



# Information Day / Business Architecture Overview

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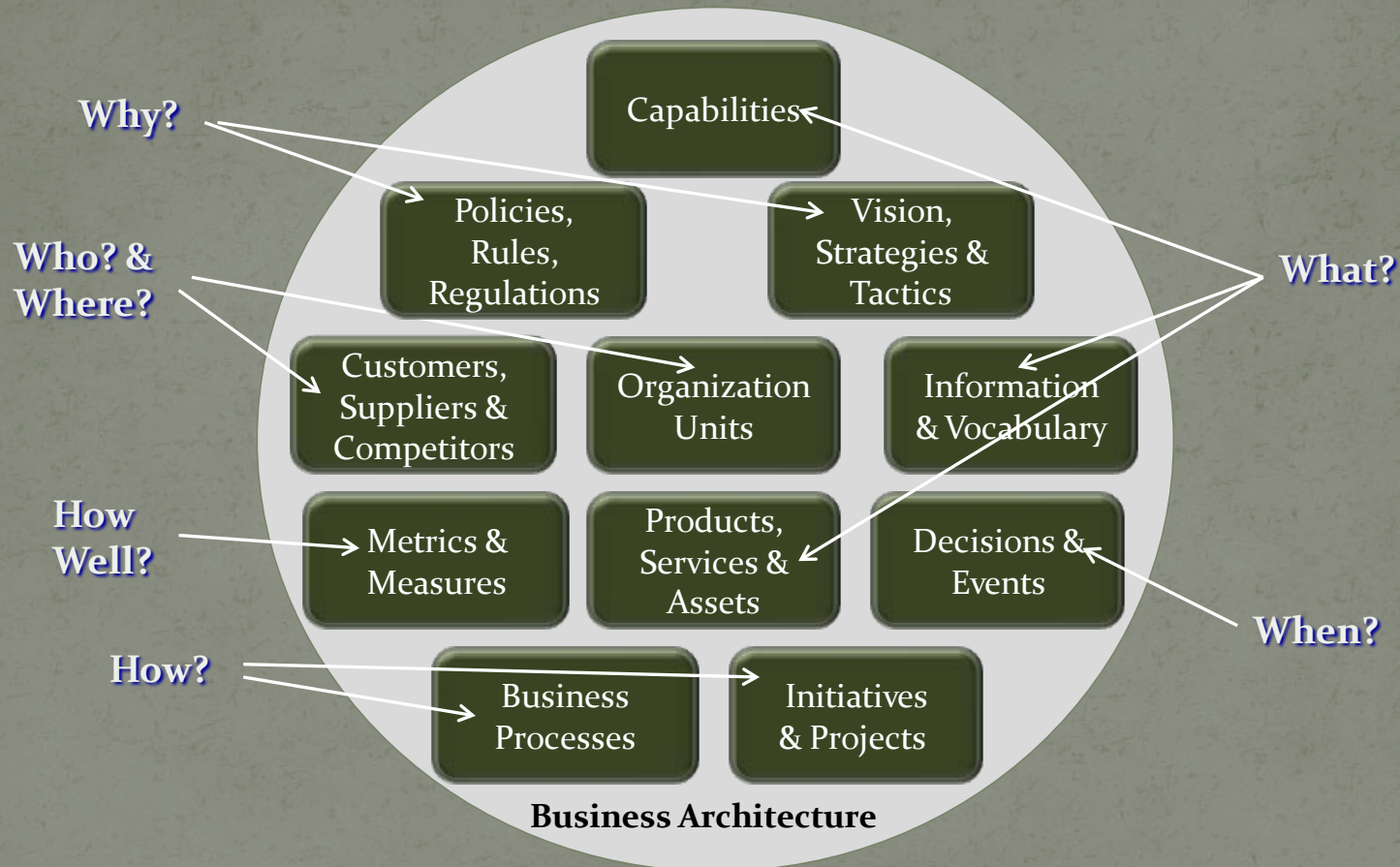
Co-Chair & President, TSG, Inc.

<http://bawg.omg.org>

# Welcome / Overview

- Welcome to the Business Architecture Information Day sponsored by:
  - Business Architecture Special Interest Group (BASIG)
  - Business Ecology Initiative (BEI)
- Business Architecture Overview
- BASIG Overview
- Information Day Agenda Overview

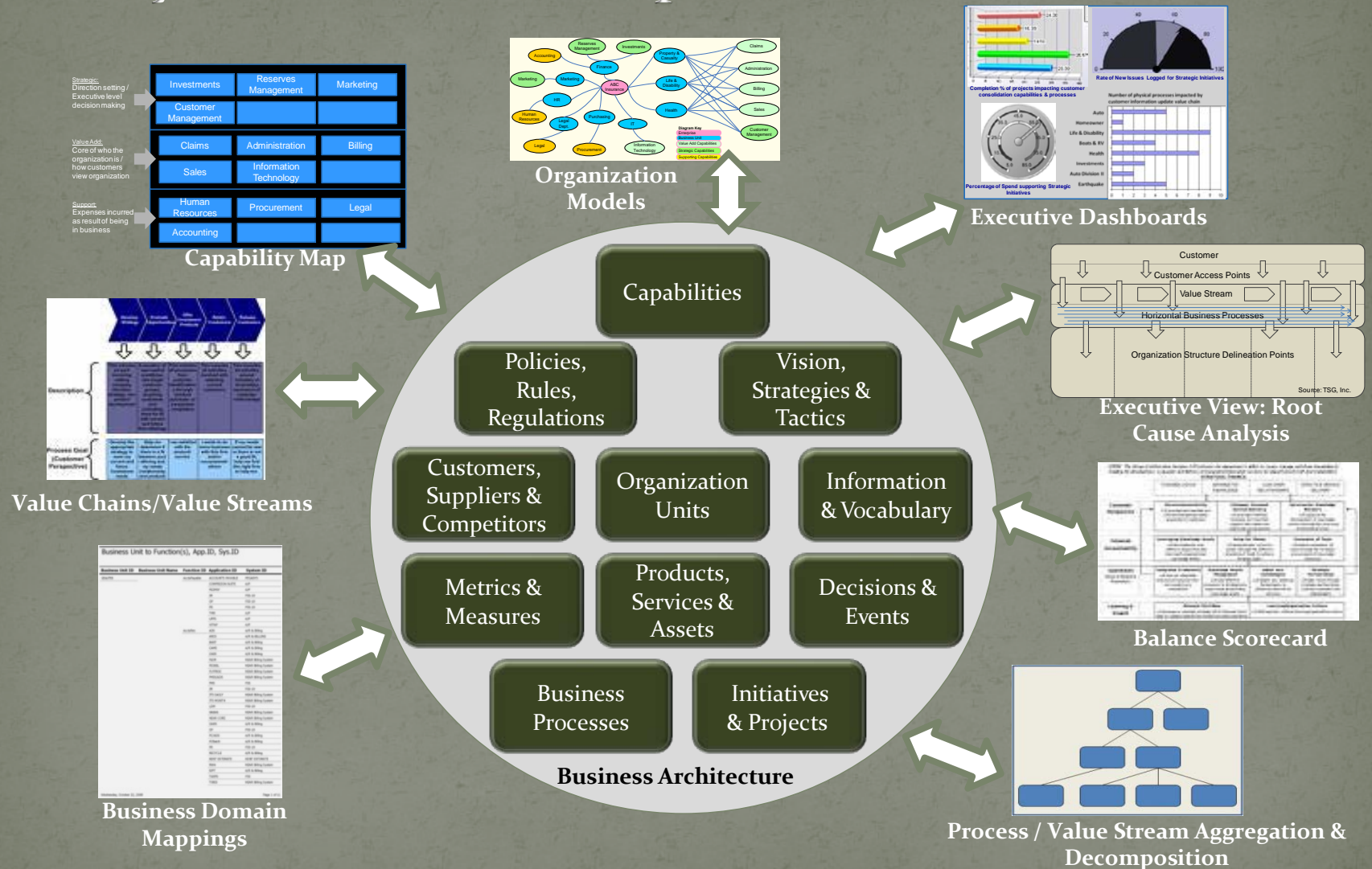
# Business Architecture: Enabling Business to Manage More Effectively



*Business Architecture Defined: "A blueprint of the enterprise that provides a common understanding of the organization and is used to align strategic objectives and tactical demands."*

*(Source: BASIG)*

# Business Architecture: Consumes & Delivers Wide Variety of Business Viewpoints



- Selected sample business architecture blueprints that can be populated into or derived from the business architecture knowledgebase

# Business Architecture Value Propositions & Scenarios

- Business Architecture Value Proposition Statements
  - Enables rapid root cause analysis, providing refreshing transparency into complex business challenges that cross business unit boundaries
  - Allows business planning teams & executive committees to build strategies with a clear view of horizontal business impacts
  - Empowers business to craft well articulated business strategies needed to drive business / IT transformation from a business perspective
- Sample Business Architecture Scenarios
  - Moving to customer-centric business model
  - Customer information management
  - Merger / acquisition analysis and deployment
  - New product, service rollout
  - Business unit consolidation, operational cost reduction
  - Streamlining multi-company outsourced environments
  - Vendor, supply chain streamlining

# Business Architecture Special Interest Group Update



- Mission:
  - “Promote industry consensus and develop a set of standards to support the concept of building, evolving and aligning business blueprints”
- Formed 3 years ago / became official SIG end of 2009
  - Comprised of OMG member organizations
- Focus / Activities:
  - Develop white papers, business viewpoints and industry case studies
  - Collaborate with other organizations to build consensus-based positions
  - Provide ways to organize this information (metamodels) so vendors can support business architecture more effectively
  - Example: How to model Balanced Scorecard / Strategy Map so vendors can represent underlying information in tools and generate them for customers
    - For example, see: <http://www.omgwiki.org/bawg/doku.php?id=bscmetacurrent>
- BASIG Homepage: <http://bawg.omg.org>
- BASIG Roadmap: [http://bawg.omg.org/BASIG\\_Revised\\_Roadmap.doc](http://bawg.omg.org/BASIG_Revised_Roadmap.doc)



# Some Final Logistics

- Presentations will be posted shortly for all sessions at BASIG homepage:
  - <http://bawg.omg.org>
  - Under Cambridge 2010 BA Information Day
- Stop by the sponsor tables in the break room and after lunch
- Please join us for the evening reception at 6:00 pm
- Thank you for coming, enjoy the day