



Establishing the Business Architecture Practice

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- ✓ Define clear goals for Business Architecture in your organization
- ✓ Gain initial stakeholder buy-in
- ✓ Build the right team
- ✓ Short-term wins
- ✓ Scaling the practice
- ✓ Keys to continued success

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Traction through short-term wins

Scaling the practice

Keys to continued success

What do we want to achieve with Business Architecture?



- Organizational effectiveness?
- Alignment of business to technology?
- Improved M&A identification and integration?
- Process improvement?
- IT investment planning/roadmap?
- ...

All are important, but need to prioritize and start where the organization and stakeholders can benefit the most and chance of success is highest

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Who are the right stakeholders?

- Business executives?
- Corporate strategy?
- IT leadership / portfolio management?
- Enterprise Architecture leadership?
- Human Resources?

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- ✓ Business executives
- ✓ Corporate strategy
- ✓ IT leadership / portfolio management
- ✓ Enterprise Architecture leadership
- ✓ Human Resources

Correct Answer: All of the above!

The challenges and opportunities

“What is Business Architecture?”

“Why do we need Business Architecture?”

“What value does Business Architecture deliver?”

“Business Architect = Business Analyst, right?”

“Isn't Business Architecture just a techie thing?”



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Why Business Architecture?

How do we ensure technology investments drive the business value we thought they would?

How do we avoid building duplicate systems?



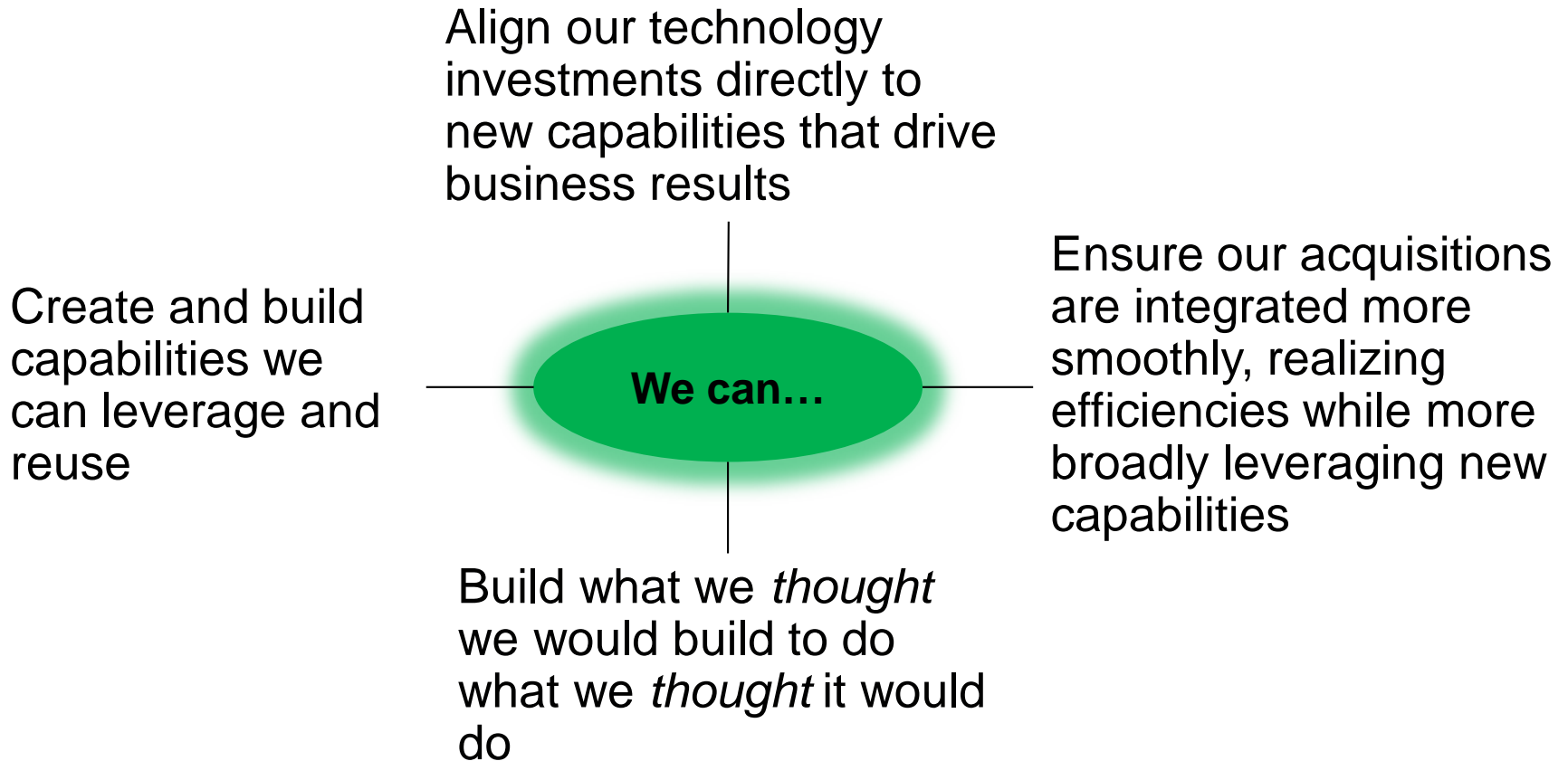
How do we ensure we receive the value we expect from our acquisitions?

How do we ensure that what we build matches our original goal?



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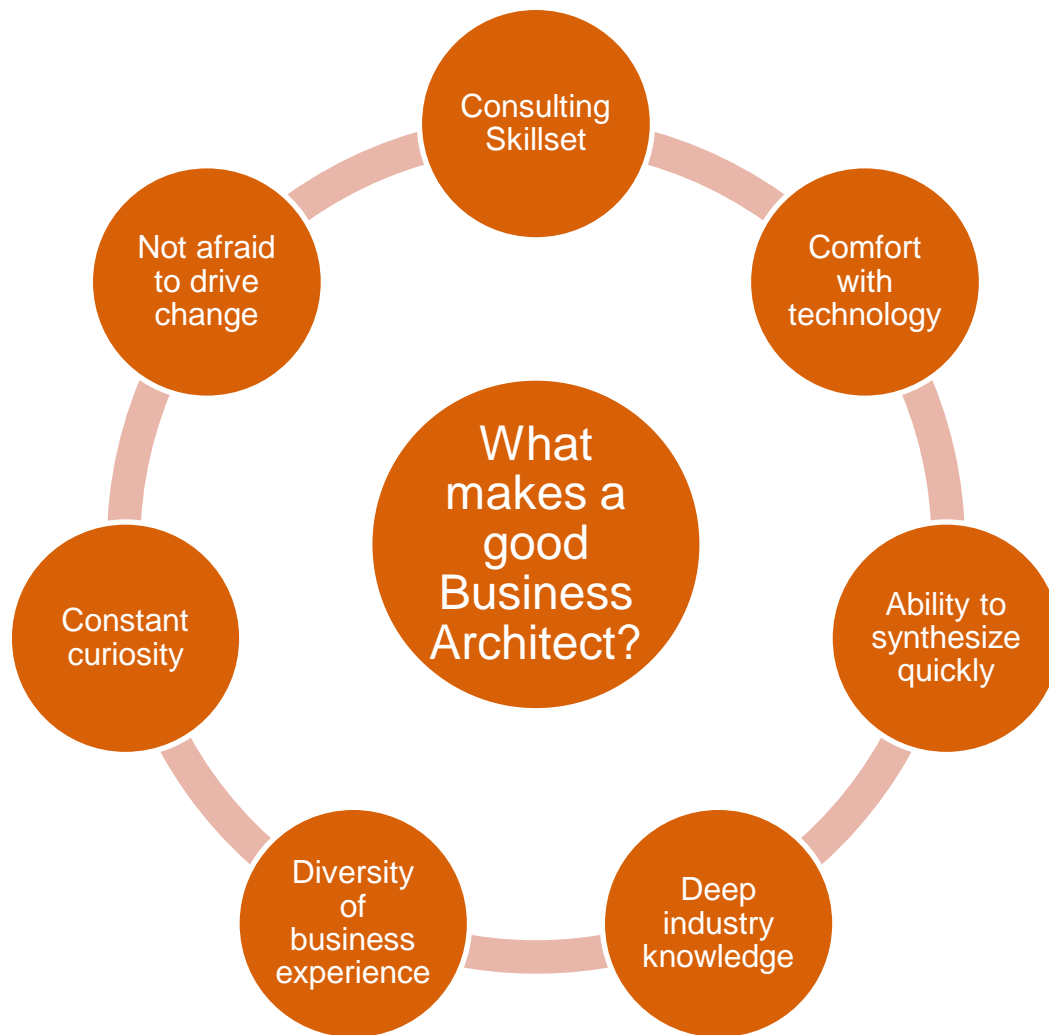
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Scaling the practice

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A strong BA has the following characteristics



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Leveraging a short-term win

Identify the right part of the business

Clear business strategy

Early stages

Executive visibility

A willing business team



Embed with the business unit

Trusted member of the “team”

Focus on achieving *business* objectives

Avoid the “ivory tower” perception – should be added measurable value



Measure and communicate value

Clear demonstration of how business architecture influenced outcomes/results positively



Send forth evangelists

Leverage others to tell the story – develop evangelists

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Measuring Success

- Tie overall funding to business architecture-driven initiatives
- Align overall technology spend directly to business strategy/objectives through business architecture

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 **Keys to continued success**

Keys to continued success

- Integration into existing processes and culture – not a separate process
 - Product development, M&A
- Up-to-date, visible models
- Ongoing engagement across enterprise
- Executive visibility and evangelism
- Highlight success stories