

BUSINESS ARCHITECTURE: STATE OF THE PRACTICE UPDATE

March 25, 2014

Presented by:

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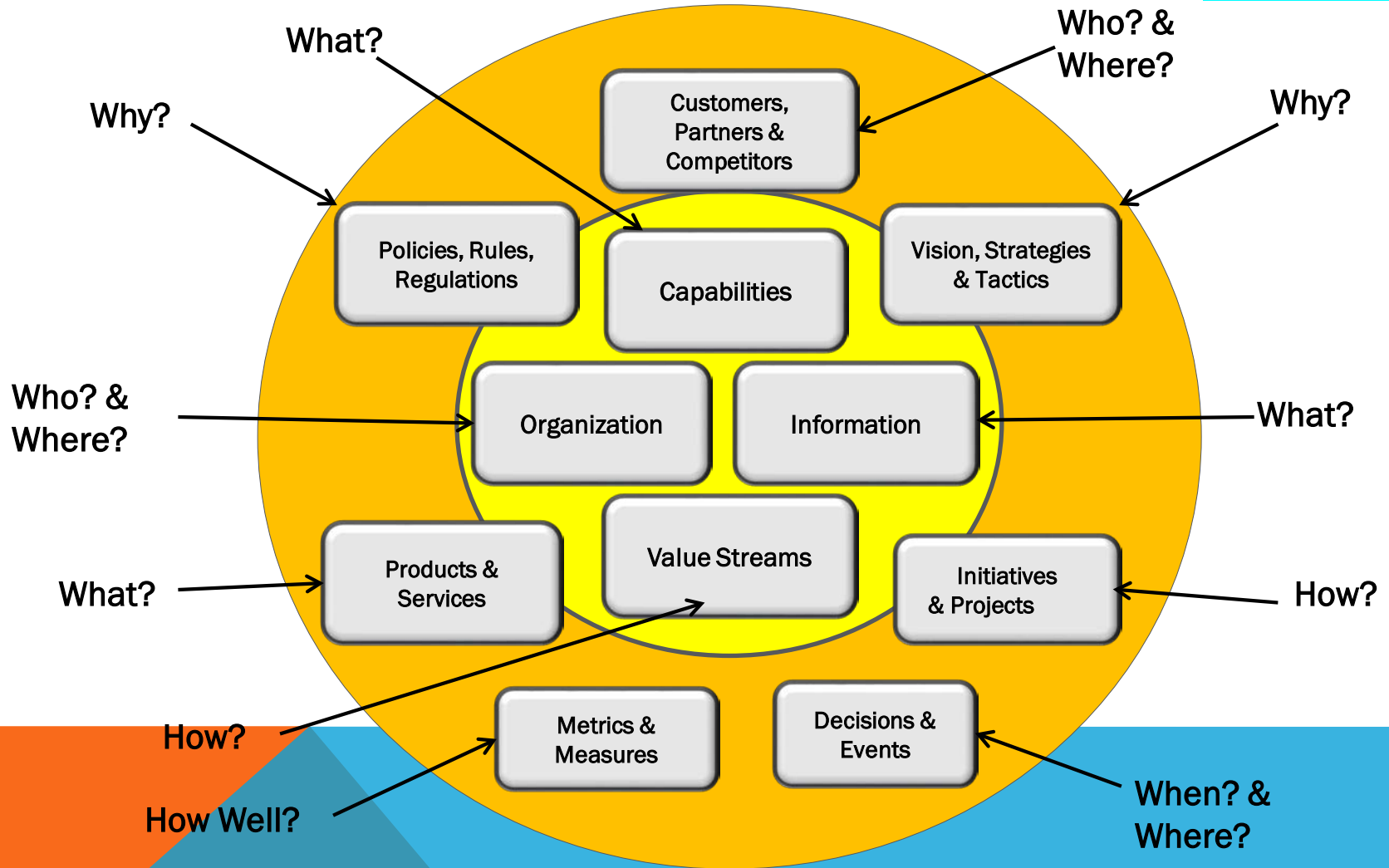
President and a Co-Founder, Business
Architecture Guild

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- 3rd Annual Business Architecture Innovation Summit
- Co-sponsored by:
 - The Business Architecture Guild
 - The Object Management Group, Business Architecture Special Interest Group
- Announcing Austin, TX Sept. 16-17, 2014
 - Business Architecture Innovation Workshop
- Notes & Logistics
- State of the Practice Update

- Presentations & panels from industry leaders in business architecture
- Special BIZBOK™ Guide panel at 5 pm Tuesday
- Please note:
 - Summit agenda at www.omg.org – click on Business Architecture Innovation Summit on right side of page
 - Presentation PDFs posted at Business Architecture Guild [Resource Page](http://www.businessarchitectureguild.org) – go to: www.businessarchitectureguild.org
 - Lunches noon-1 are provided along with drinks and snacks at break
- Day two lunch presentation from Mega our cosponsor
- Join us at the Wed. evening OMG reception at 6 pm
- Business Architecture Guild, Member Campfire: Thursday 8:30 – Noon
 - Note this is a Guild Members only event

RECAPPING THE BUSINESS ARCHITECTURE ECOSYSTEM



Source: "A Guide to the Business Architecture Body of Knowledge™" (BIZBOK Guide™), Version 3.5, Part 1: Introduction, Figure 1.1

BUSINESS ARCHITECTURE: MOVING THROUGH THE NEXT STAGE

- Business architecture deployment is escalating across every industry and continent
- Business architecture foundations are being established
- Leading edge organizations are leveraging established business architectures for business planning, portfolio management, requirements analysis, business model realignment and transformation initiatives
- The Business Architecture Guild did a quick snapshot survey to learn more

BUSINESS ARCHITECTURE GUILD

SNAPSHOT SURVEY

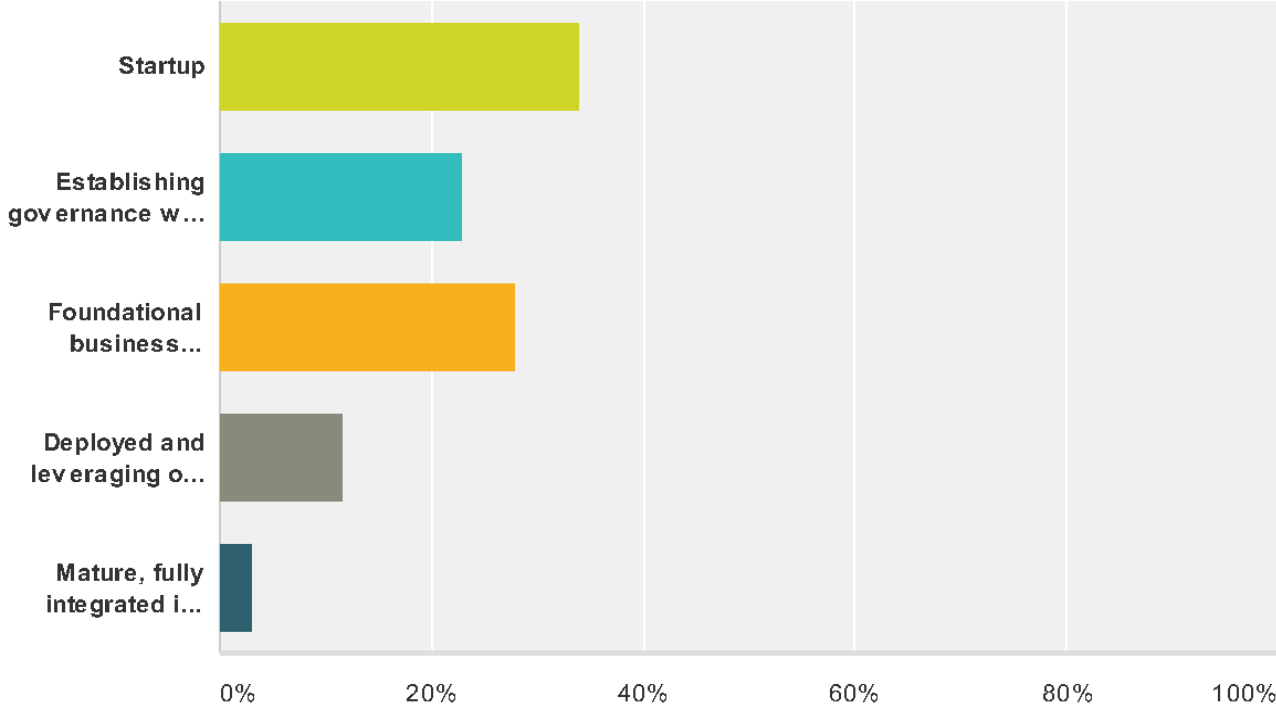
Business Architecture

Guild

- Survey was limited to 1100 plus Guild members
- Opened for just 4 days, targeting three questions:
 - 282 replies (over 50% open rate with 50% response rate)
- What did we ask?
 - What stage of business architecture deployment?
 - What are your most common business architecture activities?
 - Who governs your practice?
- What was our goal:
 - To assess where engaged organizations (being Guild members) are at from a maturity and deployment perspective

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR STAGE OF BUSINESS ARCHITECTURE DEPLOYMENT?

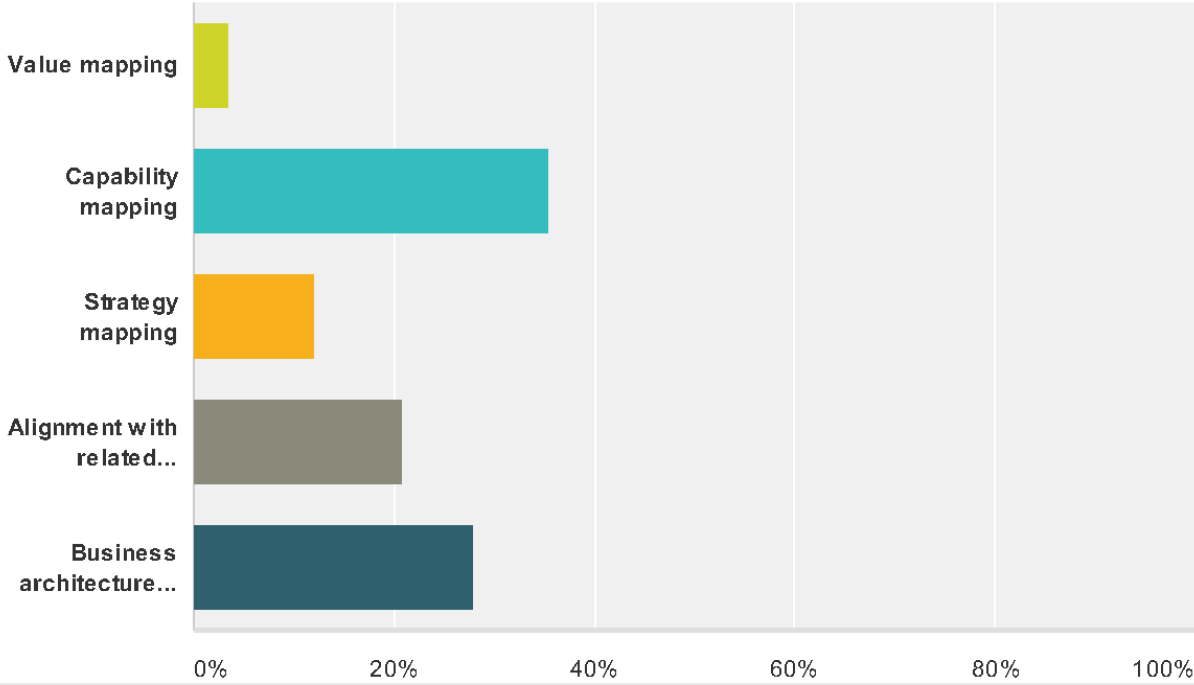
Answered: 282 Skipped: 0



Answer Choices	Responses	Count
Startup	34.04%	96
Establishing governance with little foundational work in place	23.05%	65
Foundational business architecture (i.e. capability, value maps) in place	28.01%	79
Deployed and leveraging on projects	11.70%	33
Mature, fully integrated into planning, portfolio management, business analysis and all aspects of business transformation	3.19%	9
Total		282

WHICH OF THE FOLLOWING BUSINESS ARCHITECTURE ACTIVITIES ARE YOU MOST ENGAGED IN?

Answered: 279 Skipped: 3

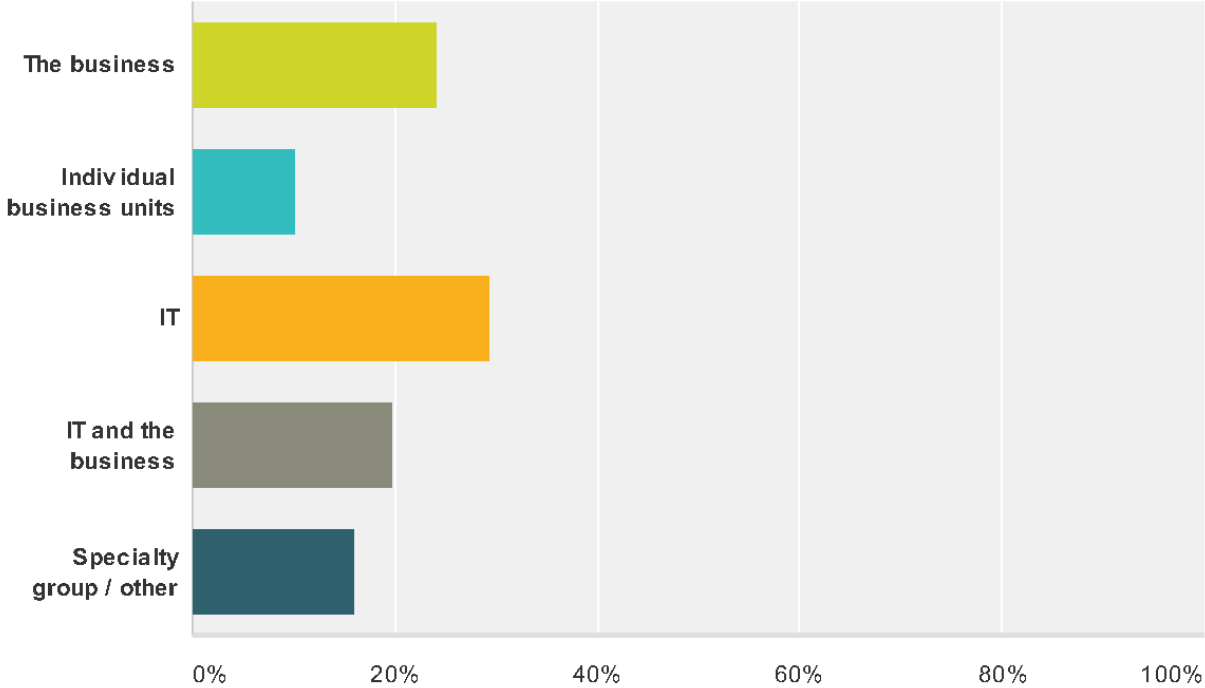


Answer Choices	Responses
Value mapping	3.58% 10
Capability mapping	35.48% 99
Strategy mapping	12.19% 34
Alignment with related business disciplines (e.g. BPM, business analysis)	20.79% 58
Business architecture / IT architecture alignment	27.96% 78
Total	279

WHICH OF THE FOLLOWING BEST DESCRIBES WHO GOVERNS YOUR BUSINESS ARCHITECTURE PRACTICE?



Answered: 281 Skipped: 1



Answer Choices	Responses
The business	24.20% 68
Individual business units	10.32% 29
IT	29.54% 83
IT and the business	19.93% 56
Specialty group / other	16.01% 45
Total	281

LEVERAGING BUSINESS ARCHITECTURE INTO THE FUTURE

- **If you are still...**
 - Working on basic governance and startup tasks
 - Focused on capability mapping without value mapping
 - IT governed and applying an IT-centric focus
- **Your organization will be challenged to...**
 - Leverage critical, value-oriented perspectives in improving the customer experience
 - Move beyond IT centric perspectives and goals in order to focus on business value
- **And not be able to leverage business architecture on...**
 - Strategic planning, change management, customer experience management, business model realignment or other work associated with major business transformation initiatives

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