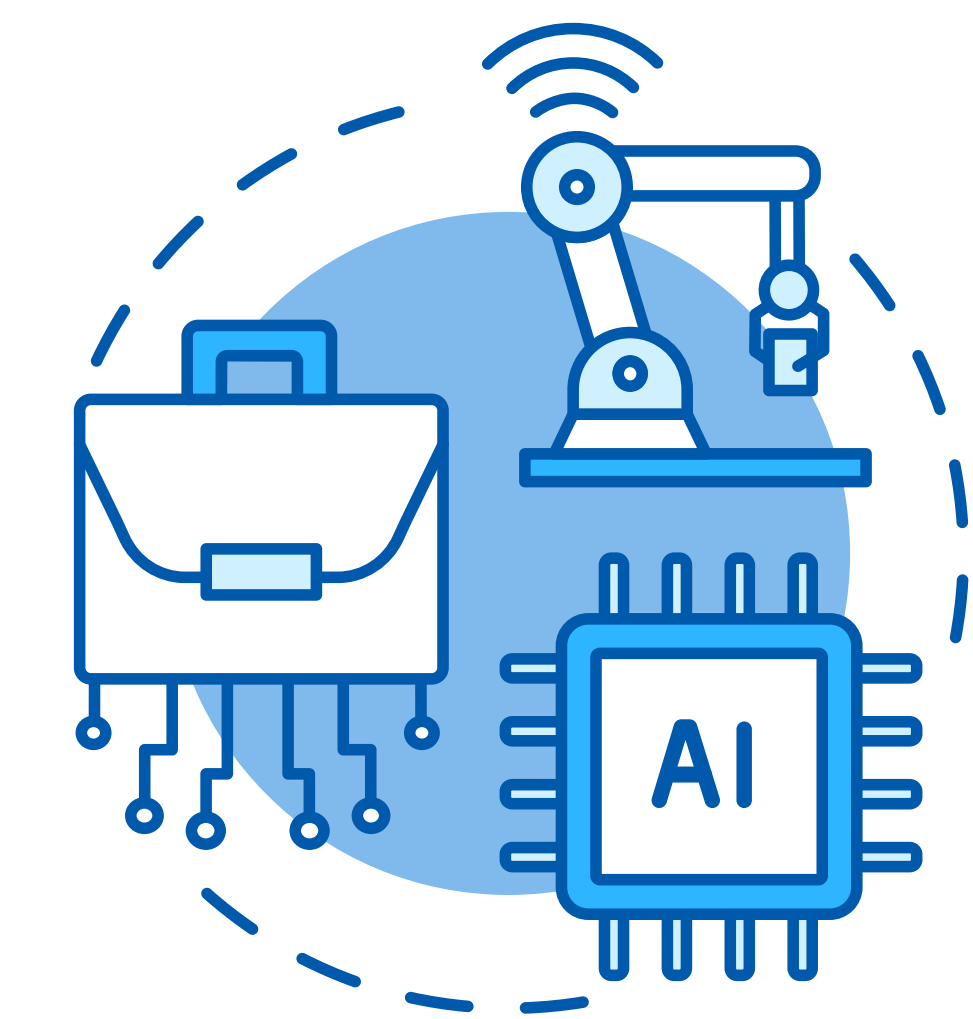
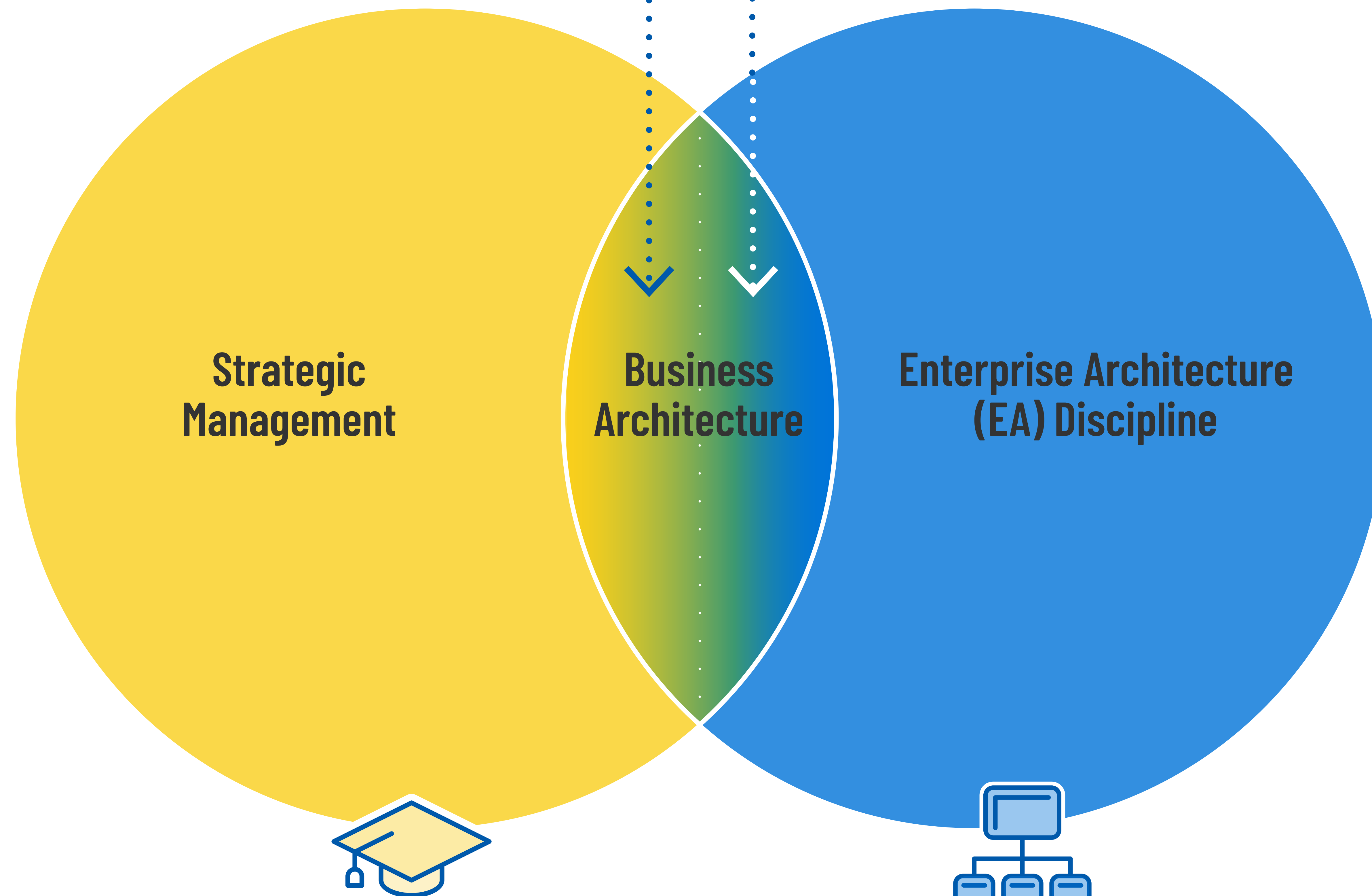
- Provides missing role to translate strategy cohesively and align to execution (capability-lens)
- Integrative role/framework across silos
- Decision support

BUSINESS ARCHITECTURE ROLE:

- Tip of the spear for EA scenarios to provide –
- Business direction
 - Business language and context
 - Business lens (e.g., APM)



*Business Focus
and Context*



*Technology
Relevance and
Learning*



University



EA Profession