

# The Evolution of Business Architecture in Wells Fargo

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**Business Architecture  
Innovation Summit**  
OMG BASIG & BA Guild

25-26 March 2014

Together we'll go far



# Outline

- **Context** *Wells Fargo Today*
- **BA at Wells Fargo** *What we had, Timeline*
- **BA Current State** *Value Proposition, BA Community*

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# Wells Fargo Today



## Key facts as of 12/31/13

Assets	\$1.5 trillion
Team members	More than 264,000
Customers	70 million
Locations	More than 9,000
ATMs	More than 12,500
Market value of stock	\$239 billion

80+ businesses servicing customers across North America and Internationally

Ranked **4th** in assets among U.S. banks (as of 12/31/13)

Ranked world's most valuable bank by market capitalization (as of 12/31/13)

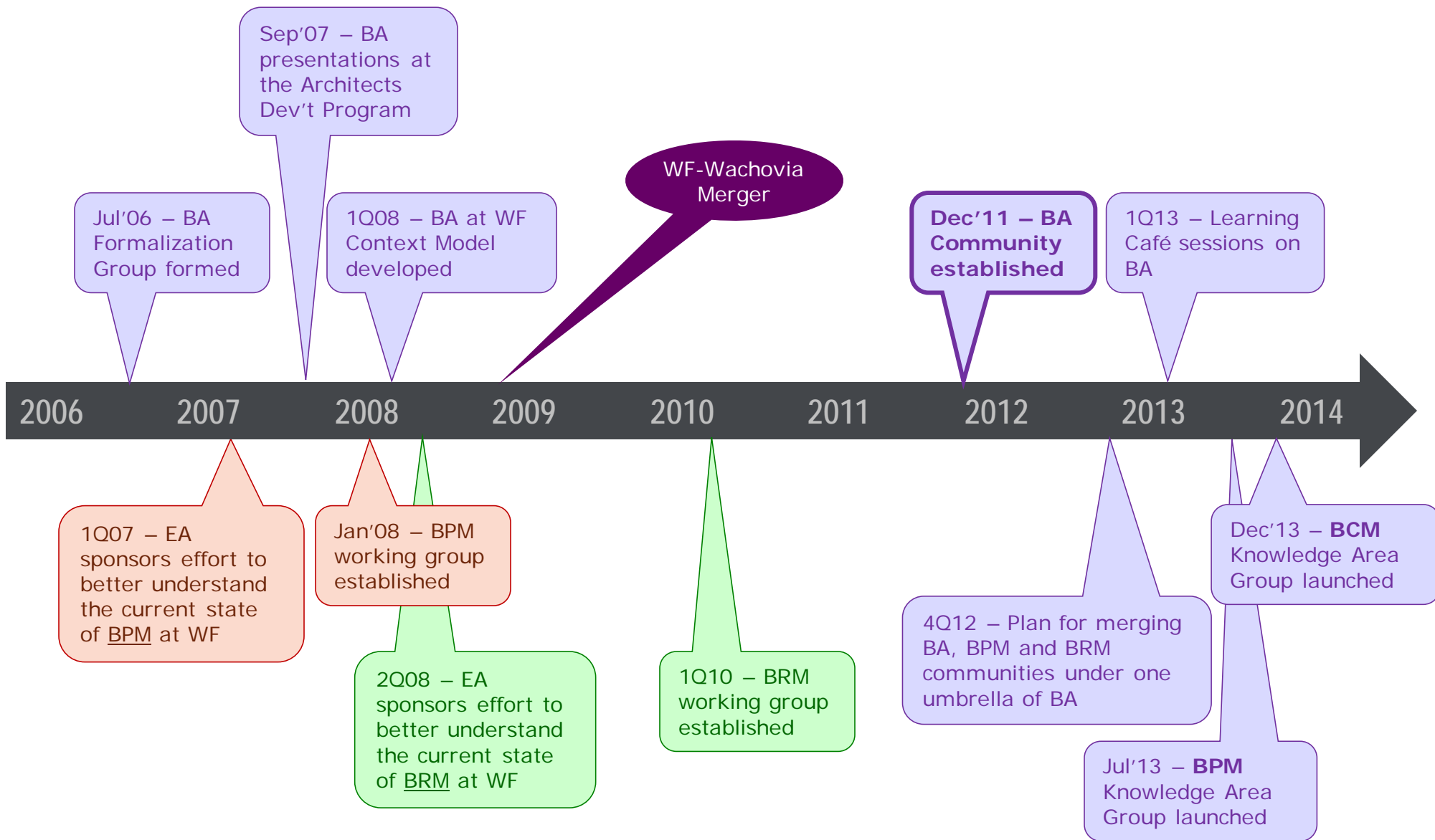
# BA at Wells Fargo ... **what we had**

- **Isolated pockets of BA or related activities**
- **A few related communities**
  - **BPM, BRM** – *focused on technology platforms*
  - **Business Architecture** – *isolated, narrow-focused*
  - **Business Analysis** – *focused on requirements management*
- **Several attempts at consolidation**
- **A high-level context model**

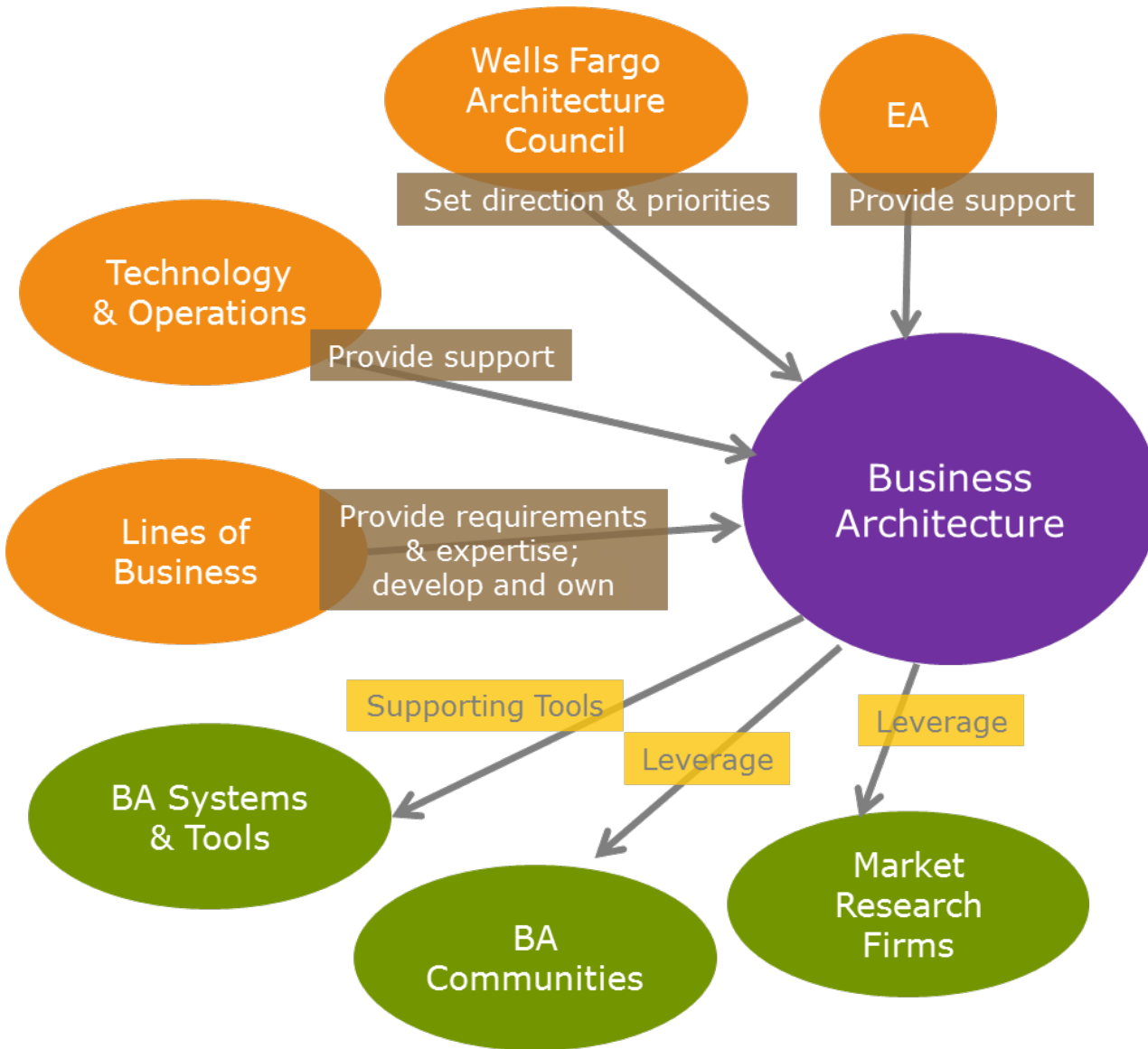
# Launching a WF BA Community

- **Refined the existing context model**
- **EA Group's investigation** – *During 2011*
- **Kick-off meeting** – *Dec 2011*
- **Key deliverables**
  - **Community Charter** – *Purpose, Goals, Responsibilities*
  - **Core Group**
  - **Community website**
  - **2012 Plan** – *Activities, deliverables, etc.*
  - **Case study candidates** – *6 presented during 2012*
  - **BA Glossary**
  - **BA SWOT Analysis** – *To plan for 2013 and beyond*

# BA at Wells Fargo – Timeline



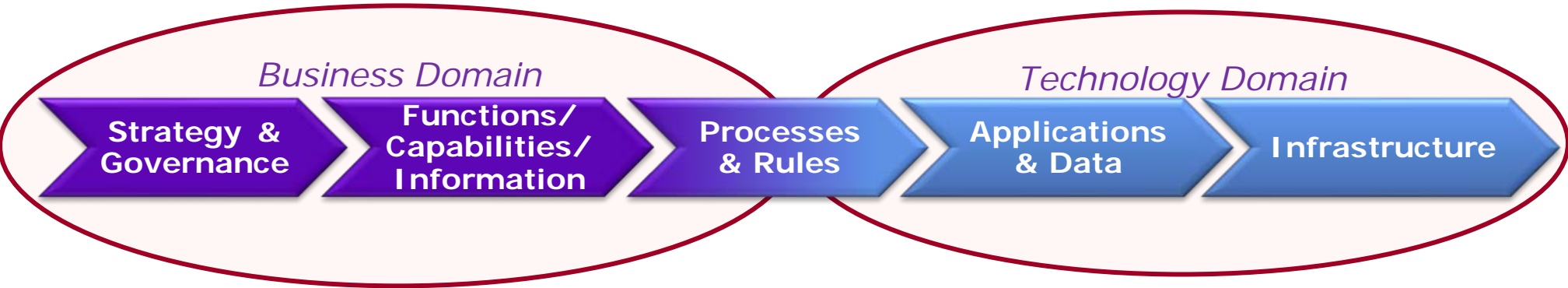
# BA at Wells Fargo – Context Model



*We are establishing and socializing clear statements on key aspects of BA:*

- Definition & components
- Value proposition
- Key activities & deliverables
- Community of practice

# Typical Enterprise Value Chain





# Why Business Architecture? – Value Proposition

BA establishes a framework to create, manage, and communicate key business aspects

- that serve as a foundation of the enterprise to enhance accountability and improve decision-making

BA provides transparency and clarity across business units and product lines to enable

- Cross-functional planning
- Resource allocation
- Alignment of business processes
- Issues resolution across the enterprise

BA forms the foundation for all subsequent architectures, and helps identify gaps

- which affects underlying services, processes, people, and tools

# Role of Wells Fargo BA Community

*To support and advance the discipline and practice of Business Architecture within Wells Fargo*

Define and clarify the discipline and practice of BA

- Scope, components, value proposition, deliverables, etc.

Support current BA efforts within Wells Fargo

- Maintain Inventory
- Provide guidance and coordination across business lines

Identify opportunities for collaboration

- Among various BA efforts
- Between BA and related efforts

Help develop BA Strategy and Roadmap for Wells Fargo

- Current and target states
- Gaps and future direction

Develop templates for various BA views/models

- Context, Domain, Governance, Capabilities, Processes, Rules, Events, etc.

Knowledge Transfer

- Case Studies, Panel Discussions, Webinars, etc.

Best Practices, Methods & Standards

- Glean, develop, share

Tools and Techniques

- Evaluate, recommend, socialize, support

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