

# Methodology and Technology Services



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# RAPID DELIVERY WORKSHOP FOR ENTERPRISE ARCHITECTURE

**5-Day Public or In-house Workshop with Interactive Team Sessions to Fast Track your Enterprise Architecture Implementation, for Rapid Delivery in 3-month Increments**

Presented by [Clive Finkelstein](#)

[Printable PDF Version](#)

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## Introduction

An effective Enterprise Architecture is essential to achieve business integration and technology integration in today's complex business environment. This is recognized by organizations and governments world-wide. For example, the development of an Enterprise Architecture is mandated for USA Federal Government and Defense Departments today, through the Clinger-Cohen Act of 1996.

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This is reflected in the US Federal Enterprise Architecture Framework (FEAF) and similar DoD Architecture Frameworks, such the earlier C4ISR and the current DoDAF.

Unfortunately most Enterprise Architecture projects to-date have been multi-year, high-cost projects before any value is delivered. This 5-day course addresses that problem with rapid-delivery methods and technologies that enable priority business activities and processes, identified by management, to be delivered into production in 3-month increments. These methods identify common shared data, enterprise-wide. They identify reusable business processes that can be implemented once, yet shared throughout the enterprise. This saves not only on development time and cost, but also on day-to-day operational costs of resulting shared, common processes. These methods can be used in your existing Enterprise Architecture projects, whether based on FEAF, C4ISR or DoDAF, or other approaches.

With the rapid pace of change today, the need for transformation through Enterprise Architecture to an agile enterprise that can change direction rapidly has never been greater. Yet the structures, processes and systems that we have today are inflexible: they are incapable of rapid change. This is both a business problem and a computer problem. It needs strategic direction from senior management and strategic planners, using management methods covered in Day 1 - Enterprise Architecture for Managers. These management directions are translated in Days 2 - 5 into rapid action by your business experts working with your IT experts.

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*"Clive has developed a way to integrate the semantic models with the primitive process models. Strategically, this is important because if you align these with the goals of the business, you can determine what slivers need to be built first to implement Enterprise Architecture consistently in the enterprise."*

... **Stan Locke**, Zachman Framework Associates

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## Objectives

- Understand why Rapid Delivery Methods are needed today for Success with Enterprise Architecture
- Learn which Rapid-Delivery Enterprise Architecture Methods and Technologies have been used Successfully by Government. Defense and Corporate organizations

- Understand how Common, Reusable Business Activities and Processes can be Identified as Priorities for Early Delivery into Production
- Learn how to Derive Project Plans from Integrated Data Models, to Manage these Priority Activities and Processes through Rapid Development into Production
- Learn how to use these Methods and Technologies through Interactive Team sessions to prepare your Organization for rapid delivery of Enterprise Architecture

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## Audience

### Day 1 Audience

CEO, COO, CFO, CIO, CTO, Senior Business Managers, Corporate Planners, Balanced Scorecard, Governance and Audit, Business Experts, IT Managers, Project Managers, Enterprise Architects.

### Days 1-5 Audience

CIO, CTO, Business Managers, Corporate Planners, Business Experts, Balanced Scorecard, Governance and Audit, IT Managers, Project Managers, Enterprise Architects, BPR Analysts, BPM Analysts, Business Analysts, Systems Analysts.

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## Day One

### ENTERPRISE ARCHITECTURE FOR MANAGERS

*Essential for Executives, Business Managers, Program Office Managers and IT involved in Planning and Implementing Enterprise Architecture*

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## **1. PLANNING FOR BUSINESS TRANSFORMATION USING EA**

- Why are Balanced Scorecard, Governance Analysis and Business Transformation Enablement so important today?
- Imperatives for alignment and integration of the business, its systems and technology
- Learn how the concepts and rules of the Zachman Framework for Enterprise Architecture provide a new paradigm for planning, scoping and fast-tracking Balanced Scorecards and Governance projects
- Transforming business perspectives directly to rapid design and delivery efforts

## **2. STRATEGY ANALYSIS FOR BUSINESS PLANS AND BALANCED SCORECARD**

- Planning methods used to analyze business goals and Balanced Scorecard measures
- How to analyze the Perspectives of Planners and Owners to provide the basis for business transformation and rapid delivery of Enterprise Architecture

## **3. IDENTIFYING STRATEGIC OPPORTUNITIES FOR BUSINESS TRANSFORMATION**

- Translating business plans into opportunities for reusability and cost savings
- How the design and delivery of critical assets optimizes implementation
- Addressing current issues – e.g. Security legislation and initiatives, e-Government and e-Business Web Strategies, Business Intelligence and Supplier/Customer Integration

## **4. REAL-WORLD CASE STUDIES FOR BUSINESS TRANSFORMATION**

- Real world examples of e-Government and e-Business projects for rapid delivery of priority Enterprise Architecture areas
- Criteria for Success, with potential failure issues to avoid

## **5. MANAGING AND SUSTAINING ENTERPRISE ARCHITECTURE**

- Identifying Governance and Security issues
- Change Management goals

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**Days Two and Three**

# RAPID DELIVERY PORTFOLIO METHODS FOR ENTERPRISE ARCHITECTURE

*Business and IT Methods for Transforming the Planning Deliverables from Day One, for Rapid Delivery of Priority Areas in 3-month Increments*

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## 1. ESTABLISHING ENTERPRISE ARCHITECTURE DIRECTIONS - CASE STUDY

- Strategic business transformation directions
- Management priorities, Balanced Scorecard, Governance and Security issues
- Zachman Framework concepts and rules
- Methodologies for FEAF Reference Models (plus C4ISR and DoDAF, if required)

## 2. ASSURING INTEGRATION: BUSINESS-DRIVEN DATA MODELING

- Strategy-driven methods to transform business models into implementation
- Applying Enterprise Engineering disciplines and proven methodologies
- Resolution of semantic issues

## 3. STRATEGIC MODELING - CASE STUDY

- In this facilitated strategic modeling session, team members will learn how to transform business plans and Balanced Scorecard measures to integrated databases and reusable processes for rapid delivery
- Identifying priority activities for rapid delivery

## 4. VALIDATING ALIGNMENT GOALS AND PLANS - CASE STUDY

- Through an Interactive Workshop, team members will learn how to identify business transformation opportunities and Governance Analysis through Strategic Alignment
- Engaging Executive Management
- Aligning Models across rows and columns

## 5. BUSINESS NORMALIZATION TO IDENTIFY FUTURE BUSINESS NEEDS

- Business Normalization methods applied by business experts and IT
- Methods and rules for business to systems model transformations
- Identifying further business data needs and activities that also indicate governance or business transformation opportunities

## 6. DERIVING PORTFOLIO PLANS FOR RAPID EA DELIVERY - CASE STUDY

- In this Interactive Workshop, team members will learn important steps for deriving project plans and prioritizing implementation efforts based on data models, business plans and business rules
- Refining project scope and deliverables for rapid sub-project deliveries in 3-month increments
- Balancing mandates, business plans and resource demands
- Demonstrating alignment and integration for rapid Balanced Scorecard and Governance Analysis implementation

## 7. REAL-LIFE EXAMPLE OF STRATEGIC MODEL ANALYSIS - CASE STUDY

- Derivation of Project Plans from real-life Corporate Data Model for large organization
- Methods used, Lessons learned and potential Failure Traps to avoid

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## Days Four and Five

# RAPID DELIVERY DESIGN AND TECHNOLOGIES FOR ENTERPRISE ARCHITECTURE

*Methods and Technologies for Rapid Design and Delivery of Priority Systems, with Integrated Enterprise Architecture Implementation*

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## 1. ACTIVITY MODELING FOR COST, OPPORTUNITY AND ROI ANALYSIS

- Activity Based Modeling and Costing methods to analyze Business Transformation opportunities for cost effectiveness
- Evaluating implementation alternatives

## 2. DEVELOPING PROCESSES, WORKFLOWS AND INTERFACE DESIGN

- Methods to implement reusable activities as reusable business processes
- Deriving Workflow Models for rapid delivery using latest technologies
- Use of Business Process Modeling Notation (BPM) for Business Process Diagrams (BPDs)
- Methods for Menu and Screen Design and Transaction performance optimization

### **3. TRANSFORMATION TO DESIGN PERSPECTIVE - CASE STUDY**

- Interactive Case Study session using learned methods to transform priority areas into Design and Delivery perspectives

### **4. BRIDGING GAP: PORTFOLIO ALIGNMENT - CASE STUDY**

- Case Study session refines strategic alignment for Governance Analysis
- Session further aligns transformed Business Models to Design Architecture across all columns of the Zachman Framework

### **5. VALIDATING ENTERPRISE ARCHITECTURE DELIVERABLES - CASE STUDY**

- Case Study session to test all business transformation deliverables developed in earlier workshops for completeness
- Determining Enterprise Architecture deliverables for governance alignment with business priorities

### **6. ENTERPRISE METADATA AND THE ROLE OF MODELING TOOLS**

- Review of Modeling Tools for Enterprise Architecture
- Code Generation concepts used by Modeling Tools
- Business Process Modeling Notation (BPMN) for Process Modeling
- Support by Modeling Tools for Code Generation and BPMN

### **7. TOOLS AND e-TECHNOLOGIES FOR RAPID IMPLEMENTATION**

- Enterprise Application Integration (EAI) concepts
- Enterprise and e-Government Portal concepts
- Web Services concepts

### **8. WEB SERVICE PRODUCT STRATEGIES AND EVOLUTION**

- Web Services Evolution and Directions
- Web Services Products and Vendor Strategies

### **9. SERVICE-ORIENTED ARCHITECTURE FOR WEB SERVICES**

- Service-Oriented Architecture (SOA) concepts
- Business Process Management (BPM) XML-based directly-executable languages: BPEL; WSCI, BPML, BPSS
- Products and Vendor Strategies for generation of BPM executable code

- The Role of BPMN and Directions for the Future

## 10. SUCCESSFUL ENTERPRISE ARCHITECTURE IMPLEMENTATION

- Need for both Rapid Delivery Methods and also Rapid Delivery Technologies
- Sustaining executive involvement in Enterprise Architecture for Balanced Scorecard, Governance Analysis and Business Transformation opportunities

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### Instructor

#### Clive Finkelstein

Clive Finkelstein is acknowledged worldwide as the "Father" of Information Engineering, and is Managing Director of Information Engineering Services Pty Ltd in Australia. He has over 45 years' experience in the Computer Industry. He has published many books and papers, and contributed Chapters and Forewords to books published by McGraw-Hill and Springer-Verlag. Clive has authored the following books:

- *"Information Engineering"*, James Martin and Clive Finkelstein, Savant Institute, Carnforth: Lancs UK (1981). This was the book that started the Information Engineering Revolution in the 1980's.
- *"An Introduction to Information Engineering"*, Clive Finkelstein, Addison-Wesley, Sydney: Australia (1989). This book covers the history and evolution of Information Engineering.
- *"Information Engineering: Strategic Systems Development"*, Clive Finkelstein, Addison-Wesley, Sydney: Australia (1992). This is the "how-to" book on using Information Engineering.
- *"Building Corporate Portals with XML"*, Clive Finkelstein and Peter Aiken, McGraw-Hill New York: NY (2000). This book covers methodologies and technologies for Enterprise Portals.
- *"Enterprise Architecture for Integration: Rapid Delivery Methods and Technologies"*, Clive Finkelstein, Artech House, Norwood, MA (March 2006). This book brings together the methods and technologies for rapid delivery of Enterprise Architecture in 3-month increments. [Read the Book Review.](#)

Clive Finkelstein is an internationally renowned consultant and instructor, and has completed projects for Defense, Government and Commercial organizations throughout the world and in most industries. Many projects have involved the *Zachman Framework for Enterprise Architecture*, using the latest methods and technologies for rapid delivery of priority areas into implementation. These methods use Enterprise Engineering for rapid definition of Enterprise Architecture. His technology focus addresses Enterprise Integration technologies using XML, Enterprise Application Integration (EAI), Enterprise Portals, Web Services and Service-Oriented Architecture (SOA) for Business Process Management (BPM) using XML-based BPM languages.



He provides training and consulting in all aspects of the Zachman Framework for Enterprise Architecture, with rapid delivery of priority areas using Enterprise Engineering. His application of these methods in large and medium Government, Defense and Commercial enterprises results in *Business Transformation Enablement*, so that business and IT managers and their staffs can plan for and achieve rapid business change. Enterprise Architecture provides a Governance Analysis Framework that supports Sarbanes-Oxley and other Governance Audit requirements. It provides direct support and linkage to Balanced Scorecard for Strategy-Focused Organizations, to ensure that IT systems and databases support defined Scorecard Measures, Strategy Maps and Governance requirements.

Clive writes a monthly column, "The Enterprise" for DM Review magazine. Past issues are at <http://www.dmreview.com/>. He publishes a free, quarterly technology newsletter via email: "The Enterprise Newsletter (TEN)". Past issues of TEN are at: <http://www.ies.aust.com/>. His books and papers are at <http://www.ies.aust.com/cbfindex.htm>. He can be contacted at [cfink@ies.aust.com](mailto:cfink@ies.aust.com). Many in-house skills-transfer courses and seminars presented by Clive Finkelstein are at <http://shop.ies.aust.com/>.



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