

BUSINESS ARCHITECTURE IN ACTION FOR BUSINESS TRANSFORMATION



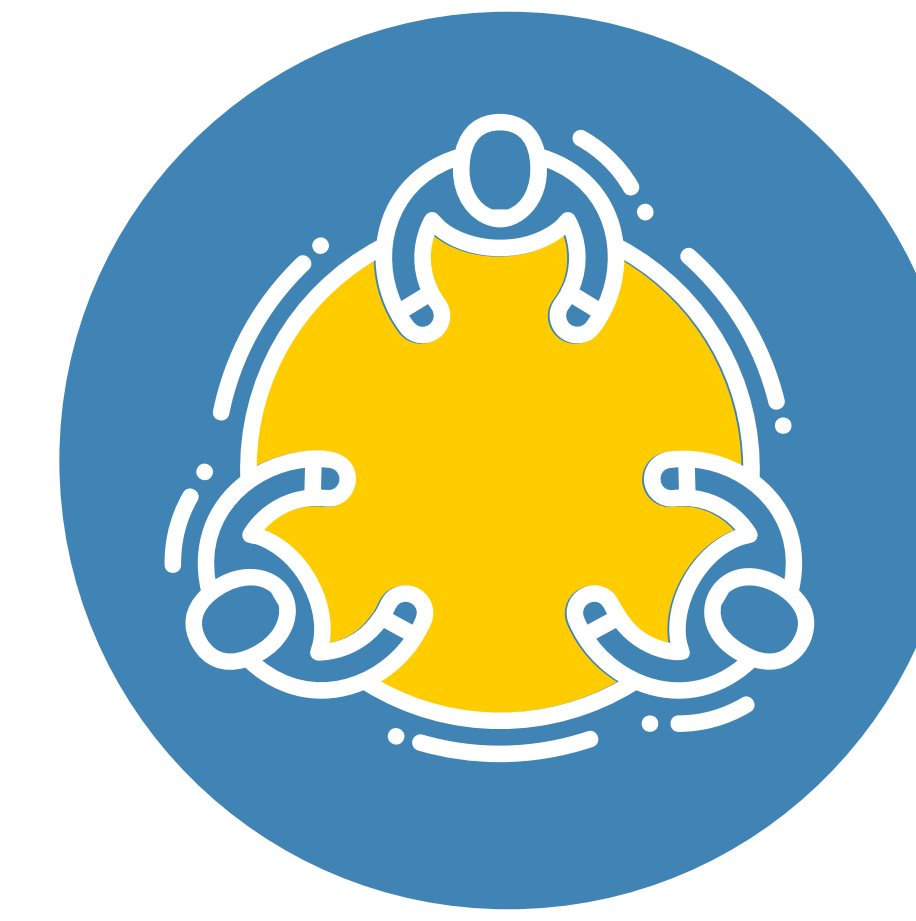
Common Challenges

- High-level direction which may be difficult to translate into specific actions; strategy diffusion
- Siloed strategy interpretation and execution, leading to redundant and conflicting solutions
- Heavy IT focus and reliance on vendors for solutions
- Challenge in knowing where to start and how to approach large-scale change



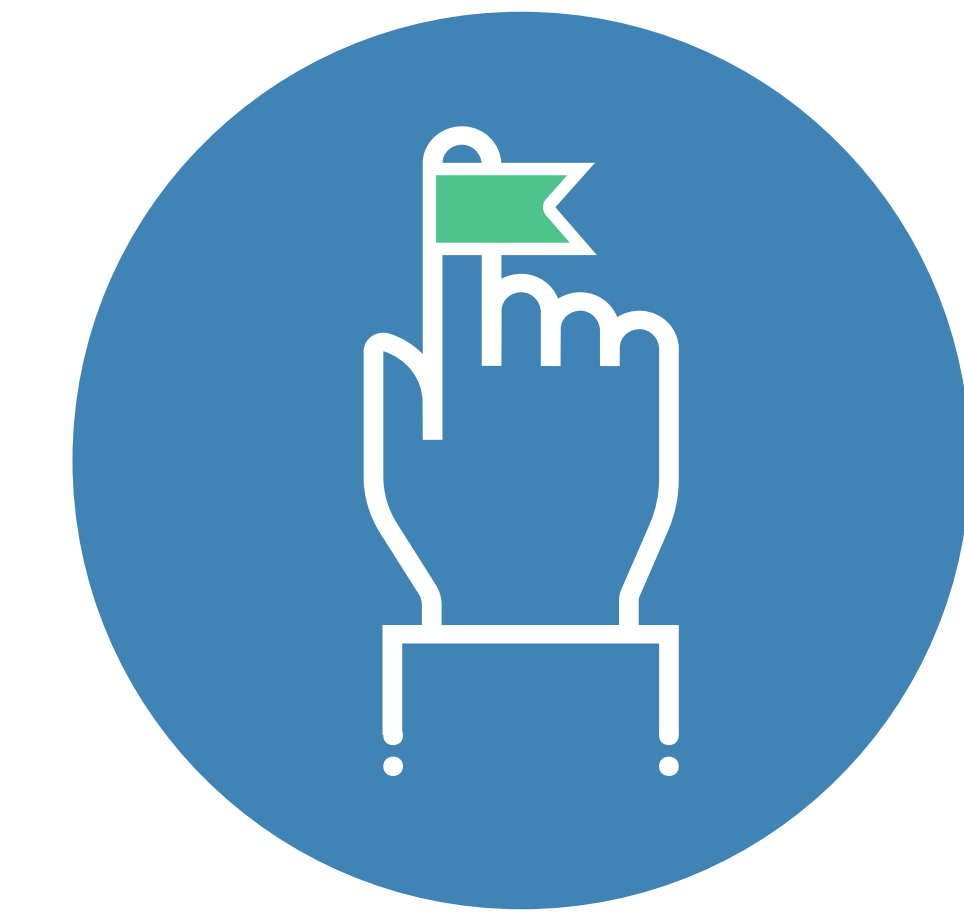
Opportunities

- Clarify business direction; provide a common, actionable view of the future for the enterprise
- Architect solutions from an enterprise perspective, leading to efficient design and initiative scopes
- Drive transformation from a business perspective and create holistic business and IT solutions
- Manage large scopes leveraging architecture's high level view and then expand into detail "just in time"



How We Do It

1. Clarify Business Direction
2. Identify Business and IT Impacts
3. Analyze and Visualize Current State Architecture
4. Design and Visualize Target State Architecture
5. Plan Initiatives
6. Obtain Approval
7. Handoff to Execution Team
8. Oversee Execution and Measure Results



Considerations

- Business architecture practice maturity is required
- Integration with teams across the strategy execution life cycle is required
- Sponsorship and buy-in from business transformation leadership is required
- Visualization and story-telling techniques are important
- Business architects must be prepared to act as leaders and change agents



transformation



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