

# APPLIED ENTERPRISE ARCHITECTURE CONCEPTS

A PRACTICAL AND INTENSIVE CASE-BASED WORKSHOP THAT LEADS YOU THROUGH THE STEPS OF BUILDING AN EA

11-14 MARCH 2014 (10-18H), GOLDEN TULIP BRUSSELS AIRPORT (DIEGEM)

## WHY ATTEND THIS WORKSHOP ?

Enterprise architecture is not a goal, but *an essential instrument to improve communication, alignment and cooperation between business and IT*. This workshop will show you that building an EA involves a lot of communication with business responsables about e.g. strategy, mission and vision, ...; with domain and business experts about business initiatives, products and services; with business process experts about business operations; with HR about roles and responsibilities; with IT about systems, applications, networks, databases, etc; without forgetting cross-cutting experts in security, governance, business continuity, standardisation and innovation.

Building an EA is not a simple task and it obviously takes more than 4 days, but *we will show you what is involved, the tips and tricks to do it better and faster, and how you can tackle some of the problems and caveats* that you will undoubtedly encounter.

During this workshop, *you are a member of the enterprise architecture team of a large airline company*. Airline companies are operating in a highly competitive & ever-changing market, with very demanding customers and strict regulations by governments, the FAA, ...

This workshop will teach you *how to apply enterprise architecture concepts through a class-wide architecture project that develops a web-based EA repository and integrated set of basic EA artifacts*.

These artifacts will document/model strategic initiatives and measures; business requirements for processes and services; and supporting technology solutions including information systems, applications, databases, websites, networks, security, and standards. The course will also cover *best practices to develop EA artifacts in a manner that promotes linkage between the strategic, business, and technology*. After all, EA = S + B + T.

## FULL PROGRAMME:

Every day starts at 10h00 and ends before 18h00.

9h30-10h: Coffee/Tea and Refreshments

### Day 1: Getting up to speed

- What is Enterprise Architecture ?
- Enterprise Architecture Defined
- EA Inputs and Drivers
- EA Outcomes
- EA Activities
- EA Core Elements
- Introduction to the case study: Enterprise Airways

### Day 2: Documenting Sub-Architectures

- Strategy Sub-Architecture: strategic plan, SWOT analysis, concept of operations (CONOPS), Balanced Scorecard, strategy map
- Business Sub-Architecture: Business plan, process diagram, activities, business use cases, ...
- Data Sub-Architecture: knowledge management plan, information exchange and CRUD matrix, data models, data dictionary, ...
- Systems and Applications Sub-Architecture: interfaces, communication, data flow, performance, data exchange, ...
- Network and Infrastructure Sub-Architecture: connectivity diagrams, inventories, ...
- Security Sub-Architecture: security plan and solutions, continuity of operations, disaster recovery
- Standards Documentation
- Workforce Documentation: workforce plan, org chart, knowledge and skills

### Day 3: Implementing Sub-Architectures

- Implementing the Strategy, Business, Data, Application Sub-Architecture
- Putting Strategy & Business and Data & Systems Artifacts in an EA repository
- Implementing the Network and Security Sub-Architecture & Putting it in the EA repository

### Day 4: Where do you go from here ?

- Current and future architectures and views
- Target architecture workshop
- Reviewing an EA Management Plan

18.00h End of each workshop day

This workshop is organised in cooperation with CMU and EA Fellows.

Carnegie Mellon University

## SPEAKER AT THIS WORKSHOP:

**Dr. John Gotze** has worked with government technology, enterprise architecture and open standards for more than 15 years. Today, he is an independent consultant and writer, and a co-founder of EA Fellows, a Danish EA think tank. John is also the co-author of the brandnew book "Beyond Alignment: Applying Systems Thinking in Architecting Enterprises".



## PRICE OF THIS WORKSHOP:

The price of this workshop is **2400 EUR (+ 21 % VAT)**, incl. participation in the workshop, lunches, coffee/tea, and a color copy of all the slides.

## DISCOUNTS:

For *simultaneous registrations (one invoice)*, the 2nd participant of the same company receives **10 %**, the 3rd **20 %** and all further participants **30 % discount**. A 20 % discount is given to participants from schools and universities..

## CANCELLATION POLICY:

*Cancellation* is possible up to 2 weeks before the workshop, if received in writing. In this case, 20 % of the total amount is charged for administration. Otherwise, the full registration fee is due, regardless of the reason of cancellation. *Replacement of a participant* is possible at no extra charge.

## THIS WORKSHOP TEACHES YOU:

Following this workshop, *participants will be better prepared to participate in and add value at an intermediate level in EA projects in private and public sector organizations*, including documentation, modeling, archiving, tool use, and task accomplishment. This will result in improved EA program success, higher quality EA products, improved communication with EA program stakeholders, and increased EA value delivery.

At the end of the 4-day "Applied Enterprise Architecture Concepts" workshop, participants will receive an attendance certificate issued by I.T. Works and EA Fellows.

# REGISTRATION FORM

Fax to: (09) 241.56.56 or backup fax (09) 220.34.57 - Questions ? Call (09) 241.56.13 or e-mail [seminars@itworks.be](mailto:seminars@itworks.be)

Mr. /  Mrs.

Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Company Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

VAT/BTW/TVA nr.: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Agrees with the workshop conditions, and registers for:

**Applied Enterprise Architecture Concepts (11-14 March 2014)**

Please send the invoice for 2400 EUR (+21% VAT) to my

Company address

Personal address: \_\_\_\_\_

Extra info for invoice (like order nr.): \_\_\_\_\_

Date \_\_\_\_\_ Signature \_\_\_\_\_

Please complete and return this form by mail or fax to: I.T. Works, Innovation Center, Technologiepark 3, 9052 Gent, fax: (09) 241.56.56 or (09) 220.34.57. After receipt of the registration form, you will automatically receive a confirmation, invoice and a detailed access plan.

