

**RAPID ENTERPRISE ARCHITECTURE  
DELIVERY WORKSHOP**

**MODULE 1: INTRODUCTION TO  
ENTERPRISE ARCHITECTURE  
FOR MANAGERS AND IT**

**Instructor Notes**

# Rapid Enterprise Architecture Delivery Workshop

## Section Contents

### Module 1: EA for Managers and IT

<u>Section</u>	<u>Case Study</u>
1. Strategic Modeling for Enterprise Architecture	
2. Strategy Analysis for Input to Strategic Modeling	
3. Developing a Strategic Model: Facilitated Example	<b>1</b>
4. Real World Examples of Enterprise Architecture for Rapid Delivery	

#### **MODULE 1 METHODOLOGY REFERENCES**

This course is based on an enhanced version of Information Engineering, called Enterprise Engineering, developed for the rapid delivery of Enterprise Architecture. Information Engineering (IE) was first developed by Clive Finkelstein and Information Engineering Services Pty Ltd (IES) in Australia during 1976 – 1980. This original variant of IE was business-driven and data-driven: it was different from other methods at that time, which were process-driven and IT-driven.

The business-driven, data-driven variant of IE was first published in the following References:

- Clive Finkelstein, "*Information Engineering*", Computerworld (USA), Framingham, MA (May-June 1981) - Series of 6 InDepth Articles
- James Martin and Clive Finkelstein, "*Information Engineering*", Savant Institute, Carnforth, Lancs (Nov 1981) – Hardcover Book. This book started the IE Revolution of the 1980s.
- Clive Finkelstein, "*An Introduction to Information Engineering: From Strategic Planning to Information Systems*", Addison-Wesley, Sydney, Australia (1989) – Hardcover Book
- Clive Finkelstein, "*Information Engineering: Strategic Systems Development*", Addison-Wesley, Sydney, Australia (1992) – Hardcover Book

Enterprise Engineering was developed by Clive Finkelstein from 1995 for the rapid delivery of Enterprise Architecture and is published in the following References:

- Clive Finkelstein, "*Enterprise Architecture for Integration: Rapid Delivery Methods and Technologies*", First Edition, Artech House, Norwood MA (2006) – Hardcover Book
- Clive Finkelstein, "*Enterprise Architecture for Integration: Rapid Delivery Methods and Technologies*", Second Edition (2011) – eBook
- Clive Finkelstein, "*Enterprise Architecture for Integration: Rapid Delivery Methods and Technologies*", Third Edition (2015) – eBook

Figures, diagrams, table examples, exercises, problems, sample solutions and screenshots have been included in this course from the above references to cover the concepts of each method.

#### **MAIN TEXTBOOK REFERENCE**

This course is fully documented in the eBook: Clive Finkelstein, "*Enterprise Architecture for Integration: Rapid Delivery Methods and Technologies*", Third Edition (2015) – called the "*Rapid EA Delivery eBook*".

# Rapid Enterprise Architecture Delivery Workshop

## *Detailed Segment Contents*

### **Module 1: EA for Managers and IT**

<b>Section Title</b>	<b>Slides</b>	<b>Time</b>	<b>Exercise or Problem</b>
<u>Segment Title</u>		(hh:mm:ss)	
<b>Section 1: Strategic Modeling for Enterprise Architecture</b>		<b>3:14:24</b>	
Segment 1-01: The Need for Business Transformation	24	24:17	
Segment 1-02: Systems Support for Rapid Business Change	25	21:13	
Segment 1-03: Balanced Scorecard and Strategy Maps	16	25:02	
Segment 1-04: Introduction to Enterprise Architecture	25	1:04:37	
Segment 1-05: Zachman Framework V2.0 and EA Maturity	15	25:23	
Segment 1-06: Governance Analysis using EA	22	33:57	
<b>Section 2: Strategy Analysis for Input to Strategic Modeling</b>		<b>3:59:02</b>	
Segment 2-01: Analyzing the Mission Statement	24	44:24	
Segment 2-02 Defining Planning Statements: Policies; Goals, Objectives and KPI' s; Strategies And Tactics	27	1:04:22	
Segment 2-03: Implementing Business Plan through Personal Scorecards	13	48:59	
Segment 2-04: Business Planning Questionnaire	33	1:00:18	
Segment 2-05: Using Strategy Analysis for IT Project Requirements Specifications	12	20:59	
<b>Section 3: Developing a Strategic Model: Facilitated Example</b>		<b>2:22:52</b>	
Segment 3-01: Strategic Modeling Questionnaire	20	28:39	<b>1</b>
Segment 3-02: Developing the Strategic Model – Basic Concepts	30	39:02	<b>1</b>
Segment 3-03: Identifying Business Activities and Processes	17	43:11	<b>1a</b>
Segment 3-04: Deriving Project Plans from Strategic Model	45	32:00	<b>1b</b>
<b>Section 4: Real World Examples of Enterprise Architecture</b>			
Segment 4-01: Large Government Department	14		
Segment 4-02: Medium Regional Bank	21		
Segment 4-03: Medium Government Department	19		
Segment 4-04: Very Large Government Department	20		

#### **MAIN TEXTBOOK REFERENCE**

This course is fully documented in the eBook: Clive Finkelstein, "Enterprise Architecture for Integration: Rapid Delivery Methods and Technologies", Third Edition (2015) – called the "Rapid EA Delivery eBook".

# Rapid Enterprise Architecture Delivery Workshop

## Section Contents

### Module 2: Rapid Delivery Methods for EA

<u>Section</u>	<u>Problem</u>
1. Enterprise Architecture Frameworks	
2. Business-Driven Data Mapping for Strategic Modeling	
3. Business Normalization to Identify Future Business Needs	
4. Strategic Modeling – Case Study	2
5. Deriving Project Portfolios for Rapid EA Delivery – Case Study	3
6. Activity Modeling and Activity Based Costing	
7. Developing Workflow and Interface Design	
8. Transforming Strategic Model to Logical Data Model – Case Study	4
9. Sample Solutions for Tactical Modeling Problem 4	
10. Managing and Sustaining Enterprise Architecture	

#### MAIN TEXTBOOK REFERENCE

This course is fully documented in the eBook: Clive Finkelstein, “Enterprise Architecture for Integration: Rapid Delivery Methods and Technologies”, Third Edition (2015) – called the “*Rapid EA Delivery eBook*”.

## **Course Developer - Clive Finkelstein**



Clive Finkelstein is the acknowledged “Father” of Information Engineering - developed by him and Information Engineering Services Pty Ltd (IES) from 1976 - 1980. He has over 50 years’ experience in the IT industry.

He was the co-author of “*Information Engineering*” with James Martin, published by Savant Institute in 1981. This book started the “*Information Engineering Revolution*” in the 1980’ s. During the 1980s, IE was widely popularized by James Martin world-wide. This course presents an advanced version of IE: called “Enterprise Engineering”.

Clive has written books published by Addison-Wesley: “*An Introduction to Information Engineering*” (1989) and “*Information Engineering: Strategic Systems Development*” (1992) and contributed Chapters to McGraw-Hill and Springer-Verlag. He also co-authored: “*Building Corporate Portals with XML*”, by Clive Finkelstein and Peter Aiken, published by McGraw-Hill in 2000.

His latest book is: “*Enterprise Architecture for Integration: Rapid Delivery Methods and Technologies*”, Third Edition (2015). This course is based on the methods and technologies from that book. This is the textbook for all sections of the course.

**Courses and Books on IES Web Site - <http://www.ies.aust.com/>**