

# Business Architecture Innovation Summit

March 26, 2014

## Agency Solutions



*Enabling Agency Excellence*

# WHO IS NATIONWIDE?

## Nationwide Mutual Insurance Company



- One of largest and strongest U.S. financial services organization
- Rated A+
  - AM Best
  - Standard & Poors

## Full range of insurance and financial services



## Sales network for property and casualty insurance

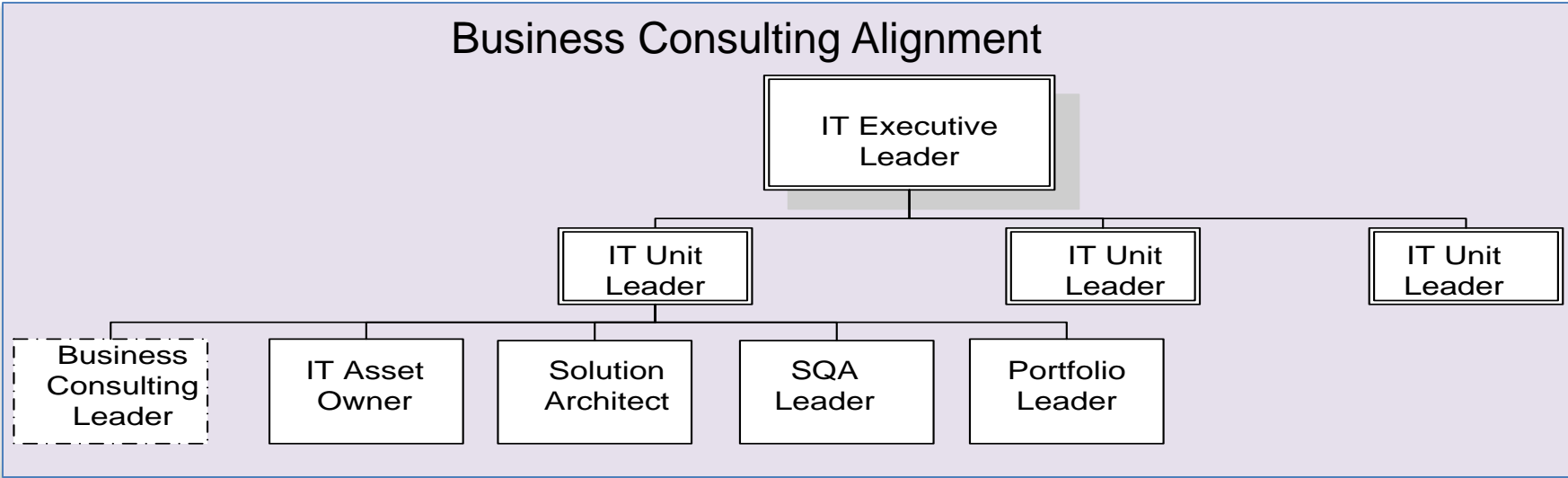
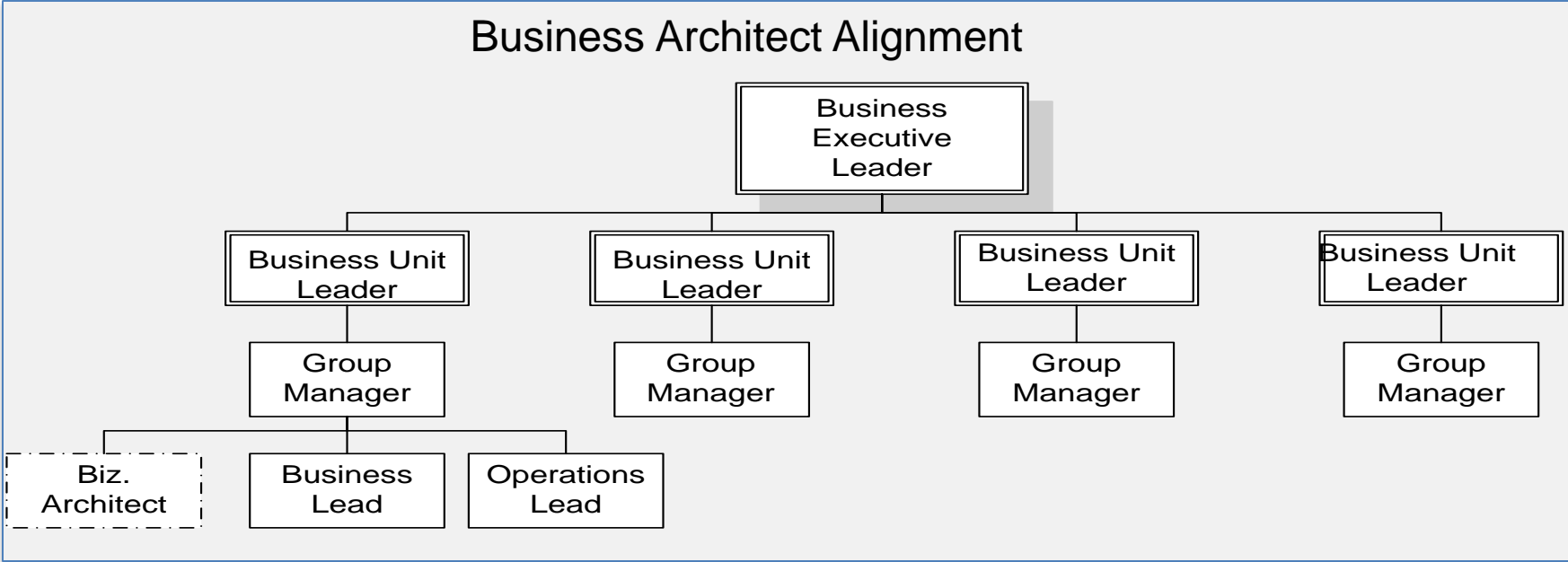
46 States  
3,200 exclusive agents  
5,200 independent agents

“On Your Side” Centers  
1-877-OnYourSide

Mission: To protect what’s most important and build a secure financial future for U.S. consumers and businesses



# BA AND BCL ORGANIZATIONAL VIEWS



# Evolution of the Business Consulting and Business Architecture teams..

## Business Architecture

**When?** : December 2011

**Why?:**

- Direct the strategic alignment and success of major corporate initiatives from a business perspective.
- Prioritize, approve and ensure the design of new processes and adoption of new strategies and/ or initiatives.
- Lead strategic discussions & decisions around major business capabilities.

**Structure:**

- All Business Architects reside within one business area but are spread across three directors and support business capabilities outside of our teams.

## Business Consulting

**When?** : July 2012

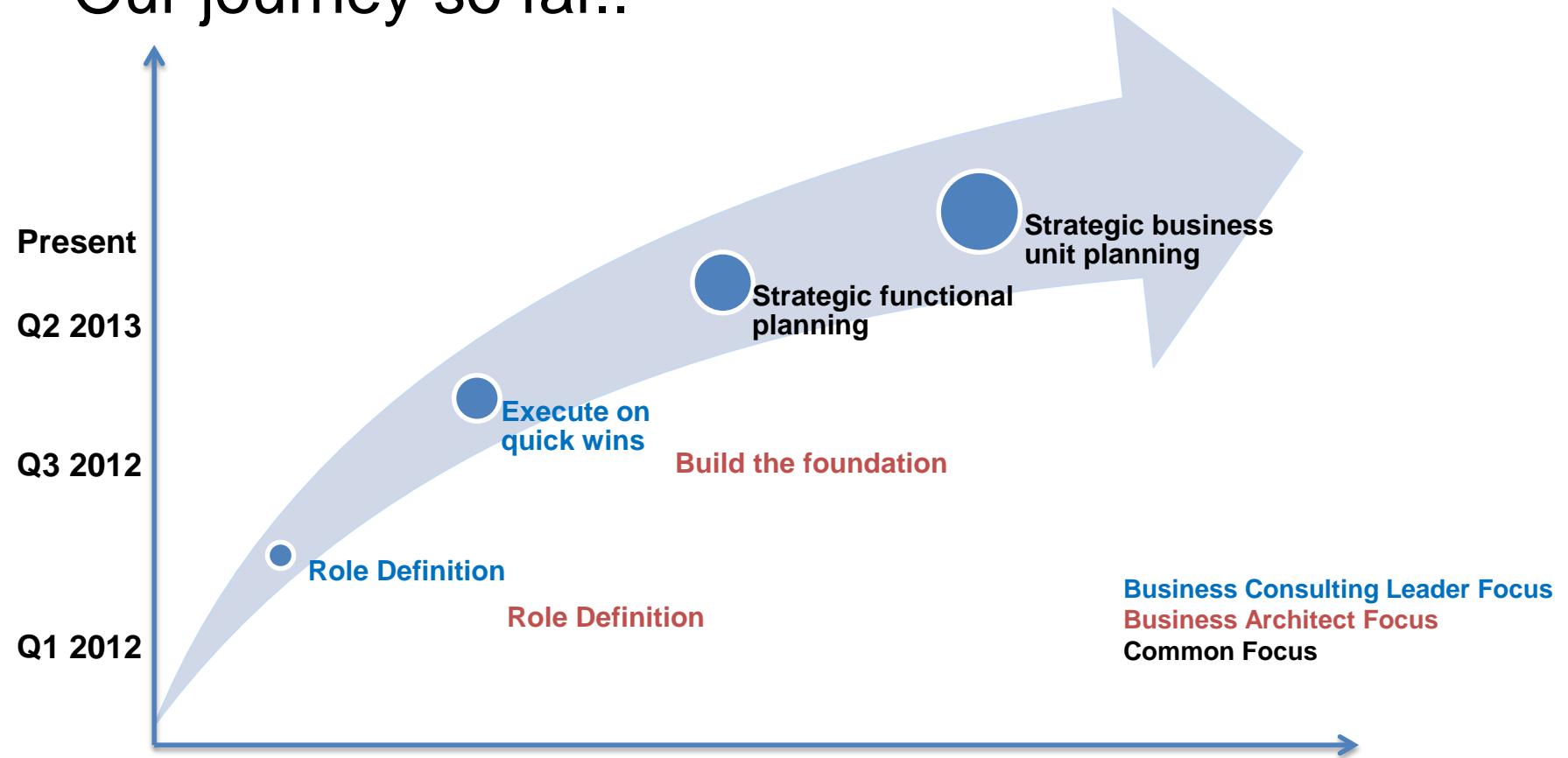
**Why?:**

- Drive proactive vs. reactive business and IT planning
- Ensure alignment between business and IT planning
- Reduce time spent in scoping and launching IT projects
- Develop long range view of business strategies and initiatives

**Structure:**

- Each IT area has a Business Consulting team that aligns with the corresponding business area

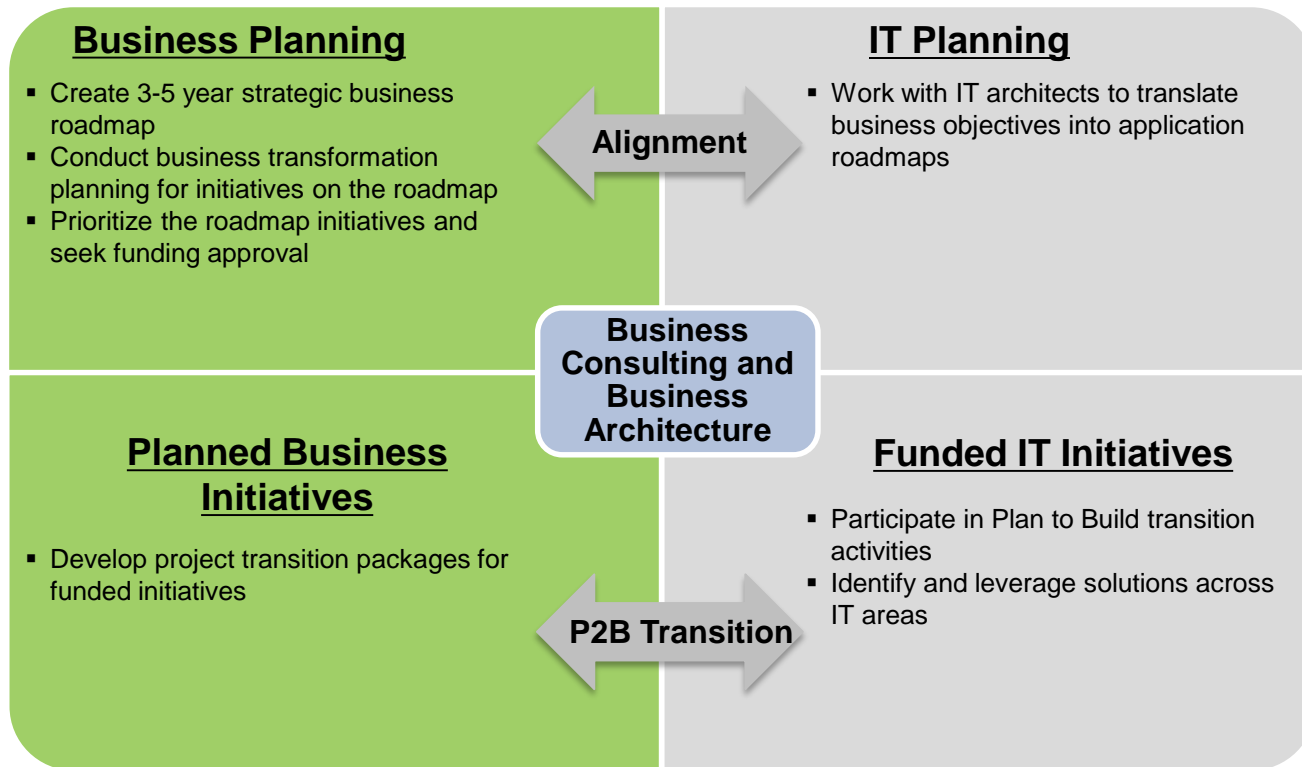
# Our journey so far..



## Future Focus:

- Cross business unit/ Enterprise planning
- Increased adoption of the work products and methodologies
- Role clarity and maturity

# We have a collaborative model between business and IT teams



Key desired outcomes:

- Alignment between business and IT planning
- Proactive planning
- Streamlined transition between plan and build



# Bringing it together: Connecting Strategy to Action



## Nationwide Staff Sales & Field Sales / Agency BSA – “Strategy in Action”

Strategic Planning Line of Sight from Business to IT



### Sales Business Strategic Goals & Vision

*Business Executives  
IT Executives*



### Sales & Agency Business Capabilities Evolution

*Business Architects,  
Bus. Consulting Team,*



### Sales & Agency Business Strategic Initiatives, Business Case & Story

*Bus. Consulting Team, Business Architects,  
BSA Leader, App Owners, Solution Architect*



### IT Strategic Initiatives Aligned to Business Strategy

*App Owners, Solution Architect, System Architects*



### IT Application Roadmaps for Agency Sales

*App Managers,  
System Architects*

Strategy	Sales & Agency Business Capabilities Evolution	Sales & Agency Business Strategic Initiatives, Business Case & Story	IT Strategic Initiatives Aligned to Business Strategy	IT Application Roadmaps for Agency Sales
Strategy 1	<ul style="list-style-type: none"> <li>Distribution Planning</li> <li>Sales compensation and commissions</li> <li>Producer Information Management</li> </ul>	<ul style="list-style-type: none"> <li>BTP 1</li> </ul>	<ul style="list-style-type: none"> <li>IT Initiative 1</li> </ul>	<ul style="list-style-type: none"> <li>Application Roadmap 1</li> </ul>
Strategy 2	<ul style="list-style-type: none"> <li>Performance Management</li> <li>Field Sales Management</li> </ul>	<ul style="list-style-type: none"> <li>BTP 2</li> </ul>	<ul style="list-style-type: none"> <li>IT Initiative 2</li> </ul>	<ul style="list-style-type: none"> <li>Application Roadmap 2</li> </ul>
Strategy 3	<ul style="list-style-type: none"> <li>Contract Management</li> <li>Document Management</li> <li>Licensing and Appointments</li> </ul>	<ul style="list-style-type: none"> <li>BTP 3</li> </ul>	<ul style="list-style-type: none"> <li>IT Initiative 3</li> </ul>	<ul style="list-style-type: none"> <li>Application Roadmap 3</li> </ul>
Strategy 4	<ul style="list-style-type: none"> <li>Sales Reporting and Analytics</li> </ul>	<ul style="list-style-type: none"> <li>BTP 4</li> </ul>	<ul style="list-style-type: none"> <li>IT Initiative 4</li> </ul>	<ul style="list-style-type: none"> <li>Application Roadmap 4</li> </ul>



# LESSONS LEARNED

- Collaboration
- Get Started!
- Be Flexible with Methodology
- Show Results/ Value quickly
- Sell Yourself



# Questions?

# We utilize the Business Transformation Planning (BTP) framework for the strategic planning efforts

