PRESENTED BY:
William Ulrich
President, TSG, Inc.
President and a Co-Founder, Business Architecture Guild

wmmulrich@tsgconsultinginc.com
WELCOME

- 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
SUMMIT NOTES AND LOGISTICS

- Presentations & panels from industry leaders in business architecture
- Special BIZBOK™ Guide panel at 5 pm Tuesday
- Please note:
  - Summit agenda at [www.omg.org](http://www.omg.org) – click on Business Architecture Innovation Summit on right side of page
  - Presentation PDFs posted at Business Architecture Guild Resource Page – go to: [www.businessarchitectureguild.org](http://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 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

- 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

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Startup</td>
<td>34.04%</td>
</tr>
<tr>
<td>Establishing governance with little foundational work in place</td>
<td>23.05%</td>
</tr>
<tr>
<td>Foundational business architecture (i.e. capability, value maps) in place</td>
<td>28.01%</td>
</tr>
<tr>
<td>Deployed and leveraging on projects</td>
<td>11.70%</td>
</tr>
<tr>
<td>Mature, fully integrated into planning, portfolio management, business analysis and all aspects of business transformation</td>
<td>3.19%</td>
</tr>
<tr>
<td>Total</td>
<td>282</td>
</tr>
</tbody>
</table>
WHICH OF THE FOLLOWING BUSINESS ARCHITECTURE ACTIVITIES ARE YOU MOST ENGAGED IN?

Answered: 279  Skipped: 3

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value mapping</td>
<td>3.58% 10</td>
</tr>
<tr>
<td>Capability mapping</td>
<td>35.48% 99</td>
</tr>
<tr>
<td>Strategy mapping</td>
<td>12.19% 34</td>
</tr>
<tr>
<td>Alignment with related business disciplines (e.g. BPM, business analysis)</td>
<td>20.79% 58</td>
</tr>
<tr>
<td>Business architecture / IT architecture alignment</td>
<td>27.96% 78</td>
</tr>
<tr>
<td>Total</td>
<td>279</td>
</tr>
</tbody>
</table>
WHICH OF THE FOLLOWING BEST DESCRIBES WHO GOVERNS YOUR BUSINESS ARCHITECTURE PRACTICE?

Answered: 281  Skipped: 1

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>The business</td>
<td>24.20%</td>
</tr>
<tr>
<td>Individual business units</td>
<td>10.32%</td>
</tr>
<tr>
<td>IT</td>
<td>29.54%</td>
</tr>
<tr>
<td>IT and the business</td>
<td>19.93%</td>
</tr>
<tr>
<td>Specialty group / other</td>
<td>16.01%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Copyright 2014 @ Business Architecture Guild
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
Presented by:
William Ulrich
President, TSG, Inc.
President and a Co-Founder, Business Architecture Guild

wmmulrich@tsgconsultinginc.com