



Delivering Business Value  
Through IT Leadership

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**Society for Information Management Releases *SIM Guide to Enterprise Architecture***  
*Book provides field guide for changing role of the CIO*

CHICAGO – For CIOs truly looking for a seat at the strategic table, Enterprise Architecture (EA) may be the answer.

The recently-released *The SIM Guide to Enterprise Architecture*, produced by the Society for Information Management (SIM) Enterprise Architecture Working Group, provides a solid understanding of key concepts to effectively provide the leadership, vision, and tools to enable optimal use of all enterprise resources to ultimately drive value and achieve objectives.

“EA is a new way of thinking about and managing organizations. The current global economic situation is in large part a result of countless decisions based on outdated and flawed enterprise models,” said Leon Kappelman, Ph.D., editor of the book and Director Emeritus of the Information Systems Research Center, Fellow at the Texas Center for Digital Knowledge, and a Professor in the Information Technology & Decision Sciences Department at the College of Business of the University of North Texas. “EA is key to effectively and efficiently accomplishing often-elusive objectives like business-IT alignment, agility, simplification, processes optimization, legacy replacement, and data integration. EA is one of the essentials in the survival tool kit for organizations in these times. We are still in the early stages of this paradigm shift; *The SIM Guide to Enterprise Architecture* is the handbook for getting started.”

Beginning with a look at current theory, the book discusses the practical application of enterprise architecture and includes a wealth of best practices, resources, and references, including results from the annual SIM IT Trend Survey, which provides important metrics for evaluating progress and success.

“Enterprise Architecture is still an immature science, but its importance in enabling global business should not be underestimated,” said Jeanne W. Ross, Director and Principal Research Scientist at the Center for Information Systems Research at the MIT Sloan School of Management. “Even as they are still trying to understand how to ‘do’ EA and to demonstrate its value, IT leaders need to work toward rational, valuable business processes. They are the natural leaders to assume responsibility for architecting their companies’ business operations.”

More information about the book and the SIM Enterprise Architecture Working Group can be found at <http://eawg.simnet.org>.

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*Established in 1968, the Society for Information Management (SIM) is the premier network for IT leaders comprised of more than 3,800 members including CIOs, senior IT executives, prominent academicians, and foremost consultants. SIM is a community of thought leaders who share experiences, apply rich intellectual capital, and who explore future IT direction. Through its 31 chapters, SIM provides resources and programs inspired by IT leaders for IT leaders that enable CIOs to further develop their leadership capabilities and those of the emerging leaders in their organizations. SIM provides the collective voice to advocate policy and legislation on behalf of the IT profession.*