



IBM Software

UK Innovate 2010

The Rational Software Conference

Smarter software for a smarter planet.



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DIY EA

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Smarter software for a smarter planet.





With 300 years of insight.

We're the world's sixth-largest insurance group and the biggest in the UK, with 46,000 employees serving around 53 million customers worldwide.



E pluribus, unum *



Andrew Moss
Aviva Group Chief Executive

Long-term
savings

Asset
management

General
insurance

**One Aviva, Twice The Value.*

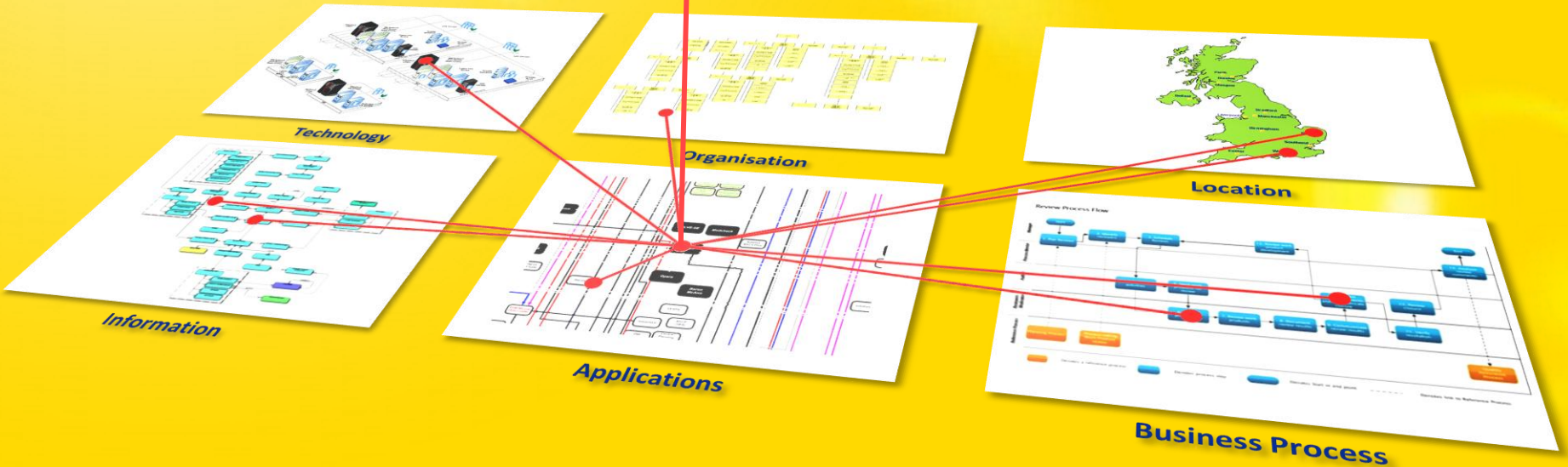
the theory

**NEVER MIND
THE TECHNOLOGY**

WHERE'S THE

eA Framework

enterprise architecture is for... strategy visualisation



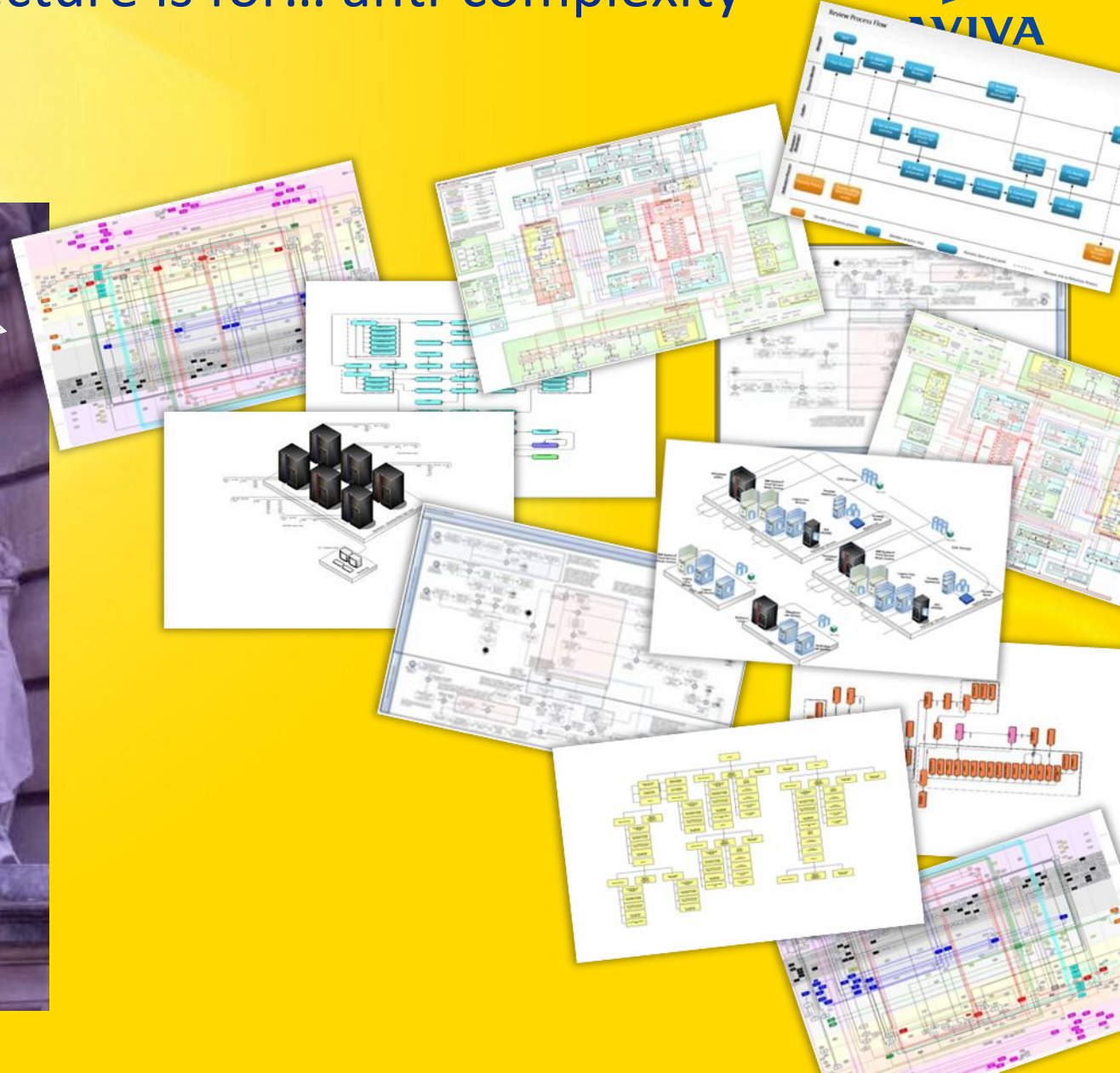
enterprise architecture is for... anti-complexity



Hmm... This isn't quite what I meant



Thos. Bignold esq.
Norwich Union founder c.1797



go with a standard...



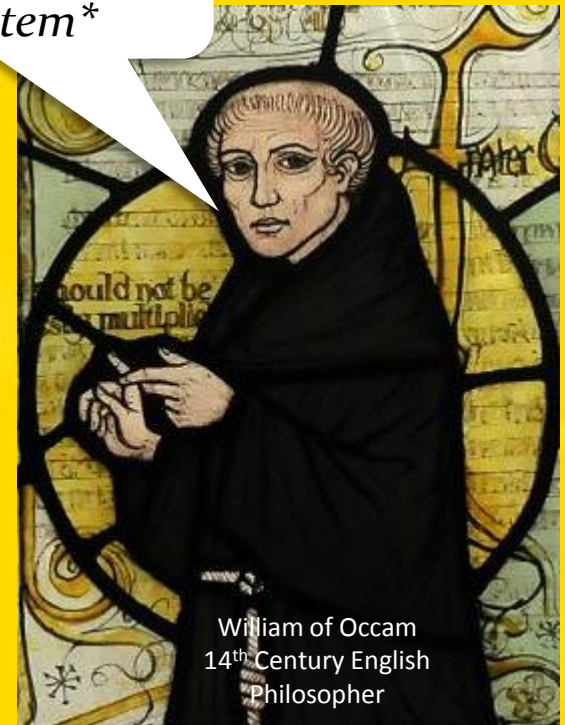
...or build your own



our philosophy: make it simple



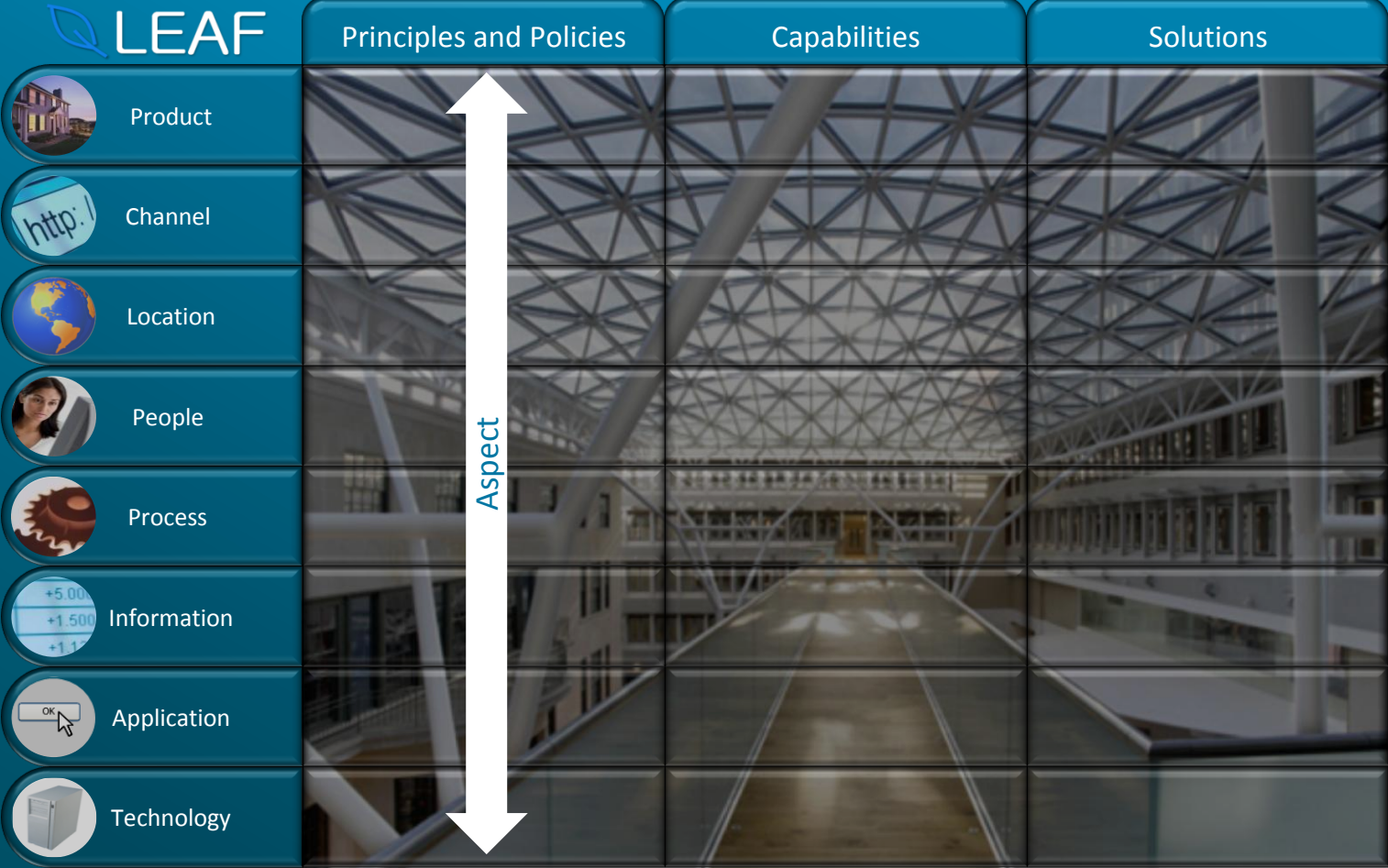
*Entia non sunt
multiplicanda praeter
necessitatem**



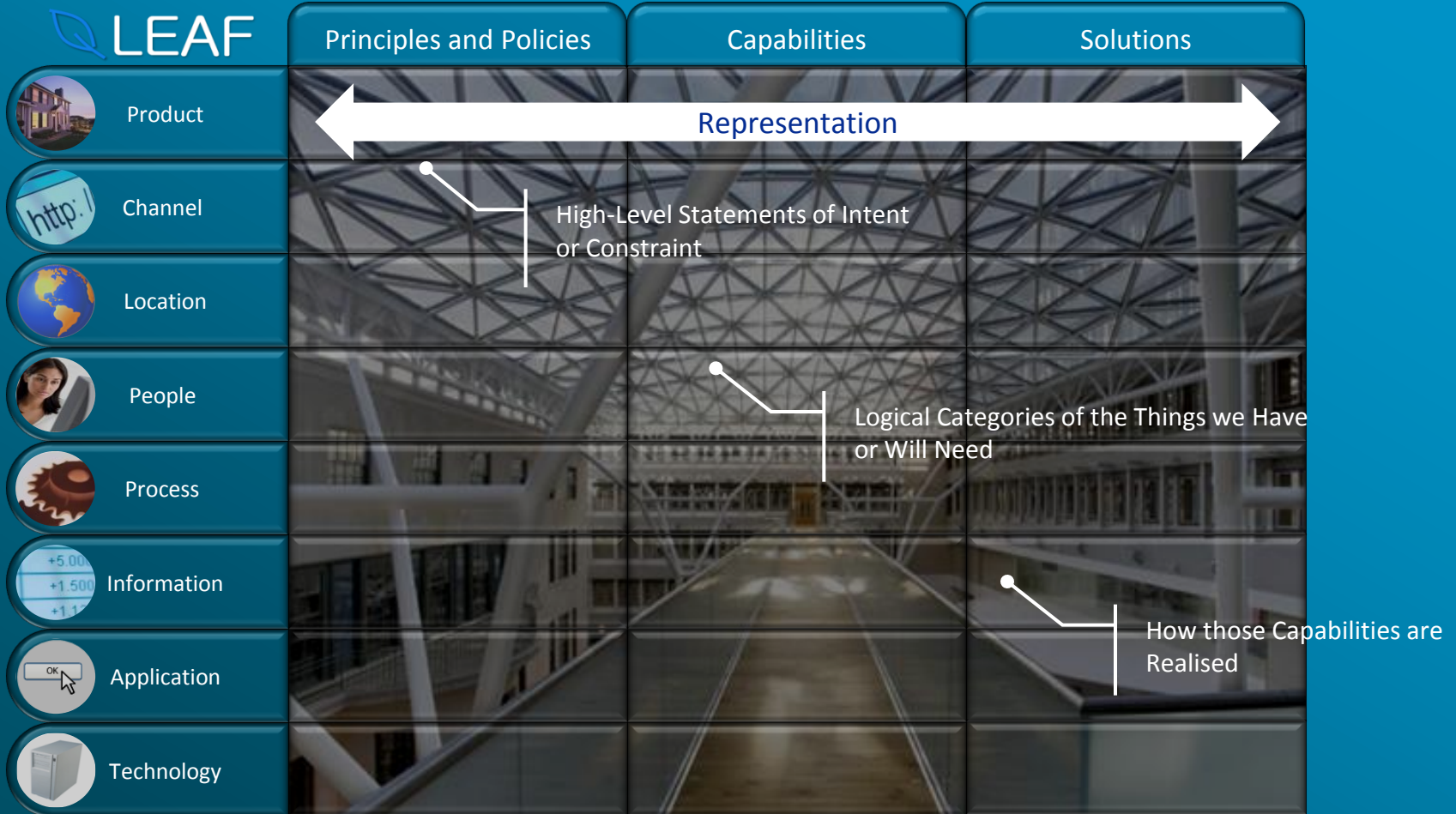
William of Occam
14th Century English
Philosopher

**Entities must not be multiplied beyond necessity.*

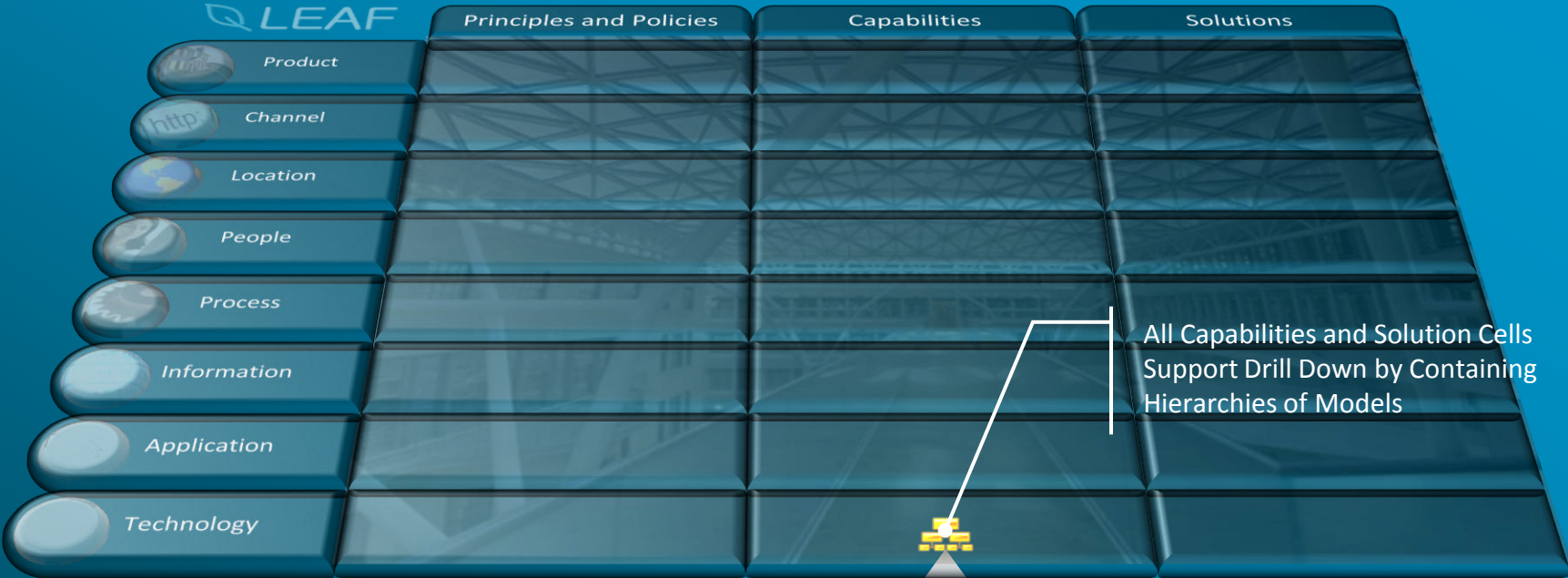
which aspects?



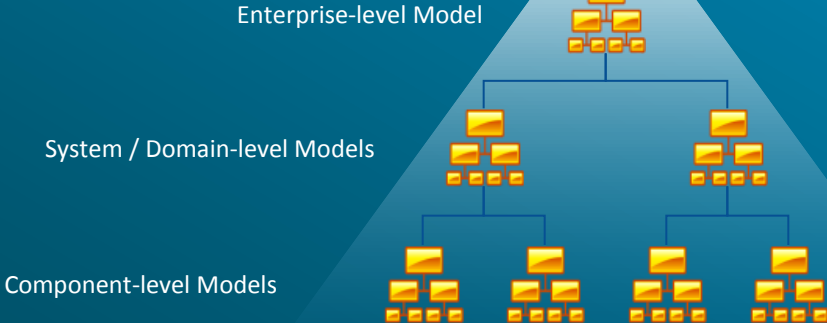
which representations?



to what level of detail?



All Capabilities and Solution Cells Support Drill Down by Containing Hierarchies of Models



at what points in time?

Target View describes a near-future view of the Enterprise – specifically, as it will stand once current Change Activity is complete

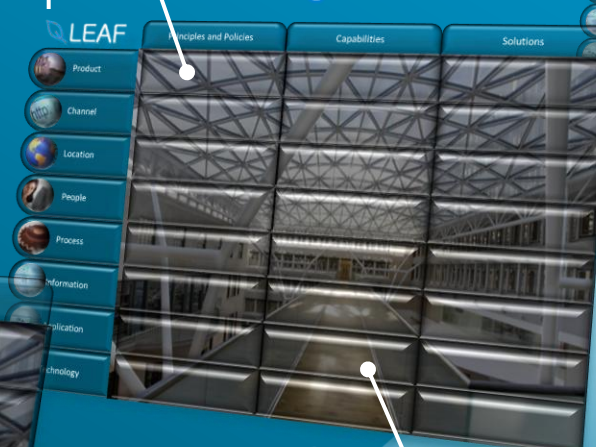
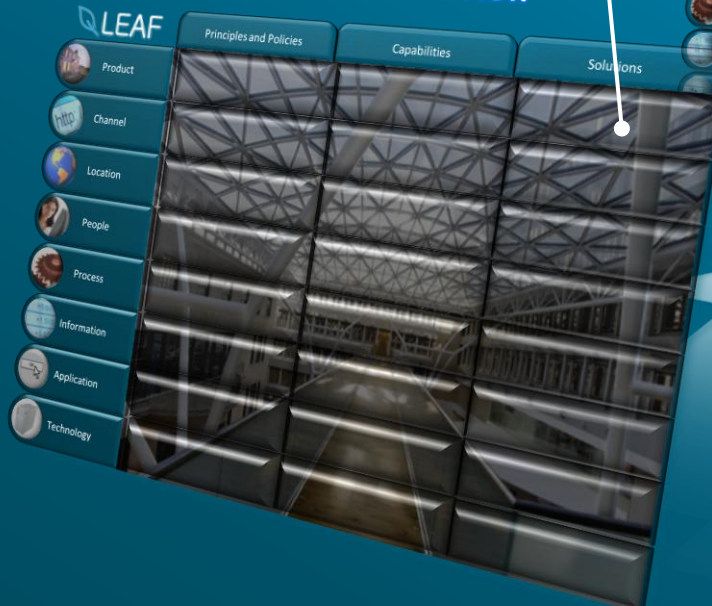
Vision describes the Enterprise that will be needed to meet Business Strategy

Current View describes the Enterprise as it is today

Current View

Target View

Vision View



Change Planning

Strategy Planning

Strategy Planning describes how we transition from Current to Vision

Each Matrix is a Snapshot of the Enterprise at a given point in time. These snapshots are refreshed periodically

Change Planning describes how we transition from Current to Target

development

putting it into practice

realising the value – a case study



- “One Aviva, Twice the Value” in action
- Launched in 2008
- Manages assets worth over £250 billion
- 1400 employees, spread across multiple sites



capturing the current estate



	Principles and Policies	Capabilities	Solutions
 Product		19 investment vehicles 37 asset classes	
 Channel			
 Location			22 locations
 People	policies managed outside of LEAF		158 organisation units
 Process		745 business functions	282 business process models
 Information	policies managed outside of LEAF	30 key business entities	
 Application		<i>classified by business & technology functions</i>	224 Applications
 Technology	policies managed outside of LEAF	417 technology functions	81 system software 104 device types

following the flow

business process model

process step

application

system software

technology function

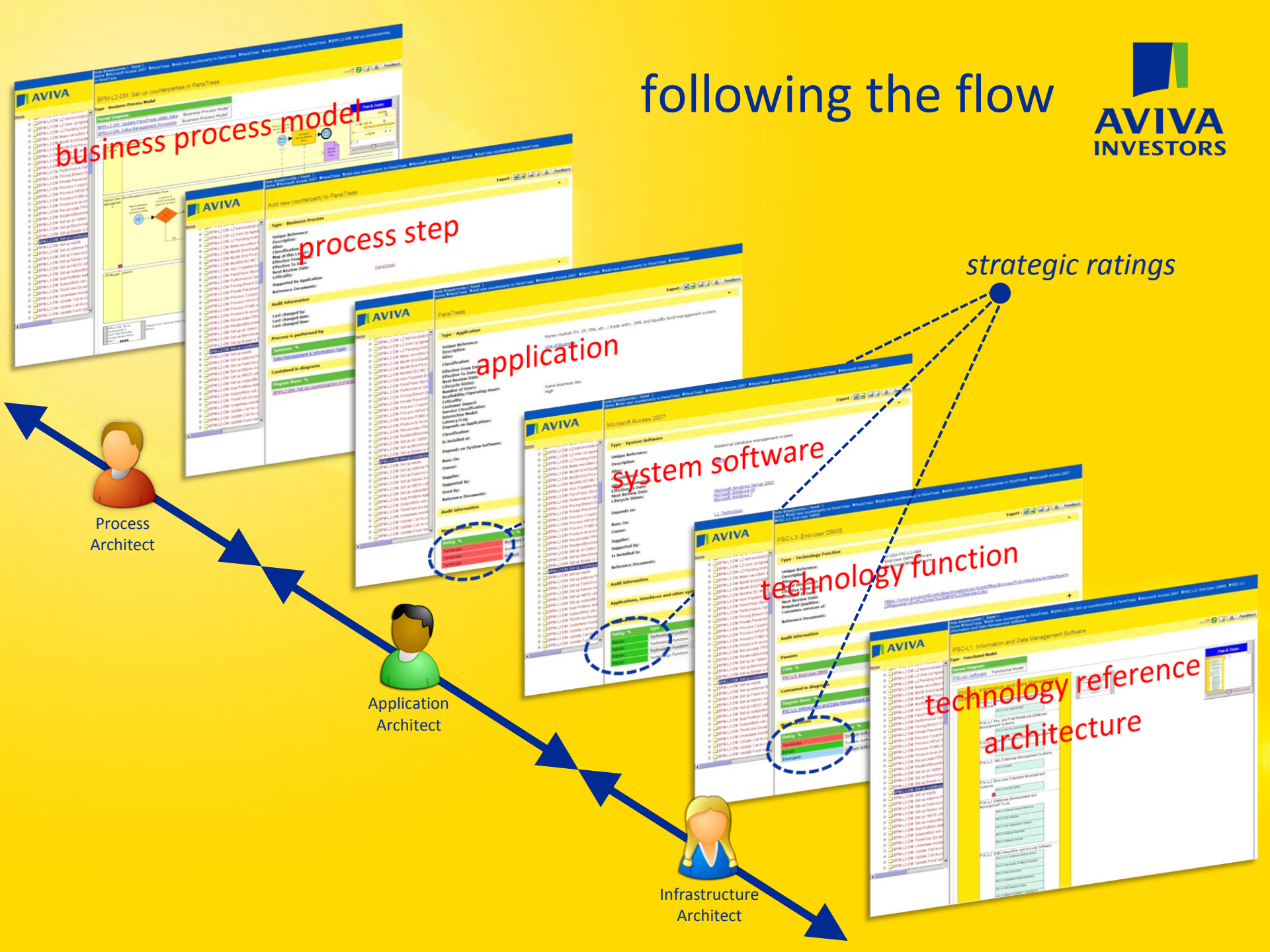
technology reference architecture

strategic ratings

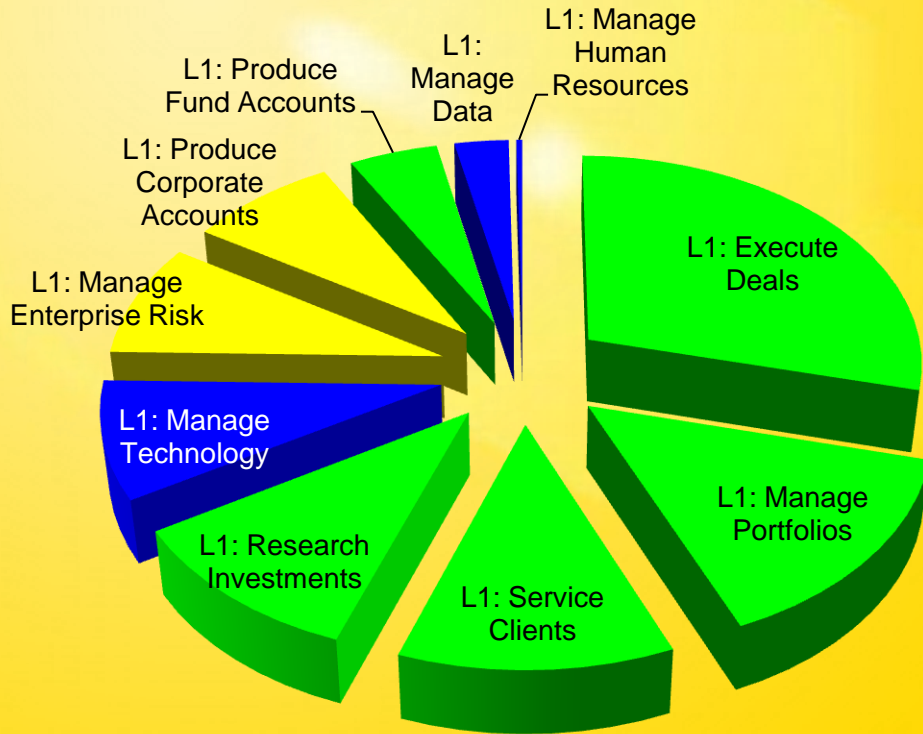
Process Architect

Application Architect

Infrastructure Architect



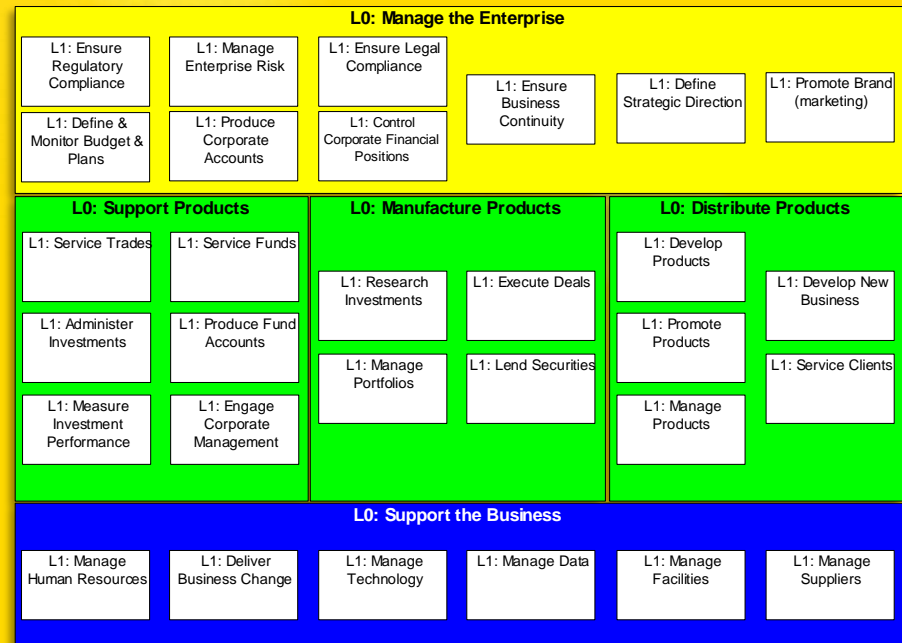
assessing the estate



...by annual spend



...by vendor



what's next?

our maturity



questions?



thank you.



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