

Welcome

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What is Business Architecture and Why Has it Become So Important?

William Ulrich, President, Tactical Strategy Group, Inc. and Co-Chair Business Architecture Conference Series

William Ulrich is President of Tactical Strategy Group, Inc. and a strategic planning consultant. He has written several books, published numerous articles and papers, and has worked with large corporations and government agencies in the area of business / IT architecture alignment and organizational change. His Transformation Portal can be accessed at www.systemtransformation.com.

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Tom Dwyer is the VP of Research for BrainStorm Group, the Editorial Director of BPMInstitute.org, an Editorial Board Member for SOAInstitute.org and a co-chair of BrainStorm Group's SOAI conference series. He writes, presents and consults on topics that include Service-Oriented Architecture, Business-to-Business, Enterprise Application Integration, and Business Process Management. Mr. Dwyer has conducted primary research and published extensive reports on the Application Software Infrastructure markets.

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Industry Specific Content

Business Architecture Roundtable:

What is Business Architecture and Why Has it Become So Important?

William M. Ulrich –

Tactical Strategy Group, Inc.

www.systemtransformation.com



Roundtable Overview

- Business Architecture Survey Background
- Business Architecture Definitions
- Business Architecture Domains & Disciplines
- Business Architecture Benefits
- Business Architecture Roles & Organizational Alignment
- Business Architecture Service & Tooling Usage
- Key Interest Regarding Business Architecture
- Summary of Findings

Business Architecture Survey Snapshot

- Survey taken Dec. – Jan. 2007/2008
- 63 responding organizations / individuals
- 80% business people / 20% IT people
 - 28% executives / managers
 - 72% architects, analysts, other
- Survey to be published via April issue of Business Architecture Bulletin & Homepage*

*<http://www.bpminstitute.org/topics/business-architecture.html>

Industry Definition of Business Architecture

- *“A formal blueprint of governance structures, business semantics and value streams across the extended enterprise.”*
- 85% of survey respondents agreed with this definition
- Non-concurring 15% said:
 - Should be broadened to include business drivers, dynamics (simulation), products, projects, rules and other aspects of the enterprise

*Definition Source: Business Architecture Working Group - <http://bawg.omg.org/>

**Survey Results: BPM Institute Business Architecture Survey – Dec.–Jan. 2007/2008

Business Architecture vs. IT Architecture

- Business Architecture

- Cohesive, aggregated visualizations of:
 - Governance structures: Organization units & capabilities
 - Business semantics: Information
 - Value streams* & business processes & business rules
 - Interrelationships among these views

- IT Architecture

- Conceptual & physical representations of:
 - Databases, files & and related information models
 - Applications, components & services
 - Platforms, communications & system software

* Value stream: End-to-end collection of activities that produce a result for a customer

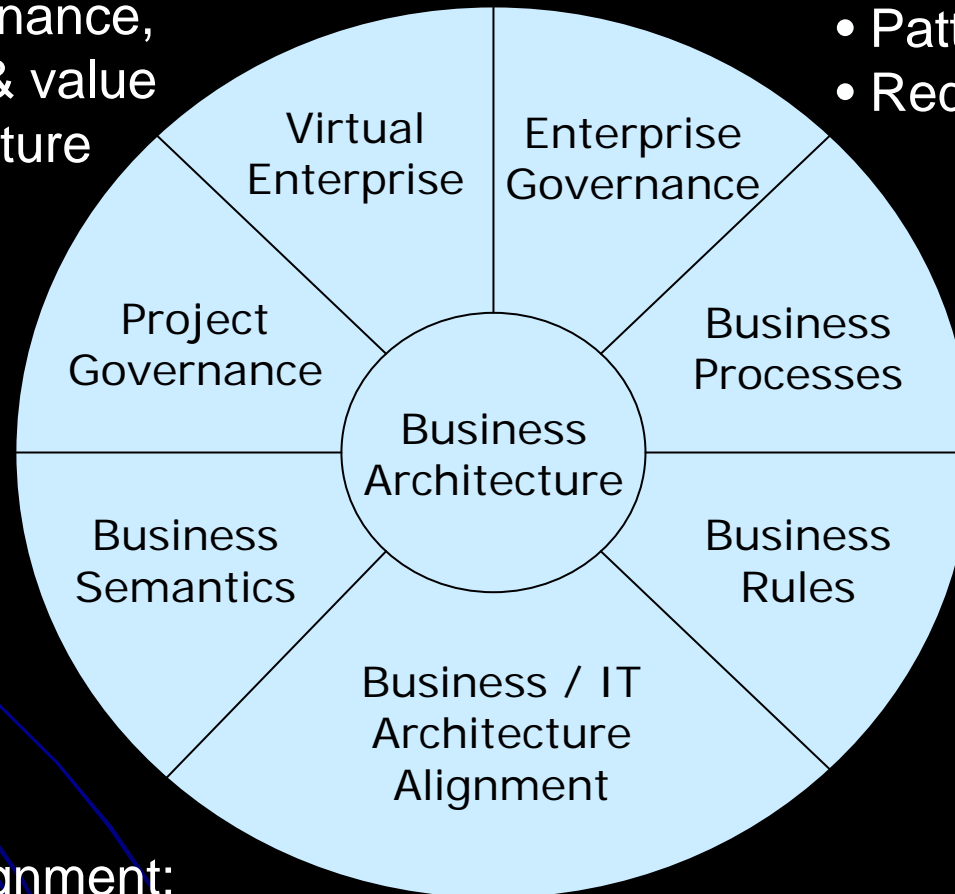
Business Architecture: Domains & Disciplines

Visualization:

- Expose governance, business data & value stream architecture

Aggregation:

- Pattern recognition
- Redundancy mapping



Alignment:

- Streamline & transform business architecture
- Align business architecture with IT architecture

Business Architecture Anticipated Benefits - Survey Results*

Using Business Architecture, our organization hopes to:

- Increase business agility, efficiency, effectiveness - 85%
- Improve ability to specify business requirements to IT - 62%
- Streamline business processes across business units - 82%
- Align business terminology, semantics across business units - 42%
- Streamline supply and distribution chains or other external relationships - 29%

Who is the Business Architect?

- Of the 63 survey* respondents:
 - Over 2/3's involved in business architecture work
 - Over 2/3's involved in business analysis / modeling
 - Almost 2/3's involved in business requirements analysis
 - Half of respondents involved in strategic planning
 - More than 1/3 involved in governance work or organizational change work
 - More than 1/3 involved in IT activities

*Survey Results: BPM Institute Business Architecture Survey – Dec.–Jan. 2007/2008

Tooling & Service Usage & Interests

- Are you planning to license one or more of the following tools within the course of the next year?
 - Over half plan to license business process modeling suites
 - 1/3 plan to license enterprise architecture repository
 - 1/4 plan to license multidimensional business modeling tools
- Respondents use many tools, but the most commonly used tool (close to half) is Visio
- Close to half of respondents want to use strategic / management consulting support

Where are Key Business Architecture Interests?

- What aspects of Business Architecture are you most interested in learning about?*
- Two thirds of respondents said:
 - Achieve business transformation through business architecture
 - Leverage business architecture to drive tactics, strategies and decision making
 - Obtain improved insights into alignment of organization, processes, information and business goals
 - Align business requirements and business architecture with IT architecture

*Survey Results: BPM Institute Business Architecture Survey – Dec.–Jan. 2007/2008

Where are Key Business Architecture Interests?

- What aspects of Business Architecture are you most interested in learning about?*
- Over half of respondents said:
 - Visualize and streamline business value streams
 - Define / deploy / support modeling standards, notations, meta-models and tools
 - Drive cross-functional business intelligence efforts
- Over one third of respondents said:
 - Visualize and align business governance structures
 - Improve understanding of business semantics across enterprise

*Survey Results: BPM Institute Business Architecture Survey – Dec.–Jan. 2007/2008

Roundtable Summary of Survey Findings

- Business architecture holds high expectations in terms of benefits sought
- Interests tend to be strategic (not tactical)
- Organizations are establishing teams and roles to address business architecture
- More work is being performed by business people and outside of IT
- Organizations are seeking education, tools and outside help to enable these efforts

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