

# IBM Executive Business Value Workshop for Enterprise Architecture

This workshop fosters communication between your organisation and IBM® to jointly formulate an actionable plan to ensure your organisation is well positioned to extract maximum business value from your IT initiatives. Based on your expressed business objectives and values, and drawing from IBM consulting experience and that of our experienced Business Partners, the IBM Executive Business Value Workshop results in a set of recommendations and a high-level vision for measurable advancement with Enterprise Architecture in your organisation.

## Emphasis on business value

This workshop, which is part of the IBM Measured Capability Improvement Framework, guides your executives in reviewing and increasing their mutual understanding of your business and operational priorities, as well as key strategies for ensuring your IT planning meets business objectives. Through presentations and facilitated discussions on modern IT economics and planning principles, participants get a unified understanding and a set of recommendations about priorities, measures, and strategies for moving forward with a systematic approach to Enterprise Architecture.

## Highlights

The facilitated workshop discussions and exercises will be dynamically adjusted to your business needs and priorities. They may include discussions about the following topics:

- How to set up a control framework for the business process of managing your Enterprise Architecture to monitor progress and to provide mechanisms for systematic improvements
- How lessons from the evolution of Enterprise Architecture frameworks in yours and other industries, including TOGAF 9, can help address the needs of your business
- The architecture strategies you can adopt to improve business agility and response to changing business requirements
- Which strategies for managing your IT environment help you strike a balance between protecting existing investments and still meeting the needs of your business
- What governance is required to effectively manage your IT environment
- How to lead organisational change across your organisation with respect to Enterprise Architecture



## Agenda

The recommended workshop duration is four hours. During this time

- A structured sequence of topics will be discussed, where each topic leads into the next with increased understanding and level of detail.
- Each topic proceeds with an overview of IBM Rational® experience and insights, followed by discussions and interactive exercises.
- This increases participants' understanding of your current business context, goals, incentives for improvement, and operational objectives, as well as the current state of your Enterprise Architecture capability and possible gaps, plus strategies that could fill those gaps.

## Review of the outcome

IBM consultants will develop and present a set of prioritised recommendations and discuss them with you. This follow-up might include a high-level view of a roadmap for adoption of appropriate strategies for Enterprise Architecture; next steps for establishing appropriate execution plans; or additional workshops from the Measured Capability Improvement Framework services to accelerate moving from strategy to implementation.

## Participation from your organisation

The outcome and benefit of this workshop depends on the contribution and decision making or influencing power of the people participating in the workshop. Therefore, be sure to invite your executives and other leaders who are evaluated on the success of your IT delivery capability.

## A sound investment

We offer a partnership, where you leverage our experience, and that of our trusted Business Partners, in helping thousands of similar organisations over the last 25 years to take the first step into smarter business planning and alignment with Enterprise Architecture.

## Workshop delivery information

In order to deliver the Executive Business Value Workshop in the most optimal timeframe for your organisation, IBM may engage one of its experienced and trusted Business Partners to provide the services outlined above.

The approximate value of the Executive Business Value Workshop to your organisation is \$A 6,000 ex GST.

Additional information is available from your IBM Rational sales representative.