

# Methodology and Technology Services



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## STRATEGIC MODELLING FOR BUILDING ENTERPRISE ARCHITECTURE

3-Day Public or In-house Overview Course for Rapid Delivery of Enterprise Architecture, in 3-month Increments

Presented by [Clive Finkelstein](#)

[Printable PDF Version](#)

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### Introduction

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. Unfortunately most Enterprise Architecture projects to-date have been multi-year, high-cost projects before any value is delivered.

This 3-day course provides an overview of the methods and technologies that enable priority business

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activities and processes, as identified by management, to be delivered into production rapidly, in 3-month increments. These methods identify common shared data, enterprise-wide. They enable reusable business processes to 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 the resulting shared, common processes.

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## Objectives

- Gain an Appreciation why Rapid Delivery Methods are needed today for Success with Enterprise Architecture
- Gain an Overview of which Rapid-Delivery Enterprise Architecture Methods and Technologies have been used Successfully by Government and Corporate organizations
- Gain an Overview of how Common, Reusable Business Activities and Processes can be identified as Priorities for Early Delivery into Production
- Gain an Introduction to Methods used to Derive Project Plans from Integrated Data Models, to manage these Priority Activities and Processes through Rapid Development into Production

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## Audience

CIO, CTO, Government Program Managers, Business Managers, Business Experts, IT Managers, Project Managers, Business Analysts, Systems Analysts, Enterprise Architects.

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## Course Outline

*An Overview of the Strategic Modelling Methods that are used for Rapid Delivery of Enterprise Architecture*

## **1. STRATEGIC MODELLING FOR ENTERPRISE ARCHITECTURE**

- Management priorities, governance and security issues
- Zachman Framework Enterprise Architecture concepts
- FEAF Reference Models plus C4ISR and DoDAF for Defense

## **2. STRATEGY ANALYSIS FOR INPUT TO STRATEGIC MODELING**

- Rapid delivery business planning method for definition and refinement of business plans
- How to allocate implementation responsibility and accountability

## **3. STRATEGIC MODELING - FACILITATED EXAMPLE**

- In this facilitated session, team members learn how strategic modeling enables rapid delivery of integrated databases and reusable processes
- Identifying priority activities for rapid delivery

## **4. ENTERPRISE ARCHITECTURE RAPID DELIVERY PROJECTS**

- 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. BUSINESS-DRIVEN DATA MAPPING FOR STRATEGIC MODELING**

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

## **6. BUSINESS NORMALIZATION TO IDENTIFY FUTURE BUSINESS NEEDS**

- Business Normalization methods applied by business experts and IT
- Methods and rules for business model to design transformation
- Identifying further business data needs and activities that indicate future business opportunities

## **7. STRATEGIC MODELING - CASE STUDY**

- In this Interactive Workshop, team members expand the definition of the Strategic Model developed in the earlier facilitated example
- Identification of reusable, priority activities for delivery

## **8. STRATEGIC ALIGNMENT - CASE STUDY**

- Team members learn how to identify integration opportunities that are achieved through Strategic Alignment
- Engaging Executive Management in Governance Analysis Frameworks
- Aligning Models across rows and columns to realize business integration opportunities

## **9. DERIVING PROJECT PORTFOLIOS FOR RAPID DELIVERY - CASE STUDY**

- Team members learn how to derive project plans 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

## **10. ACTIVITY MODELING AND ACTIVITY BASED COSTING**

- Activity Modeling and Costing methods to analyze business opportunities for efficiency, cost effectiveness and Return on Investment (ROI)
- Evaluating implementation alternatives

## **11. 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

## **12. TRANSFORMING STRATEGIC MODEL TO LOGICAL DATA MODEL - CASE STUDY**

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

## **13. VALIDATING STRATEGIC MODELLING 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

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

- Assessing Policies, Roles, Goals and Responsibilities for the Future
- Establishing management strategies for rapid implementation and delivery
- Sustaining executive involvement through Governance Analysis Frameworks for Audit and

## Security Internal Control Reporting

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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 43 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://svc004.bne009i.server-web.com/catalogue/visible/default.shtml>.



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