



Enterprise Lifecycle Management

Managing Business Transformation

IBM Enterprise Architecture



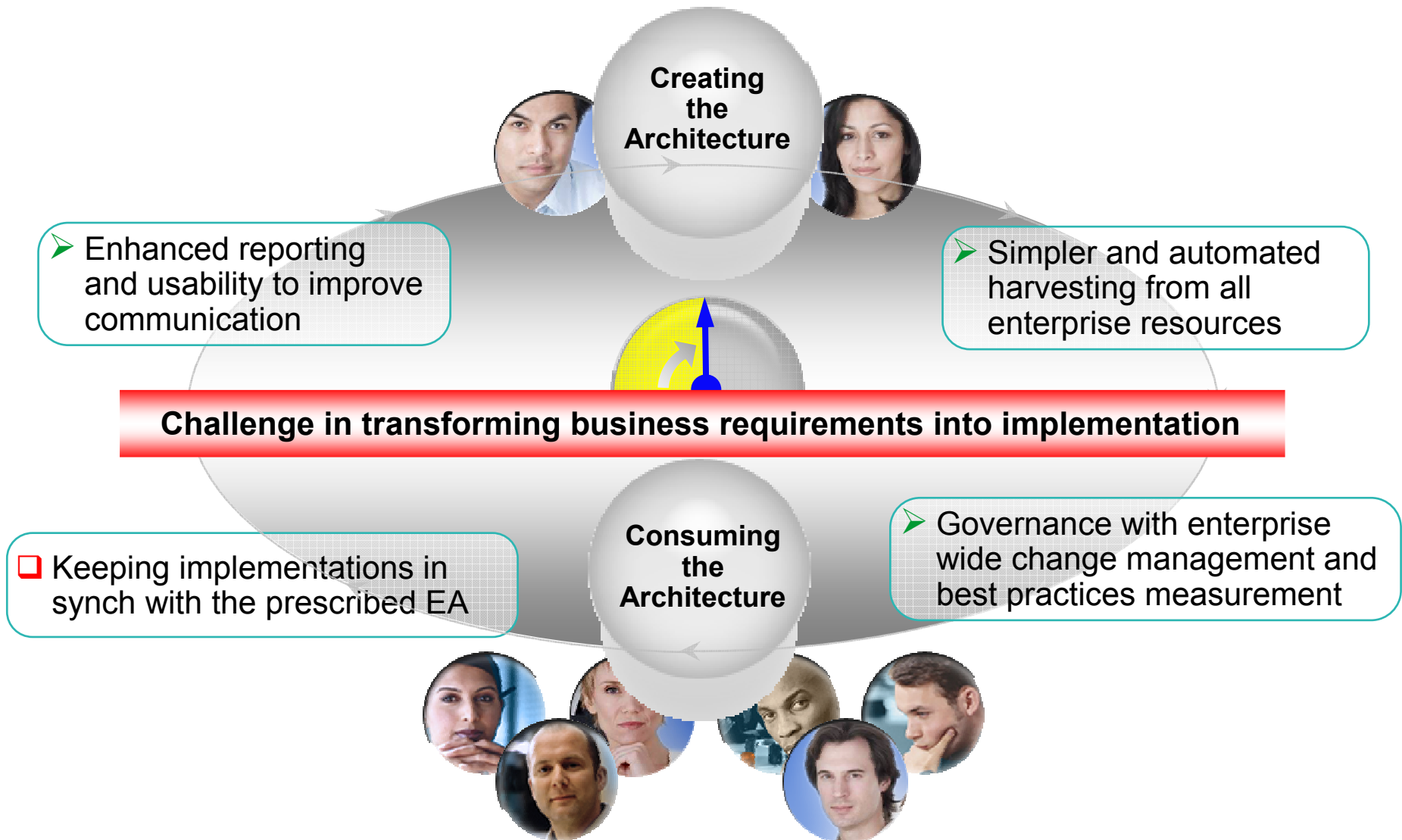


Goals and Objectives

- **Derive business value quickly** -- make existing Enterprise Architecture more actionable
- Maintain a current & accurate enterprise blueprint, focus on linking business and technical information
- Produce deliverables that become the go-to resource for supporting business decisions
- Leverage analytics & business intelligence enabling better strategic planning and risk assessment
- Build Enterprise Architecture Governance



Challenges impeding the broader adoption of EA





Actionable Enterprise Architecture

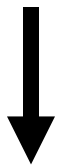
IBM's vision for enabling broader adoption of EA



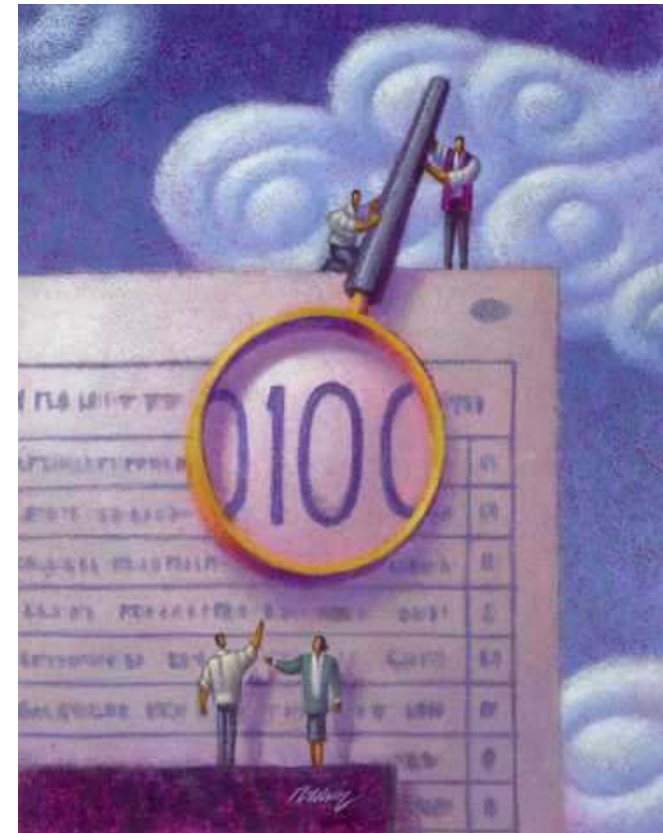


Business Analysis: *Identify Problems and Opportunities*

- What are the business priorities?
- What business/technology assets do we have?
- What is unnecessary, redundant or obsolete?
- Which business processes work well?
- What assets can be reused?



- Priorities/Goals/Strategies
- Business Architecture
- Policies/Rules/Operations
- Technology

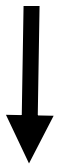


How well am I operating today?

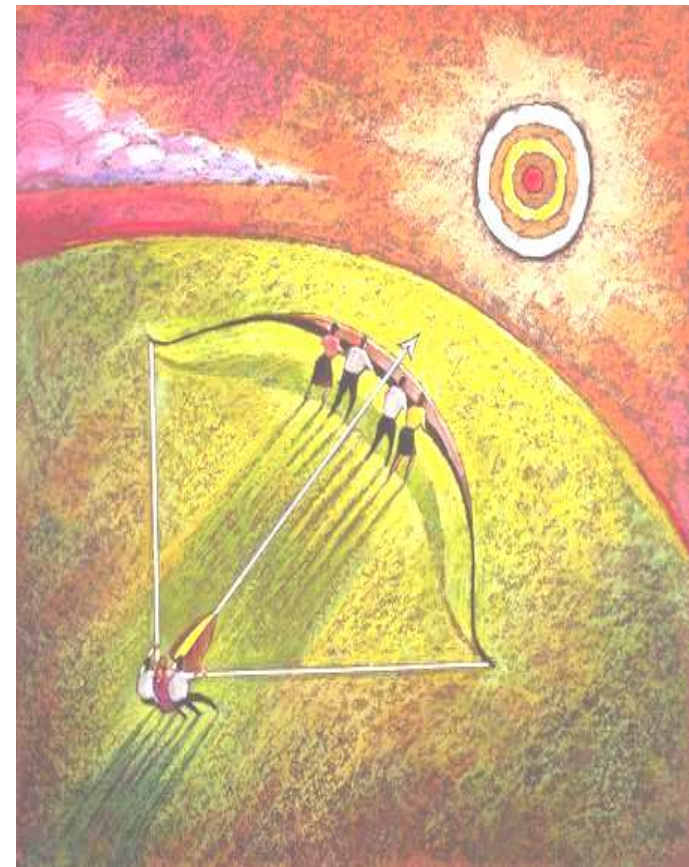


Dynamic Business Planning: *Address Change and Innovation Needs*

- What people and processes will I need?
- What technologies will I need?
- How do I maximize limited resources?
- Do I have consensus?
- Do I understand the risks and liabilities?



- Targets
- Plans
- Roadmaps



How do I operate tomorrow?



Plan Execution: *Connect the Dots from Strategy to Execution*

- What's needed to drive transformation from strategy to solution delivery?
- What provides governance?
- How do we monitor progress and compliance?



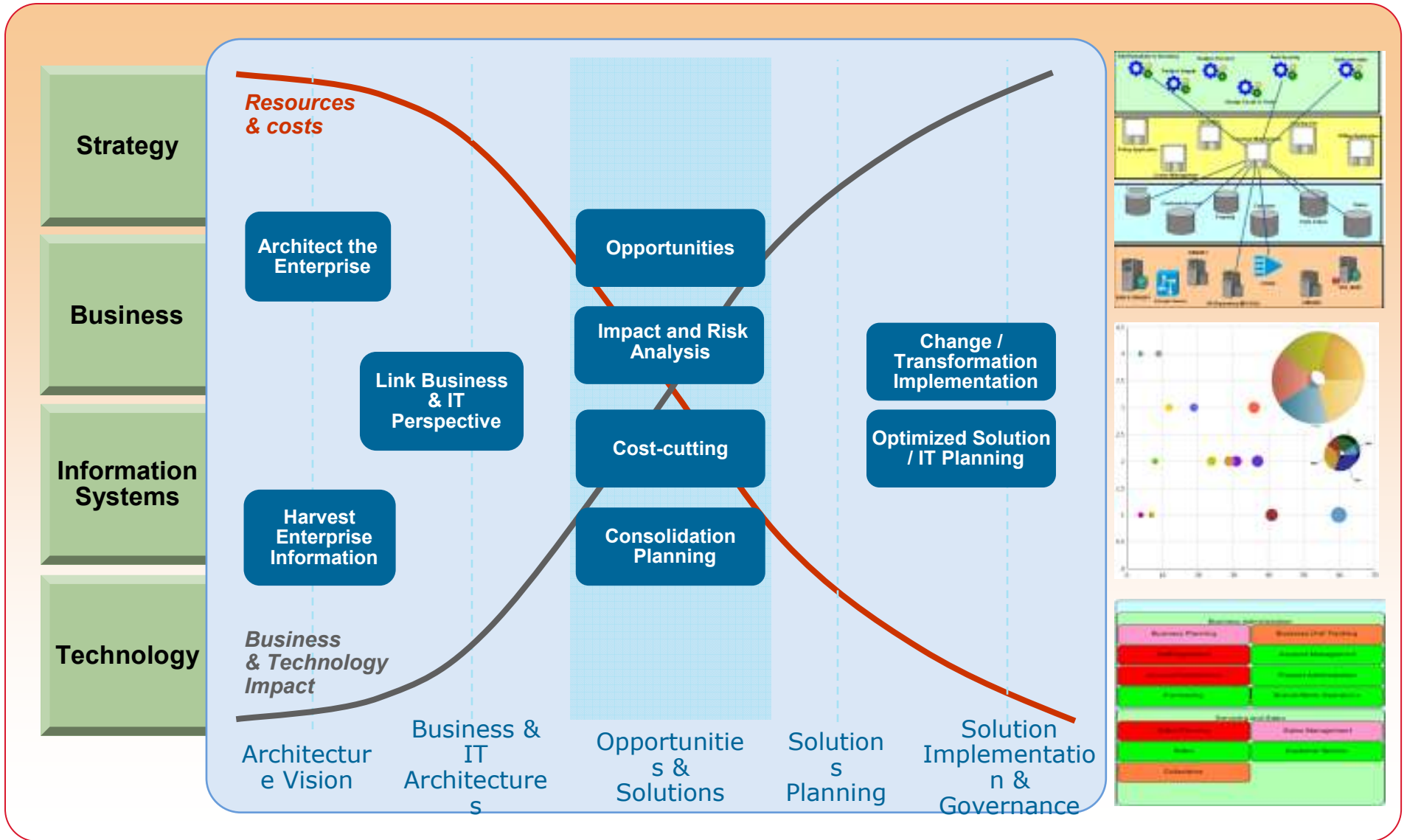
- Development templates
- Program governance and collaboration
- Decision support



How can I build new revenue generating products and services faster, and with higher business value?

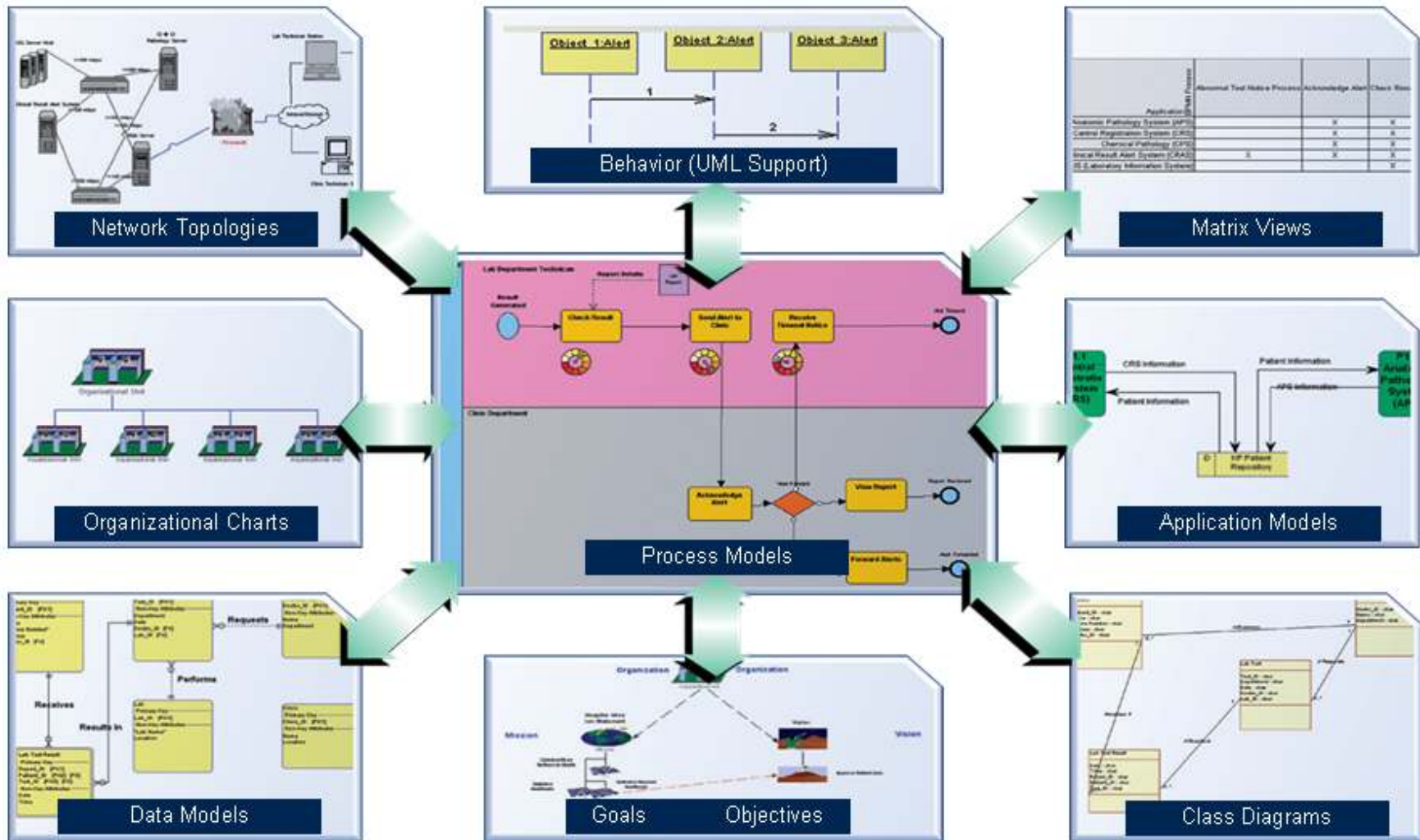


Actionable enterprise architecture





Capture and Model all Domains of the Organization



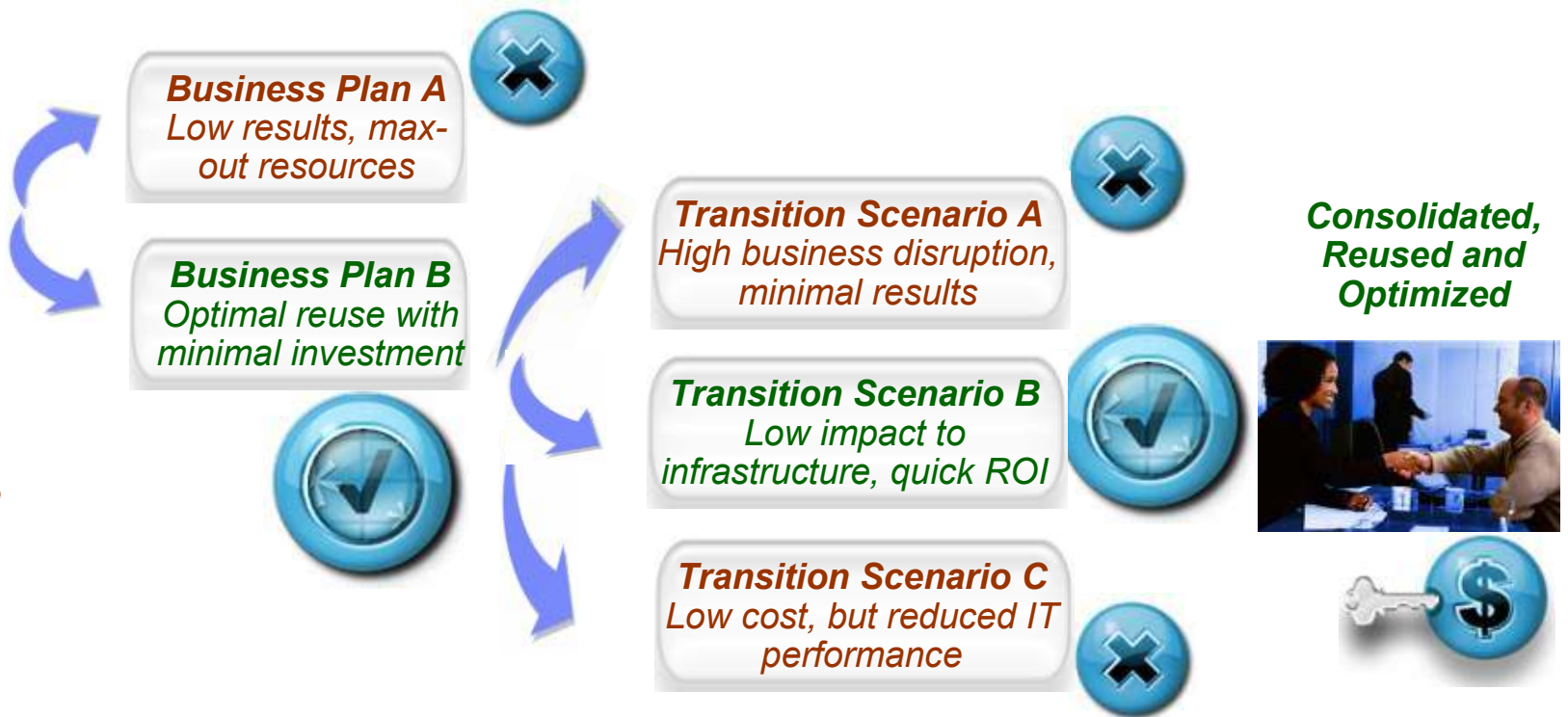


Group information for more accurate planning

Unique folders & workspaces for current- and future-state analysis



Company A
Redundant,
Inefficient, High
Cost



- Mergers
- Acquisitions
- Consolidation
- Cost-Cutting



- Divestures
- Outsourcing



Build Relationships and Perform Gap Analysis

- Create dependencies
- Visualize gaps in the organization.
- Update the project directly from the Matrix.
- Customize and create your own view

Application	Elementary Business Process	Answer Phone	Business Case Routed for Approval	Calculate Room Price	Check Payment Details	Check Reservation Details	Check Room Availability	Examine Period to Accom Date	Inform Customers Company	Make Cancellation Charge	Make Full Room Rate Charge	Make Percentage Room Rate Charge	NewProcess	Process Room Booking	Process_1	Reserve Room	Release Room	Reservations and Booking Funcs	Reserve Room	Store Customer Details	Take Payment Details	Test 1
Bid server																						
Credit Card Booking	X		X	X	X	X										X			X	X	X	
Customer Maintenance																				X		
Hotel Maintenance																						
Order Entry	X		X		X																	
Reservations			X		X	X											X		X	X	X	
VendorConnection			X																	X		
new application																						

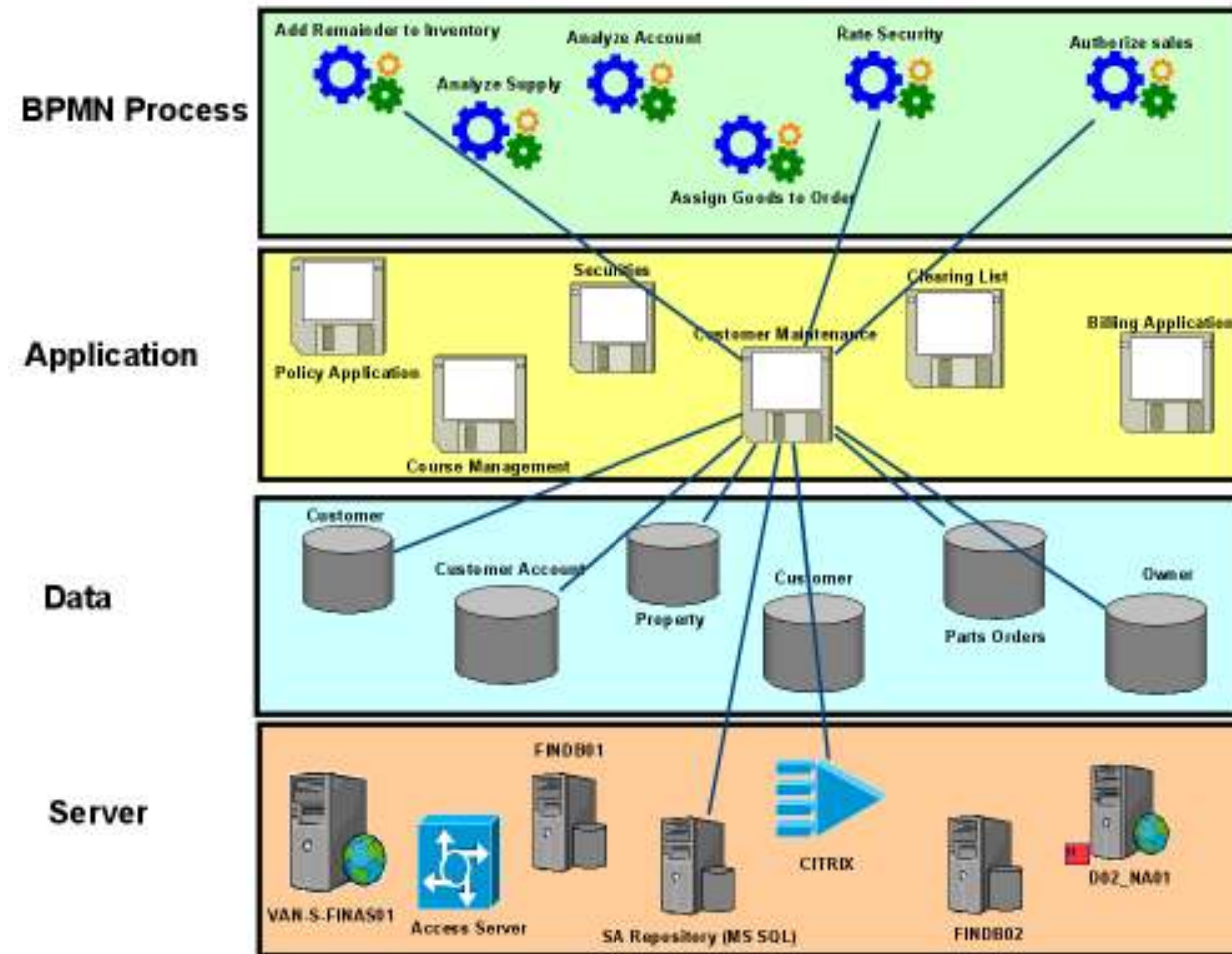
Application Role	Accounts Clerk	Application Engineering	Assistant	Booking Coordinator
Application_1	ReadOnly		Create/Delete	Read/Write
BHIS System		Create/Delete	ReadOnly	Read/Write
Billing Application	Create/Delete	ReadOnly	ReadOnly	
Course Management		Create/Delete	ReadOnly	
Credit Card Booking	Read/Write		ReadOnly	Create/Delete
Customer Maintenance	Read/Write	ReadOnly		
DOORS		Create/Delete		Create/Delete
External Customer login		Read/Write		



Perform Gap Analyses
What Processes are not Automated?



Visualize the enterprise and the impact of change

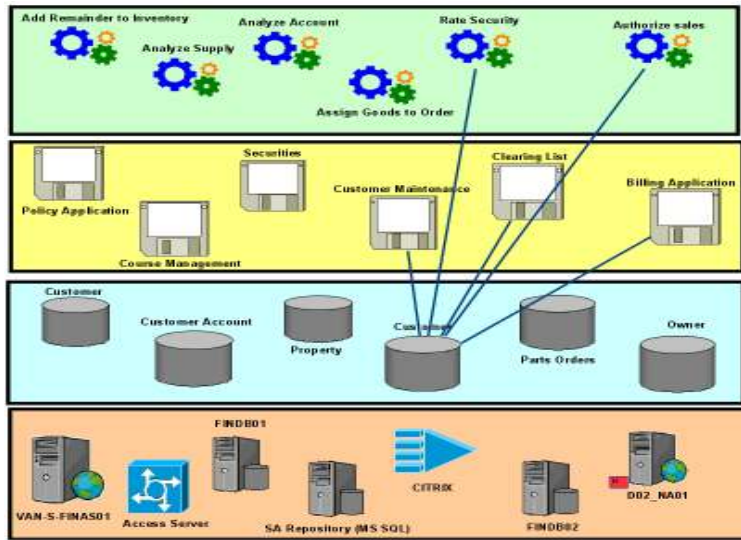


Understand enterprise strategies and their implementation
Understand how infrastructure changes impact the business
Understand projects' dependencies and impacts on the organization

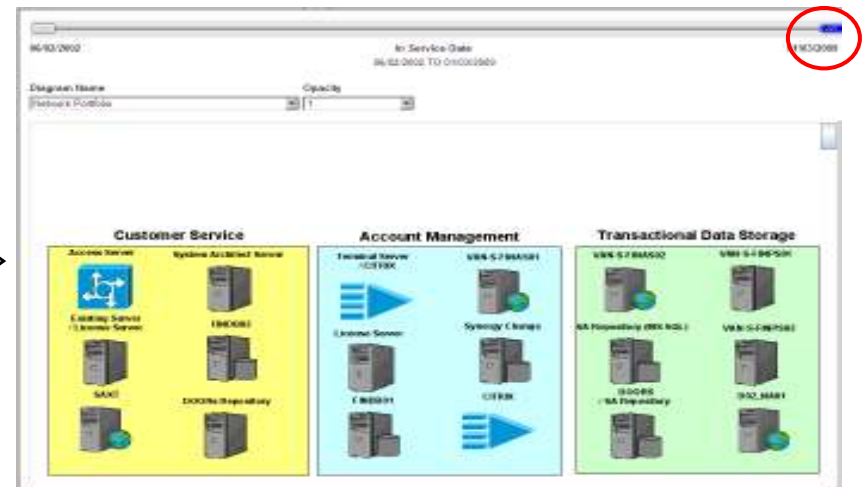
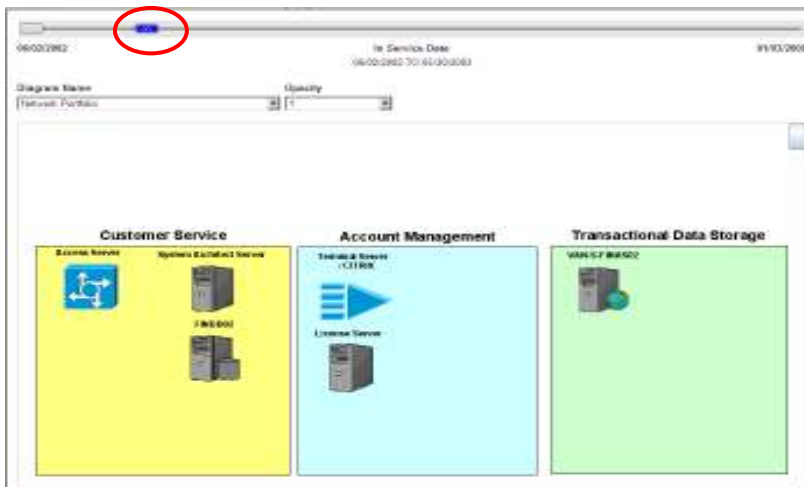
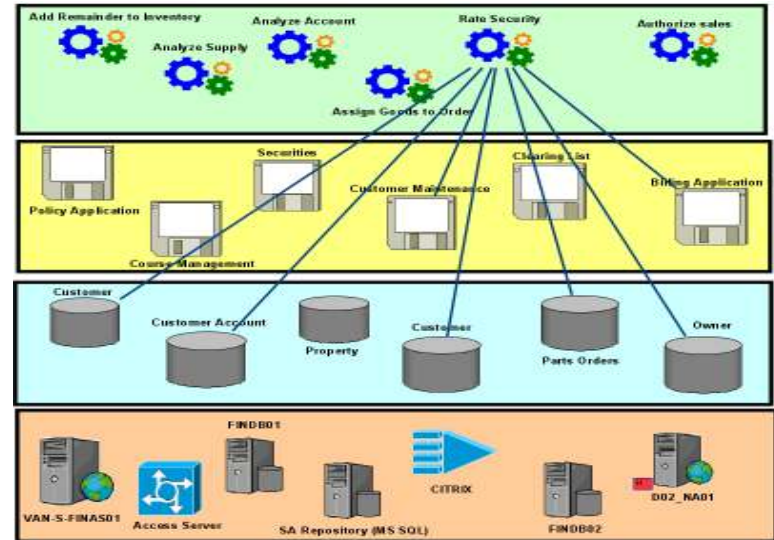


Visualize and manage the transformation

Current



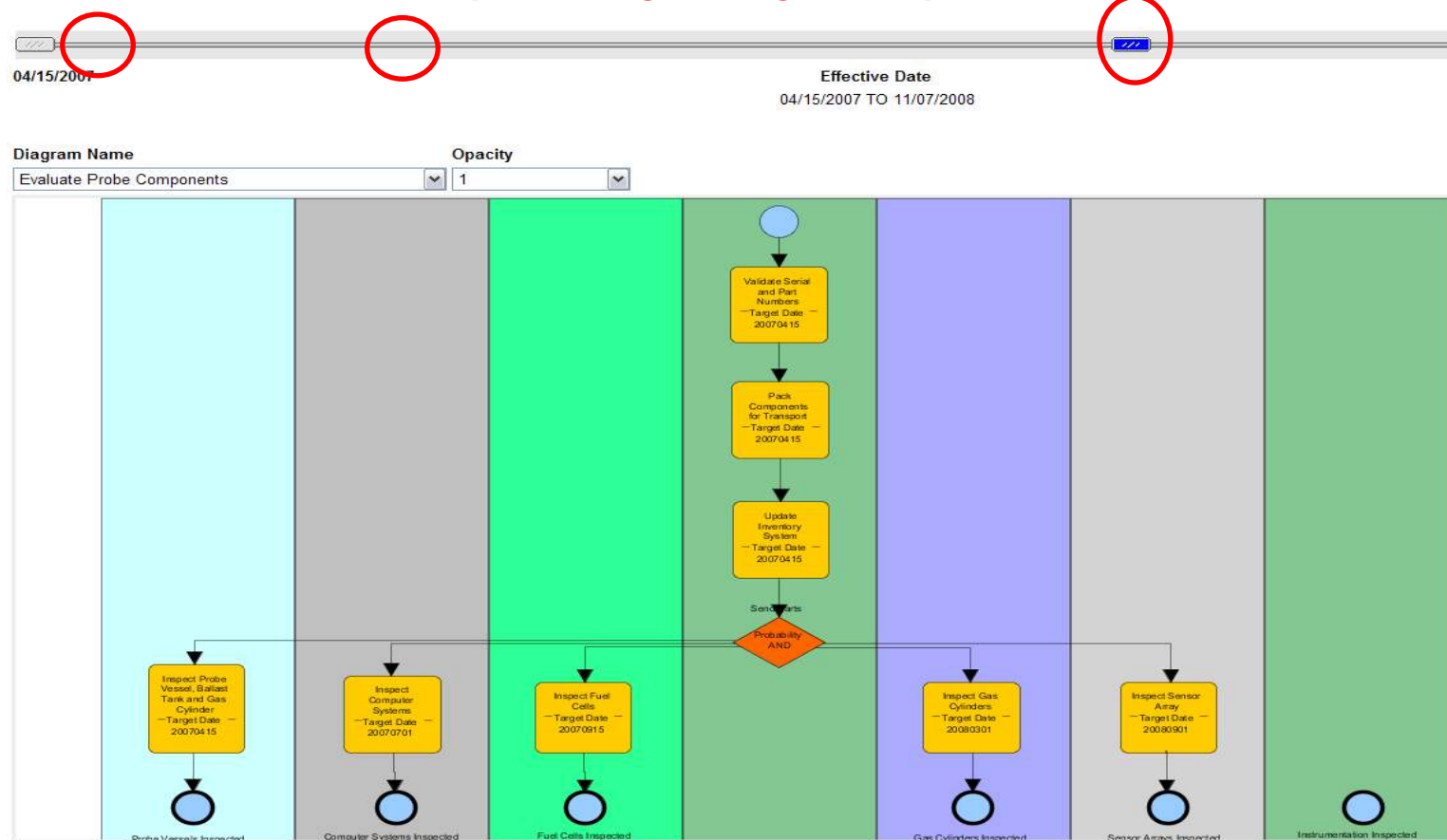
Proposed





Working with Current (“as is”) and future (“to be”) states

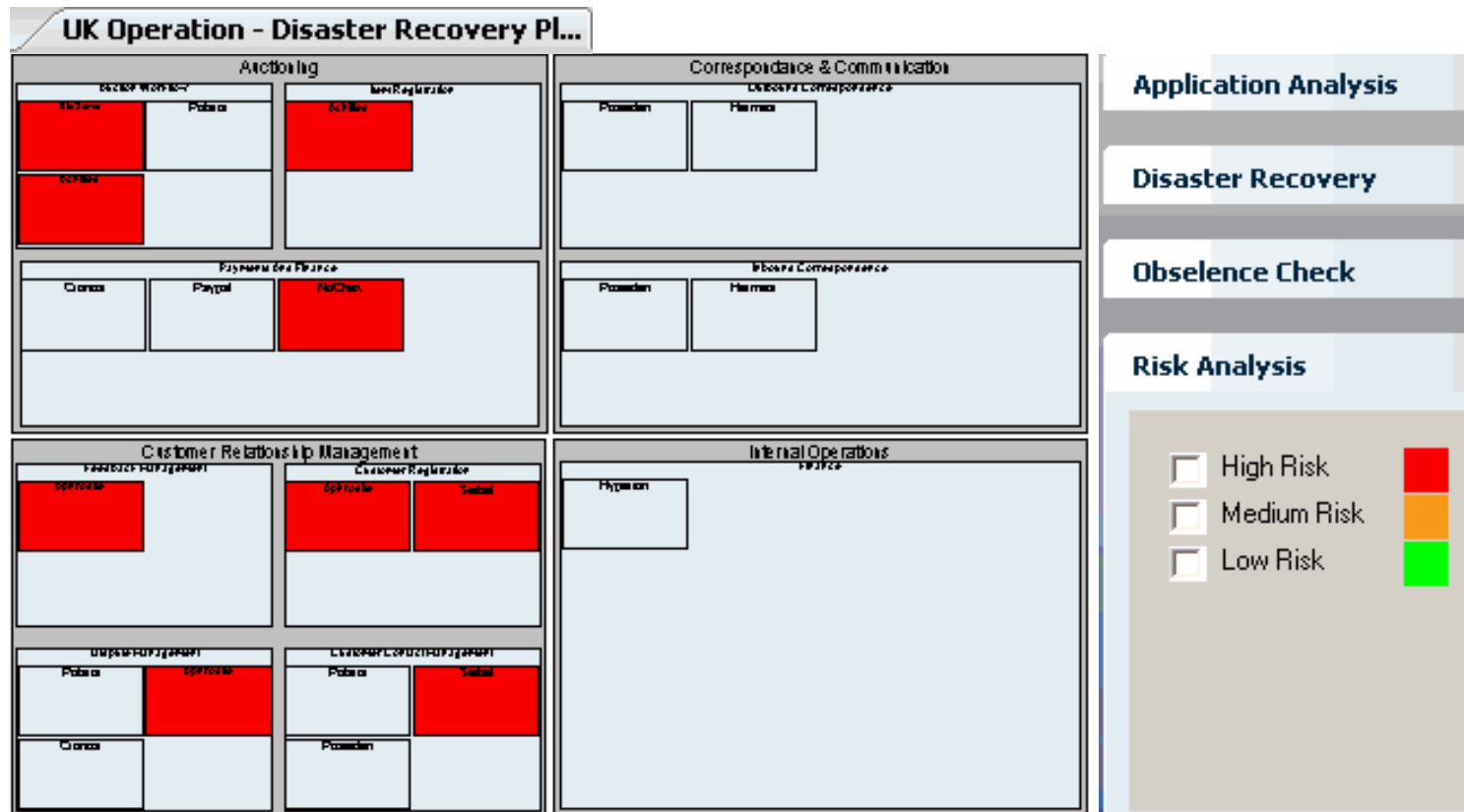
Transition planning using date parameters



- Model Compare against one diagram with Date Parameters
- Scroll Bar slides between beginning of date range and end



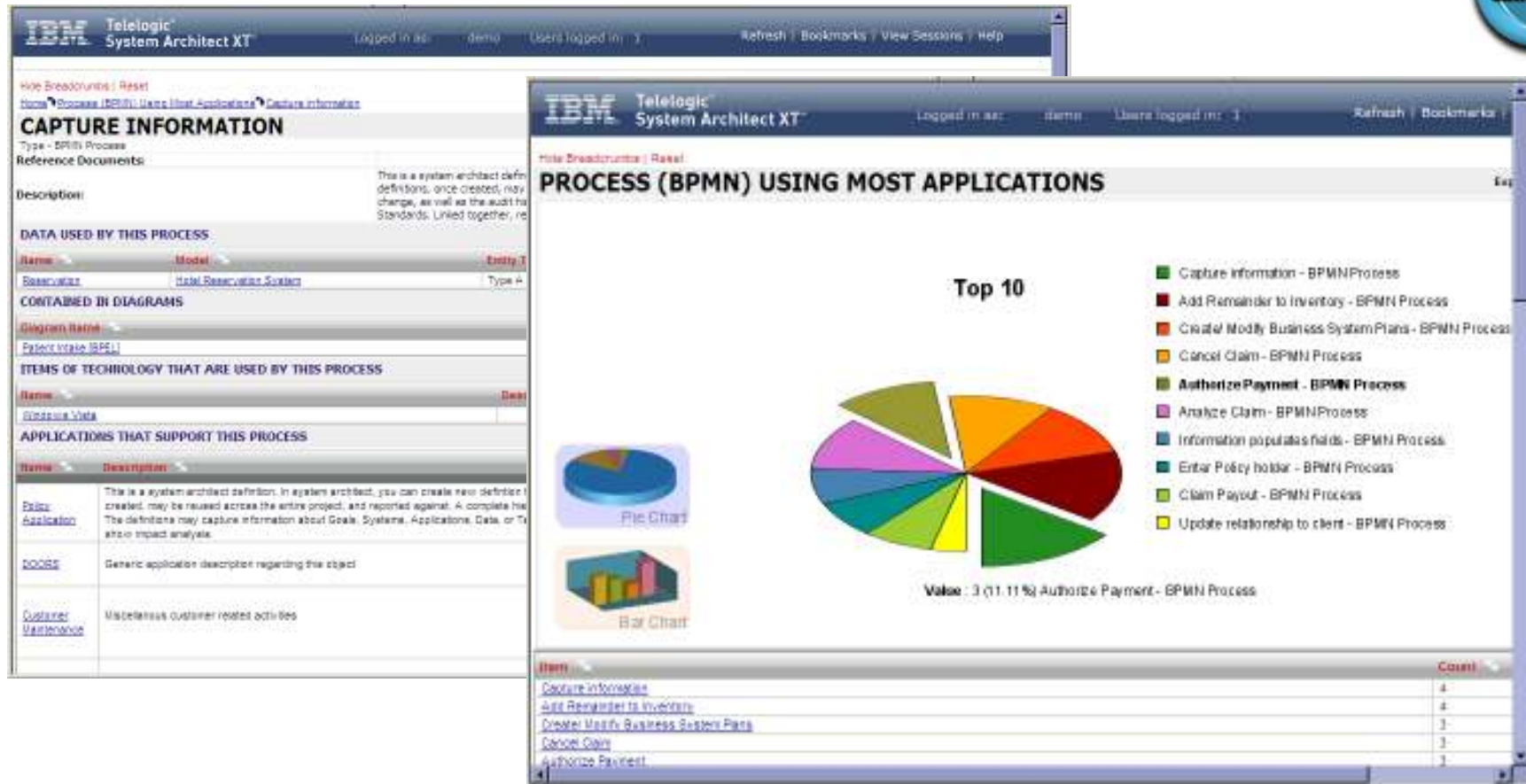
Avoid risk, locate reuse, optimize IT assets



- Identify redundancy, risk and reuse of business and technology assets
 - Enhanced heat maps report IT information in business-friendly formats



Collaborate on the results

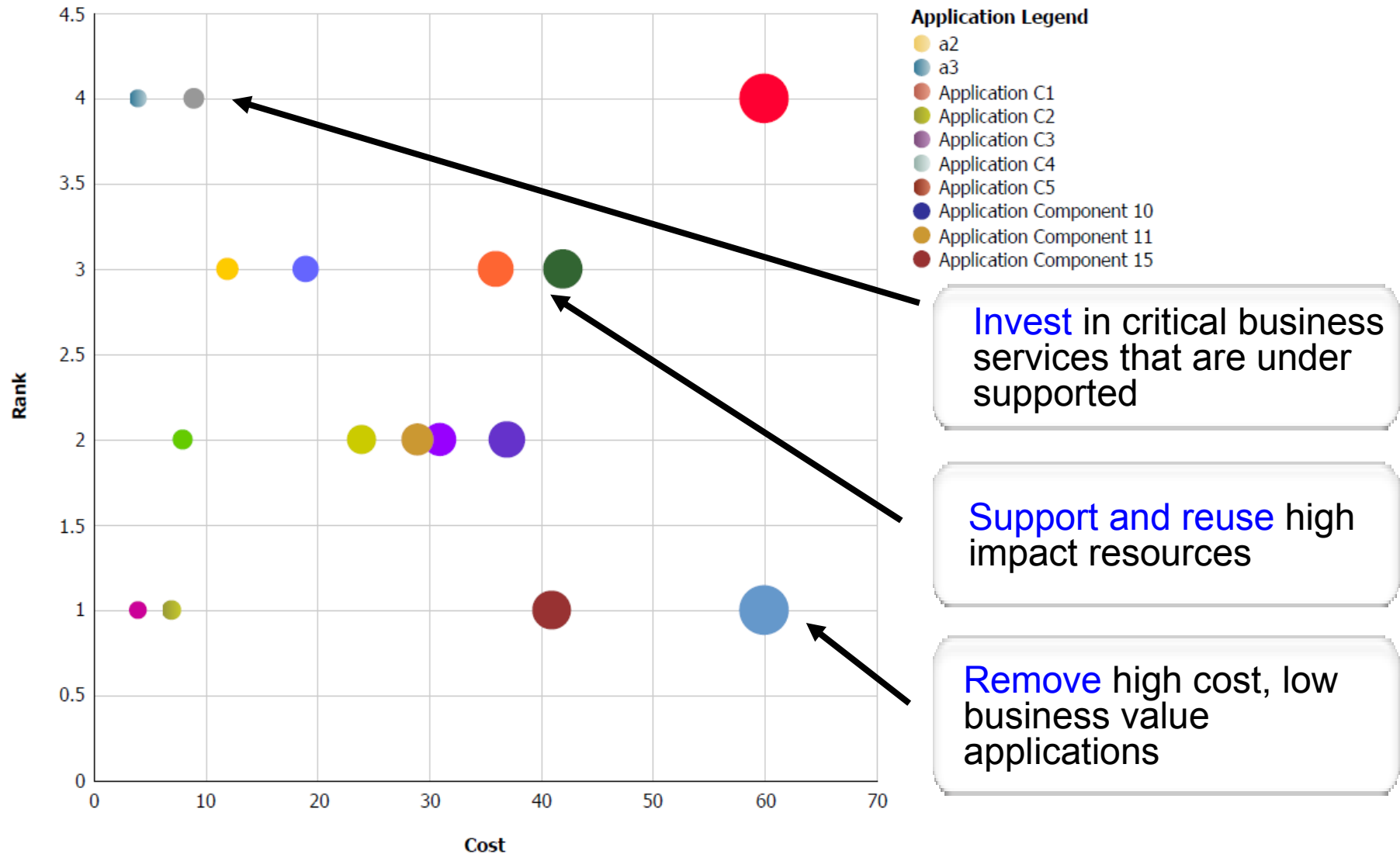


- **Gain clarity in enterprise decision making**

- Enhanced web collaboration creates a common perspective of the organization, from one location
- New enterprise search quickly reveals critical data required for accurate decisions

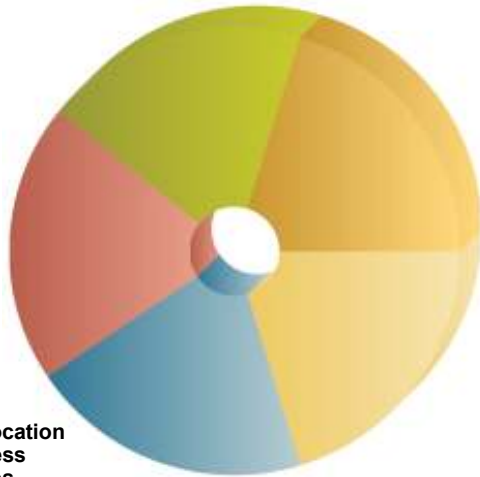


Business Analysis of the Current State:





Plan Future Direction and Identify Innovation Needs: *Enhanced reporting of business dependencies and direction*



Total Allocation of Business Resources

EA Domain Legend

- Business Unit 1
- Business Unit 2
- Business Unit 3
- Business Unit 4
- Business Unit 5

Report on business status, and build a change plan

Drill down into specific details in the business architecture

Map business functions to supporting roles, locations & technologies

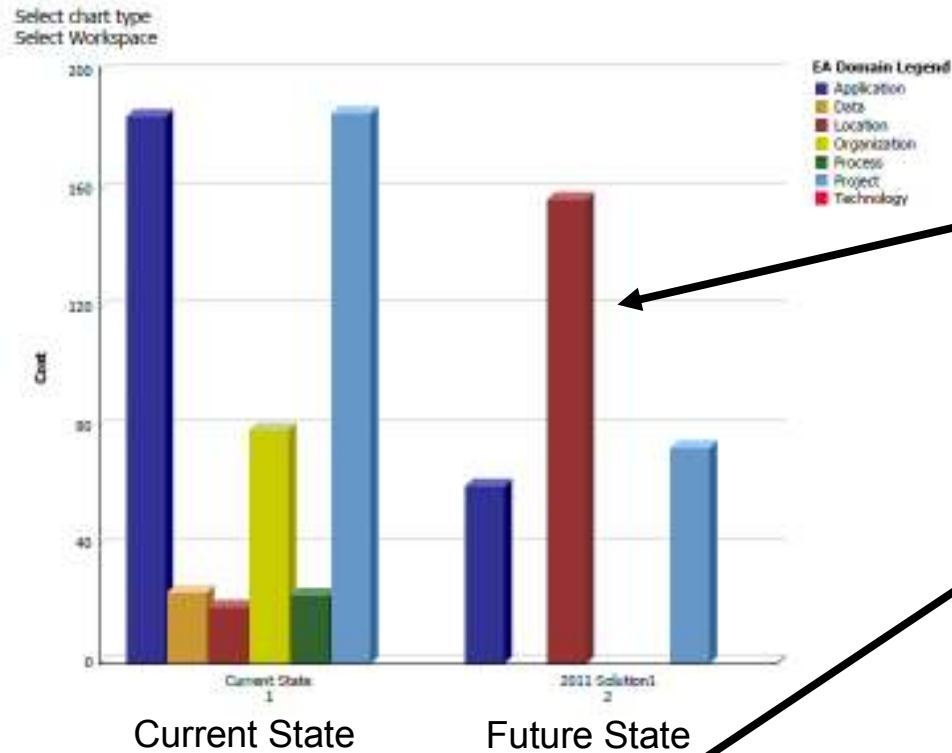
Business Service Name	Description	Stereotype	Is Owned by Organization Unit	Is Governed by Organization Unit	Consumed by Actor
Account Administration		Business Service Depiction	Accounts		Customer Services Representative
Archive Account		Business Service Depiction	Accounts		
Assess Risk		Business Service Depiction	Finance		Sales Manager, Customer Services Representative
Campaign launch control		Business Service Depiction	Marketing		Marketing Manager
Campaign Management		Business Service Depiction	Marketing		Marketing Manager

Business service dependency on Technology Components

Name	Identity	WorkspaceId	Description	Name	Identity	WorkspaceId	Description	Hosted at Location
BS1	1	1		1	1	1		



Plan and Execute Could Transformation:



Compare current and future state architectures (across workspaces)

Identify impact of proposed changes

Avoid risk of transformation

Impact Analysis Details				Related Issues				
WorkspaceId	Name	Identity	Description	WorkspaceId	Identity	Name	Issue Type	Priority
1	Impact1	1		1	1	Issue1		High
	Impact2	2		2	3	Issue3		High
2	Impact3	3		1	2	Issue2		Medium

Issues are highlighted in color based on severity

IBM Positioned in Leaders Quadrant – Enterprise Architecture

Gartner, Inc.’s 2009 Magic Quadrant for Enterprise Architecture Tools

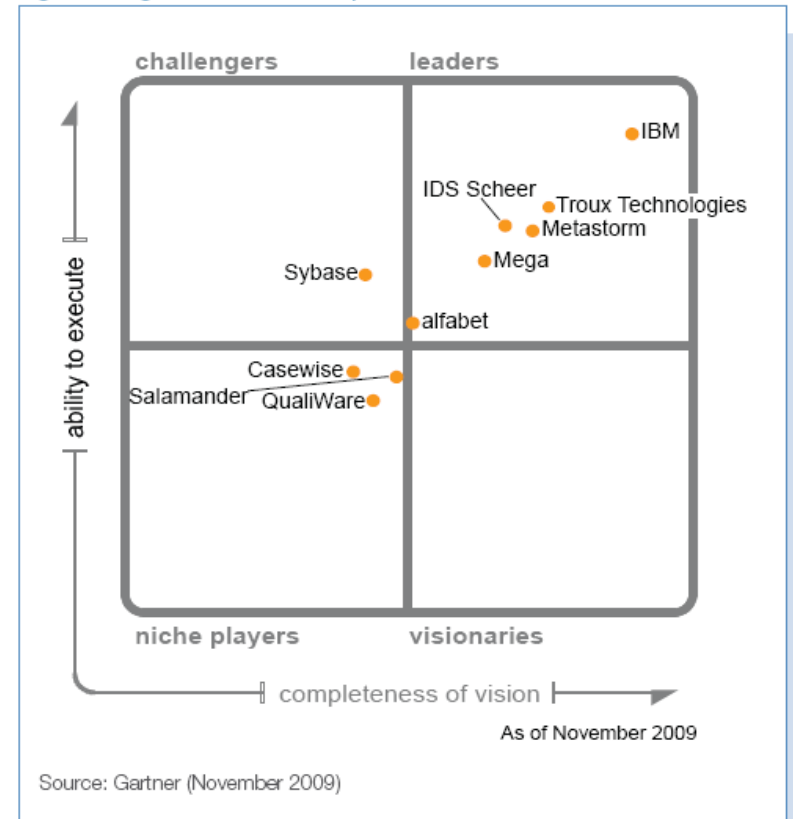
Leaders Quadrant. Leaders must:

- Demonstrate both “completeness of vision” and “ability to execute”
- Have “broad range of capabilities to support EA, combined with the ability to deliver this to a diverse group of stakeholders”
- Provide “good capabilities to assist EA's mission to translate business vision and strategy into effective enterprise change”
- “Have a clear vision of where EA is going and maturing”

[Download the full report](#)

Source: Gartner, Inc., *Magic Quadrant for Enterprise Architecture Tools*, Gartner RAS Core Research Note G00172491, Robert A. Handler, Chris Wilson, 12 November 2009. This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from IBM (see provided link).

Figure 1. Magic Quadrant for Enterprise Architecture Tools



IBM Positioned in Leaders Quadrant – Business Process Analysis

Gartner, Inc.’s 2010 Magic Quadrant for Business Process Analysis Tools

Leaders Quadrant – those positioned in the Leaders Quadrant, like IBM, must demonstrate “completeness of vision” and “ability to execute”

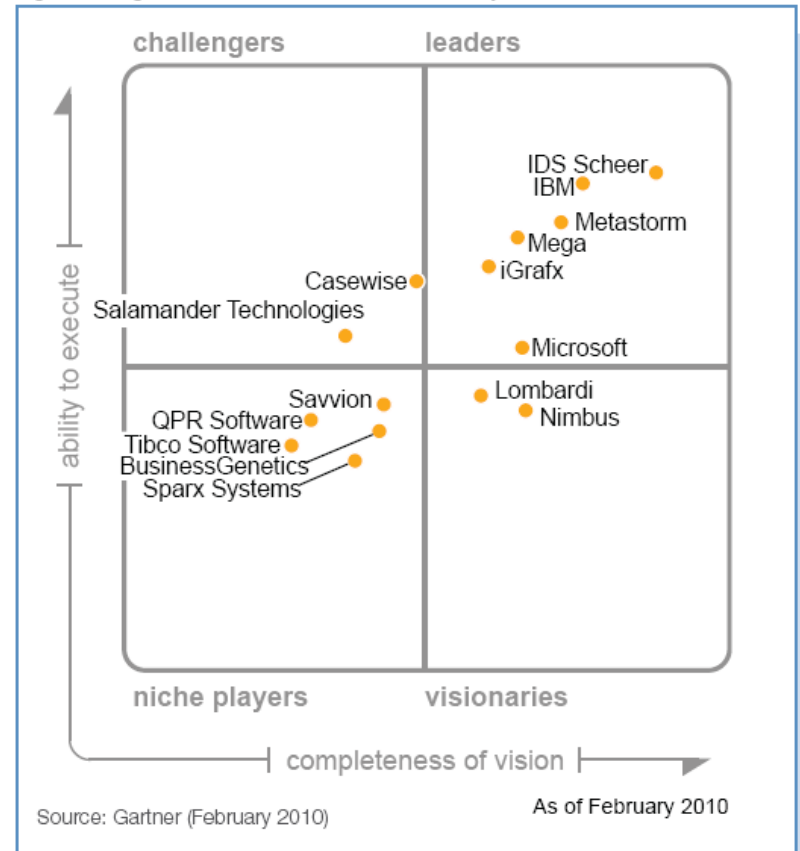
Further, they must be:

- “High-viability vendors with proven track records in BPA tools and high degrees of functionality or market penetration, as well as vision and business investment.”
- “Well-positioned for the future, because of completeness of vision – due to financial commitment and market share, technological differentiation or both.”
- And, “leaders do not necessarily offer the best products for every customer project or role. However, they provide solutions that offer relatively lower risk.”

[Download the full report](#)

Source: Gartner, Inc., *Magic Quadrant for Business Process Analysis Tools*, Gartner RAS Core Research Note G00174515, David Norton, Mike Blechar, Teresa Jones, 22 February 2010. This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from IBM (see provided link).

Figure 1. Magic Quadrant for Business Process Analysis Tools





QUESTIONS



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