

# ENTERPRISE ARCHITECTURE

Building an Enterprise Model to Support IT Strategy and  
Solution Architecture

A Half-day Strategy Forum

The Morning of Wednesday 11 March 2009 – CBI Conference Centre, London

**COMMENTS FROM  
PREVIOUS ATTENDEES:**  
"One of the best IT Events I've attended  
within the last 2 years"  
Principle Consultant, Konzortea Tradeair Ltd.  
"Overall a really good event – I will try and attend others"  
Assistant Development & Support Manager, Leeds City Council

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## Introduction

IT organisations are under pressure to develop an effective strategy and to deliver services that meet the objectives of the enterprise. In order to meet these requirements, it is essential that IT management has a thorough understanding of what they have got, where the business is headed, and what the transformation activities are necessary to navigate the changes. An architectural approach can offer a useful framework within which organisations can address the dislocation between the business and IT, as well as helping in meeting statutory and corporate governance requirements.

Unfortunately, some architecture initiatives have a tendency to stall after a short period of time, suffering from a number of delivery issues such as poor support from stakeholders, a lack of commitment from senior management, and a difficulty in reflecting business strategy in Enterprise Architecture and then linking this with solution architecture.

Key to the approach is the formulation and focus on an architecture vision which should have, as one of its main objectives, the attainment of a leadership role in IT strategy and delivery for Enterprise Architecture and also provide a common understanding of this throughout the organisation. In many organisations there is a huge 'cloud of uncertainty' between the definition of organisational objectives and the IT infrastructure. The communication of these important goals is at best weak, with an over-reliance on the yearly financial budgetary process, using spreadsheets as the main method of interaction.

There tends to be what could be described as the 'IT Management Quandary', where there is a continual gap between IT capability and the business requirements. No matter how hard the IT department strives to meet the needs of the enterprise, there is always a lag between the expectations of management and the reality of the IT situation. This gap can be considerably reduced with the deployment of an Enterprise Architecture. Having an enterprise model makes it much easier to assess the impact of new projects and to exploit the availability of new technologies.

To remain competitive organisations must urgently address the growing dislocation between strategy and IT deliverables. This issue is directly impacting the enterprise's ability to make quick, accurate decisions and is causing the slow implementation of the determined course of action. The gap between IT capability and organisation needs cannot be allowed to continue. Making an architectural approach integral with strategy, governance, and delivery will link solutions with both the IT and business objectives.

For Enterprise Architecture to be effective there has to be complete buy-in across the entire organisation, with an understanding of the allocation of the roles and responsibilities. Technology and business areas within the enterprise must work together to ensure the architecture is kept up-to-date and maintains its relevance, remains in line with the strategic objectives of the company, and adequately reflects the IT services available now, and planned for the future.

# Strategy Forum Agenda

# 11.03.09

- 08.45 - 09.15** Registration
- 09:15 - 09.25** **Welcome: Rob Hailstone, Software Infrastructure Practice Director, Butler Group**
- 09.25 - 09.55** **Actionable Enterprise Architecture: Mark Blowers, Enterprise Architectures Practice Director, Butler Group**
- 09.55 - 10.25** **Stress Testing Enterprise Architectures: Mike Fuller, Director of Marketing UK, Intersystems**
- 10.25 - 10.55** **Integrating Enterprise Architecture for Business Success: Chris Beddow, Senior Consultant & Andy Watson, Solutions Engineer, ASG**
- 10.55 - 11.10** Morning Coffee and Exhibition
- 11.10 - 11.40** **Managing IT Complexity with Domain Model-Based Portfolio Management: Iain Craig, Head of Application Architecture, Investment Banking Division, Credit Suisse**
- 11.40 - 12.10** **The Benefits and Issues of a Metrics-Based Architectural Approach at Birmingham City Council (BCC): Tim O'Neill, European Manager, Avolution**
- 12.10 - 12.40** **How organisations can bridge the gap between strategy and deliverables: Mick Adams, Services Leader/ Open Group Master IT Architect, Capgemini TAGAF**
- 12.40 - 13.00** **Butler Group Closing Keynote: Actions and Recommendations**
- 13.00 - 14.00** Lunch and Exhibition
- 14.00** Close

## Contact Details

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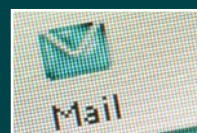
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