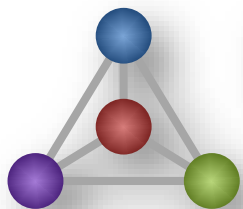




The Pragmatic Enterprise Architecture Framework

v3.3a – October 2016



Pragmatic
ENTERPRISE ARCHITECTURE

Connecting the DOTS



Part of the Pragmatic Family of Frameworks

Context

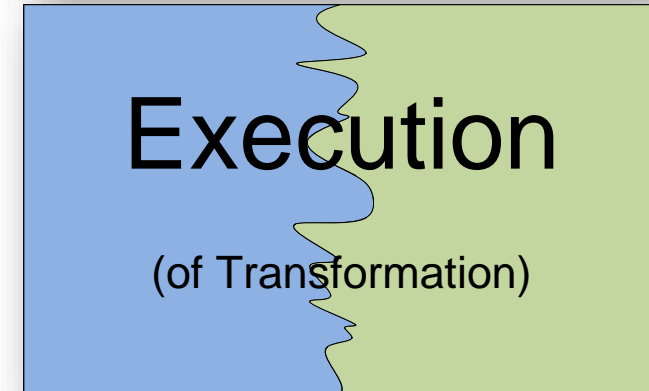
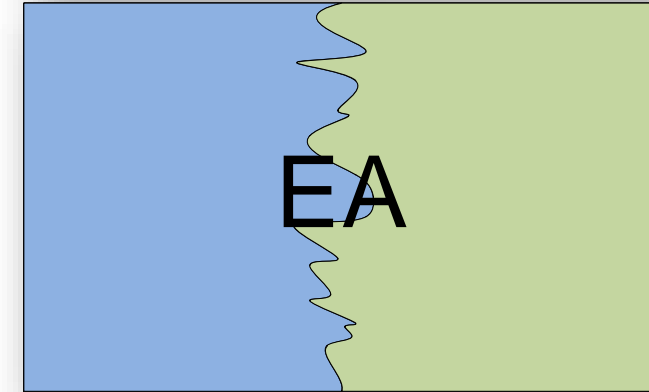
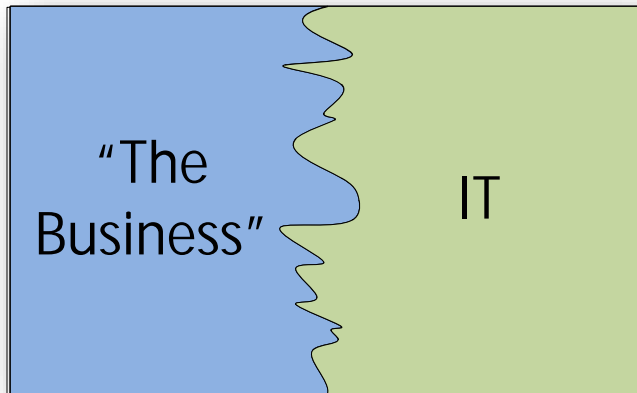
How an Enterprise effects Transformation has become

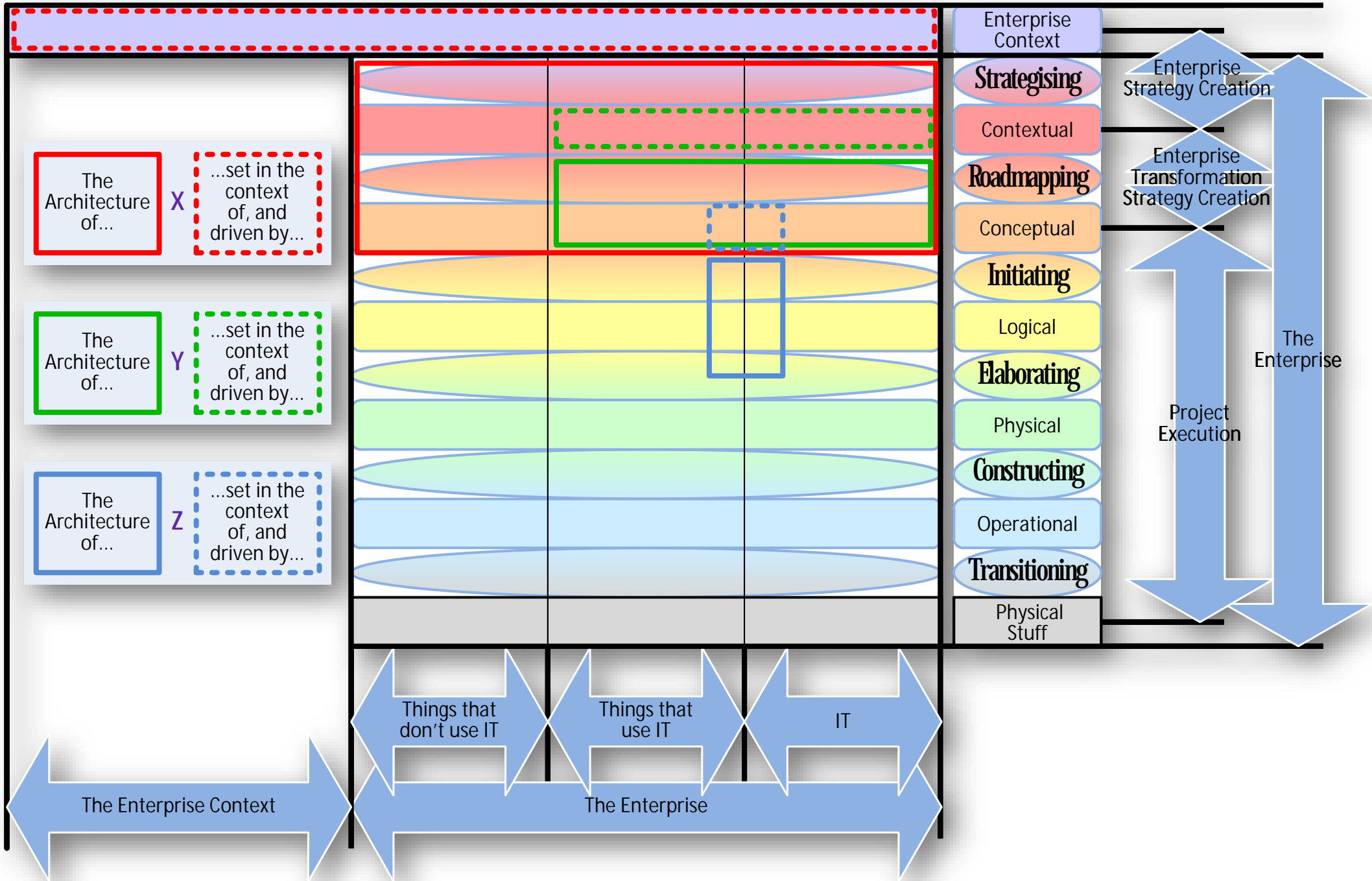
a **Strategic Strength**

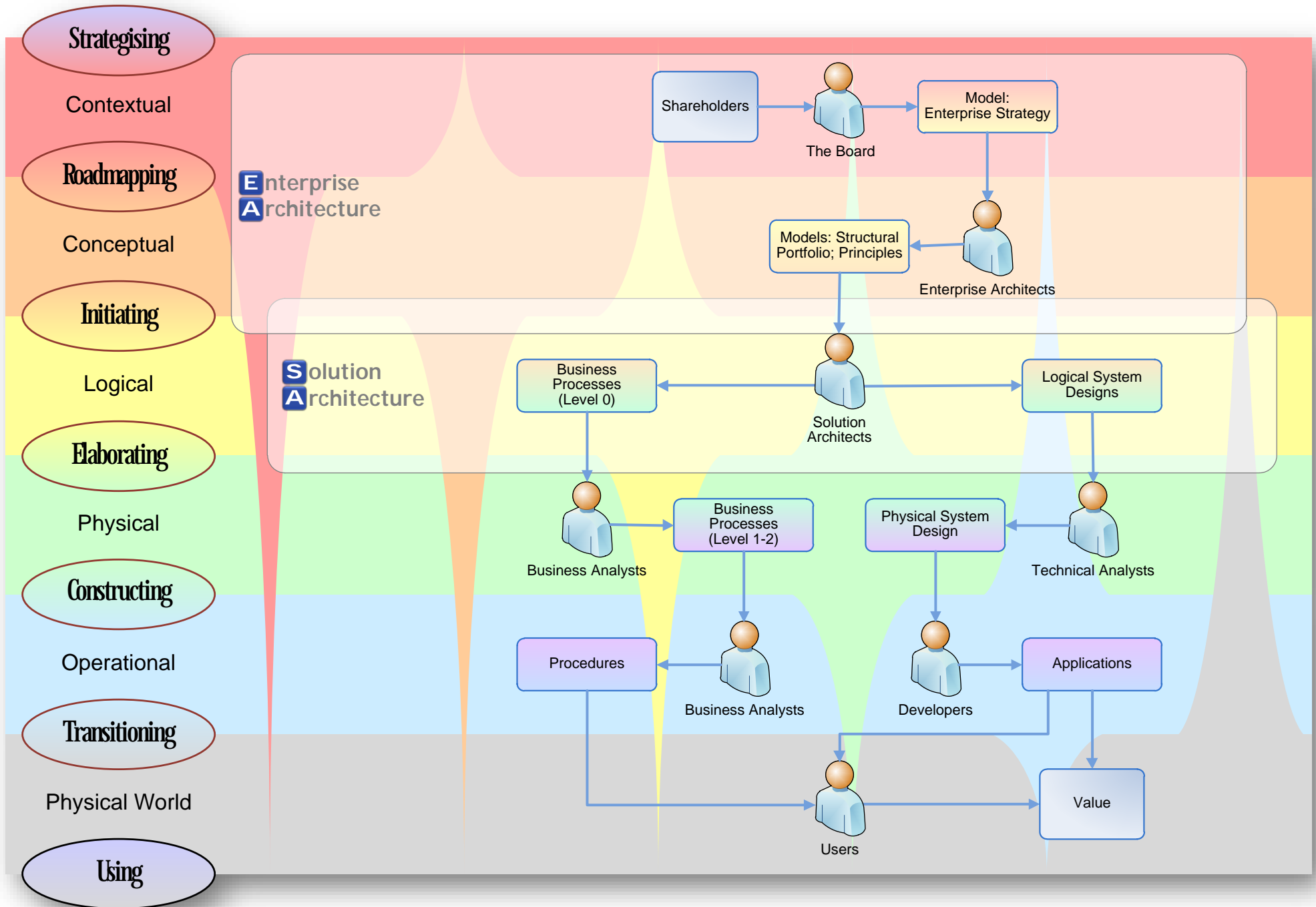
where massive business opportunities can be gained,

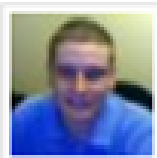
or a **Strategic Weakness**

where massive business problems will result.









Kevin Smith YOU

PeaF - Cutting EA to the Bone

- www.PragmaticEA.com

[See all Kevin's activity »](#)

CHALLENGE:

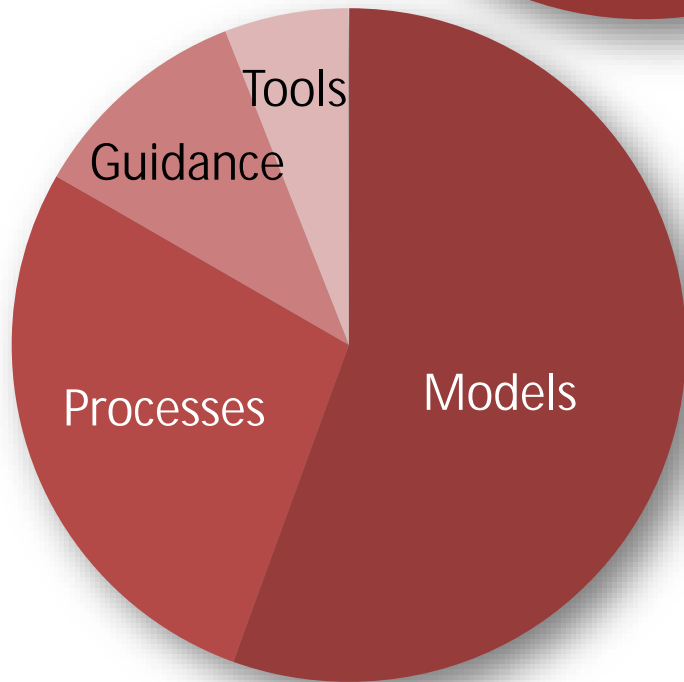
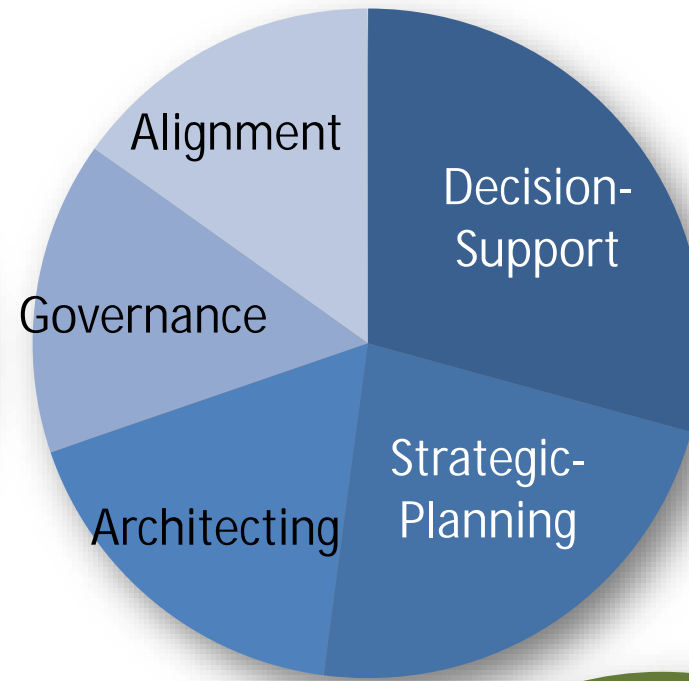
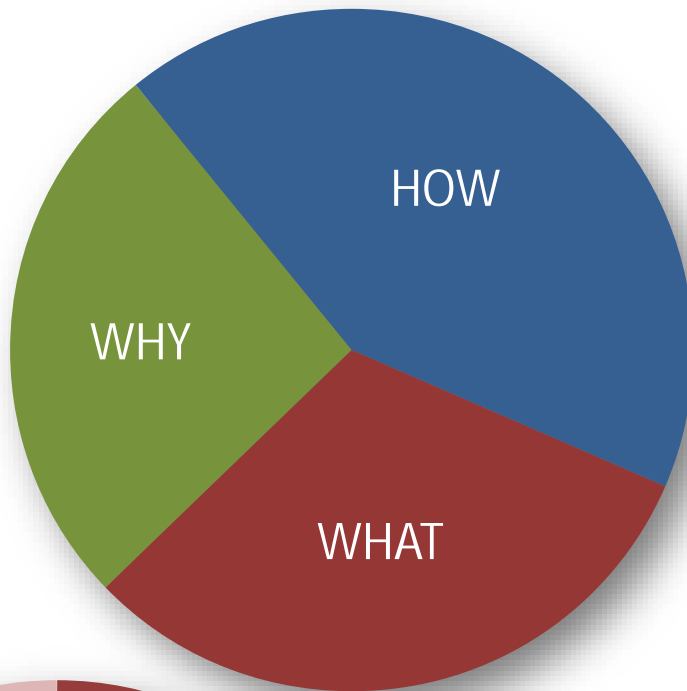
Describe the purpose of EA in one 160 character SMS message (including spaces, punctuation and carriage returns)?

Rationale: Pragmatically, if you can't describe the purpose of EA in one short sentence, you will not get the ear of the people required to utilise it.

No rambling, ivory tower, interlectual monologues here. Just post your 160 characters.

Posted 4 months ago | [Delete discussion](#)







The purpose of Enterprise Architecture is to...

enable an enterprise to realise its Vision through the execution of its Mission, whilst enabling it to respond to change and increasing its effectiveness, profitability, customer satisfaction, competitive edge, growth, stability, value, durability, efficiency and quality while reducing costs and risks

by

Strategic Planning, Architecting and Governance supported by a Decision Support framework aligning all parts of the enterprise

using

Models, Guidance, Processes and Tools.

The purpose of Enterprise Architecture is to...

allow an enterprise to thrive

by

**Strategic Planning, Architecture
and Governance**

using

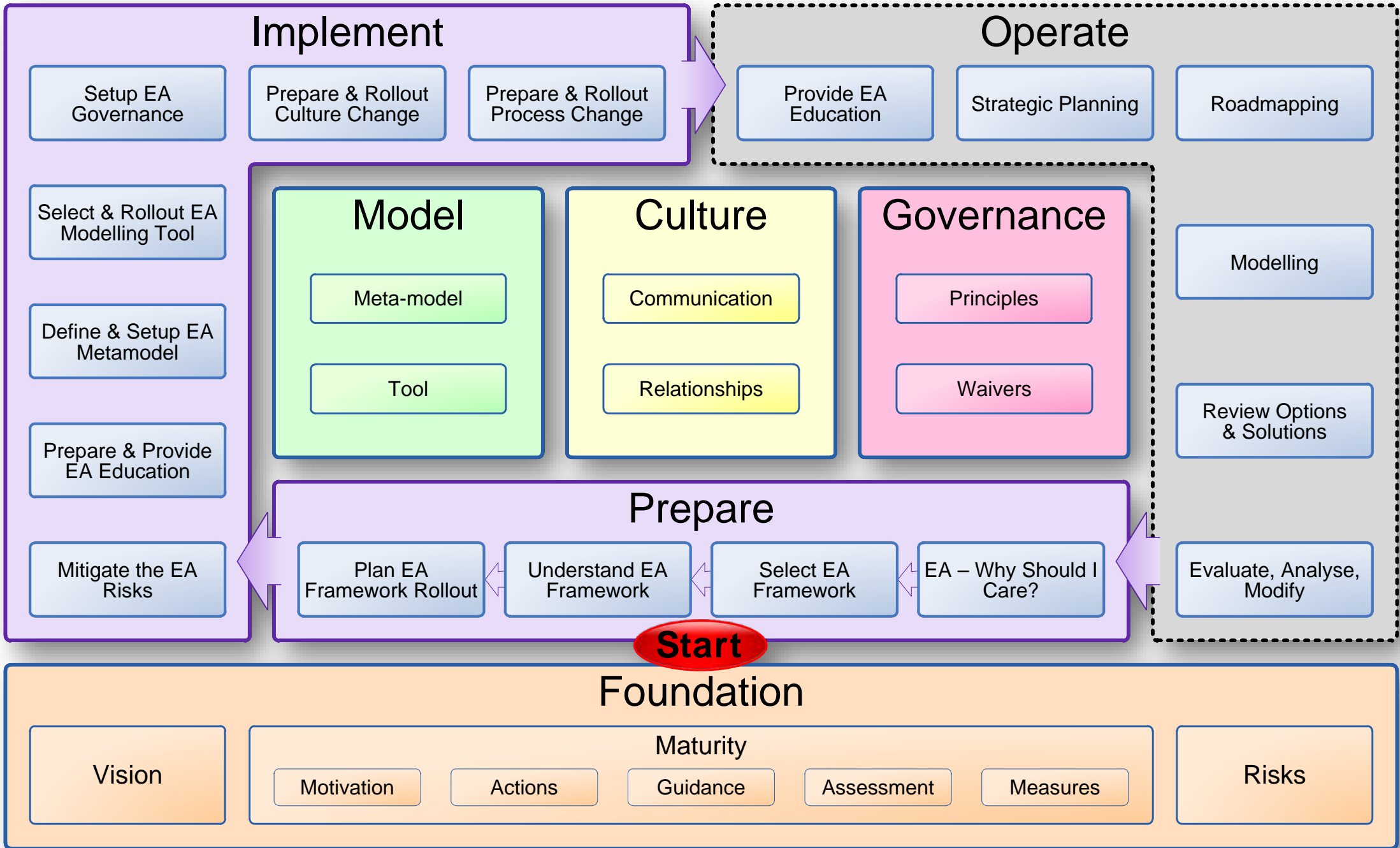
a Framework.

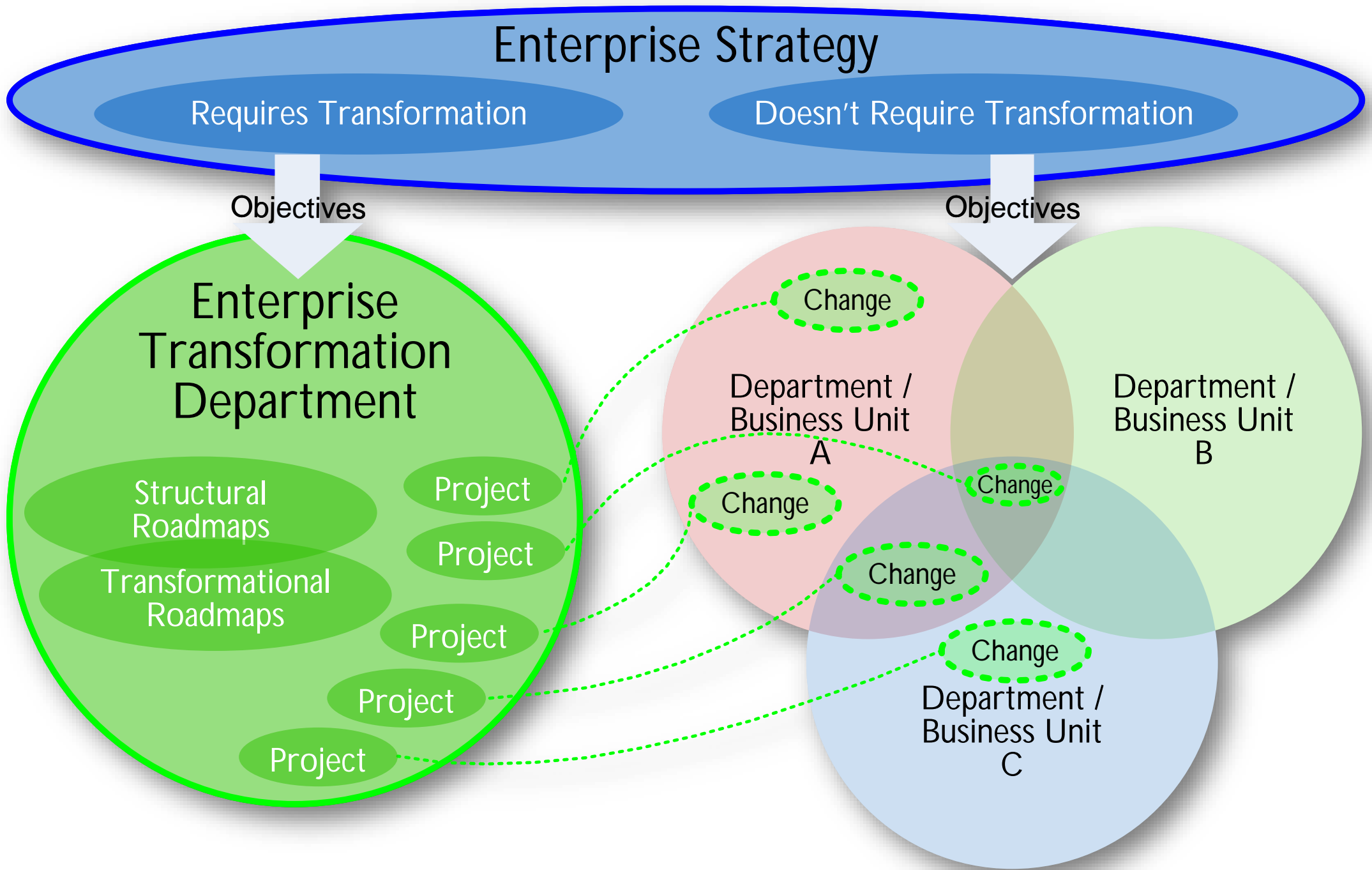
PEAFF allows Executive Management to take a coherent and holistic view of **Strategising and Roadmapping (EA)**, allowing them to pragmatically increase their maturity, and thereby increasing their Effectiveness and Efficiency,

by providing a coherent and holistic framework (**Methods**, **Artefacts**, **Culture** and **Environment**) to enable informed decision making about what to change and how.

A Logical Model for Enterprise Architecture.

Think Strategically.
Act Tactically.





- **Mergers & Acquisitions**
- **Business Unit Consolidation**
- **Introduction of New Products, Services or Lines of Business**
- **Outsourcing a Business Function**
- **Divesting a line of Business**
- **Operational Cost Reduction**
- **Business Transformation**
- **Building Relocation**
- **Strategic Planning**
- **Increase Business Agility, Efficiency and Effectiveness**
- **Streamlining Business Processes**
- **Consolidation of Suppliers, Technologies or Applications**
- **Business Process Management**
- **Business Process Re-engineering**
- **Off shoring**
- **Market/Shareholder Pressure**



A journey of a
thousand
miles begins
with a single
step.

- Confucius

Means

.....

Ends

Increase the Effectiveness, Efficiency, Agility and Durability of the Enterprise

How

Why

How

Why

Strategic Goals of the Enterprise

...and therefore of "doing" EA

Strategies

Support the Management of the Cost, Risk, Flexibility and Quality of Transformation.

How

Why

Increase the Effectiveness, Efficiency, Agility and Durability of Transformation.

Goals

How

Why

How

Why

Strategic Goals of the Transformation of EA

Tactics

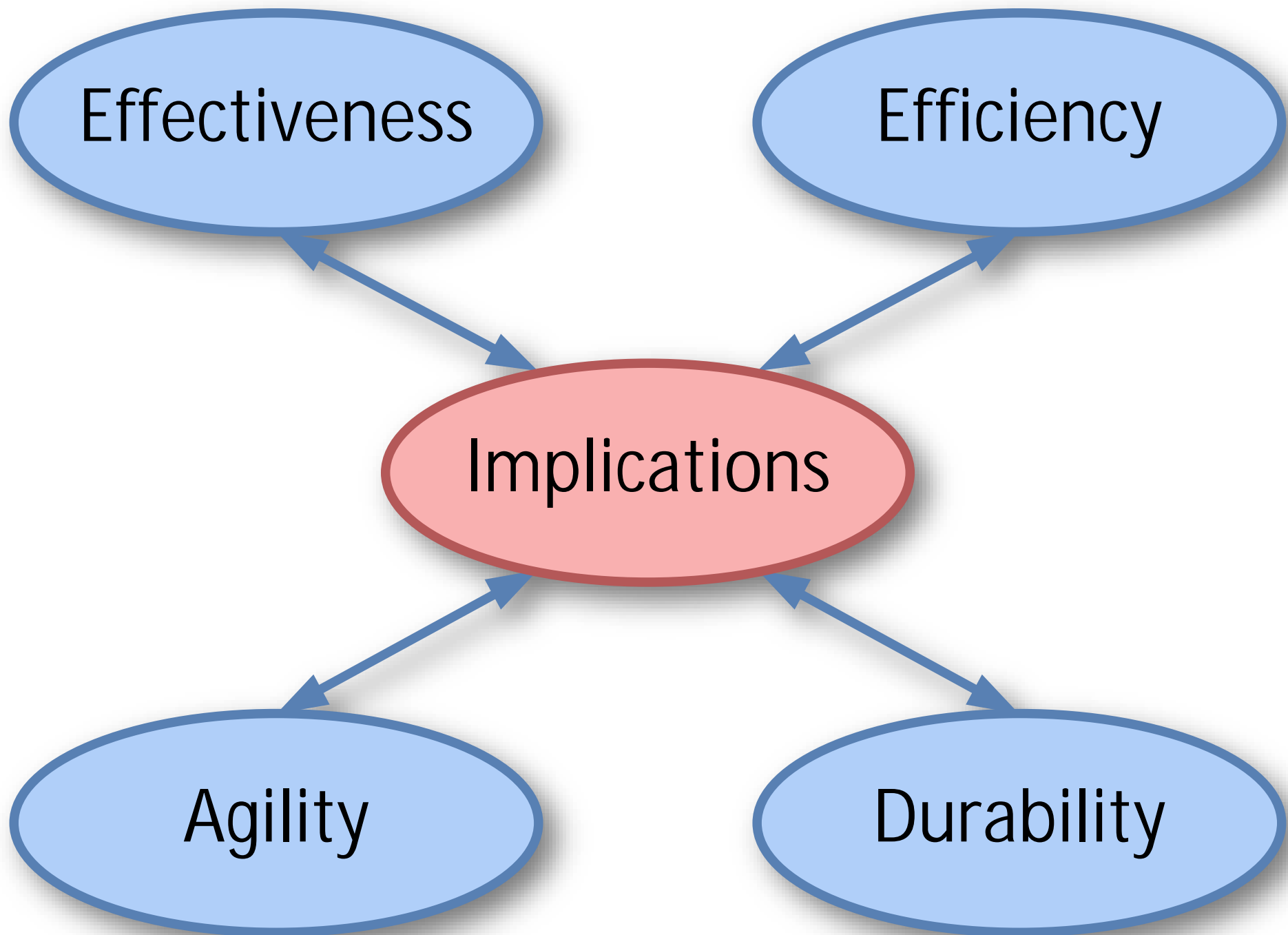
Use Structural & Transformational Models, Perform EA Governance and Manage Enterprise Debt.

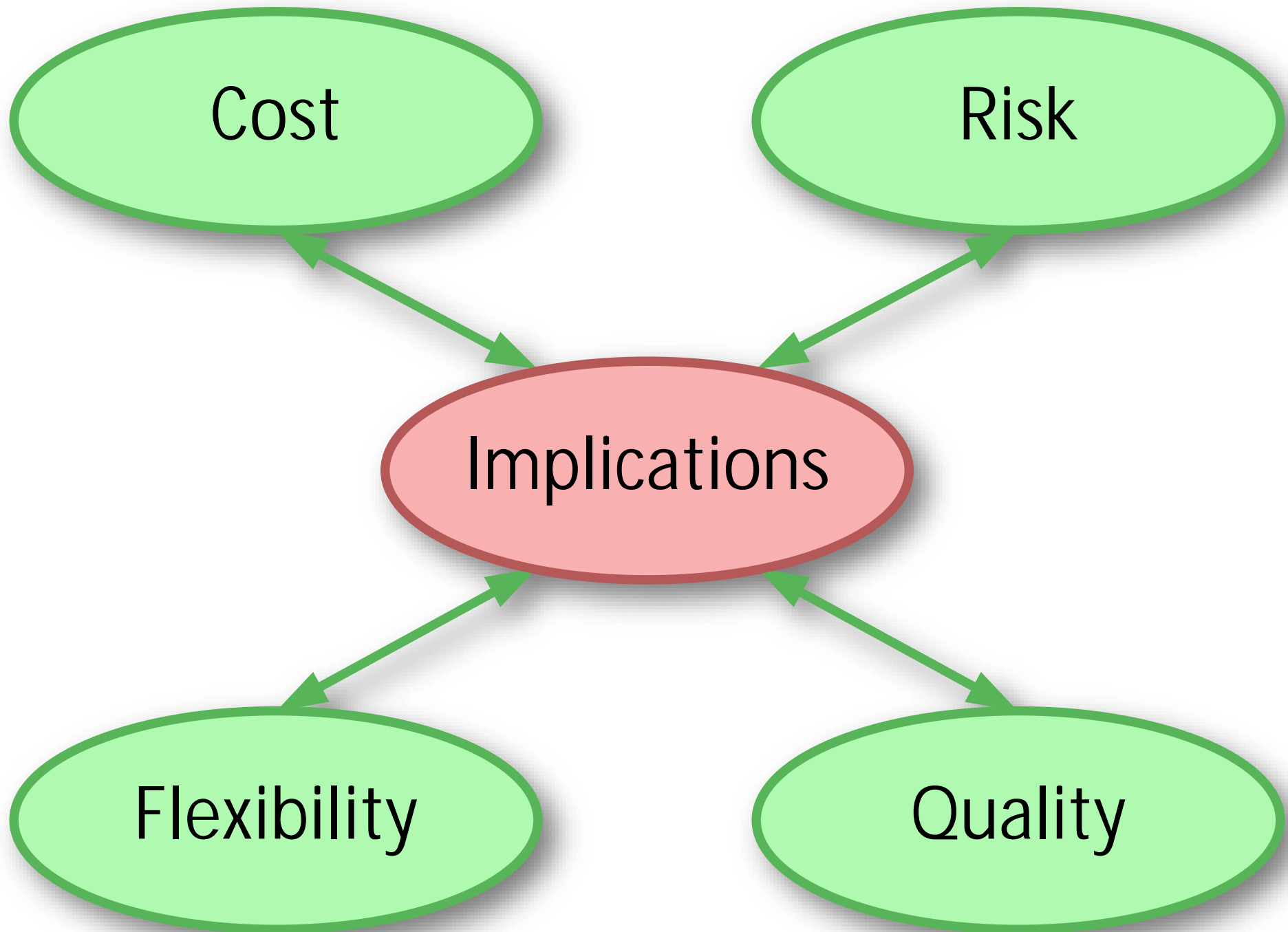
How

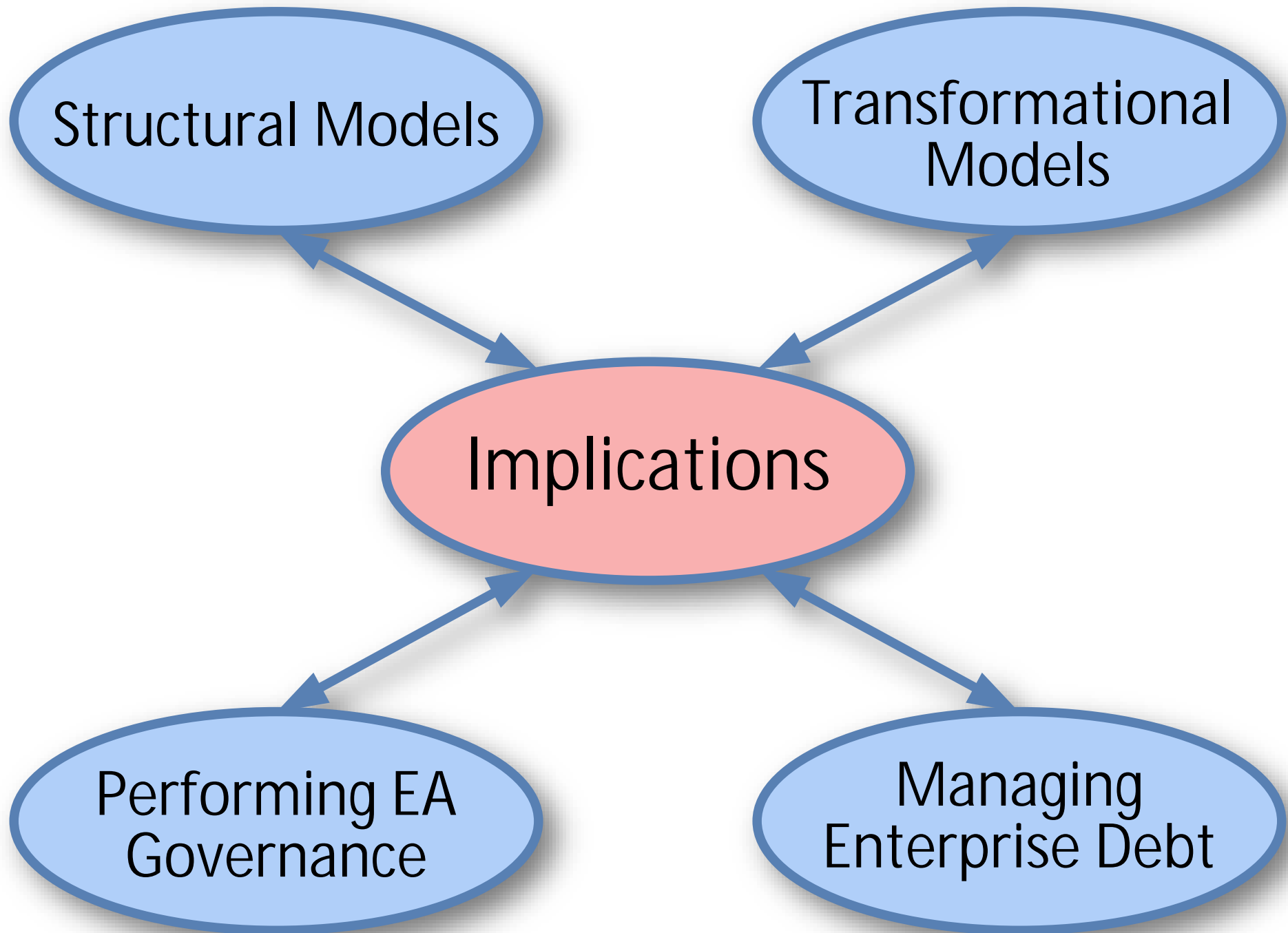
Why

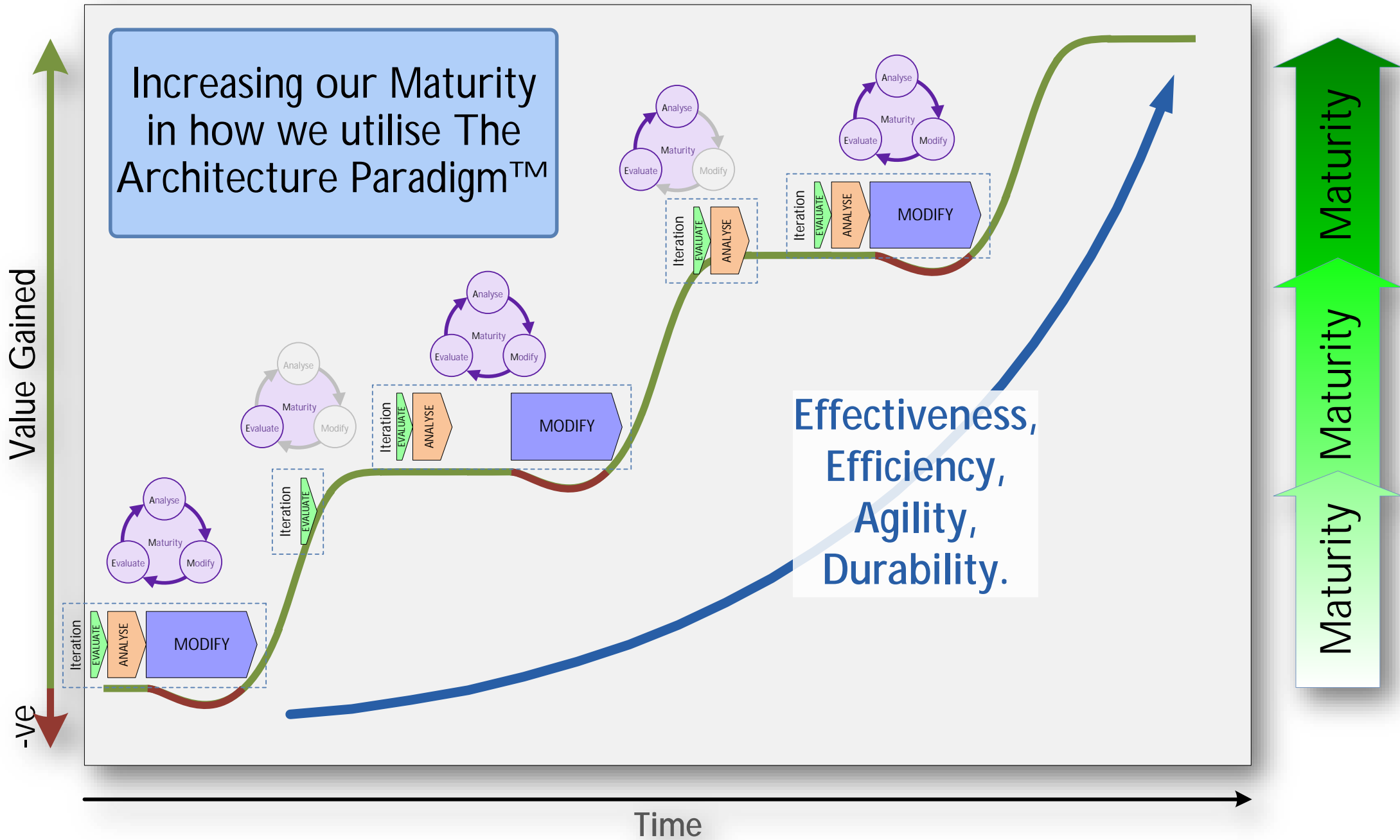
Increase our Maturity in how we utilise The Architecture Paradigm™

Objectives

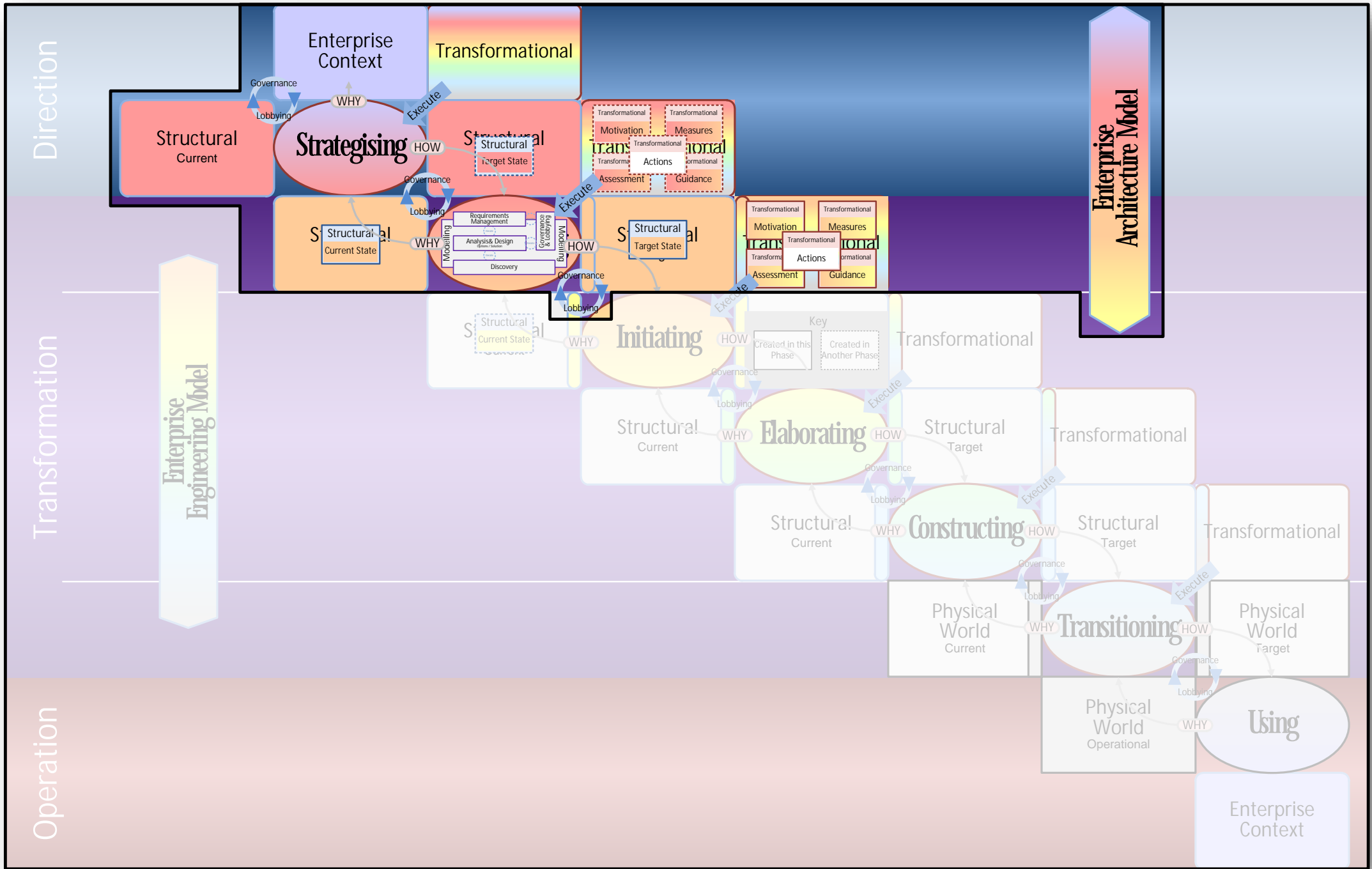








Methods



Strategising

Sometimes called Business Strategy or Enterprise Strategy

e.g. Mission, Vision, Strategies, Tactics, Goals and Objectives

Enterprise Context

Strategising

Contextual

Roadmapping

Conceptual

Initiating

Logical

Elaborating

Physical

Constructing

Operational

Transitioning

Physical Stuff

Roadmapping

Sometimes called Annual Business Planning or Transition Planning

Creates a portfolio of projects and roadmaps to be initiated over the coming year(s)

Enterprise Context

Strategising

Contextual

Roadmapping

Conceptual

Initiating

Logical

Elaborating

Physical

Constructing

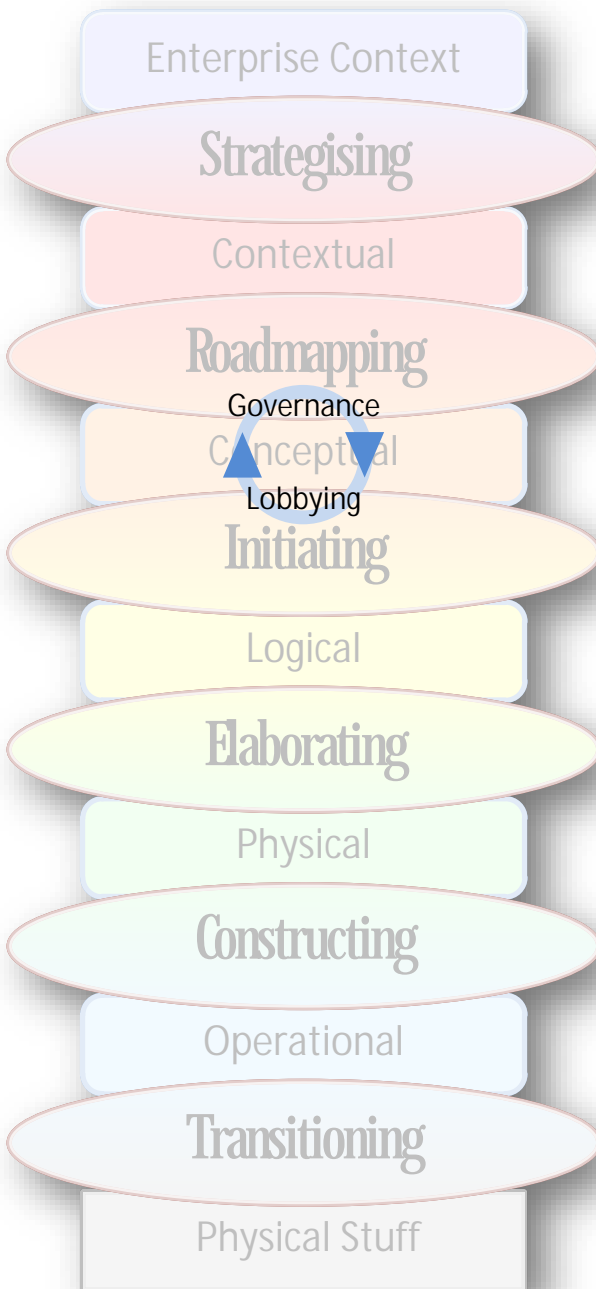
Operational

Transitioning

Physical Stuff

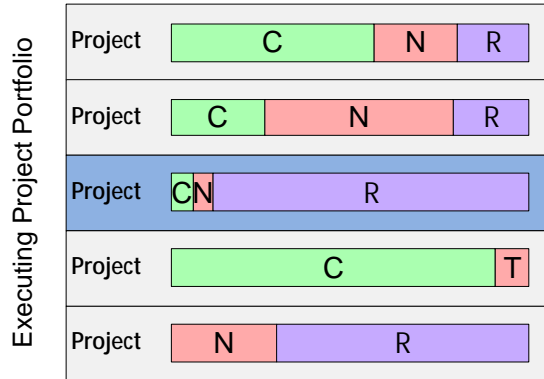
Project Governance & Lobbying

The work that happens to guide project execution ensuring compliance looking down (Governance) and raising issues and problems looking up (Lobbying)

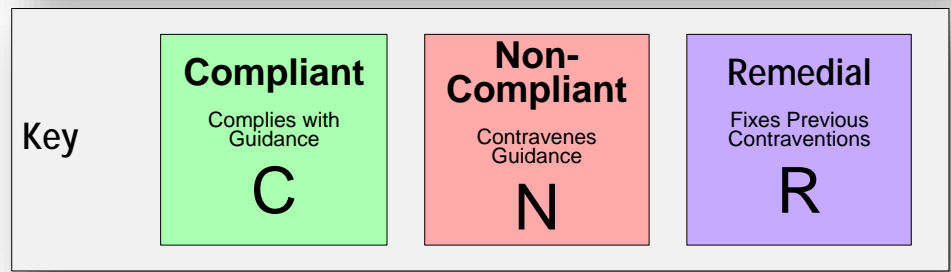
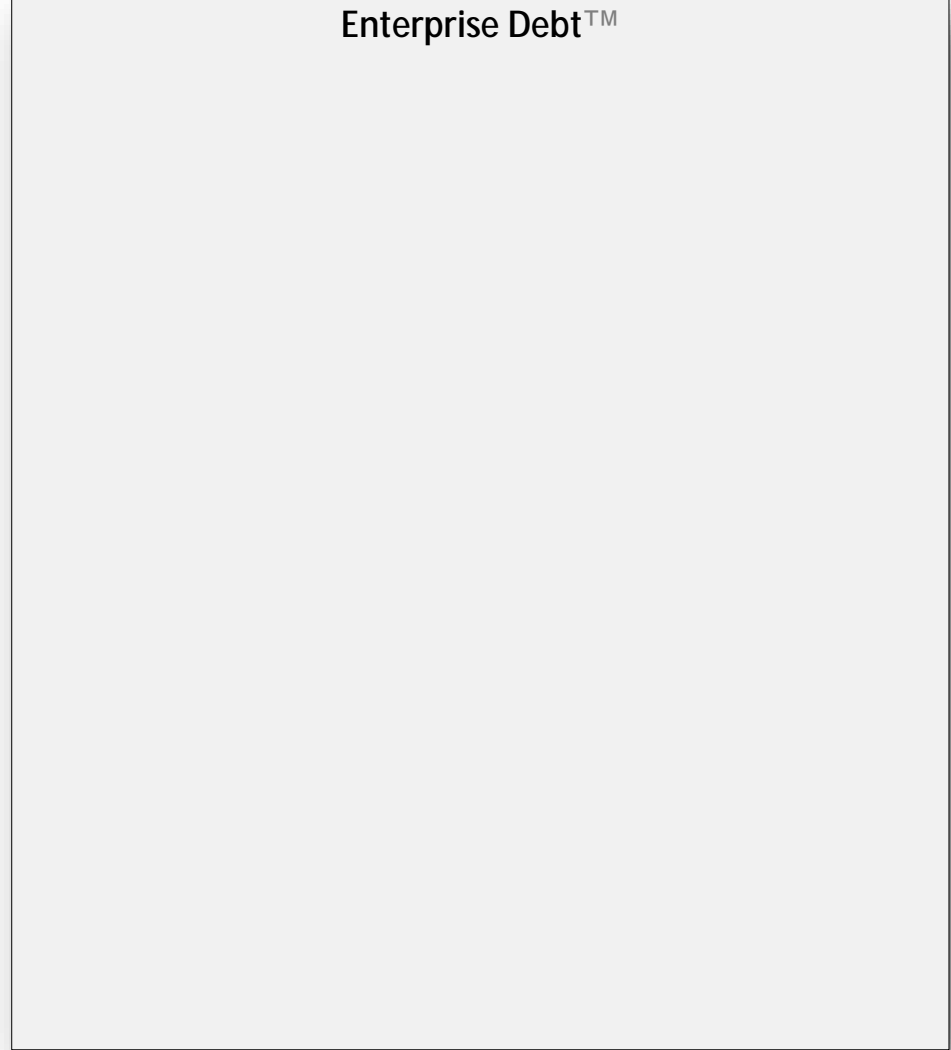


Executing Project Portfolio

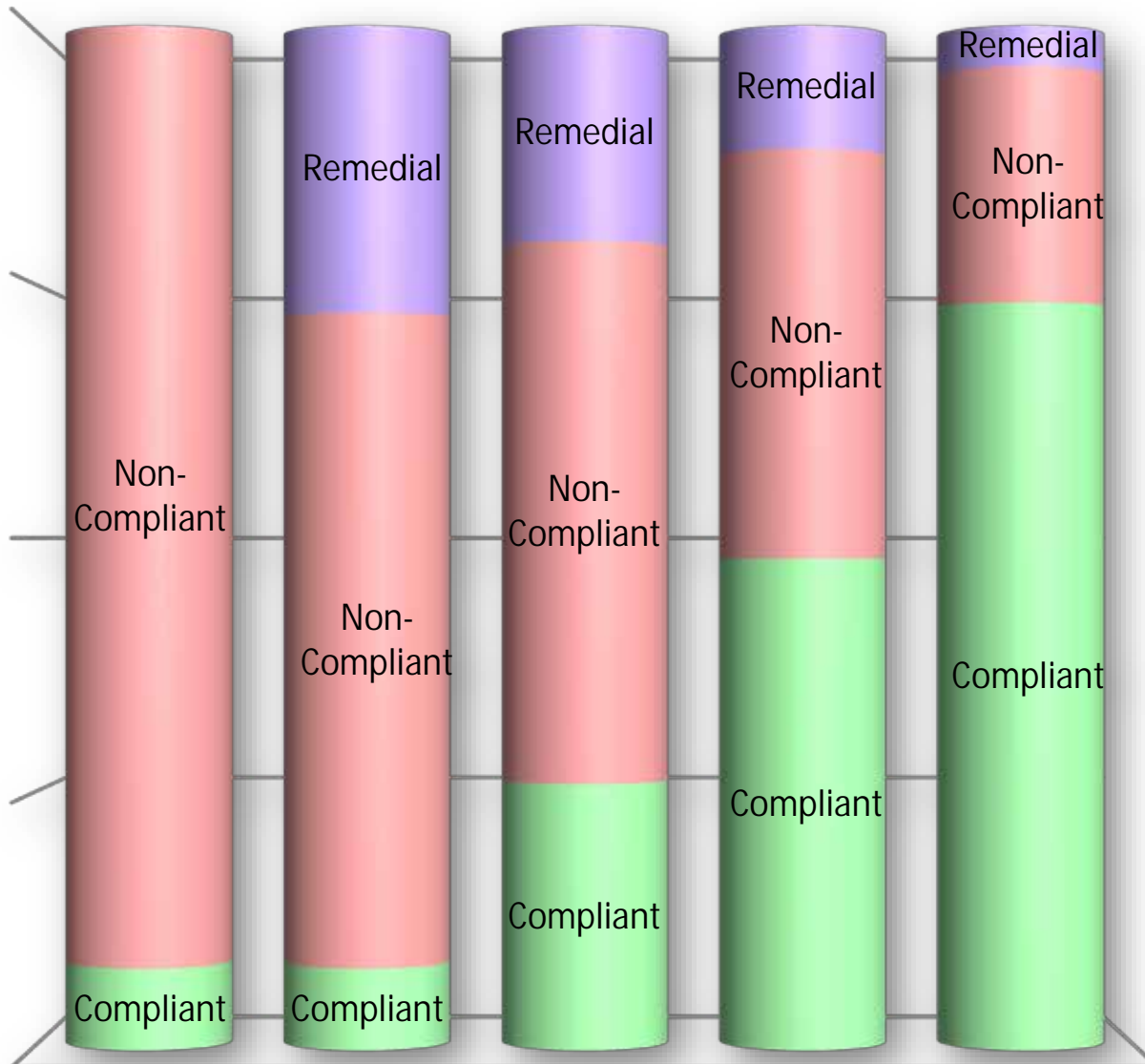
Enterprise Debt Ratio™ (EDR)



Enterprise Debt™

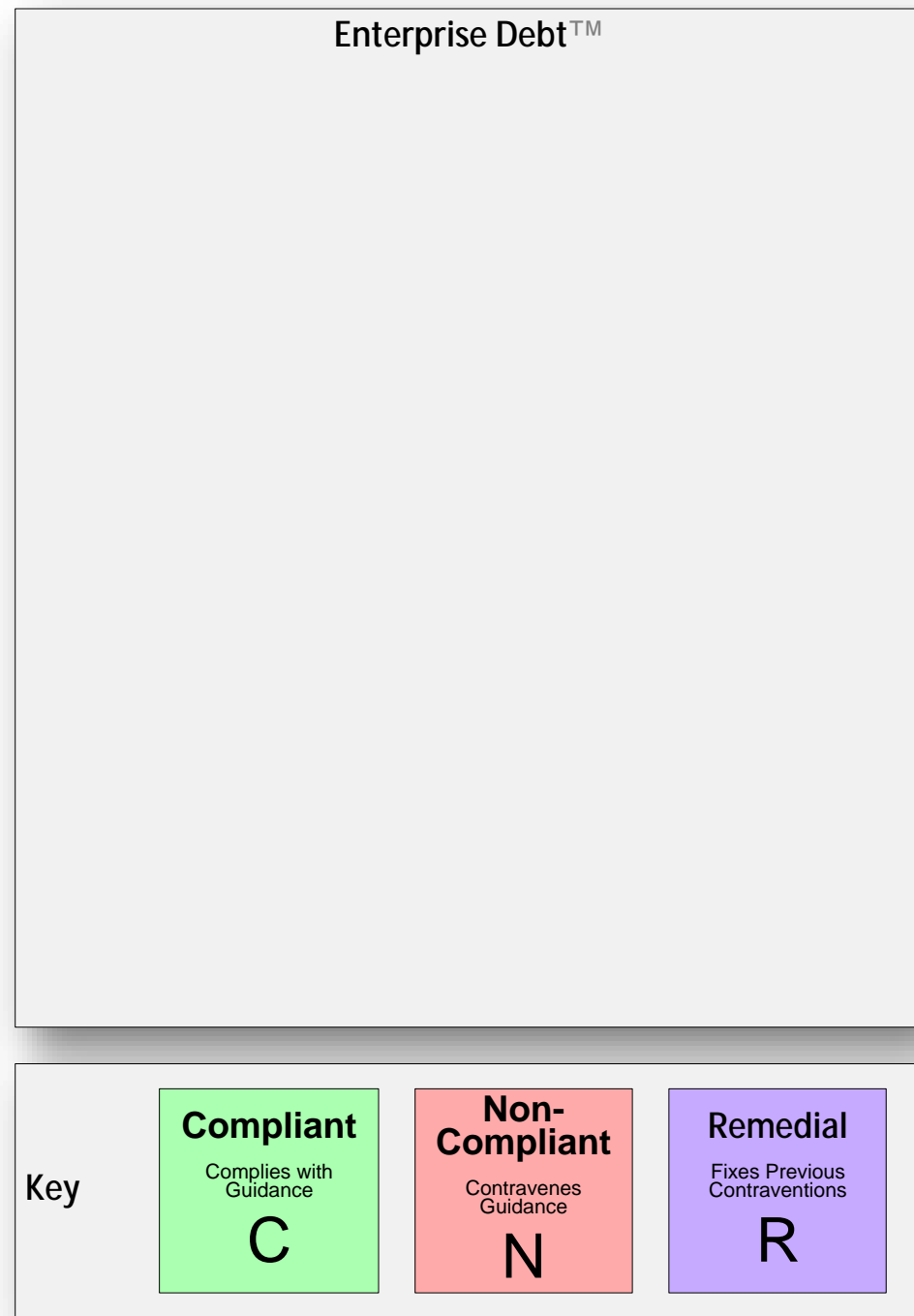
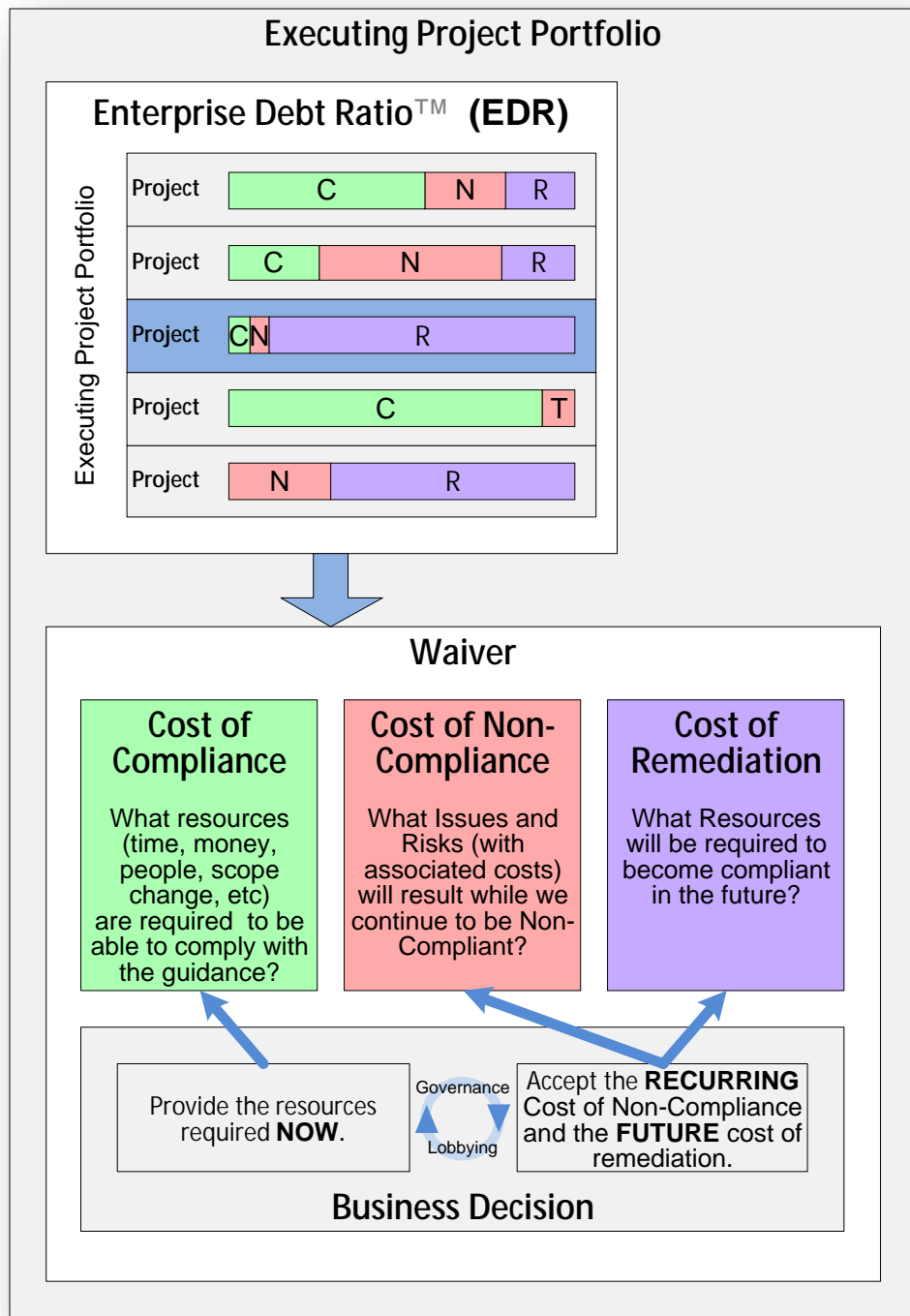


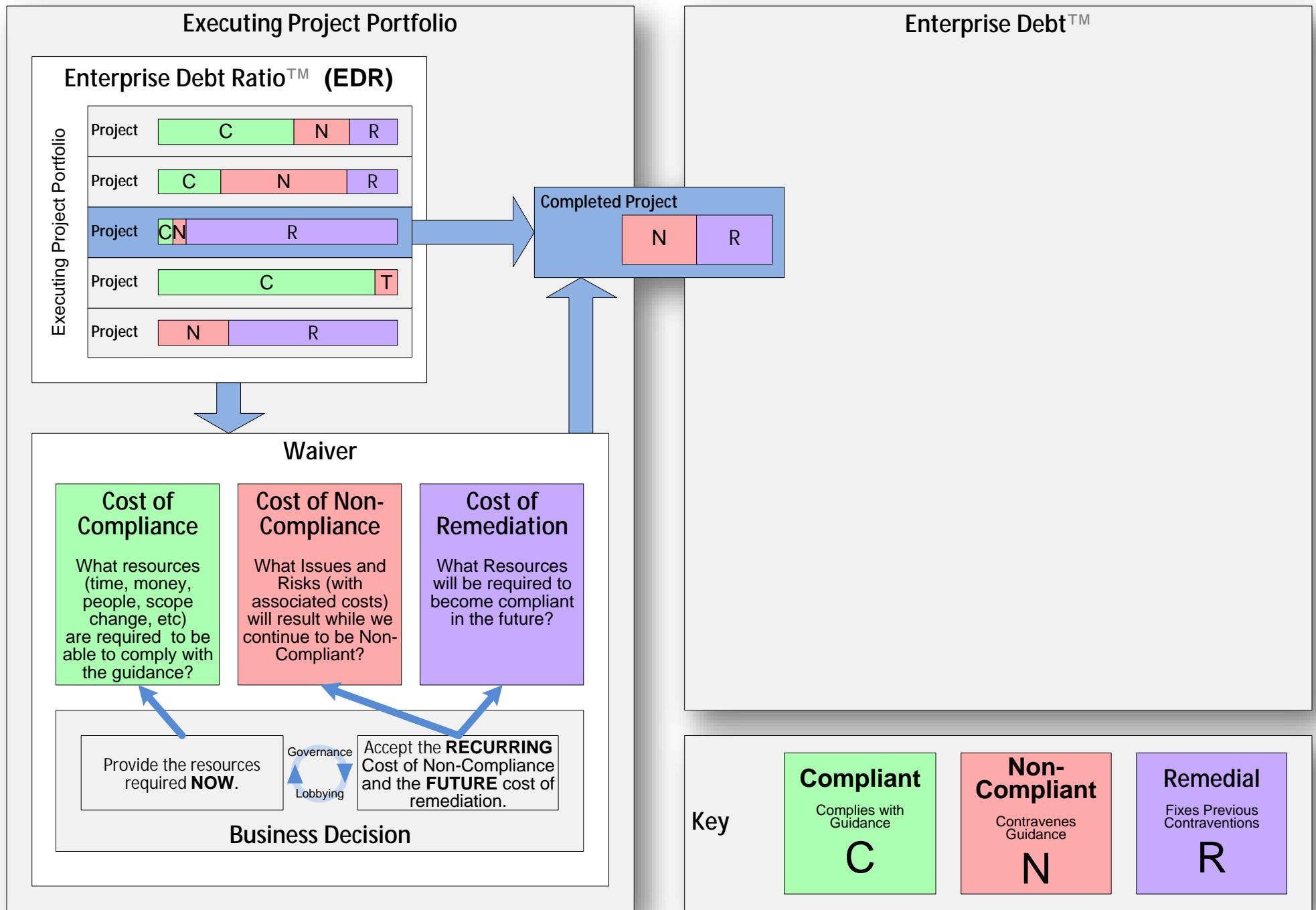
Enterprise Debt Ratio™ (EDR)

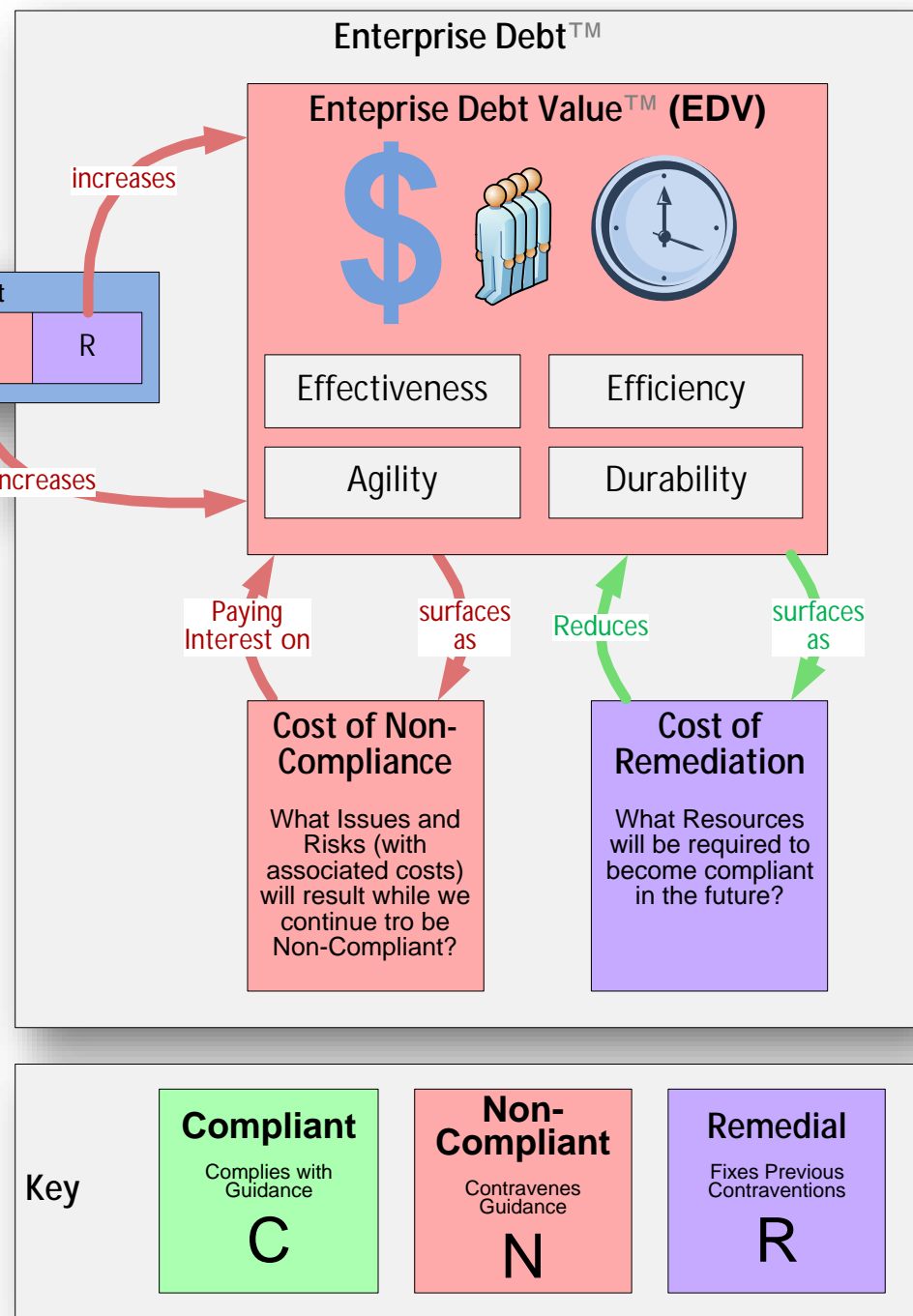
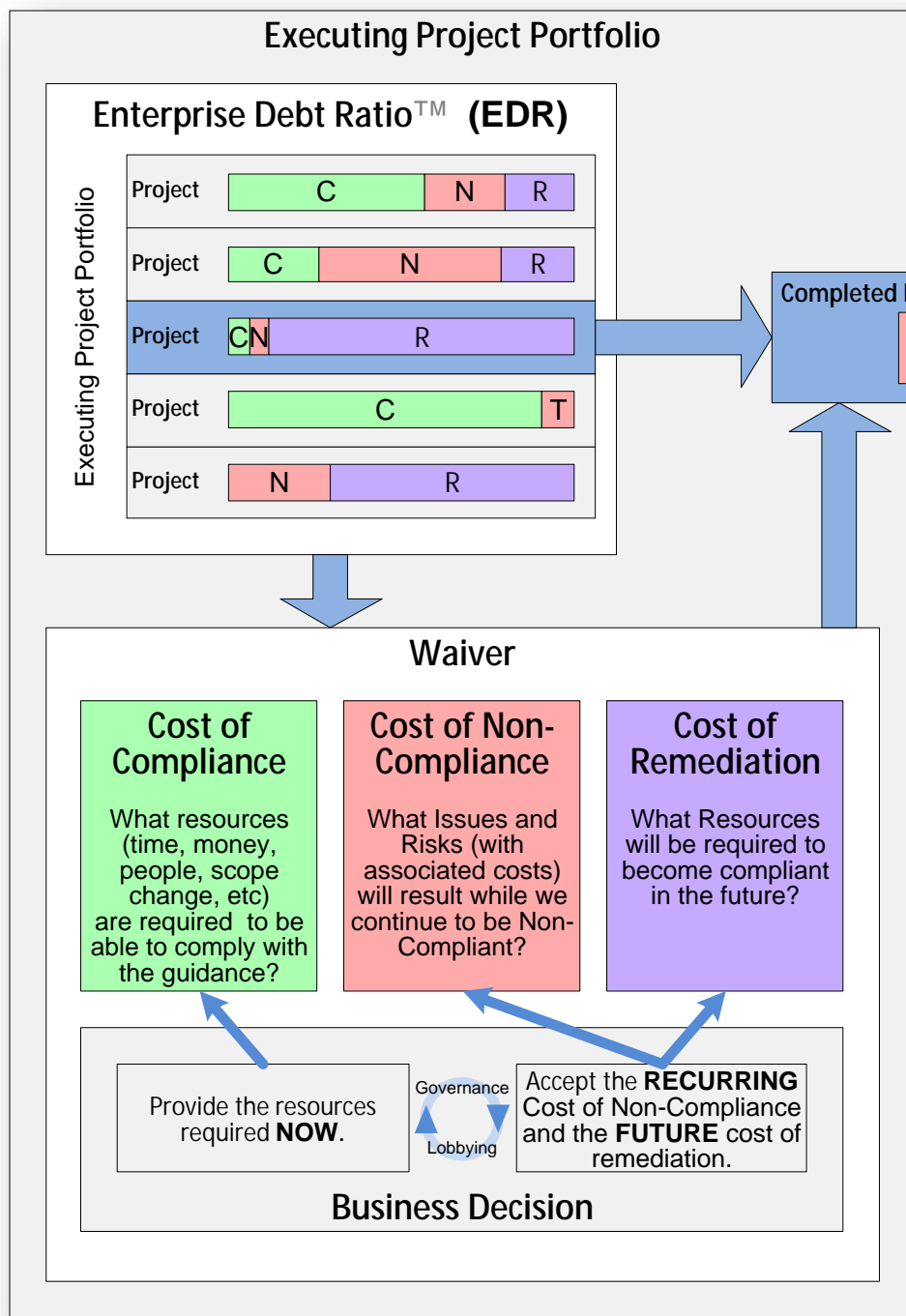


If you never **PLAN** to do Transformation in a way that complies with guidance,

you will never **DO** Transformation in a way that complies with guidance.

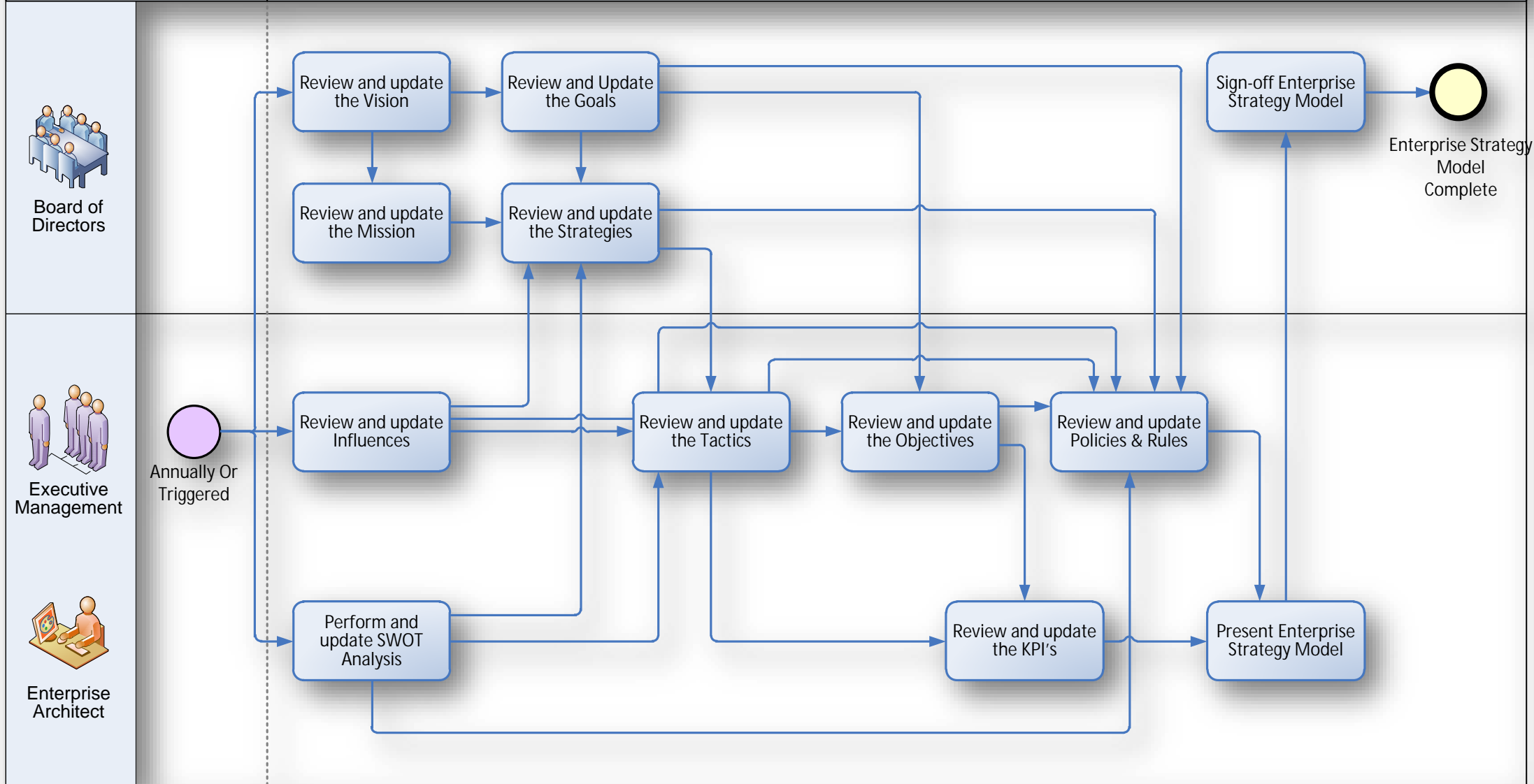






Strategising

Update Strategy Model

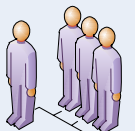


Roadmapping

Update Planning Models



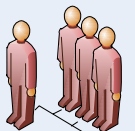
Board of Directors



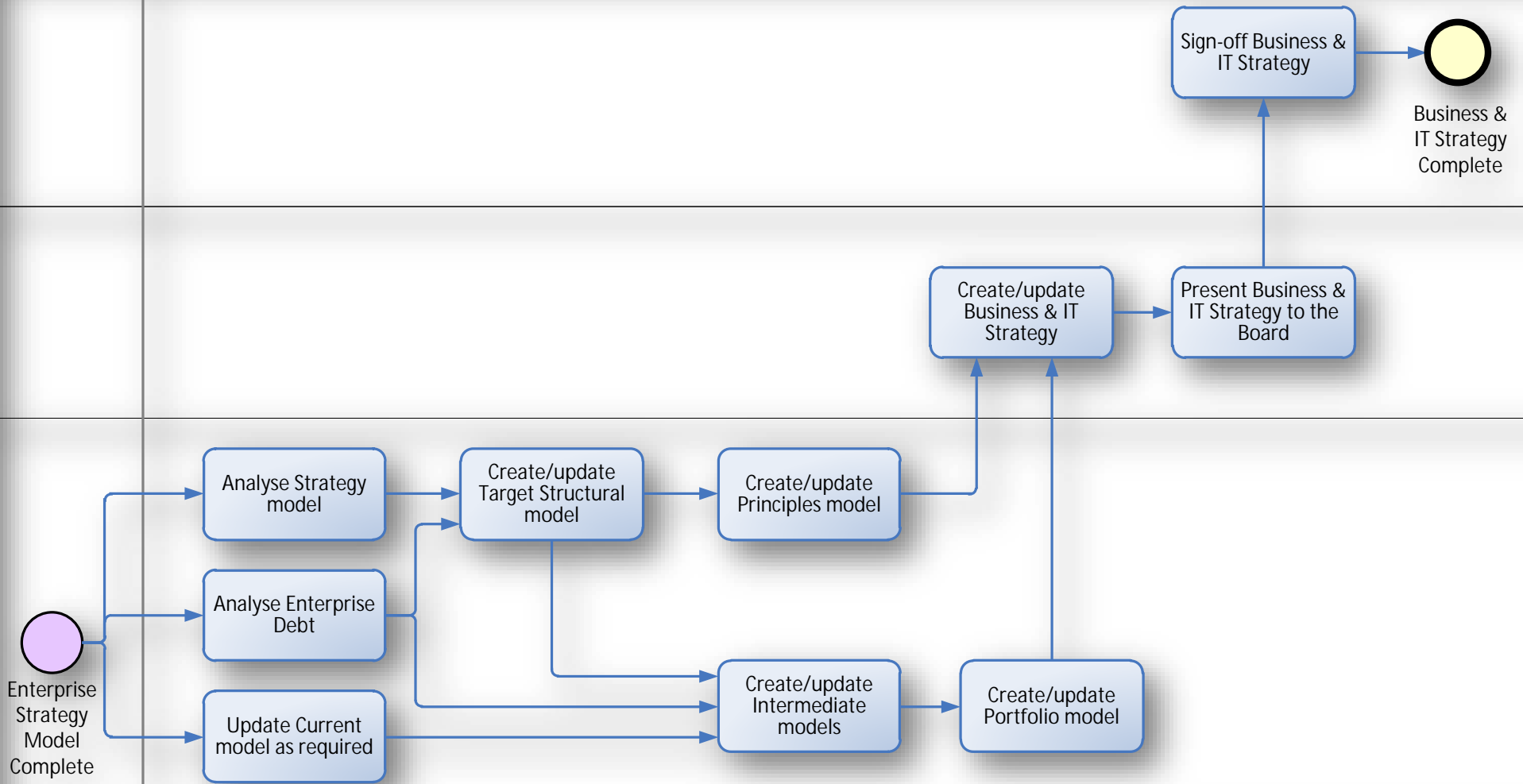
Executive Management



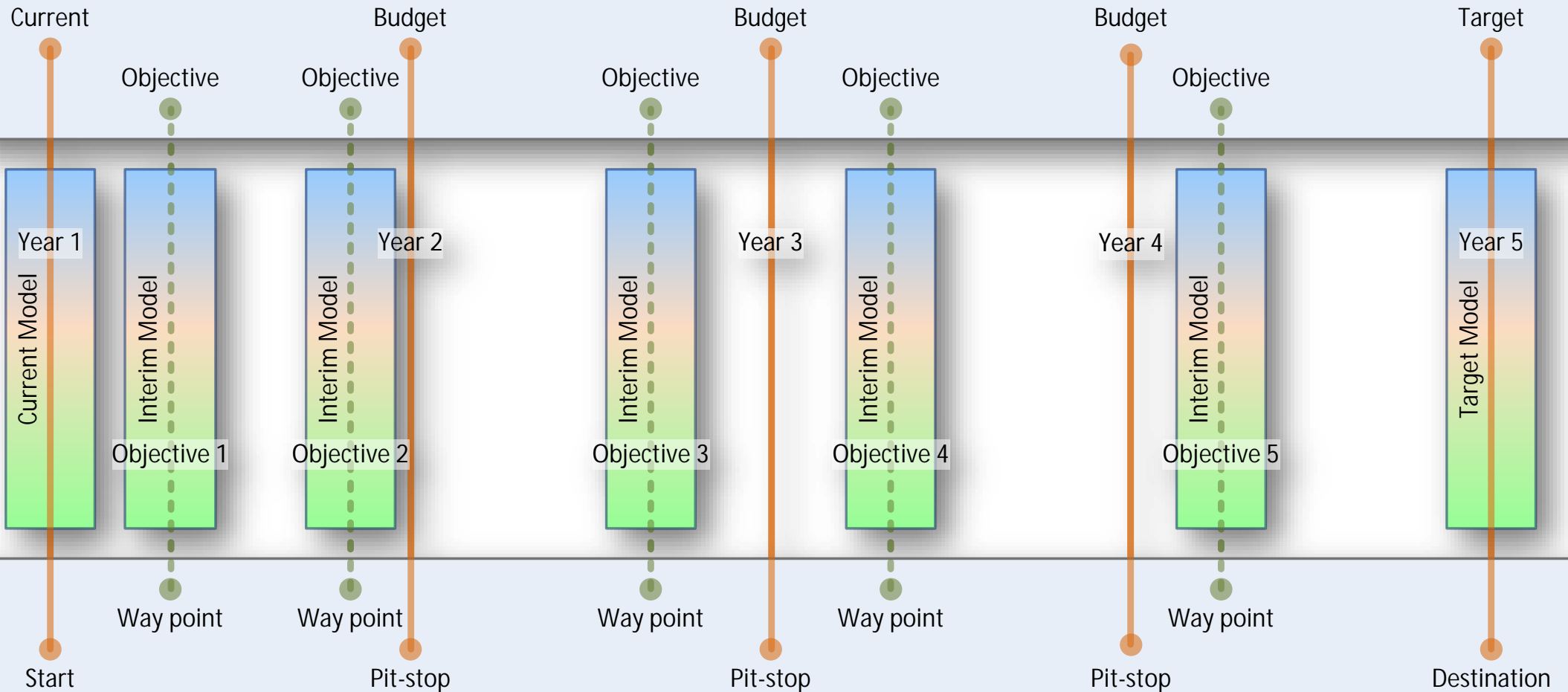
Enterprise Architect



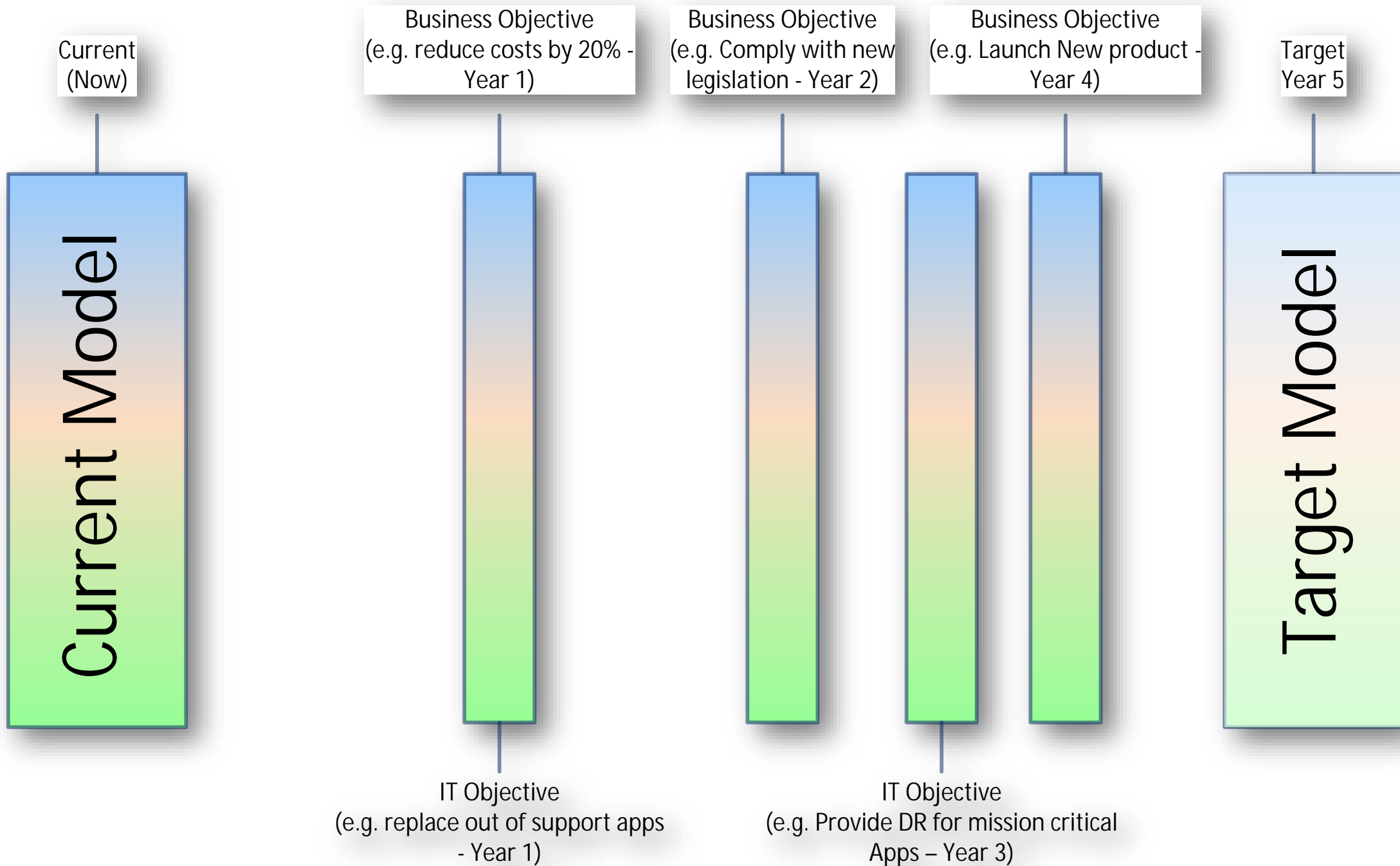
Strategic Planning

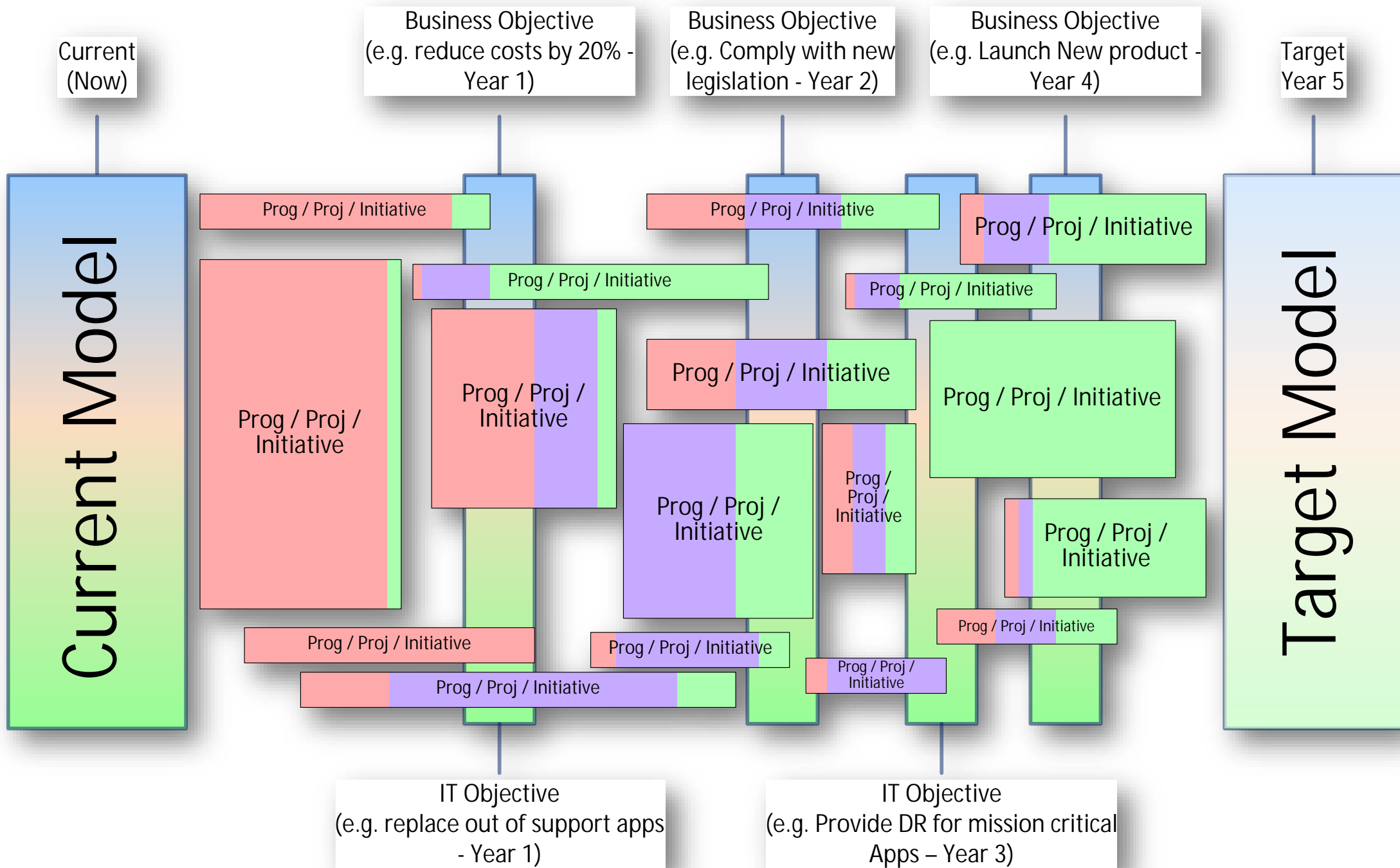


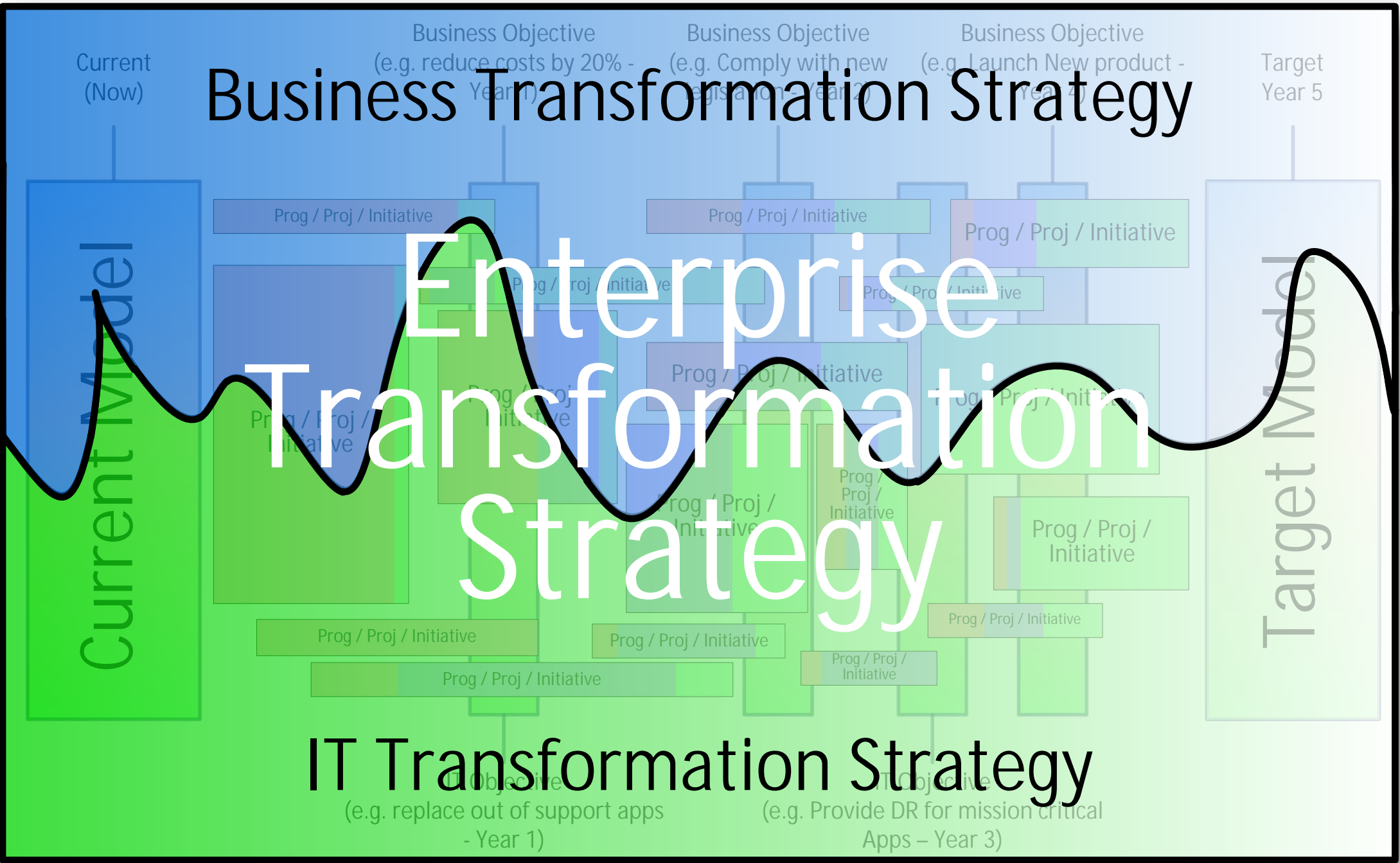
Enterprise Journey

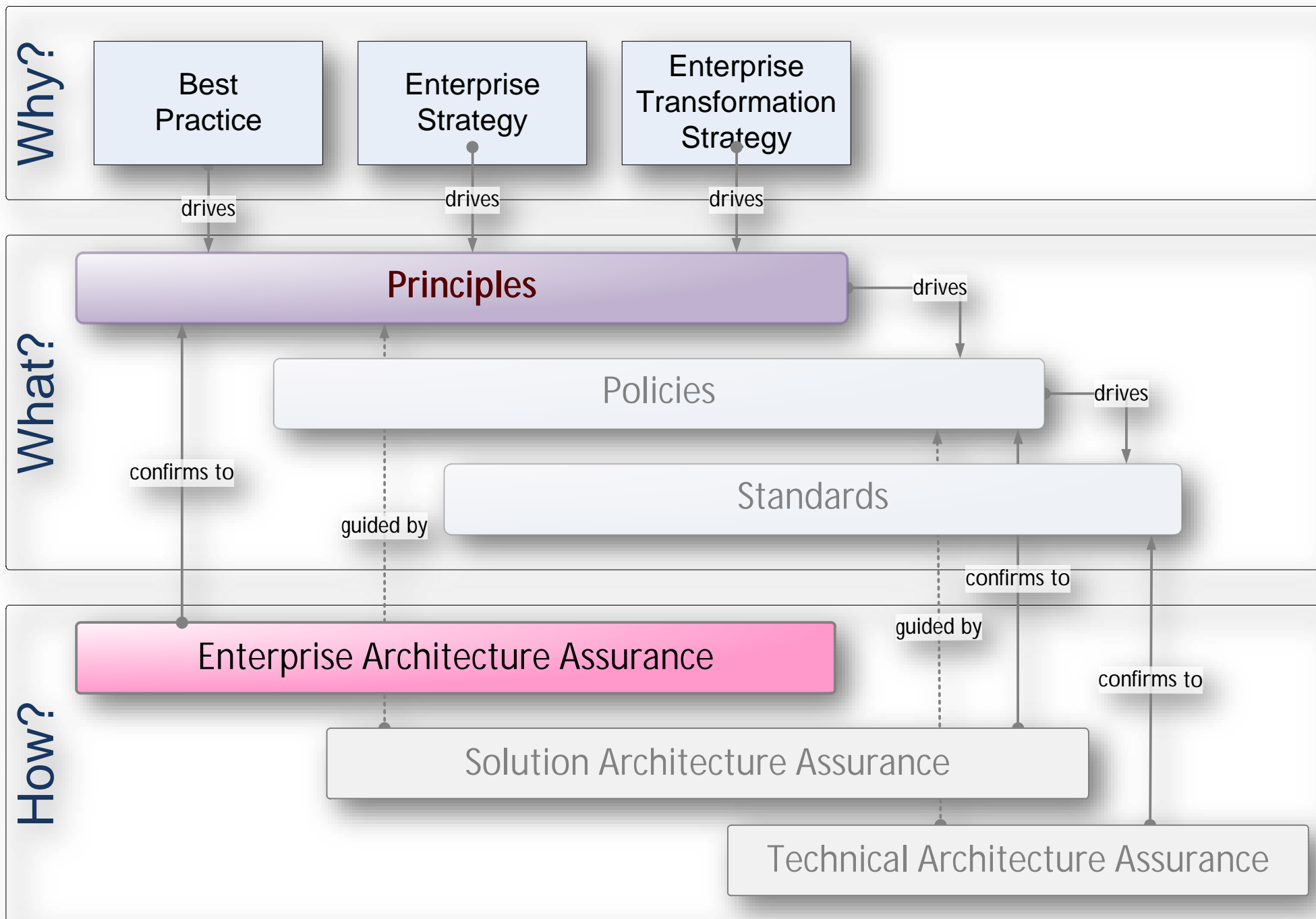


Physical Journey

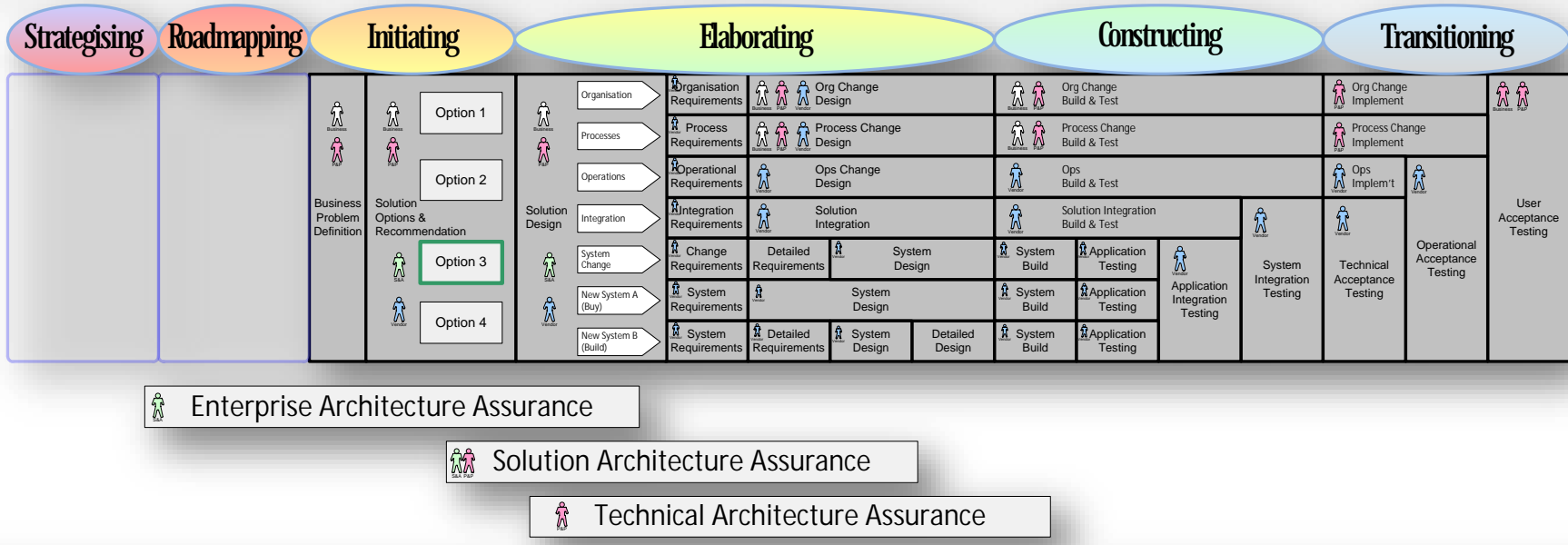




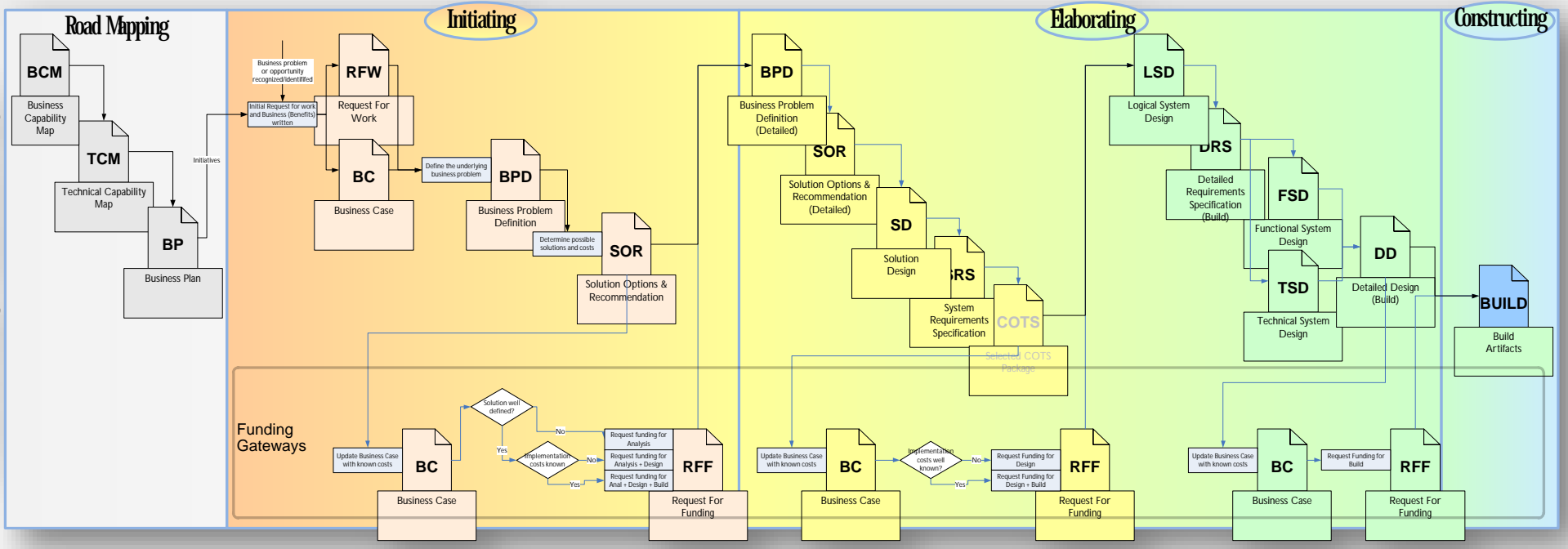


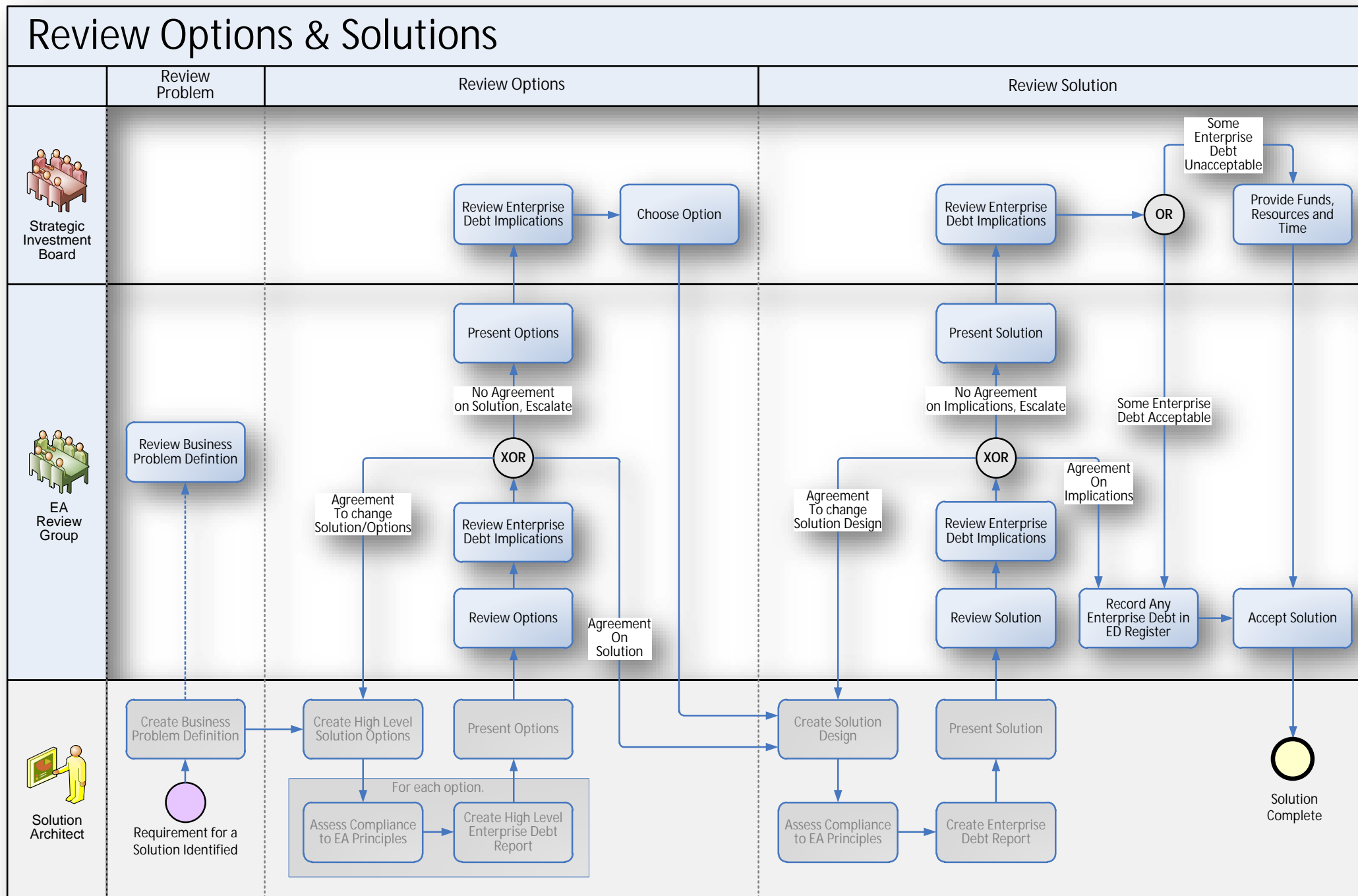


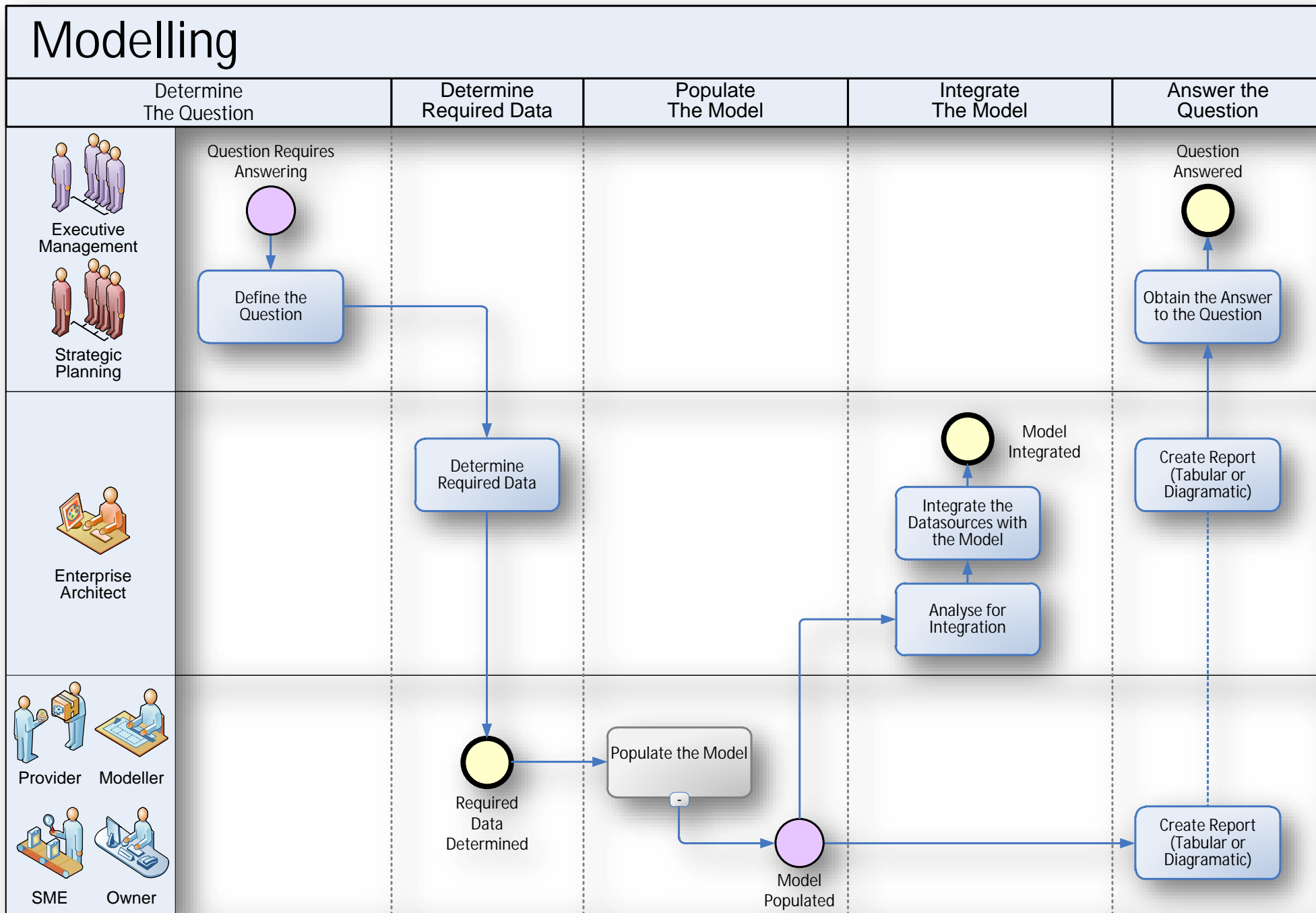
Overall Process



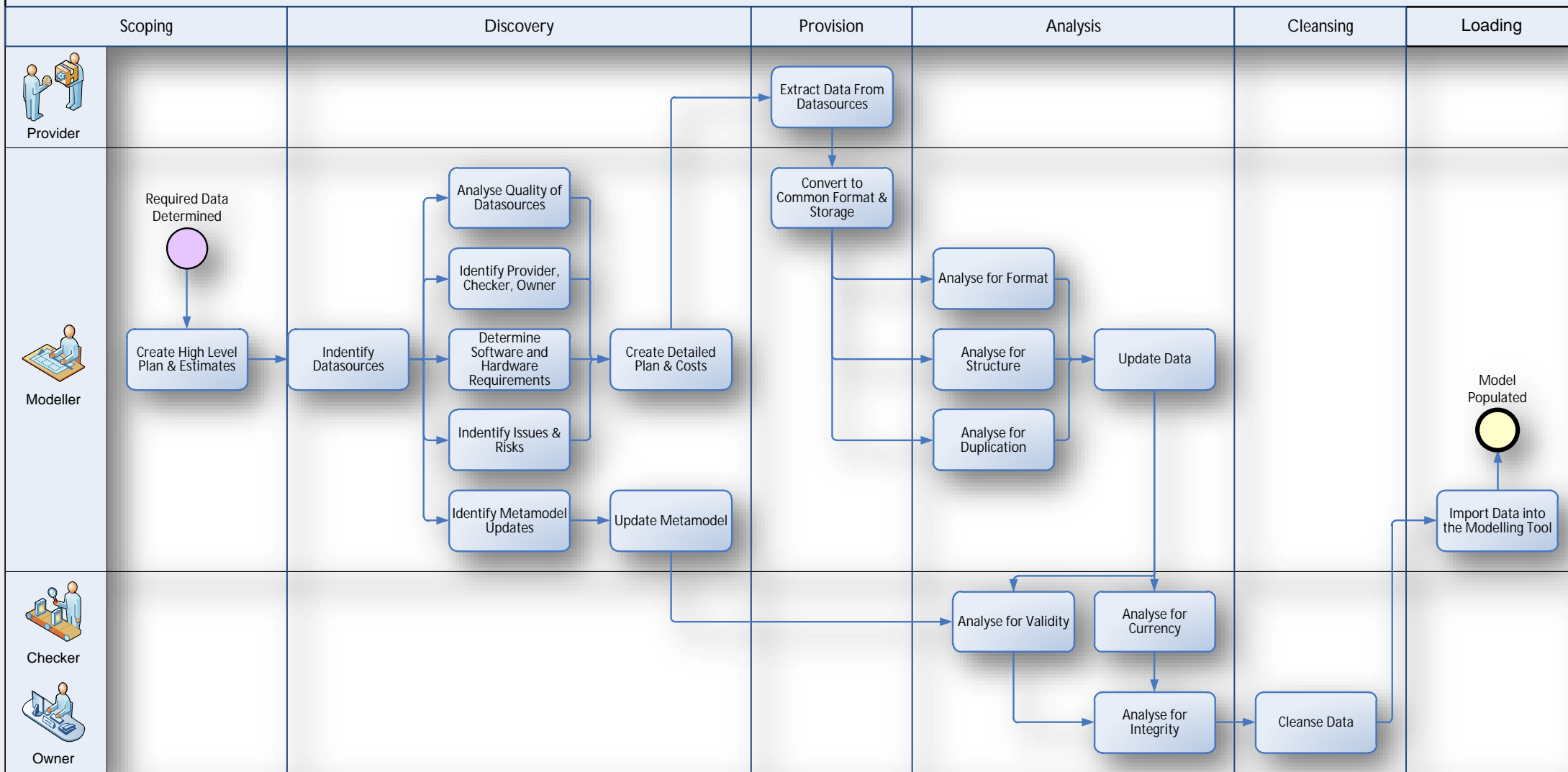
Funding Gateways

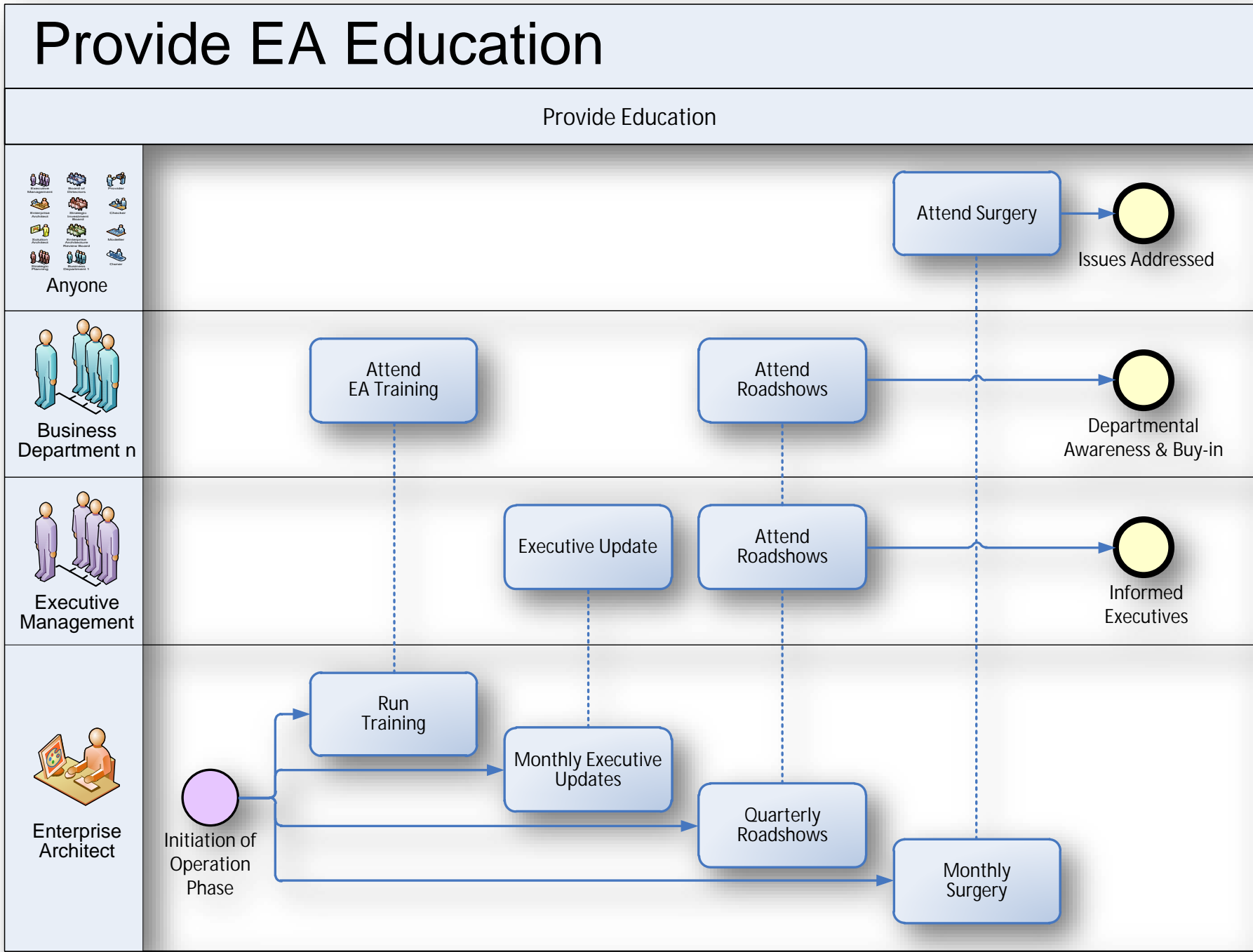




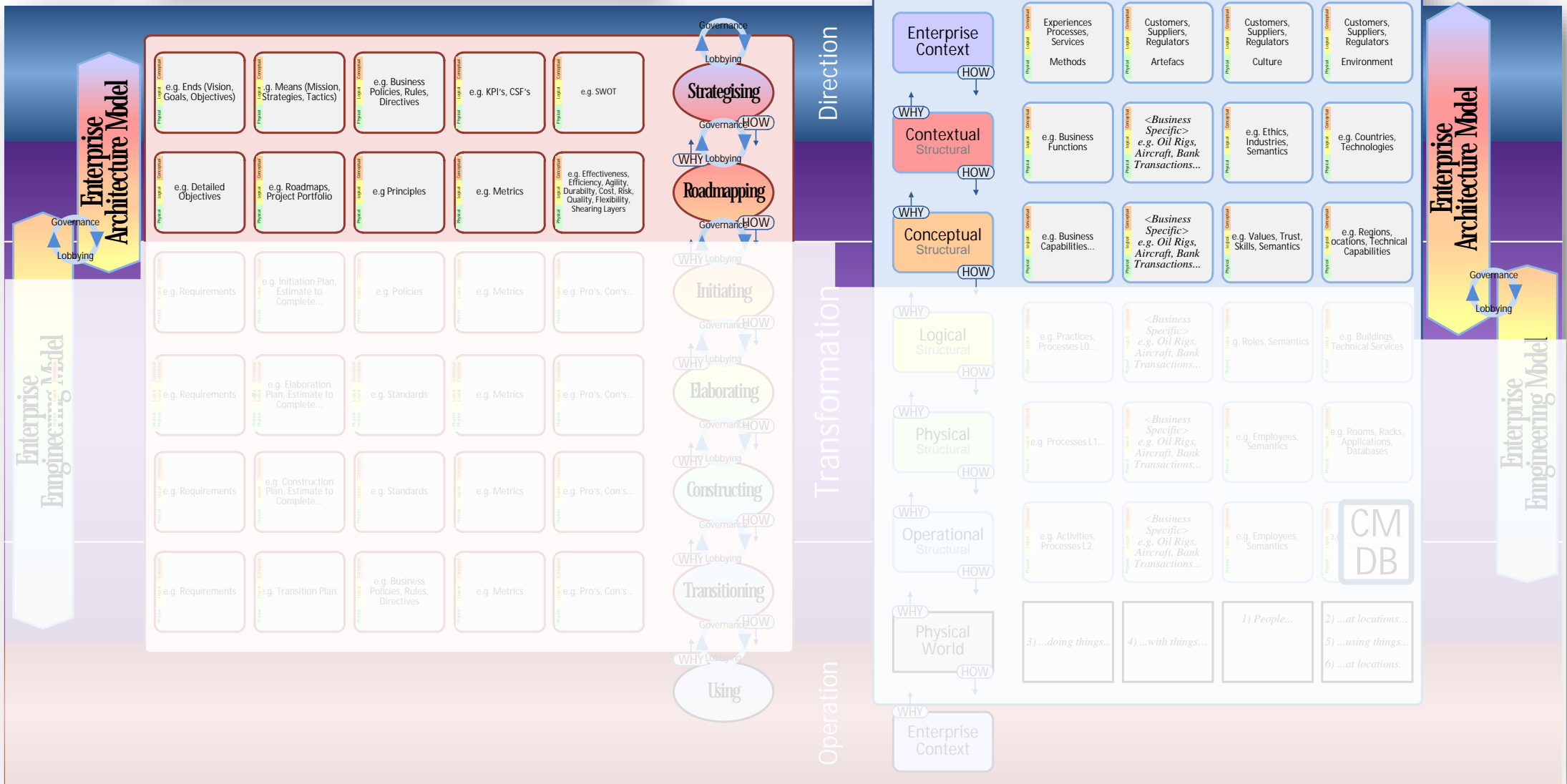
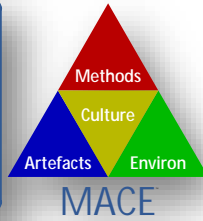
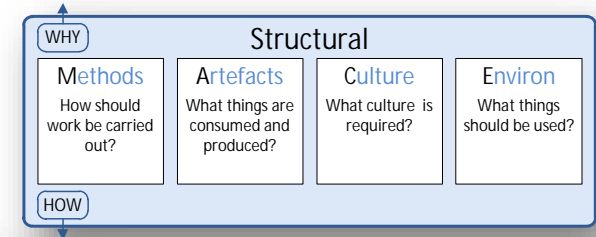
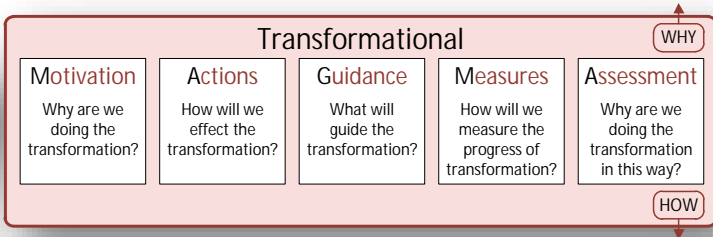
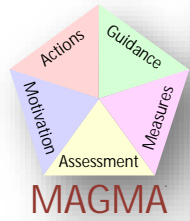


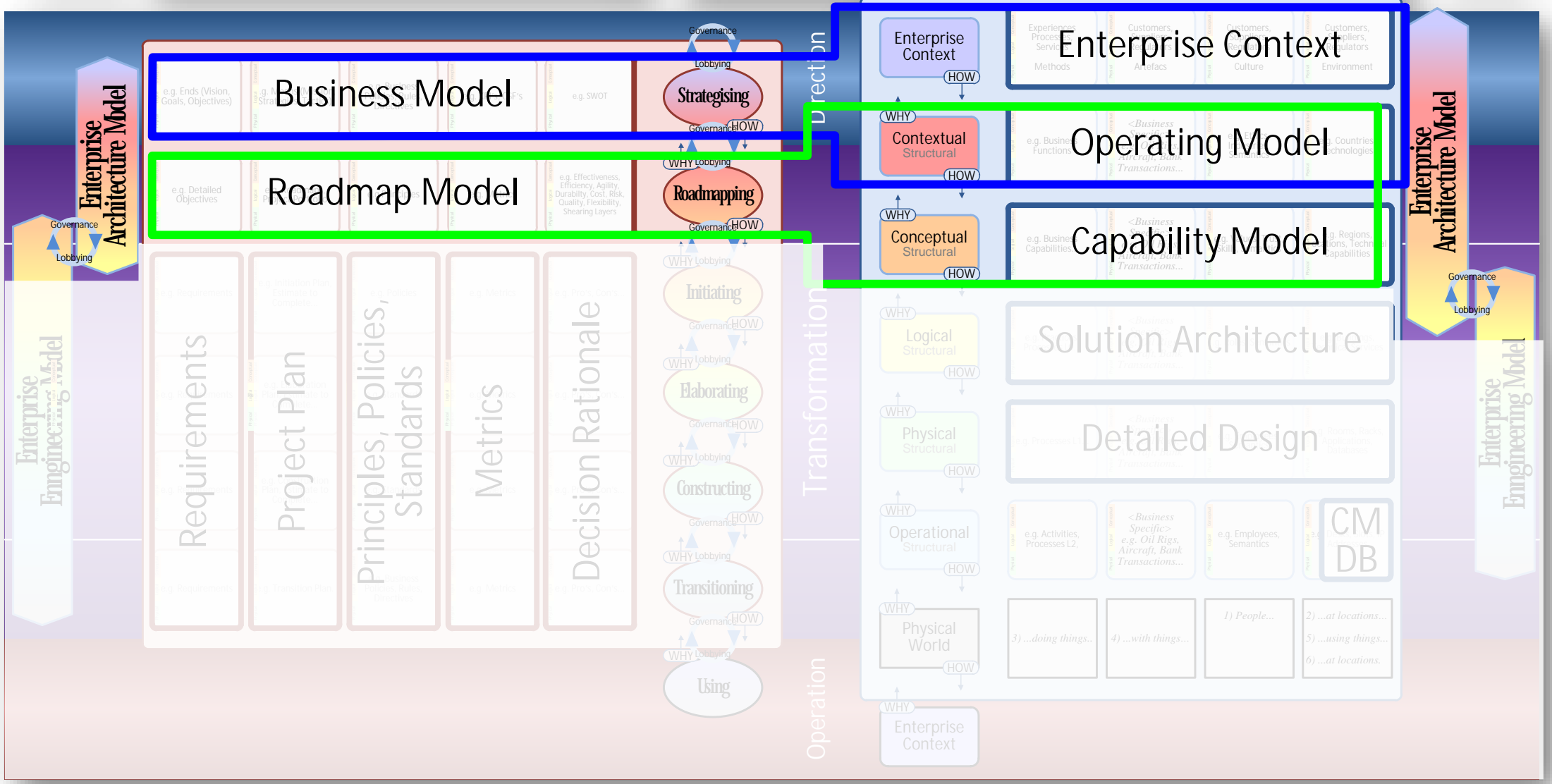
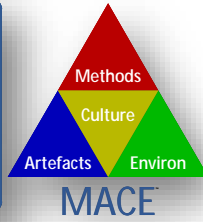
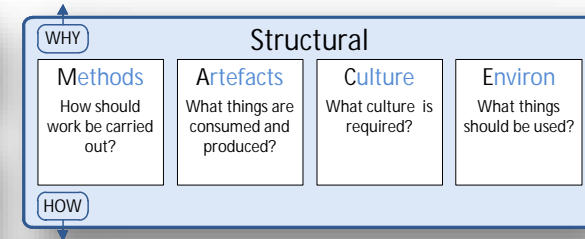
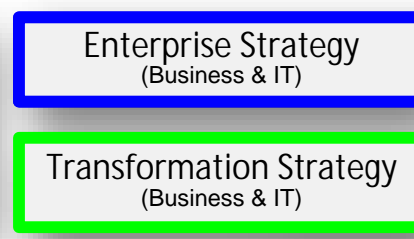
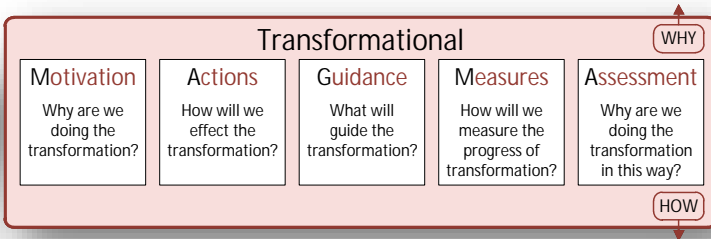
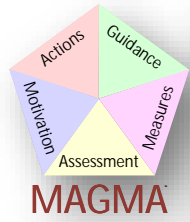
Modelling: Populate the Model (Iteration n)





Artefacts





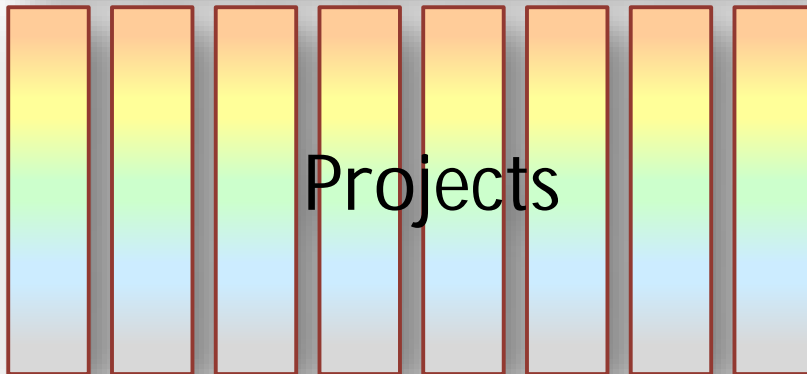


Plate A (Normal View)

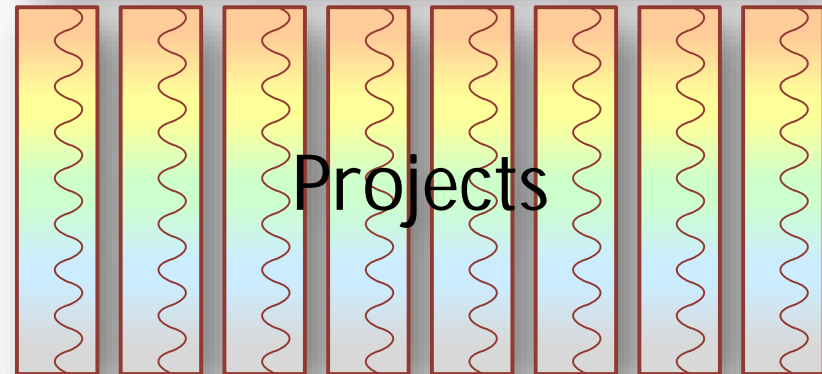
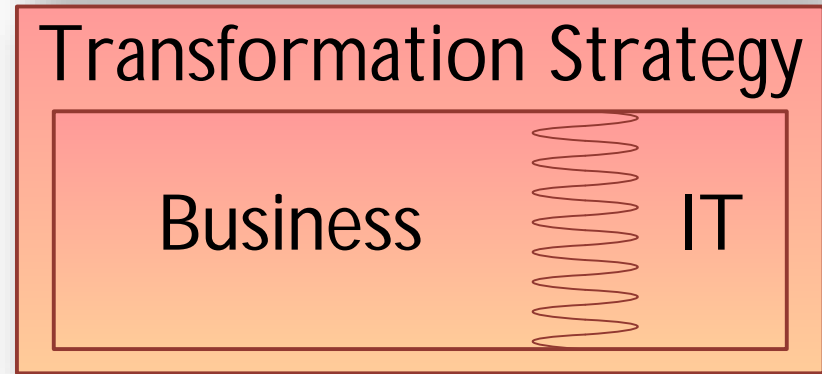
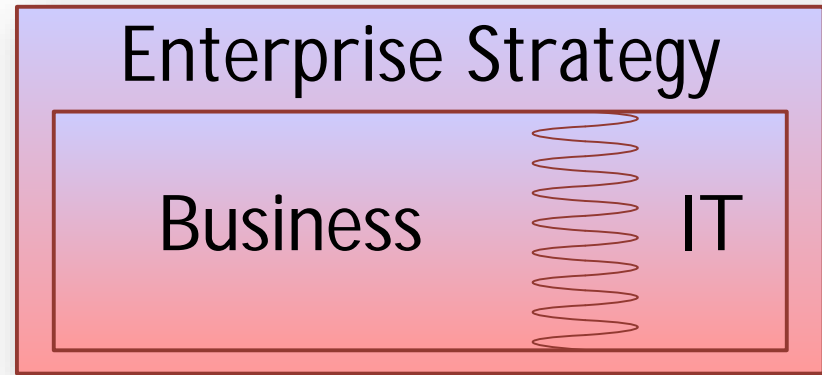


Plate B (Pragmatic View)

	Motivation	Actions	Guidance	Measures	Assessment
Enterprise Context			INFLUENCE	e.g. league tables	
Business Model	VISION GOAL OBJECTIVE	MISSION STRATEGY TACTIC	INFLUENCE POLICY RULE	KPI CSF	SWOT
Roadmap Model	REQUIREMENT	PROGRAM PROJECT INITIATIVE	PRINCIPLE POLICY STANDARD		WAIVER

Scope

Reasons

Cost of Compliance

Problem Type

Cost of Non-Compliance

Transformational Impact

Cost of Remediation

Transformation Reference

Decision

Governance Boundary

Operational Impact

Rationale

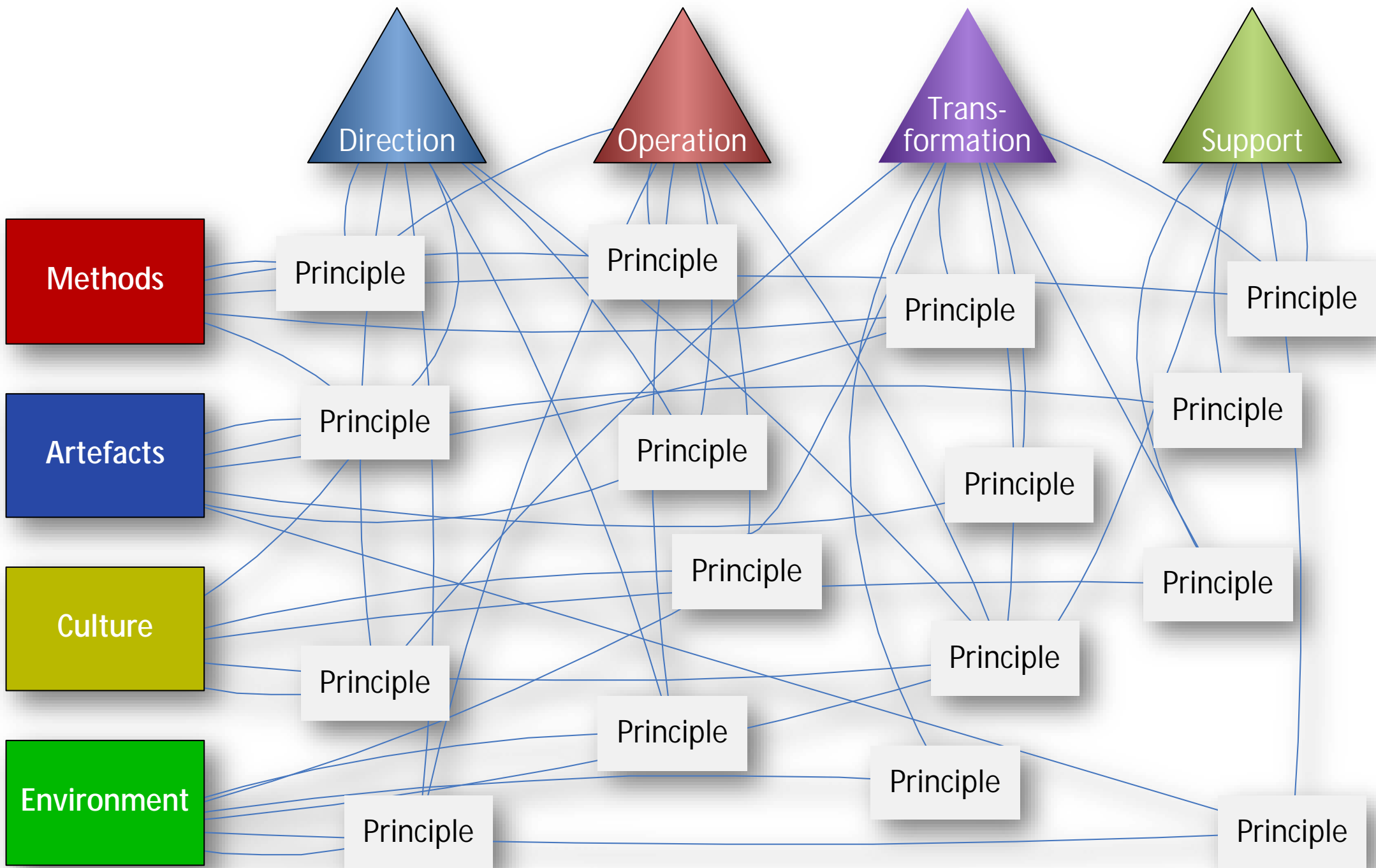
	Methods	Artefacts	Culture	Environ
Enterprise Context			CUSTOMER aCUSTOMER SUPPLIER aSUPPLIER	
Operating Model	FUNCTION ACTIVITY	M A C E SERVICE PRODUCT	VALUE ETHIC MORAL DEPARTMENT	GEOGRAPHY SERVICE
Capability Model	Business Capability		ROLE	BUILDING Technical Capability APPLICATION DATABASE DEVICE

Best Practice...

- **Buy before build**
- **Reduce complexity**
- **Sound business case**
- **Avoid over engineering**
- **Open integration, etc, etc, etc.**

Enterprise Strategy...

- **E.g. Outsource non core business processes**
- **E.g. Consolidate to 2 data centres**



Culture

We don't have
an EA

We don't do EA

We don't have
any EAs

Ivory tower and
hypothetical

Many failures

Benefits are
never achieved

Invented by
consultants

A large
expensive team?

A large
expensive
project?

Losing Strategic
Control

It's another
silver bullet

Nothing to do
with me, mate!

How much!!!

Are we there
yet?

I have important
firefighting to
do...

We don't live in
a perfect world

Oh what pretty
pictures

I can't afford a
modeling tool!

I don't want
another
maintenance
nightmare

How many
paperclips?

You can't define
the future

Don't tell the
business what to
do

Don't tell IT
what to do

Let's model
everything

Shhh! Don't
mention the
words EA

**EA is about
exposing
problems**

**EA is about
exposing
mistakes**

**EA is about
breaking
down silos
and fiefdoms**

**EA is about
benefit to
the whole**

**EA is about
long term
benefit**

**EA is about
inconvenient
truths**

Type 1

Improving EA

Increases
Enterprise
Architecture
Maturity

Type 2

“Doing” EA

Strategic
Transformation
Planning and
Governance

Purpose

Helps an Enterprise to increase their EA maturity

Works With

Executive Management and the EA Team

Term

Typically transitory / consultant

Focus

Communication, guiding and mentoring

Qualities

Pragmatic, Enthusiastic, Agnostic, Articulate, Persistent, Strategic, Altruistic, Diplomatic, Open, Generalist.

Behaviours

Persuade, Learn, Investigate, Abstract, Expose, Facilitate, Lead.

EA Experience

Detailed

Business Experience

General

IT EA Experience

General

Strategising

Evangelise the benefits of EA. Expose the fundamental problem and opportunity and propose the fundamental solution.

Roadmapping

Evangelise the benefits of EA. Work with the EA project board to select an EA framework.

Initiating

Evangelise the benefits of EA. Train the EA Team in the selected Framework. Work with the EA Team to a) articulate the EA vision and gain buy in from business and IT leaders across the organisation. b) define the EA Risks and mitigation strategies

Elaborating

Support the EA Team to a) Document the organisation's current EA maturity, b) define a target maturity level and the benefits of attaining that level, c) define a detailed implementation plan

Constructing

Support the EA Team to a) mitigate the risks, b) define the target Methods, Artefacts, Culture and Environment, c) define the transition plan

Transitioning

Support the EA Team to rollout the changes to the Methods, Artefacts, Culture and Environment

Purpose

Strategic Transformation Planning and Governance

Works With

Strategic planning team & Architecture Review Board

Term

Typically permanent

Focus

Transformation Planning and Governance

Qualities

Pragmatic, Enthusiastic, Agnostic, Articulate, Persistent, Strategic, Altruistic, Diplomatic, Open, Generalist.

Behaviours

Persuade, Learn, Investigate, Abstract, Expose, Facilitate, Lead.

EA Experience

General

Business Experience

Detailed

IT EA Experience

Detailed

Strategising

Evangelise the benefits of EA. Contributing to Enterprise Strategy (Business & IT). Supporting the modelling, structured description, and the relationships between the parts of Enterprise Strategy

Roadmapping

Evangelise the benefits of EA, Creating the Enterprise Transformation Strategy (Current, target and intermediate Capability and Roadmap Models). Lobbying up to Strategising Phase, highlighting missed problems and/or opportunities.

Initiating

Governance down to Project Execution, ensuring strategic guidance is followed. Accepting Lobbying up from Projects when missed problems and/or opportunities are discovered by Projects

Elaborating

Supporting

Constructing

Supporting

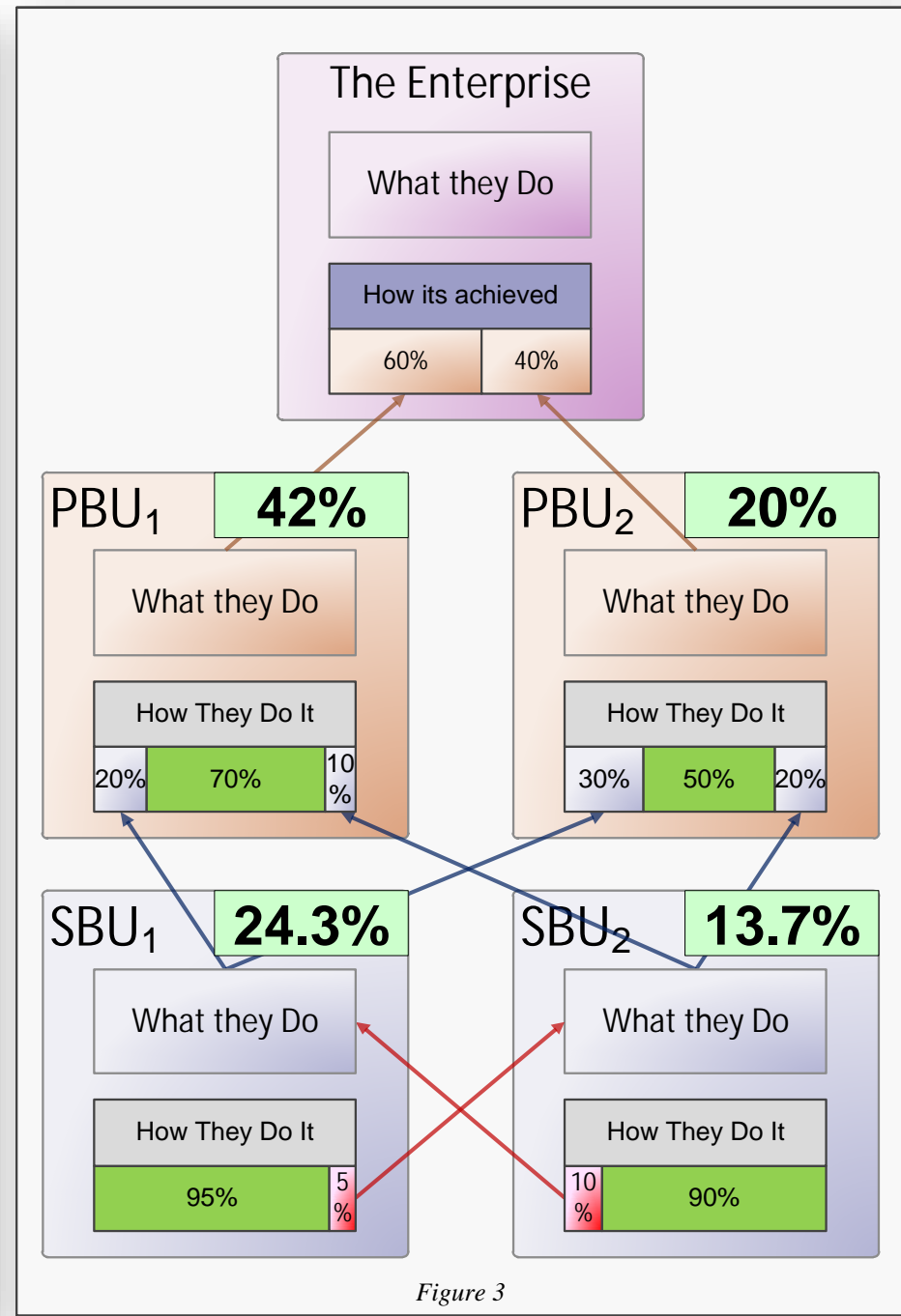
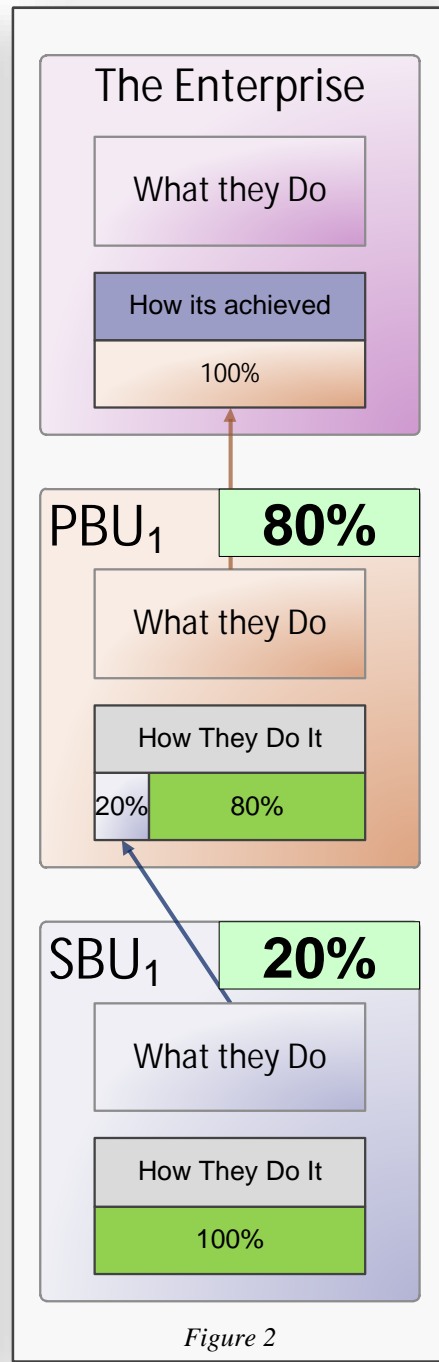
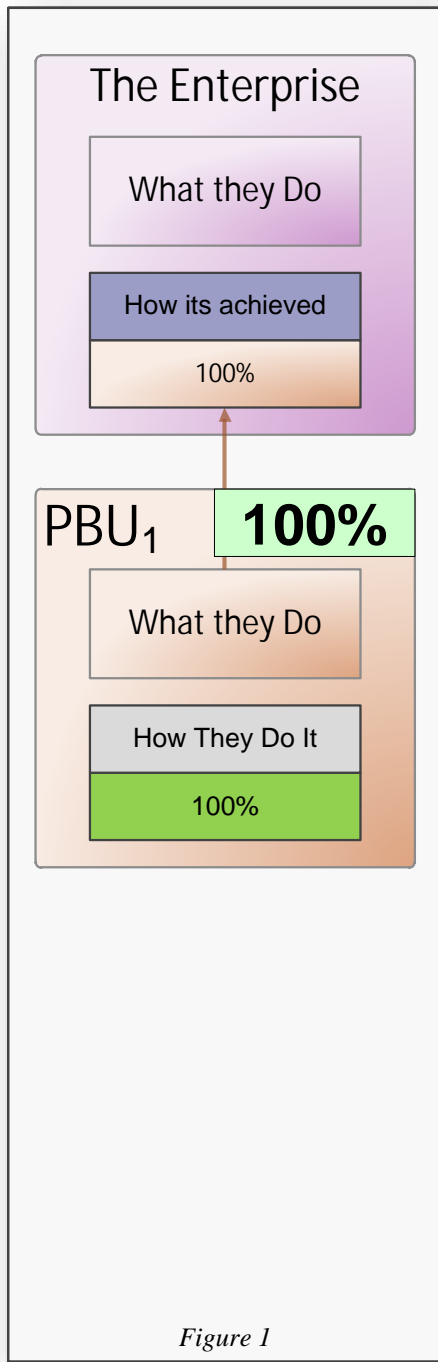
Transitioning

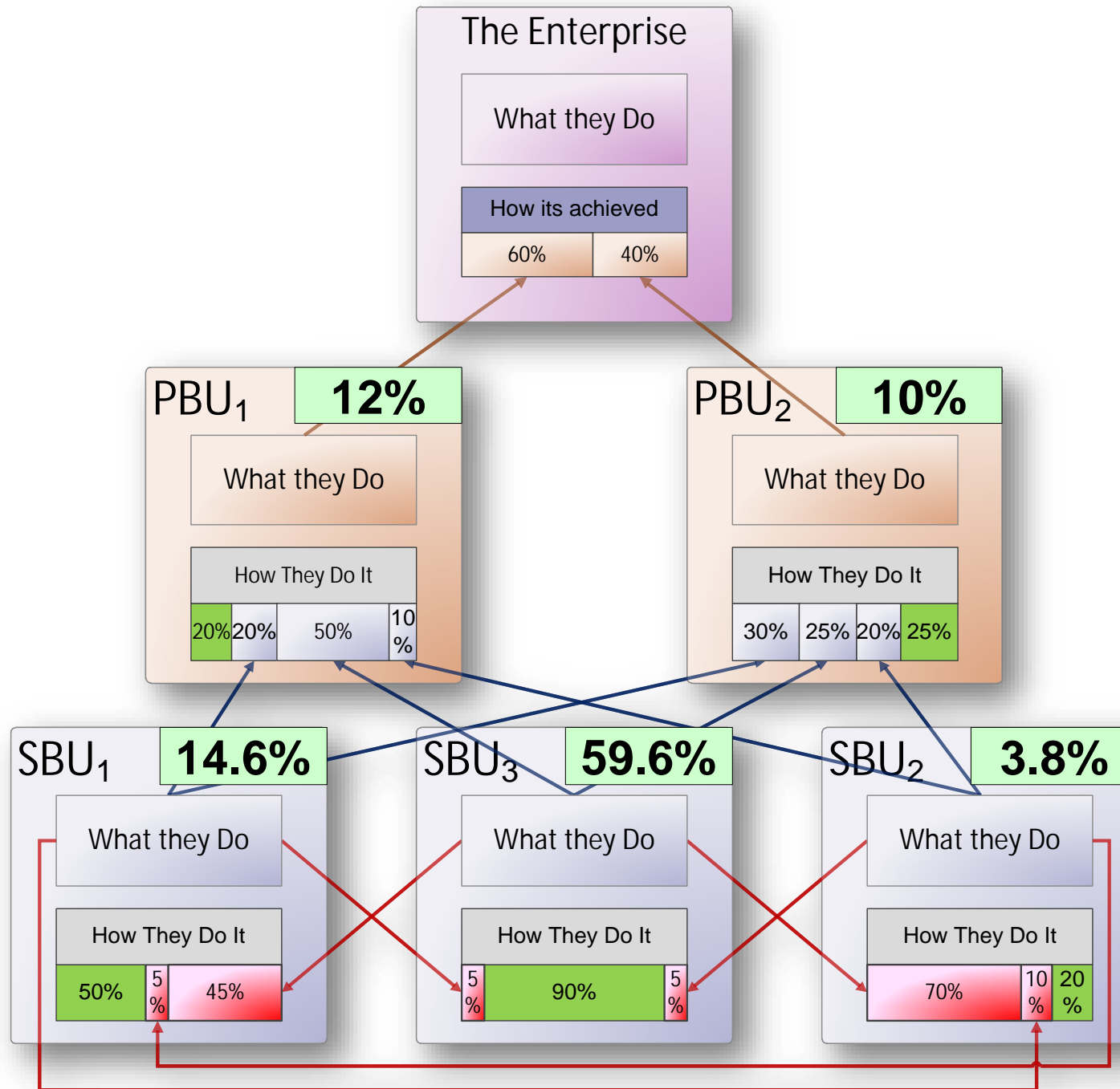
Supporting

"In many organizations, despite any rhetoric to the contrary, **people are rewarded for dealing with crises and problems**. The MVP is the one who came in at 3 a.m. to fix a problem, or who reacts instantly to the customer's complaint. Such an organization overlooks the fact that these MVP's are putting out fires that **either they set themselves and/or they failed to do anything to prevent**. Then when we promote the MVP, **we wonder why nobody follows any processes** and everyone is always too overloaded to get anything right the first time. Why? **Because that is the behaviour that is rewarded."**

- Douglas Brown (Chief PMO - US Department of Defense)

- **Personal Motivation**
- **Career Outlook**
- **Financial Motivation**







© Frankie Goes to Hollywood

Should IT ever say NO to "the business"?

IT should never say no.

EA does not make decisions.

EA is a facilitator.

IT should always say yes, but...
Pros, Cons, Costs, Risks, Implications.

Characteristics

Strategic
Volatility

Strategic Focus

Maturity

Tactical
Volatility

Reuse

Control
Mechanisms

Control
Mechanism
Effects

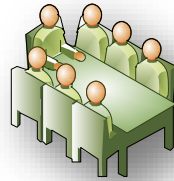
Control
Mechanism
Defence Tactics



Board of Directors



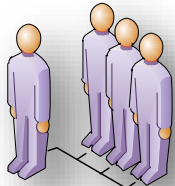
Strategic Investment Board



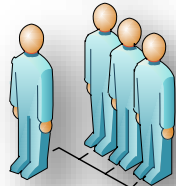
EA Review Group



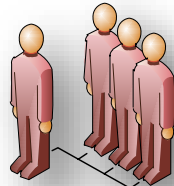
EA Project Board



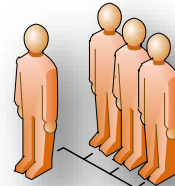
Executive Management



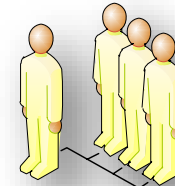
Business Department



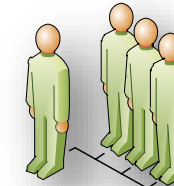
Strategic Planning



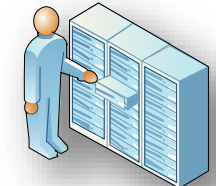
EA Project Team



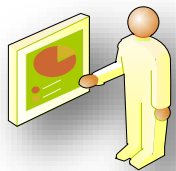
Project Personnel



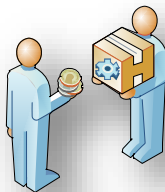
HR



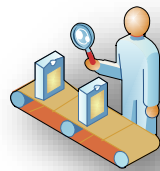
IT



Solution Architect



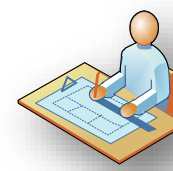
Provider



Checker



Enterprise Architect



Modeller



Owner



Vendors



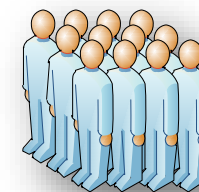
Project Manager



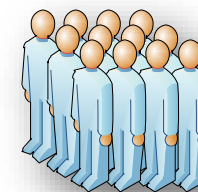
Business Analyst



Technical Analyst



Employees



Users



Anyone

Purpose

Release more resources (people, time, money, increased scope, etc) where it is in the best interests of the whole enterprise to do so

**SIB**

Budget Holding

Strategic Investment Budget

Escalation Route

None

Permanent Members

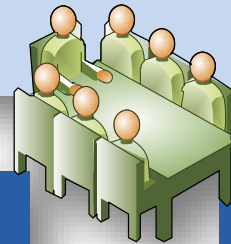
- Business Directors
- CTO/CIO/IT Director
- Enterprise Architect

Transient Members

- Project Managers
- Solution Architects
- Business Analysts

Purpose

Ensure that solutions conform where possible to strategic principles and roadmaps. Ensure that cross projects synergies are exploited where possible. Ensure that all Enterprise Debt™ is exposed. Request more resources (people, time, money increased scope) where it is in the best interests of the enterprise to do so



EARG

Budget Holding

Delegated from the Strategic Investment Board

Escalation Route

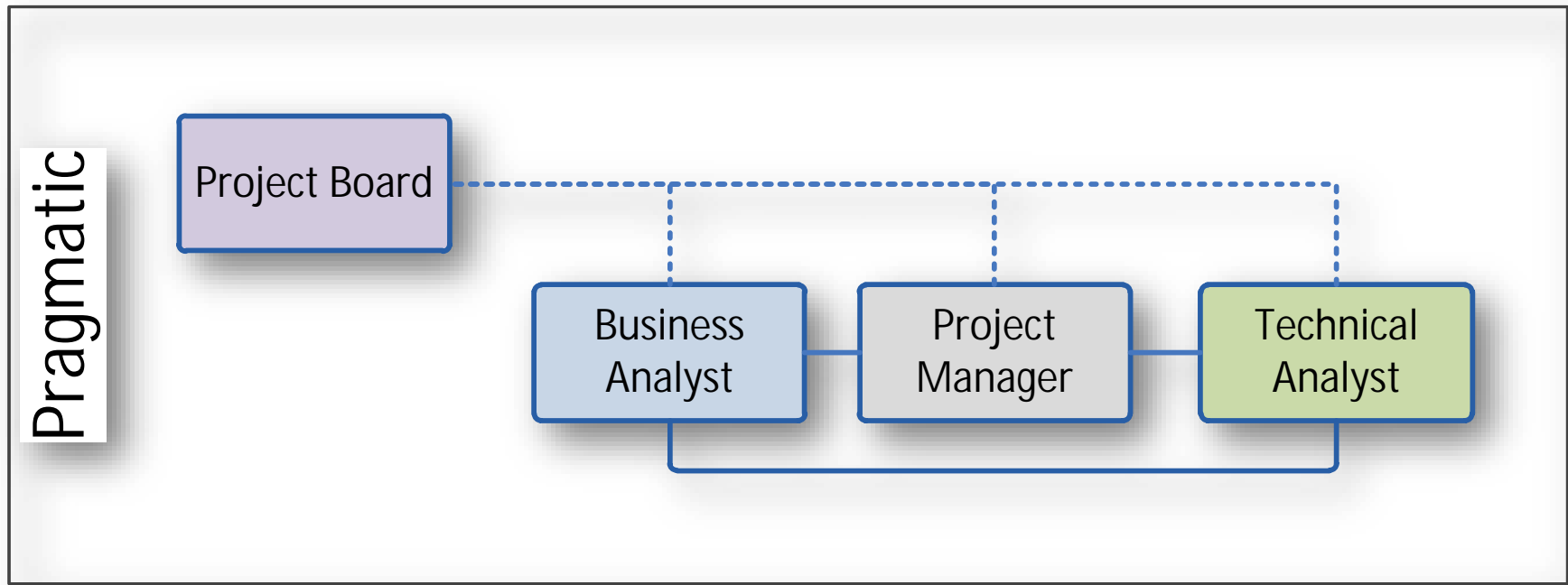
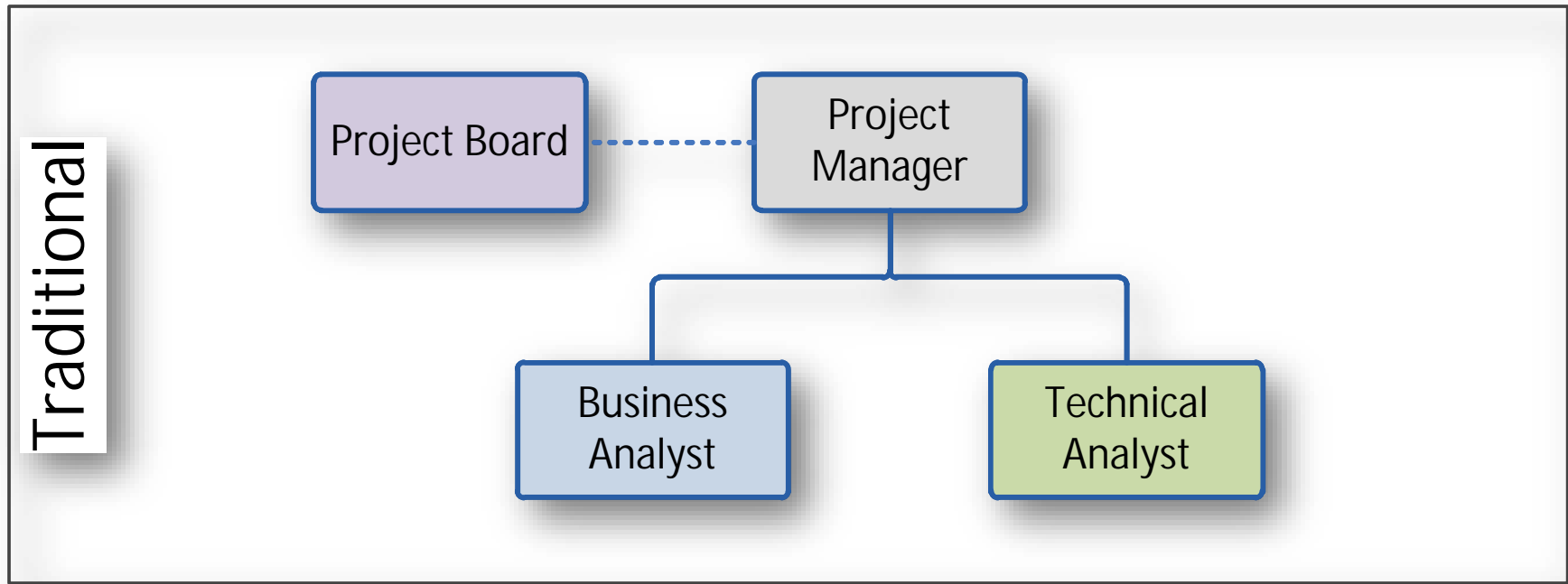
Strategic Investment Board

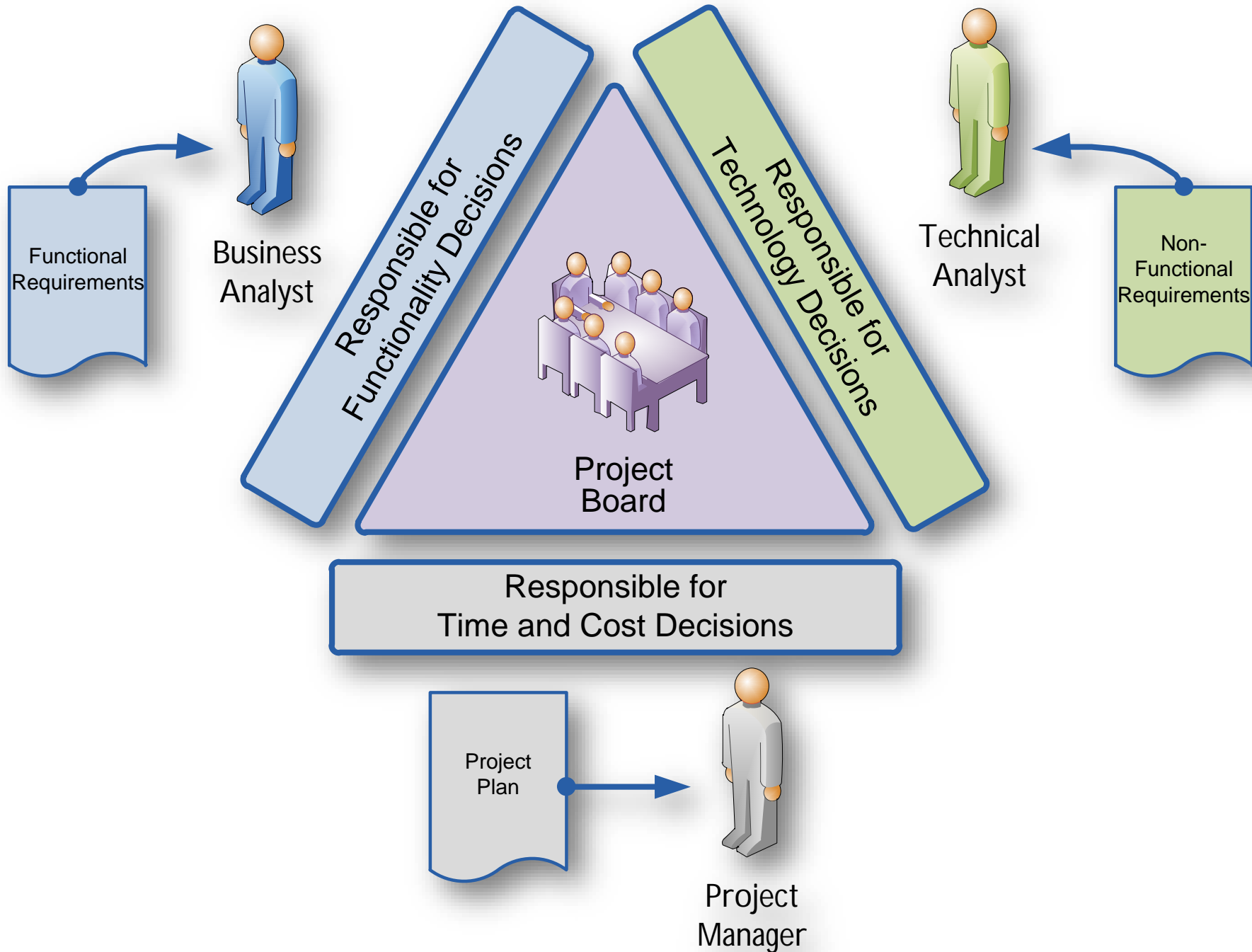
Permanent Members

- Enterprise Architect
- Head of Business Change
- Business SMEs
- Head of IT Development
- Head of IT Operations

Transient Members

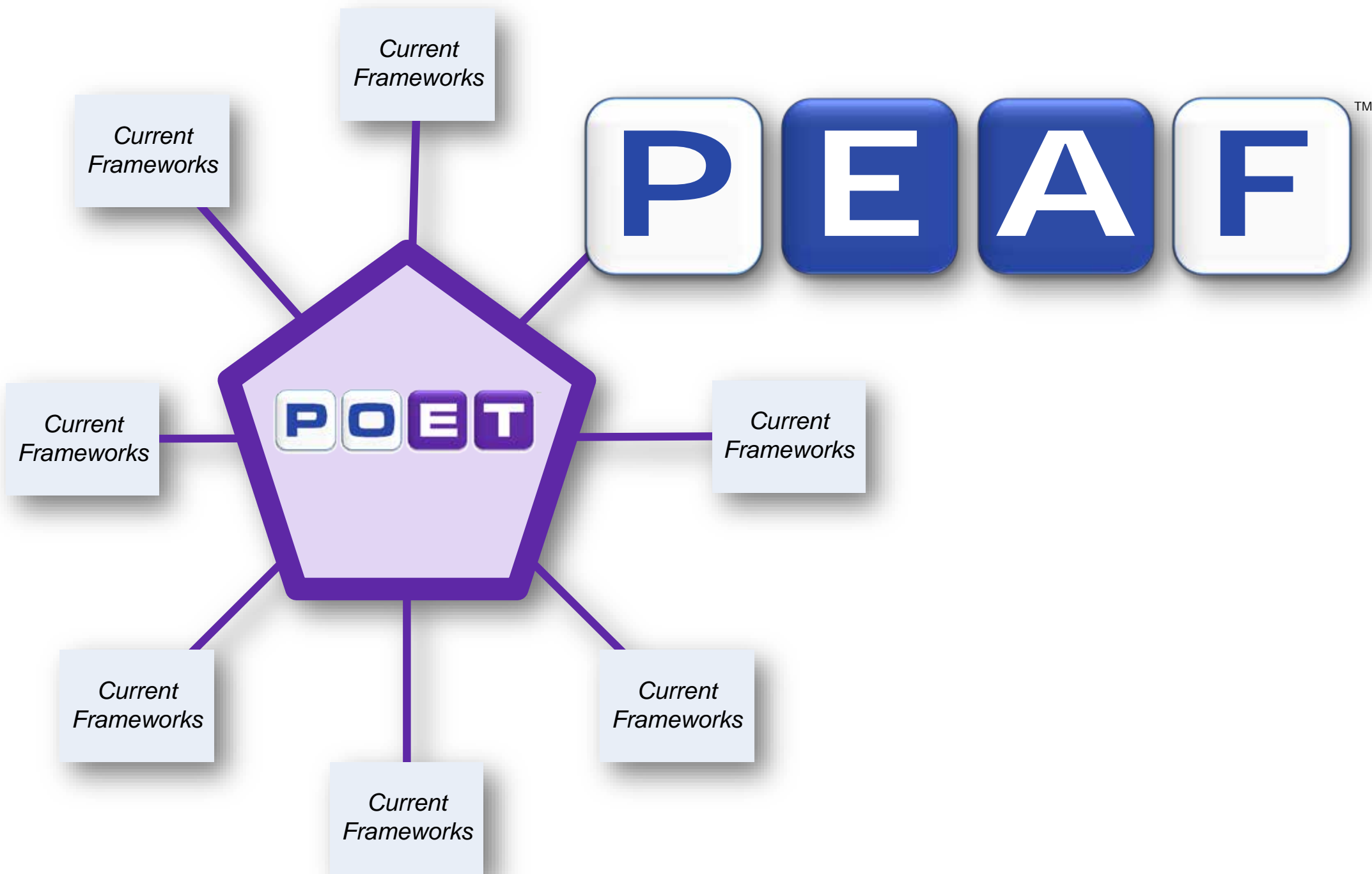
- Project Managers
- Solution Architects
- Business Analysts







Environment



Strategic

Transformational Focus

How much the framework is focussed on Strategic Planning and Roadmapping vs Project Level work.

Project**Enterprise**

Structural Focus

How much the framework is focussed on the structure of the entire Enterprise vs mostly IT.

IT**Detail**

Content

An indication of how detailed the framework is vs how usable it is.

Usability

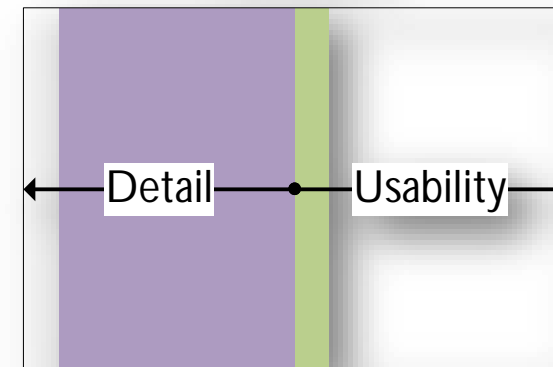
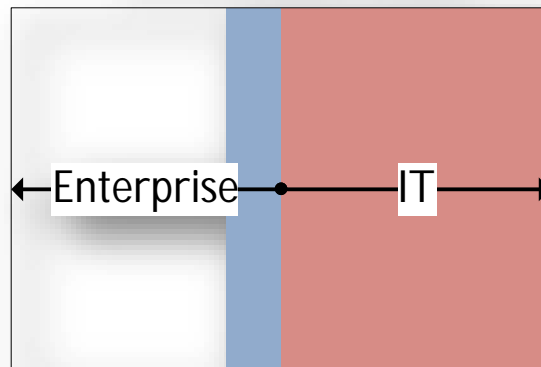
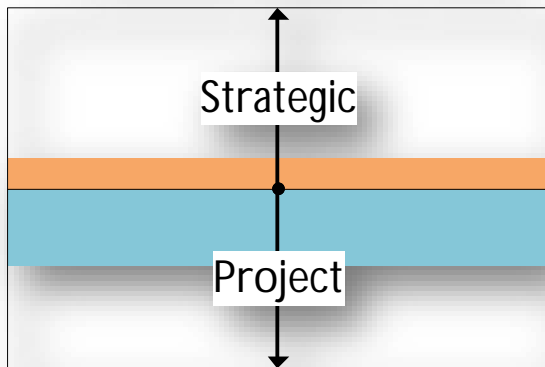
	TOGAF	Zachman	PEAF
Strategic	2	8	10
Project	5	8	2
Enterprise	2	2	10
IT	10	10	10
Detail	8	1	4
Usability	1	1	10
Total	28	30	46

Transformation Focus

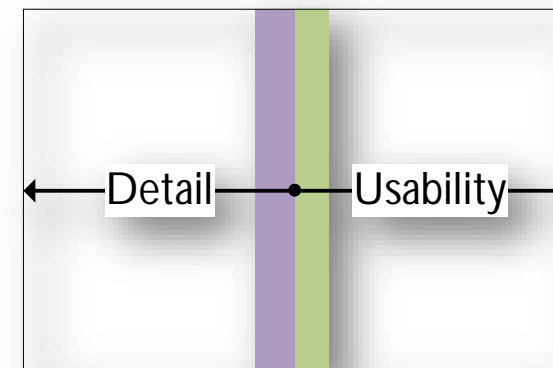
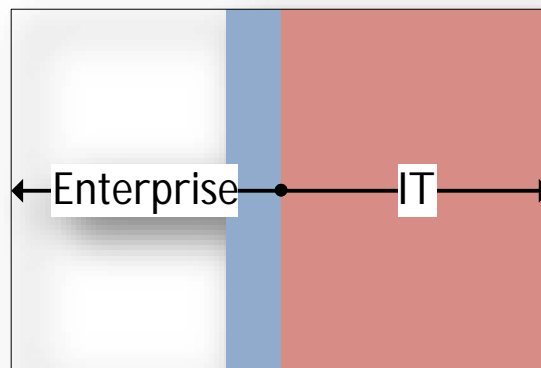
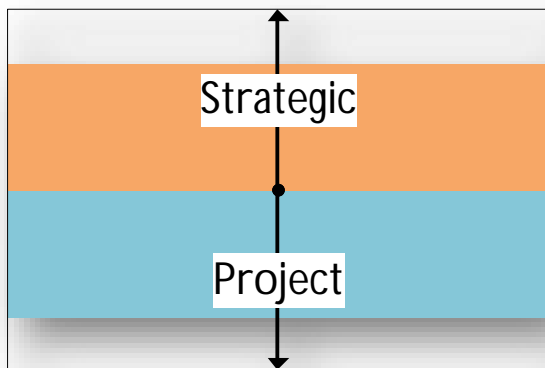
Structural Focus

Content

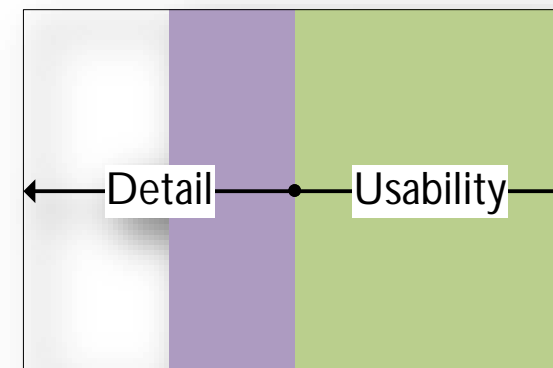
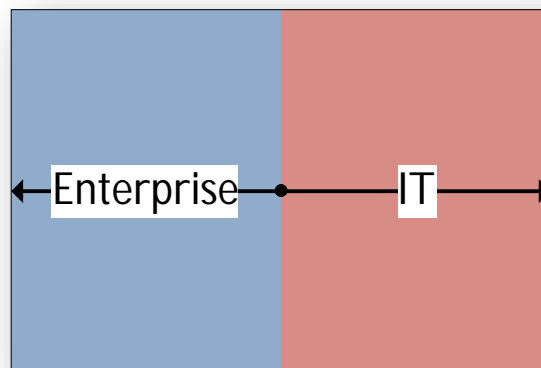
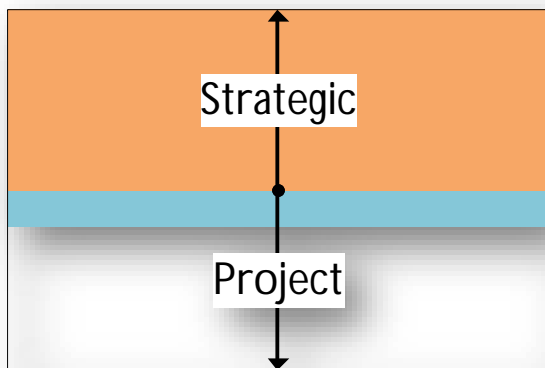
TOGAF



Zachman

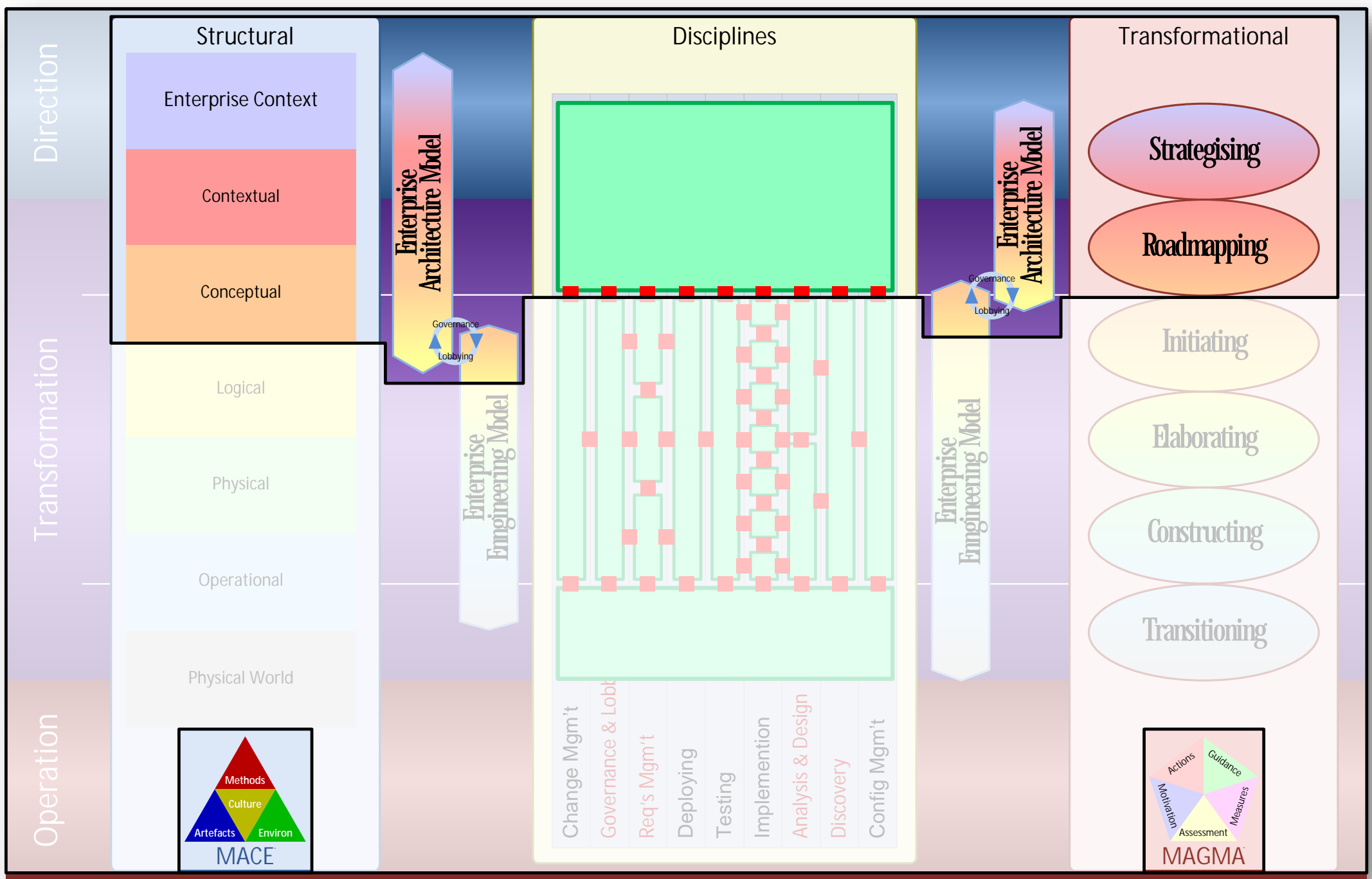


PEAF



	Weighting	TOGAF	Zachman	PEAF
Strategic	5%	0.1	0.4	0.5
Project	40%	2	3.2	0.8
Enterprise	5%	0.1	0.1	0.5
IT	5%	0.5	0.5	0.5
Detail	40%	3.2	0.4	1.6
Usability	5%	0.05	0.05	0.5
Total	100%	5.95	4.65	4.4

	Weighting	TOGAF	Zachman	PEAF
Strategic	30%	0.6	2.4	3
Project	10%	0.5	0.8	0.2
Enterprise	10%	0.2	0.2	1
IT	10%	1	1	1
Detail	10%	0.8	0.1	0.4
Usability	30%	0.3	0.3	3
Total	100%	3.4	4.8	8.6





Commercial

Open Source

Importing

Exporting

Relationships

User
Interface /
Ease of use

Diagrams /
Views

Impact
Analysis

Meta-model

Target and
Intermediate
Models

Management

Supplementary

Expected
Views

Expected
Dashboards

Out of the Box

The requirement **is met** (No Configuration or Customisation required)

Configuration

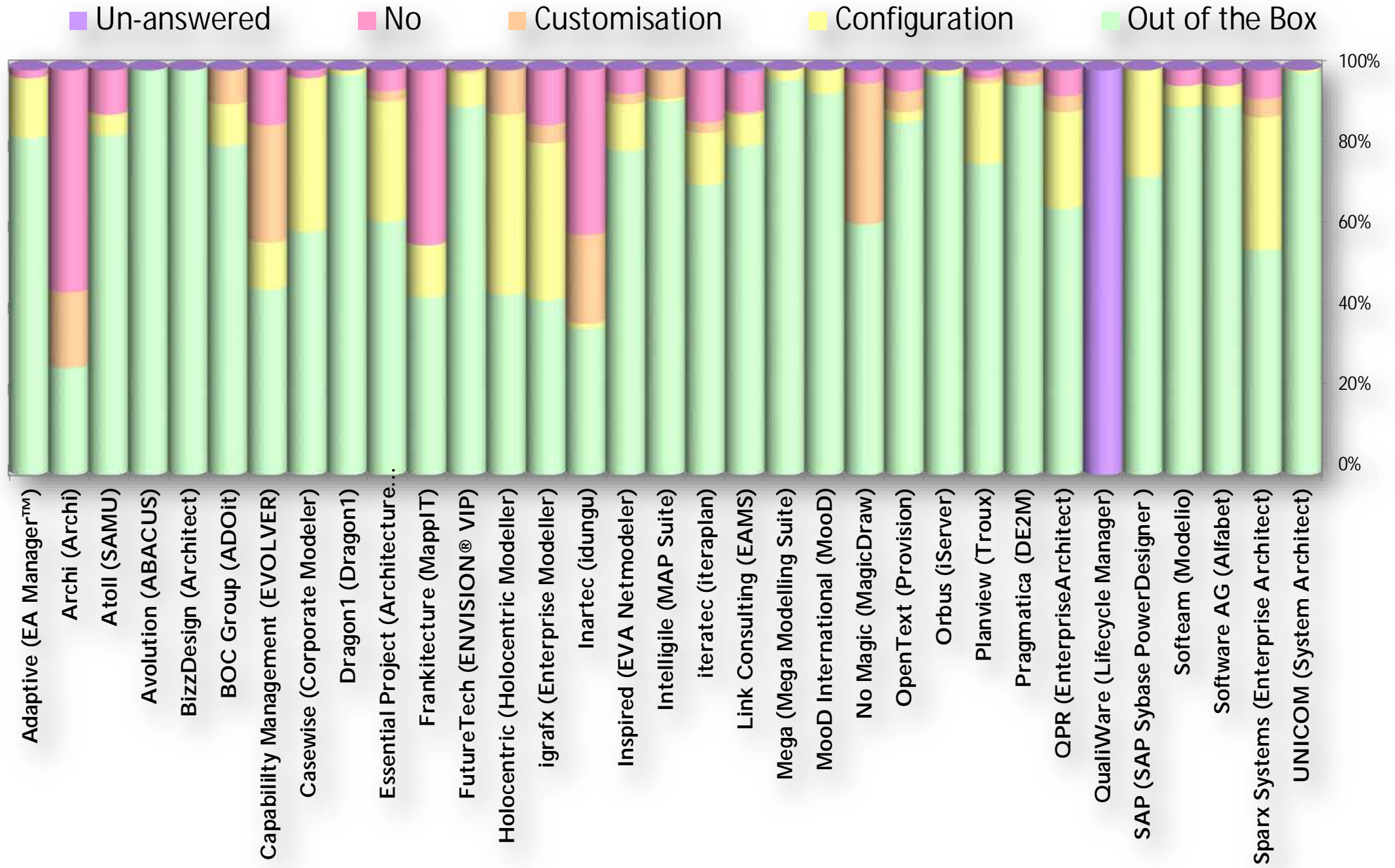
The requirement **is met** (Configuration is Required)

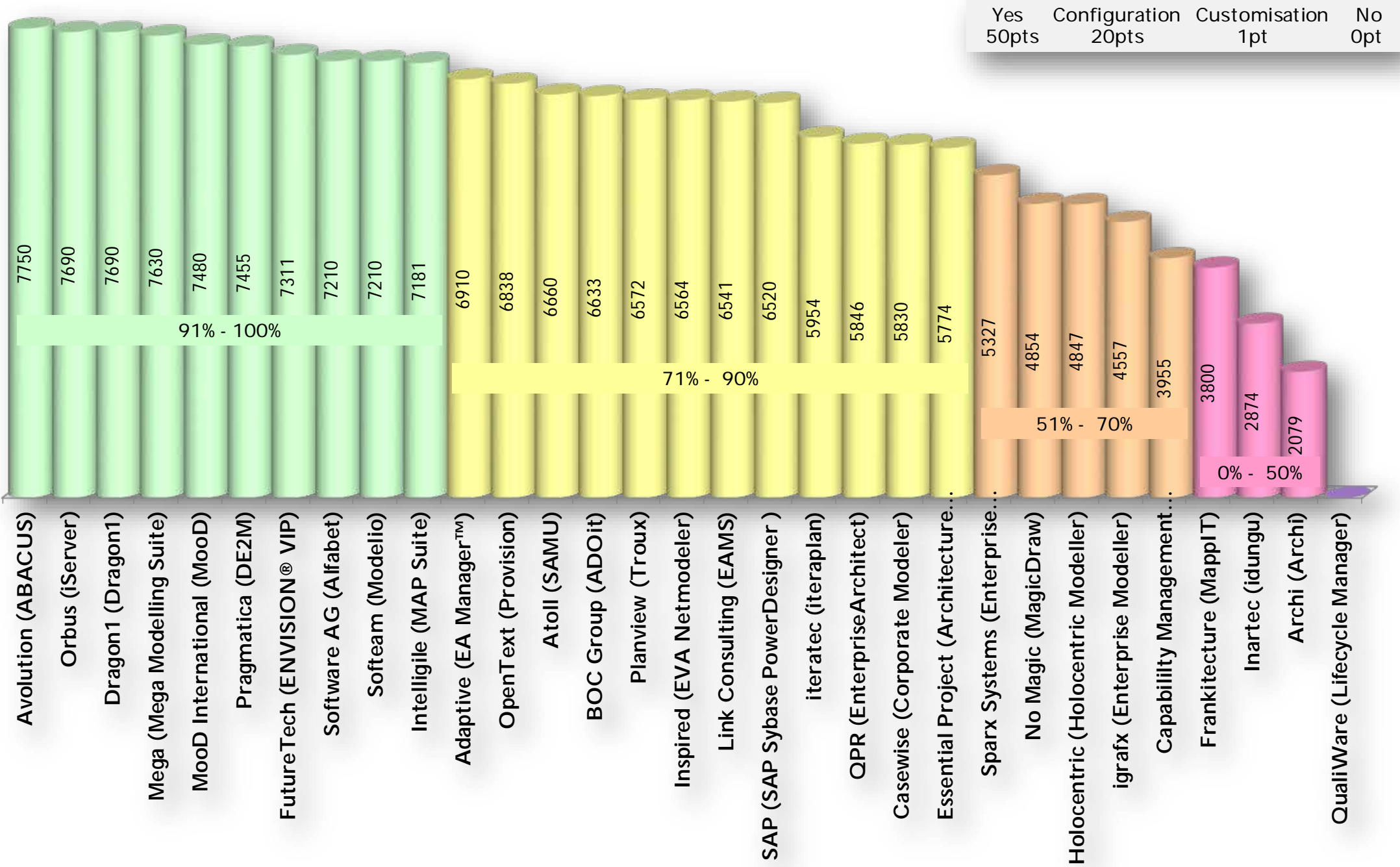
Customisation

The requirement **can be met** (Customisation is required)

No

The requirement **cannot be met**





Yes 50pts Configuration 20pts Customisation 1pt No 0pt

XA Architecture

- Single Object Table
- 1st Order Relationships
- Heterogeneous Hierarchy
- Foreign Key Relations
- Plain Text Encoding
- Time as a Fundamental

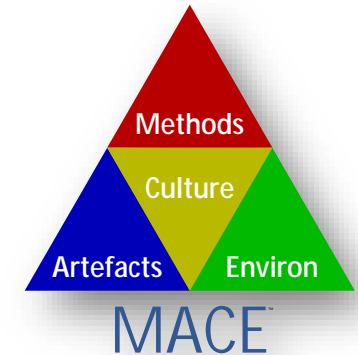
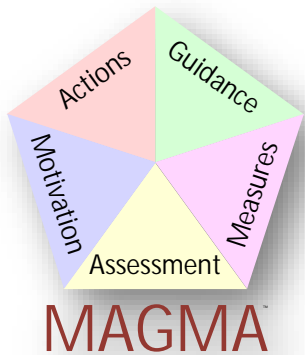
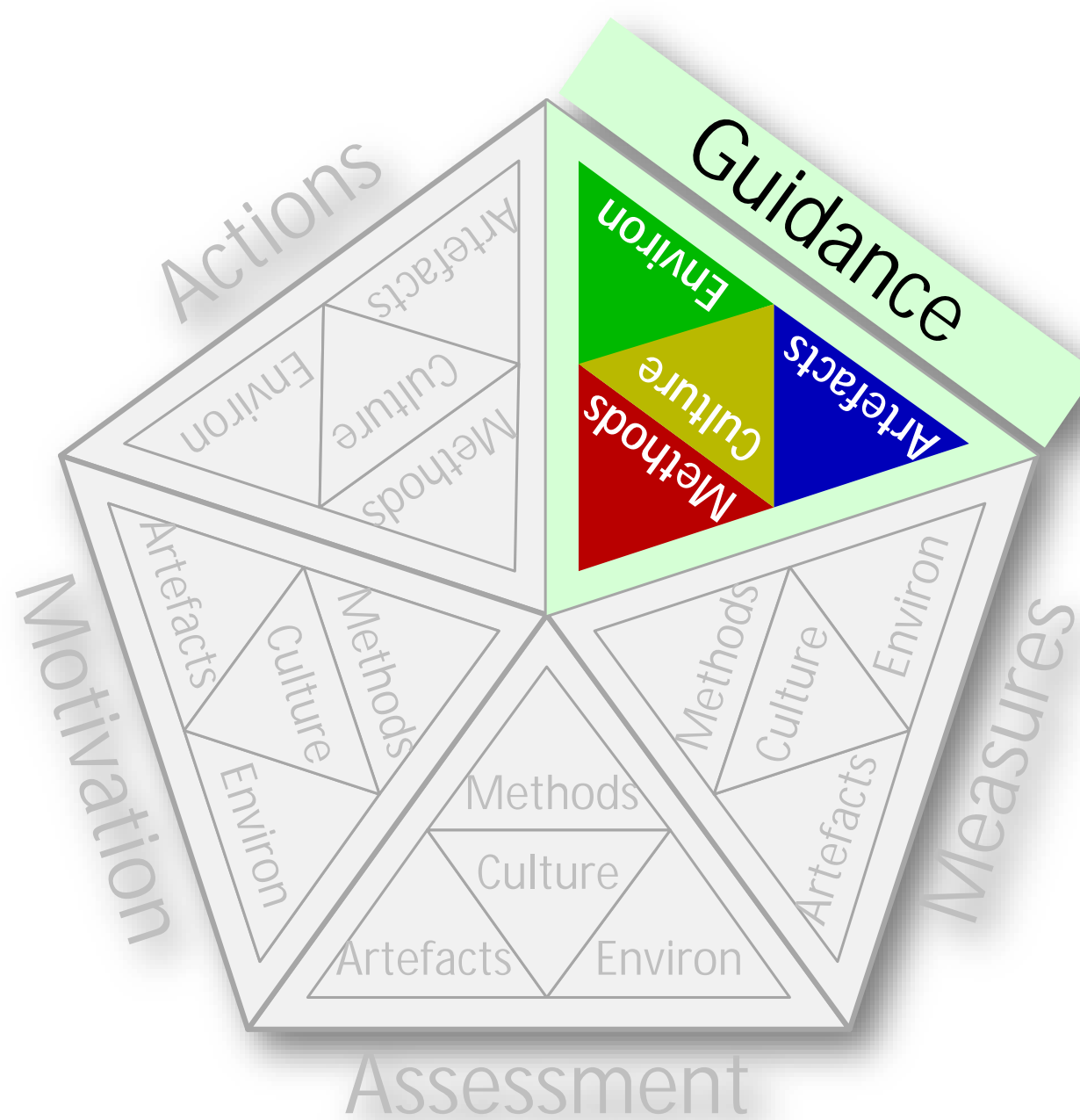
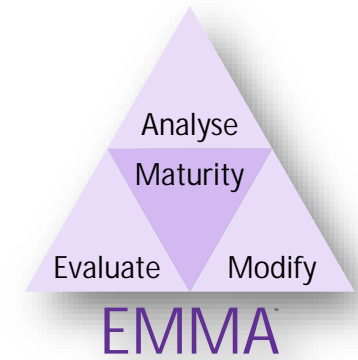
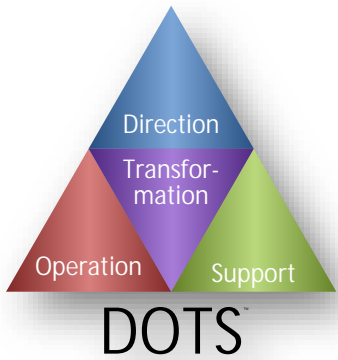
XC Configuration

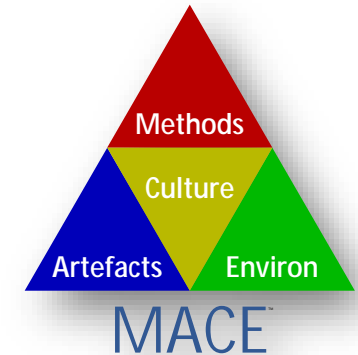
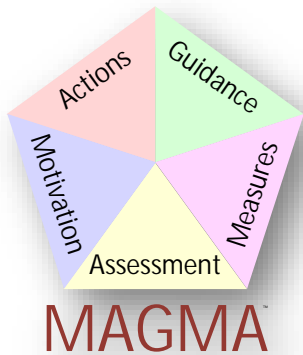
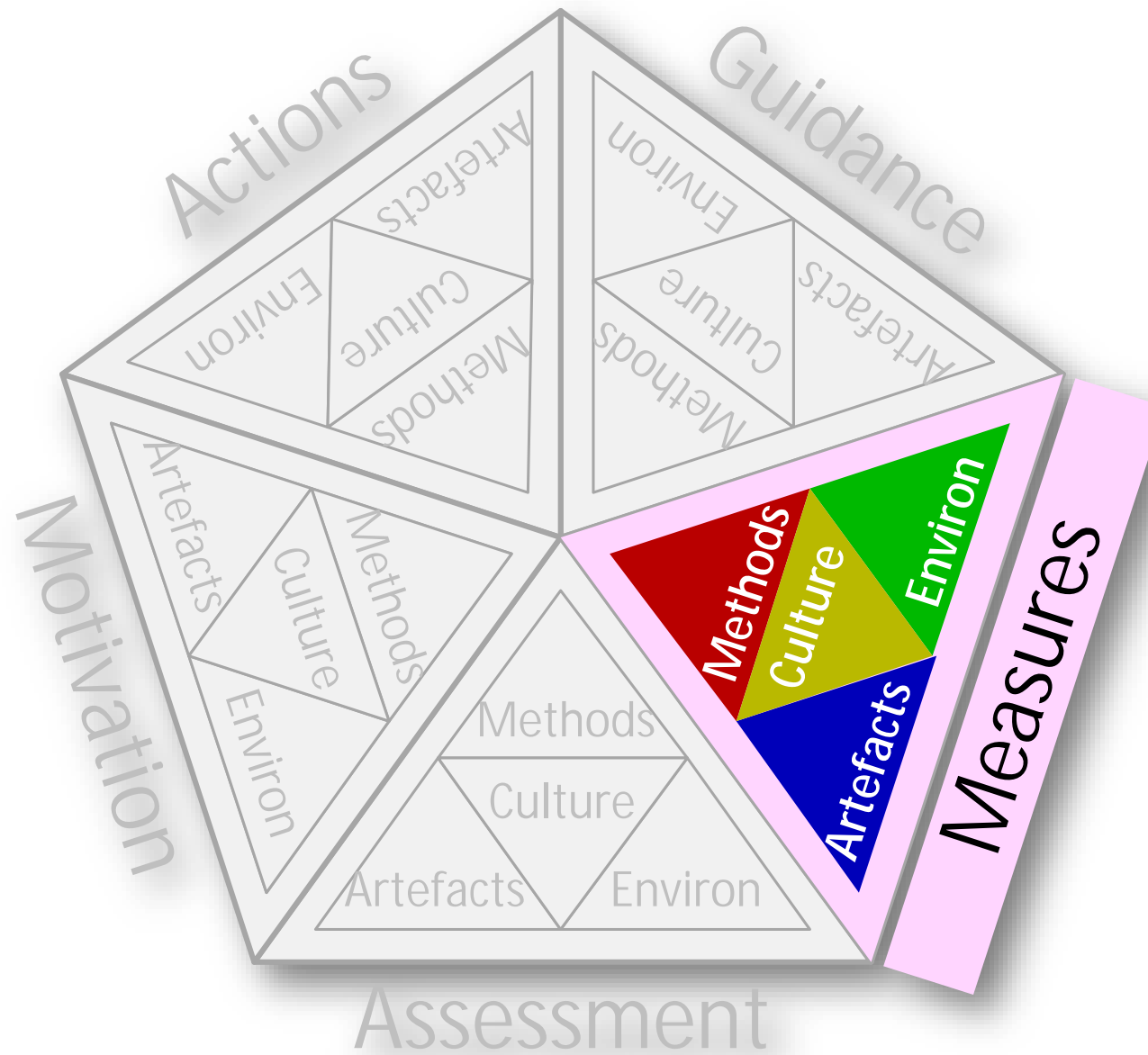
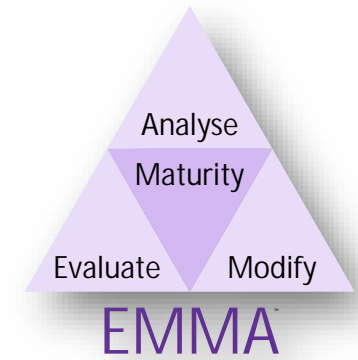
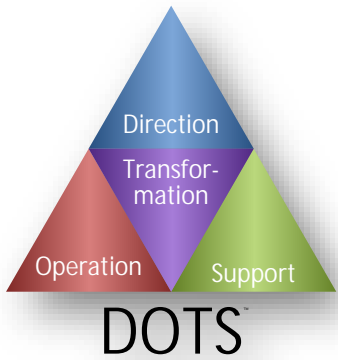
- Bulk Upload
- Structured Upload
- Open ERD
- Graphical Meta-Model
- Hybrid Metamodels
- Flexible Notation
- Tool Integration
- Concerns & Viewpoints

XF Functionality

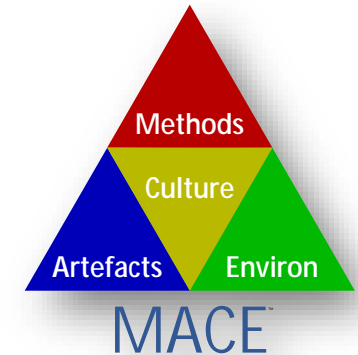
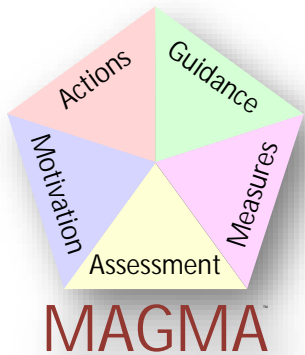
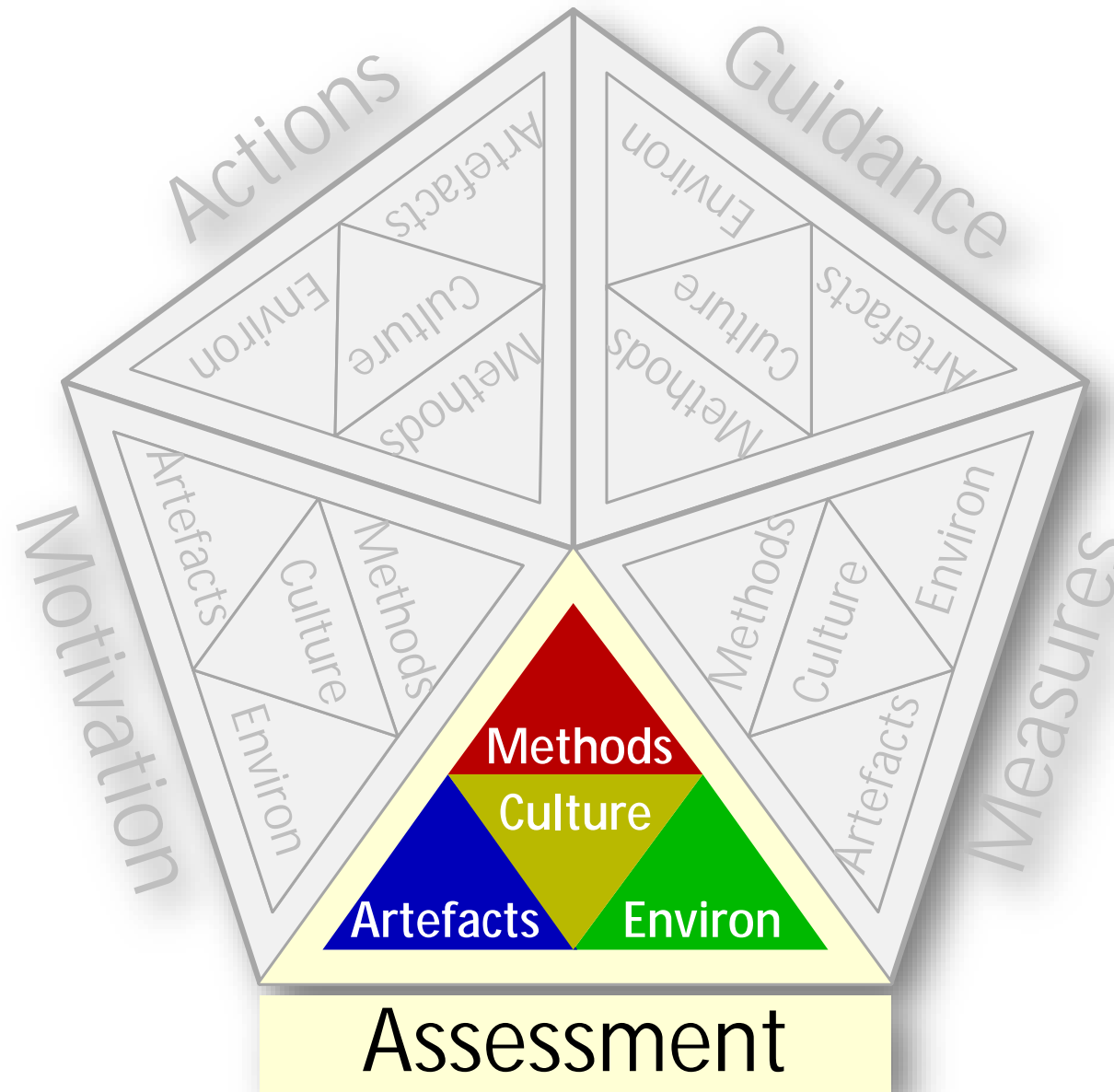
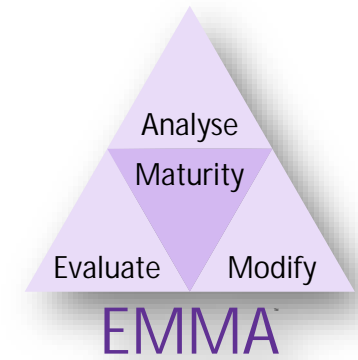
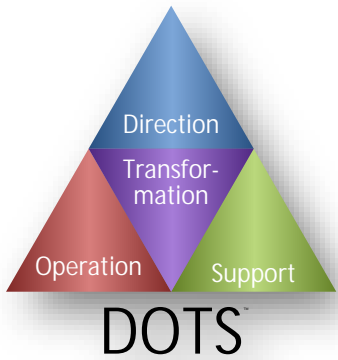
- Meta-Data Inheritance
- Dangling Relationships
- Explorer Drag And Drop
- Explicit Variants
- Analytic Charts
- Quantitative Analytics
- Catalogue Data Mgmt
- Round Trip Engineering

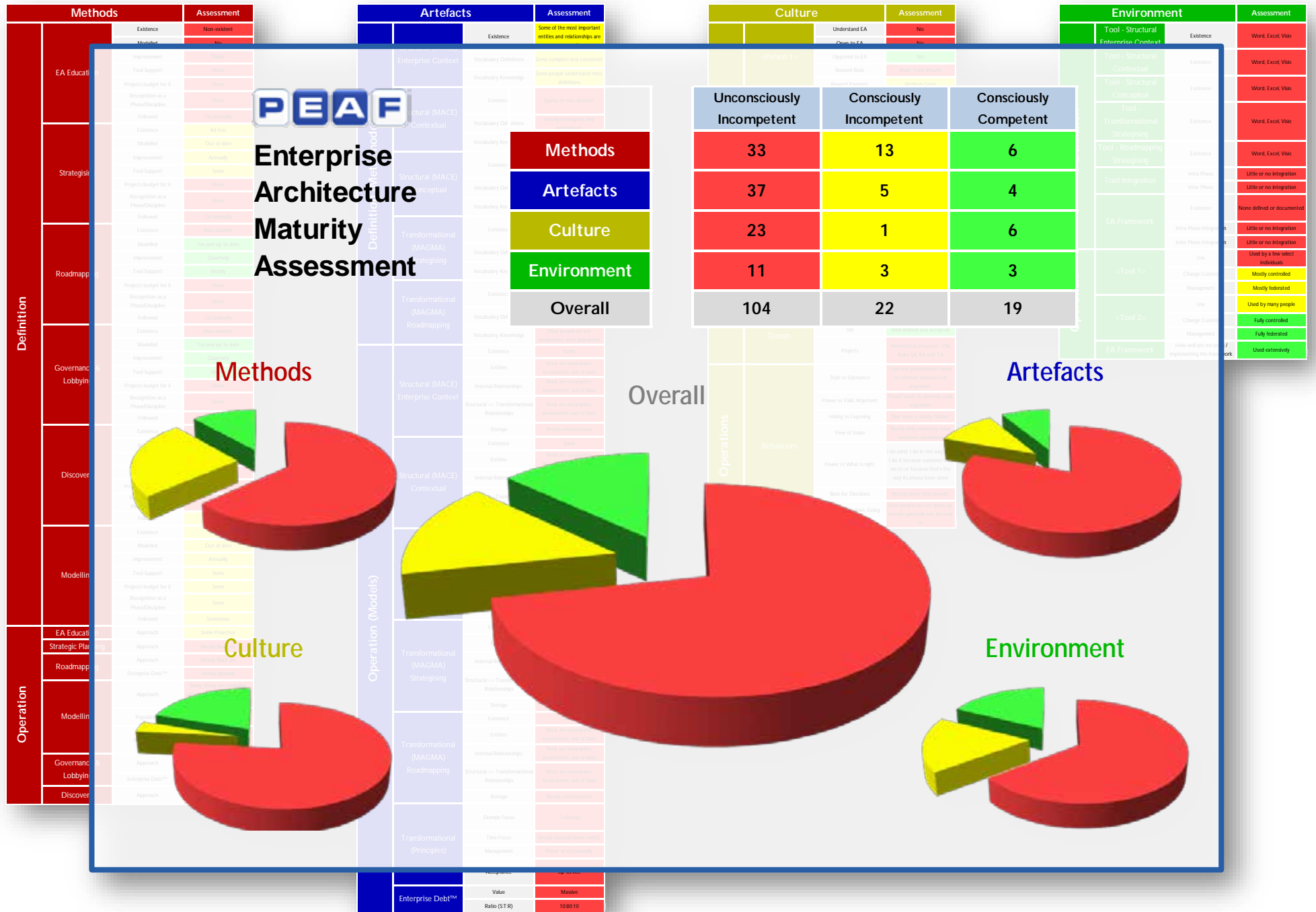
Adoption

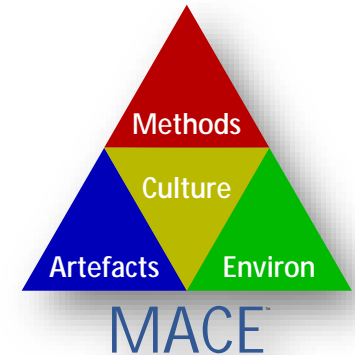
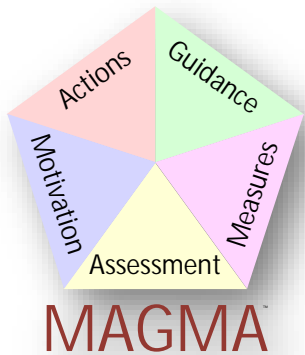
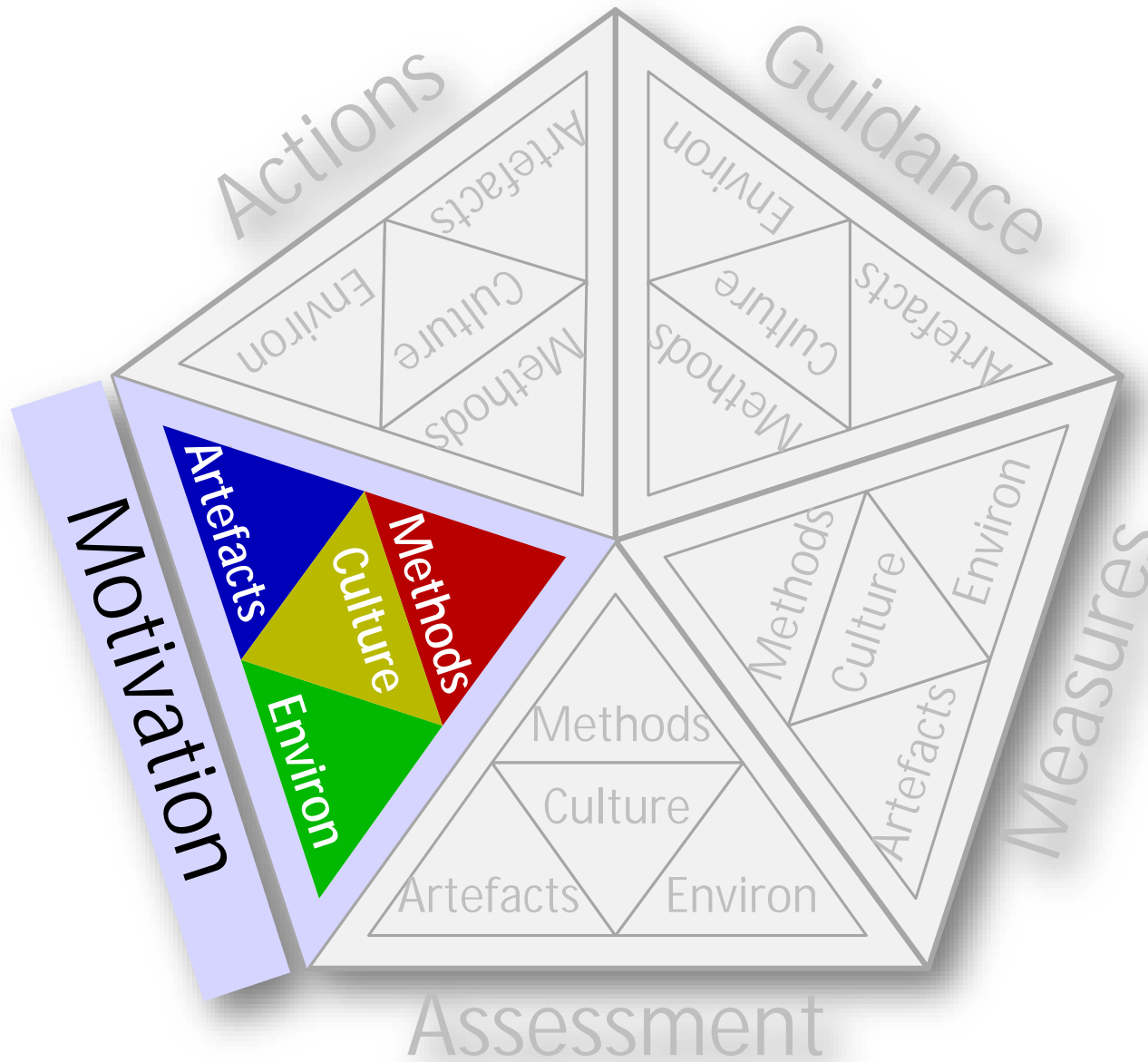
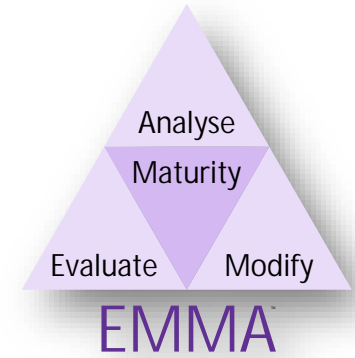
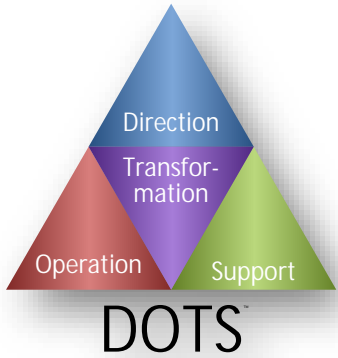


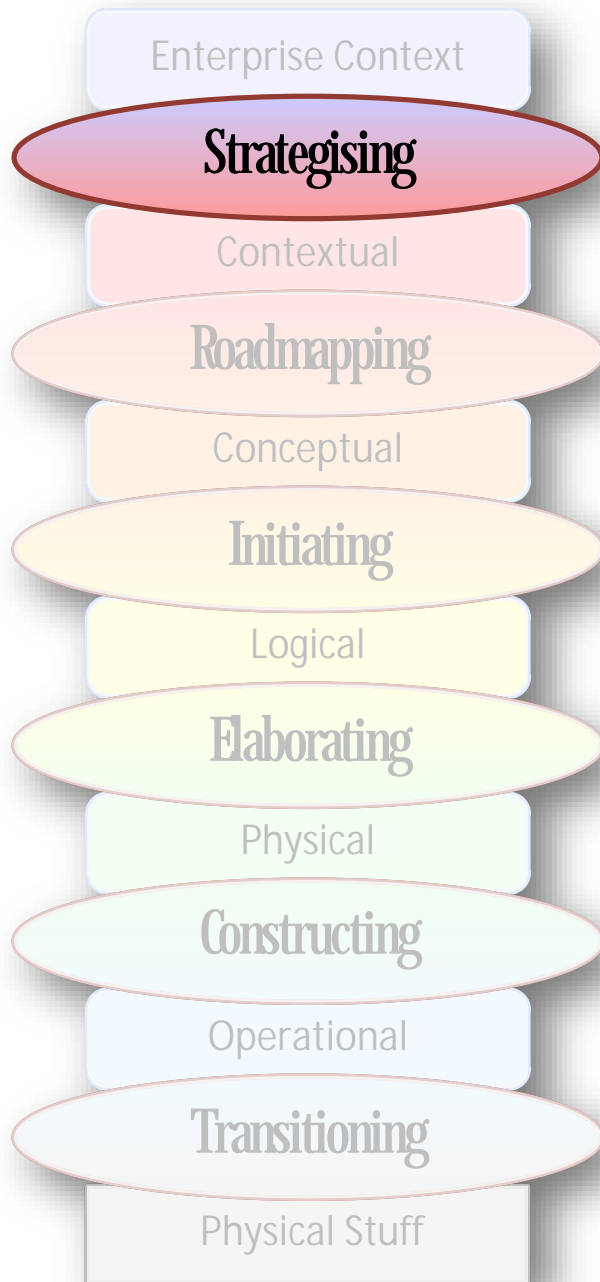


Measures		Level 1 Unconsciously Incompetent Measures	Level 2 Consciously Incompetent Measures	Level 3 Consciously Competent Measures
Methods	Definition	Non-existent or undocumented	All existing and many documented	Mostly documented
	Operation	People just do what they think is best or what they have always done	Processes are generally followed but sometimes circumvented	Processes are always followed and only circumvented for good business reasons
Artefacts	Definition	Some exist but tend to be limited, incomplete, inconsistent, out of date and stored in unstructured way	Many exist and many are complete, consistent, up to date and defined in structured way	Most exist and most are complete and consistent and defined in structured way
	Operation	Most IT and tactically focussed	Some Enterprise and strategically focussed	Most Enterprise and strategically focussed
Culture	Definition	Culture is not recognised as something to be modelled and understood	Some Cultural aspects are modelled	Most Cultural aspects are modelled
	Operation	Authoritarianism	Common Sense	Meritocracy
Environ	Definition	Ad-hoc, no integration	Pragmatic Tools and Frameworks, mostly integrated	Refined Tools and Frameworks, fully integrated
	Operation	Used by a few select individuals Haphazard or non-existent Centralised	Used by many people Mostly controlled Mostly federated	Used by most people Fully controlled Fully federated









Strategising

Problem:

We have a difficulty in expressing our intents and how the different aspects relate to each other in such a way to be useful for others to create efficient and effective Transformational plans that support those aspirations.

Opportunity:

If we can understand the Enterprise structure better and how it fits into the wider market and environment we would be better able to exploit new and emerging markets and products.

Roadmapping

Problem:

Roadmapping does not produce plans of the required quality that align to the Strategic Plan resulting in massive waste in time and money.

Opportunity:

If we can understand the portfolio better and how it fits into the Enterprise Strategy and the Enterprise's structure we would be better able to create a more integrated and appropriate project portfolio that supports the Enterprise Strategy.

Enterprise Context

Strategising

Contextual

Roadmapping

Conceptual

Initiating

Logical

Elaborating

Physical

Constructing

Operational

Transitioning

Physical Stuff

Enterprise Context

Strategising

Contextual

Roadmapping

Conceptual

Initiating

Logical

Elaborating

Physical

Constructing

Operational

Transitioning

Physical Stuff

Problem:

There are problems in how the Structural and Transformational artefacts of Strategising Roadmapping and Initiating relate to each other and work together, which means the desired output at the bottom becomes disconnected from the intent at the top.

Opportunity:

If we can put in place things to make this information more coherent, traceability and impact assessment will become much easier.

Not clear

Not
documented

No clear
ownership

Serious knock-
on problems

Project Governance & Lobbying

Problem:

Projects diverge from the strategic plans and roadmaps that are not considered or dealt with appropriately resulting in massive waste in time and money.

Opportunity:

If we can expose where misalignment is happening at the time it is happening, we would be better able to reduce the cost and pain of realignment and be better able to keep the executing projects in alignment where it is appropriate.

Enterprise Context

Strategising

Contextual

Roadmapping

Governance

Conceptual

Lobbying

Initiating

Logical

Elaborating

Physical

Constructing

Operational

Transitioning

Physical Stuff

Scattered all
over the
Enterprise

No clear
version of the
truth

Out of date

“Owned” by
multiple people

Utilise different
semantics

Stored in
unstructured
formats

Exist in many
and varied
locations

Stored in
many different
formats

Difficult to find

Cultural

Technology Issues

Issues

Process Issues

Communication and knowledge transfer are the keys to mitigating most of the risks associated with EA adoption.

For this reason, good quality and continuous knowledge transfer is mandatory if an increase in EA maturity is to be a success.

**If it is not done, or done badly,
your EA Initiative WILL FAIL.**

**This is not a risk.
This is a Certainty.**

If we wanted to be able to...

- Clearly identify the products/deliverables of projects.
- Ensure that they are produced on time and to budget.
- Focus attention on the quality of Products/Deliverables.
- Make the progress of projects more visible to management.
- Ensure that work progresses in the correct sequence.
- Involve senior management at the right time and in the right place.
- Allow projects to be stopped and, if required, re-started completely under management control, at any time in the project's life.

Can we achieve all these things without utilising a Project Management framework like PRINCE2?

Will utilising a Project Management framework like PRINCE2 guarantee we will achieve these things?

If we wanted to be able to...

- Reduce costs, Reduce complexity, Reduce risk, Reduce cost of ownership
- Reduce the time to make valid decisions
- Increase ease of change, Increase flexibility
- Sweat the assets, Deal with Compliance
- Improve the Business IT relationship, improve IT Governance
- Identifying and implementing process improvements
- Delivering projects to enable business growth
- Linking business and IT strategies

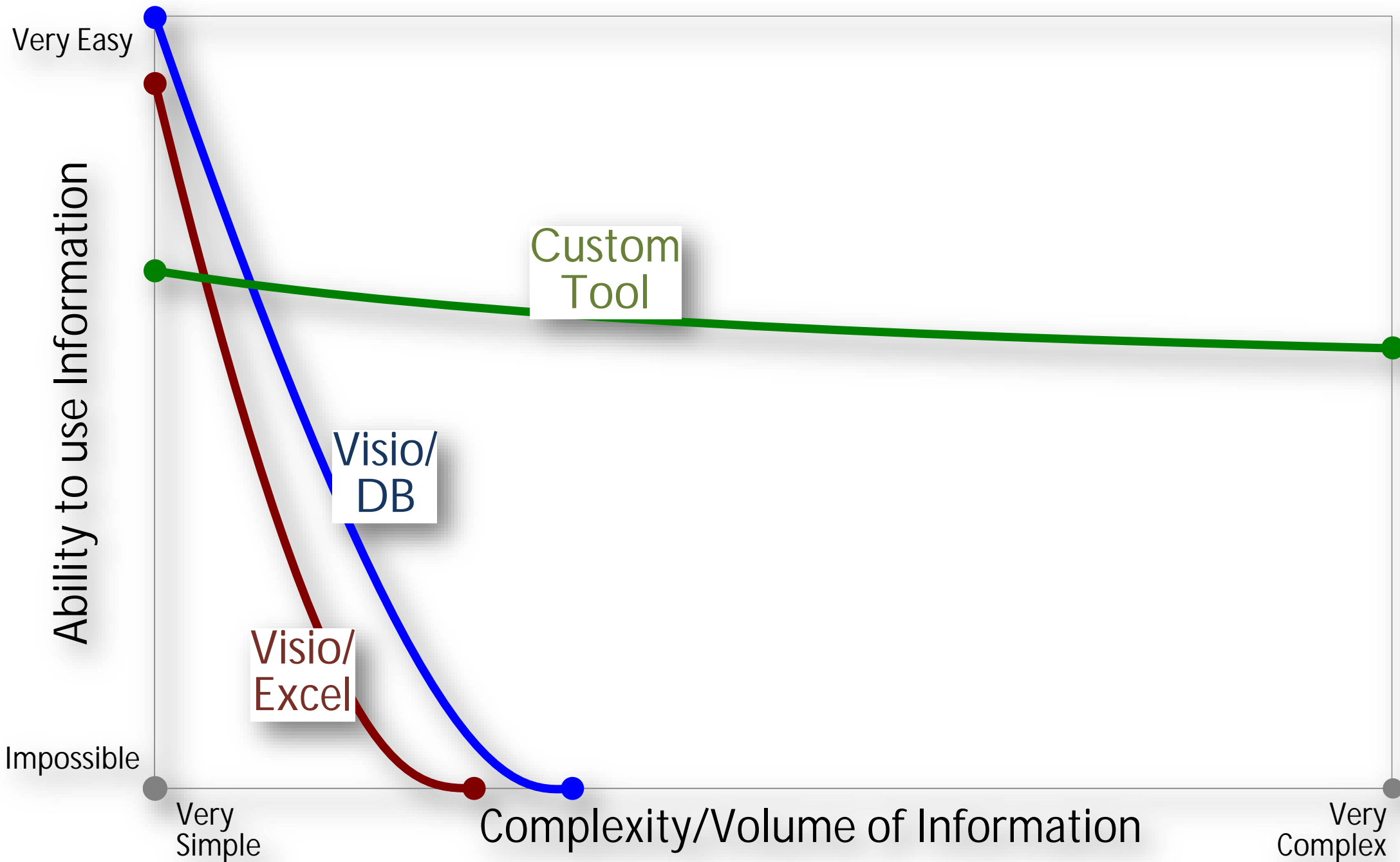
Can we achieve all these things without utilising an EA Framework like PEAFF?

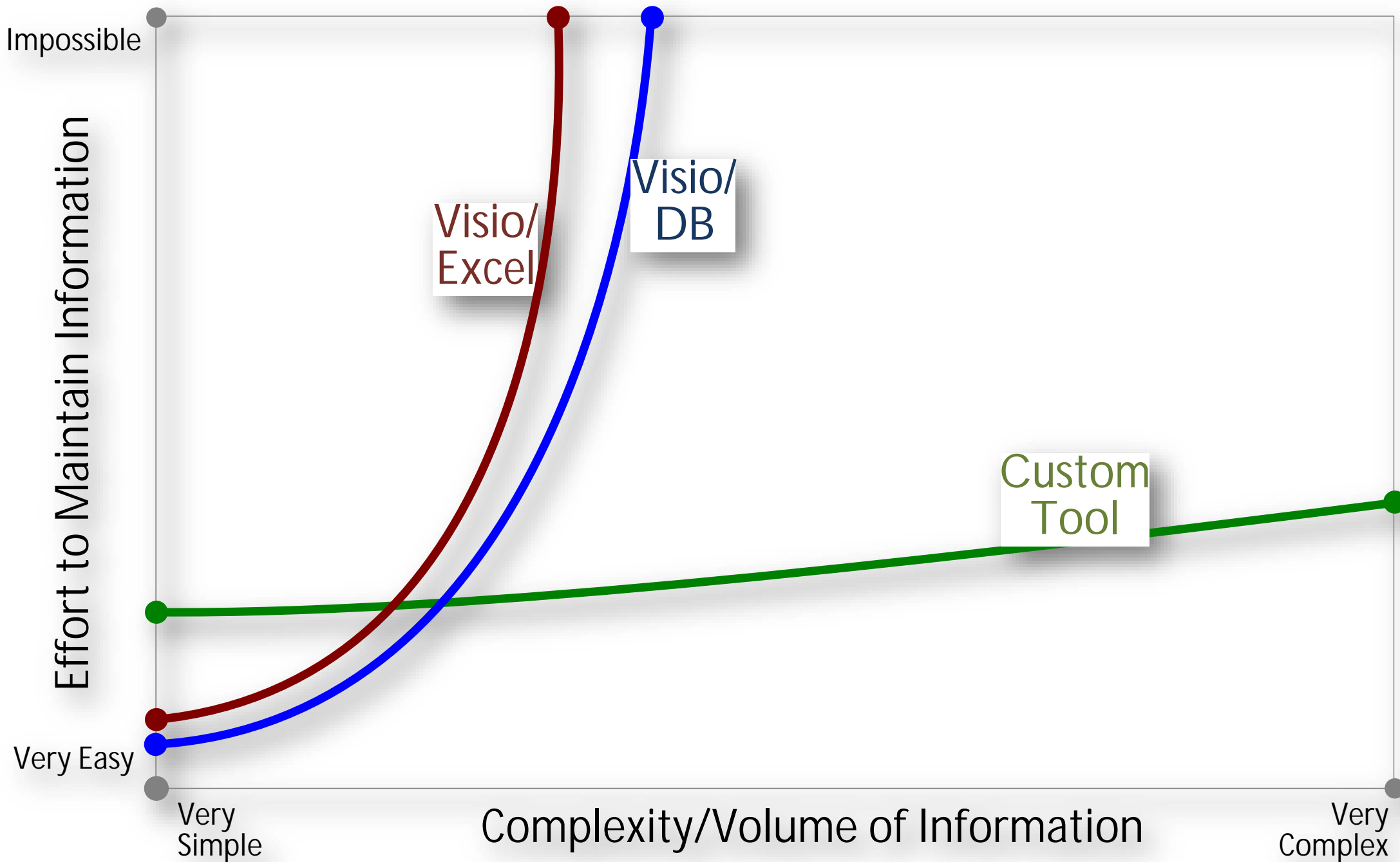
Will utilising an EA Framework like PEAFF guarantee we will achieve these things?

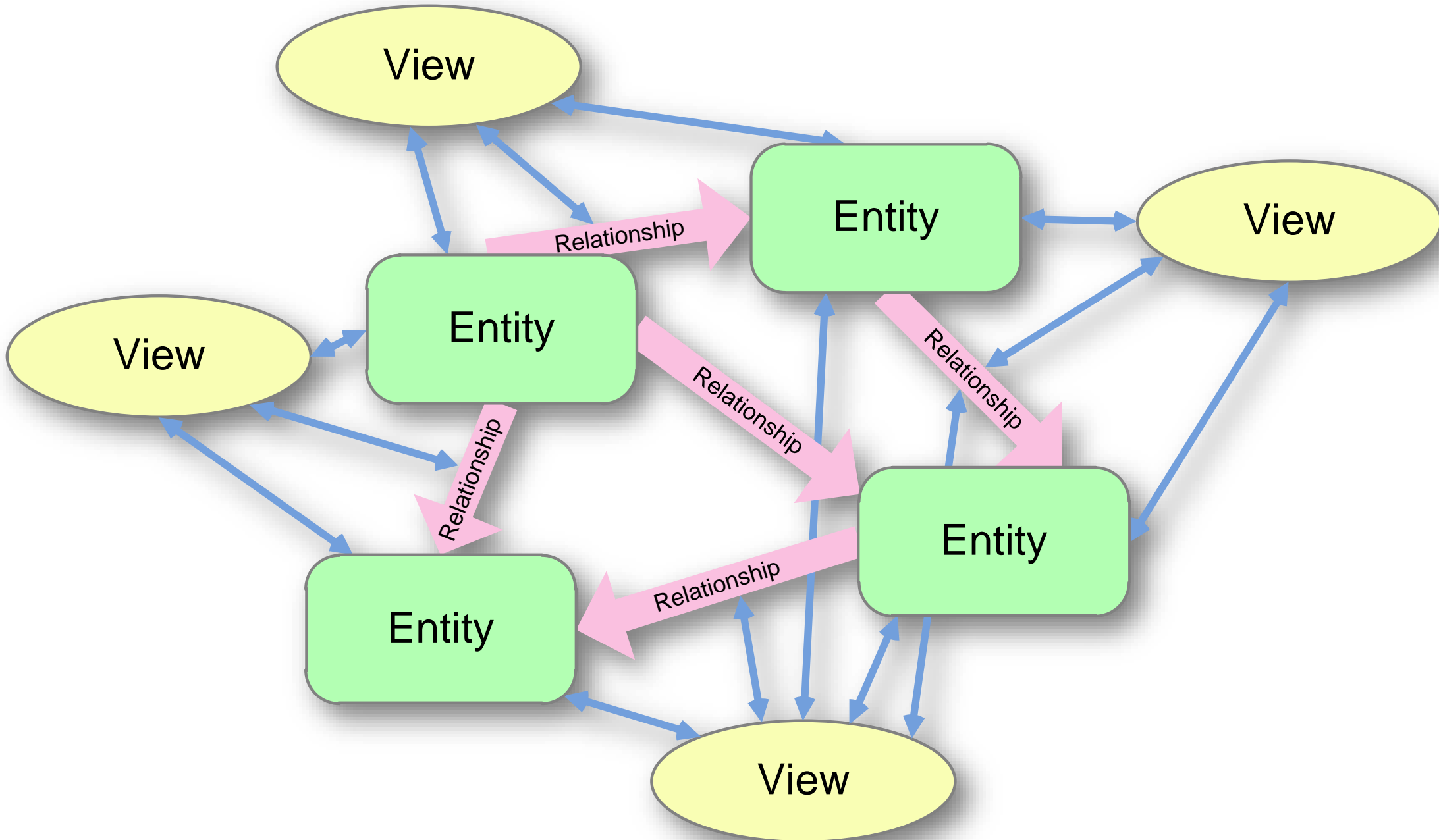
Can we just use Visio?

Yes, but...

	Visio + Excel	Visio + Database	Custom Tool
Training	None	Some	Extensive
Entity Consistency	Manual	Automatic	Automatic
Relationship Consistency	Manual	Manual	Automatic
Cost	Minimal	Small	Visible







	EA Model	CMDB
Purpose	Planning	Operational
Phases	Strategising, Roadmapping	Construction / Transitioning
Type	Conceptual / Logical	Physical / Operational
Detail	Low	High
Used By	Management / Architects	Developers / Change Managers

EA Model - Scope

Strategic

Business
Current

Intermediate

Intermediate

Intermediate

Business
Target

Technical
Current

Intermediate

Intermediate

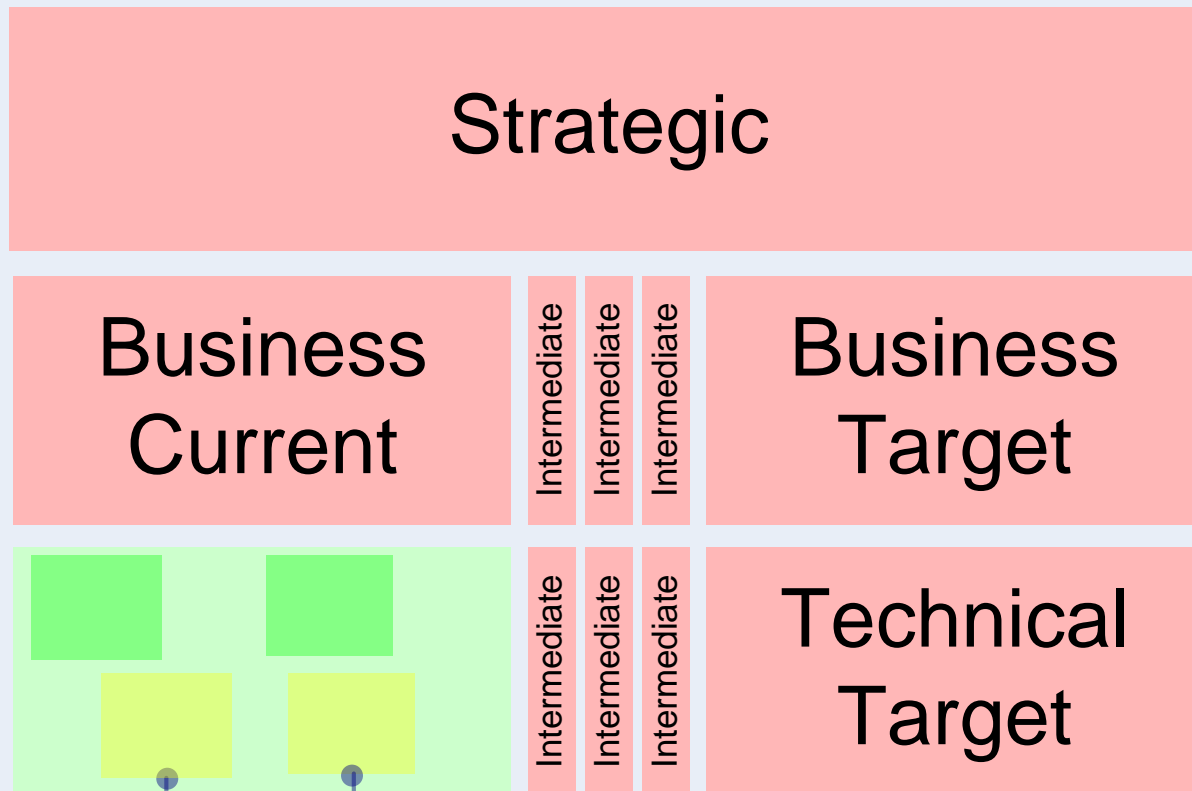
Intermediate

Technical
Target

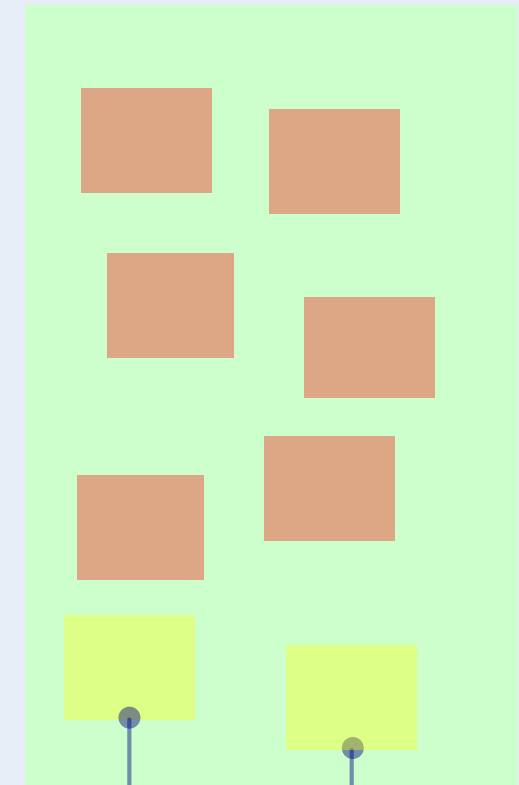
CMDB - Scope

Technical
Current

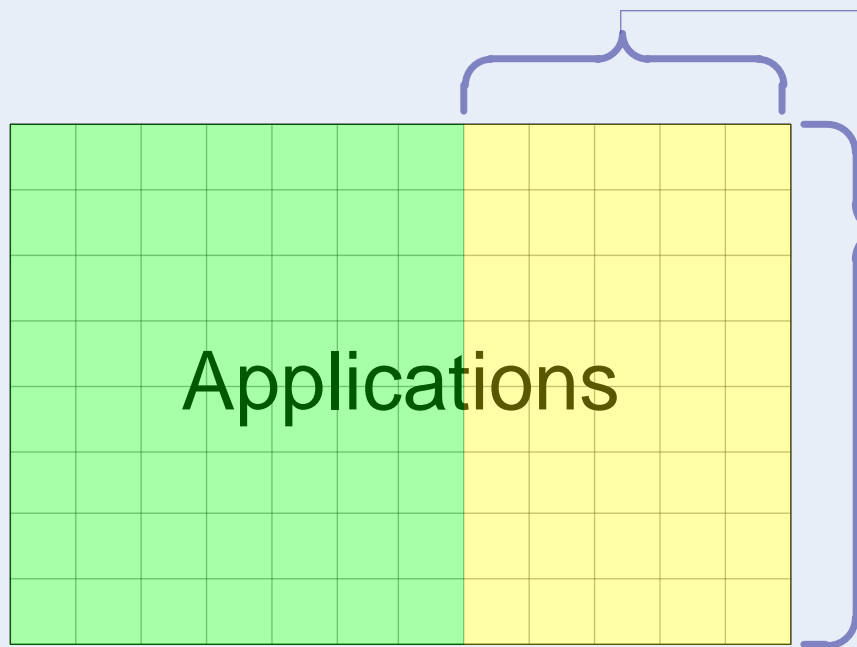
EA Model - Entities



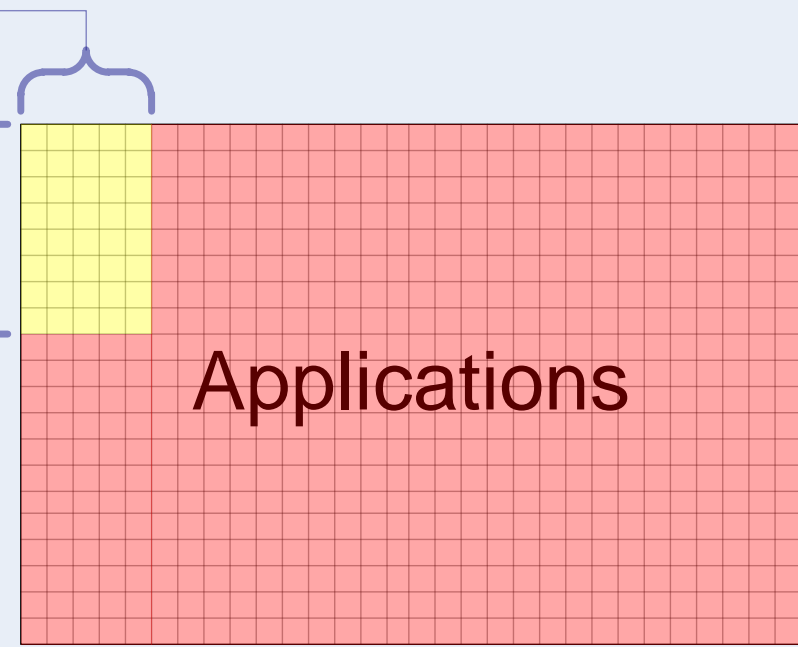
CMDB - Entities

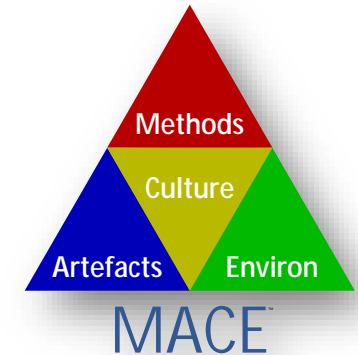
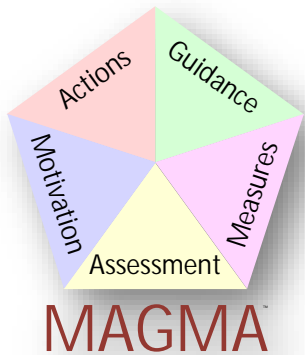
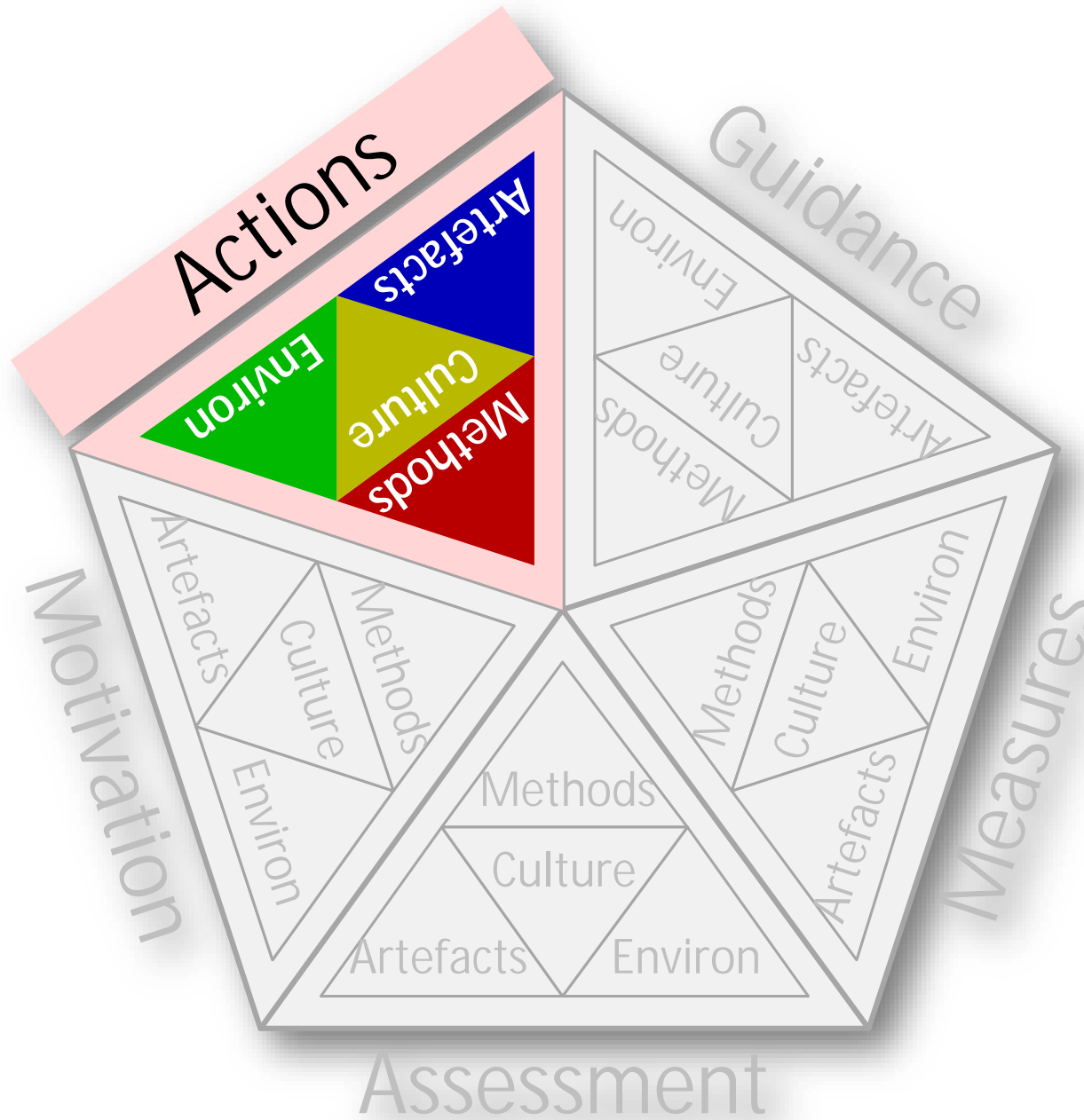
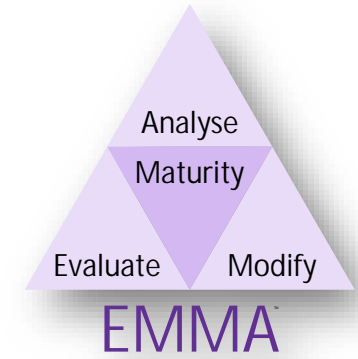
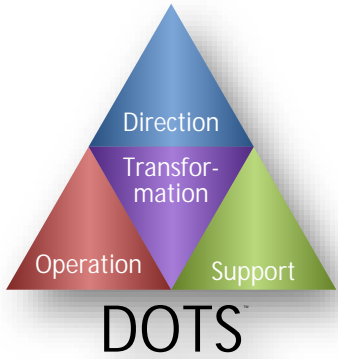


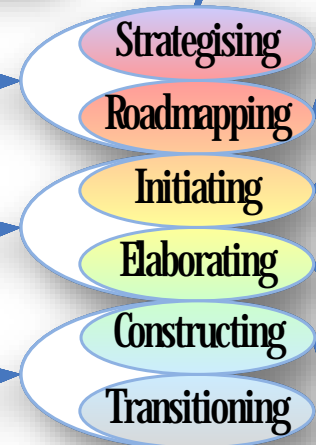
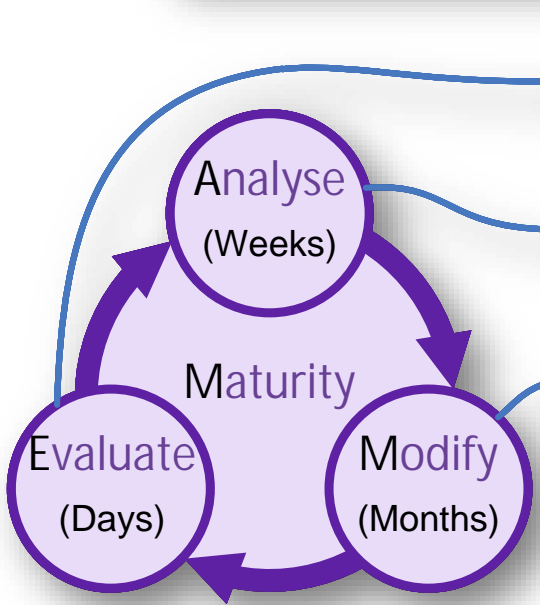
EA Model – Attributes



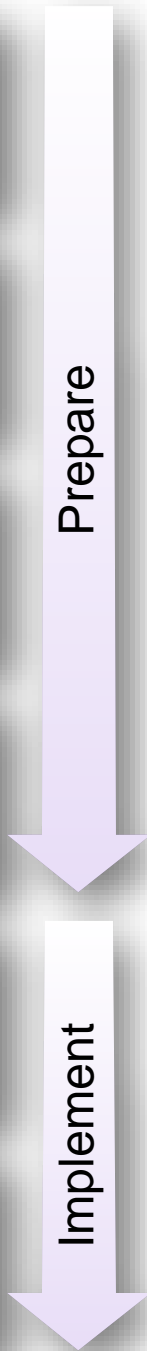
CMDB - Attributes





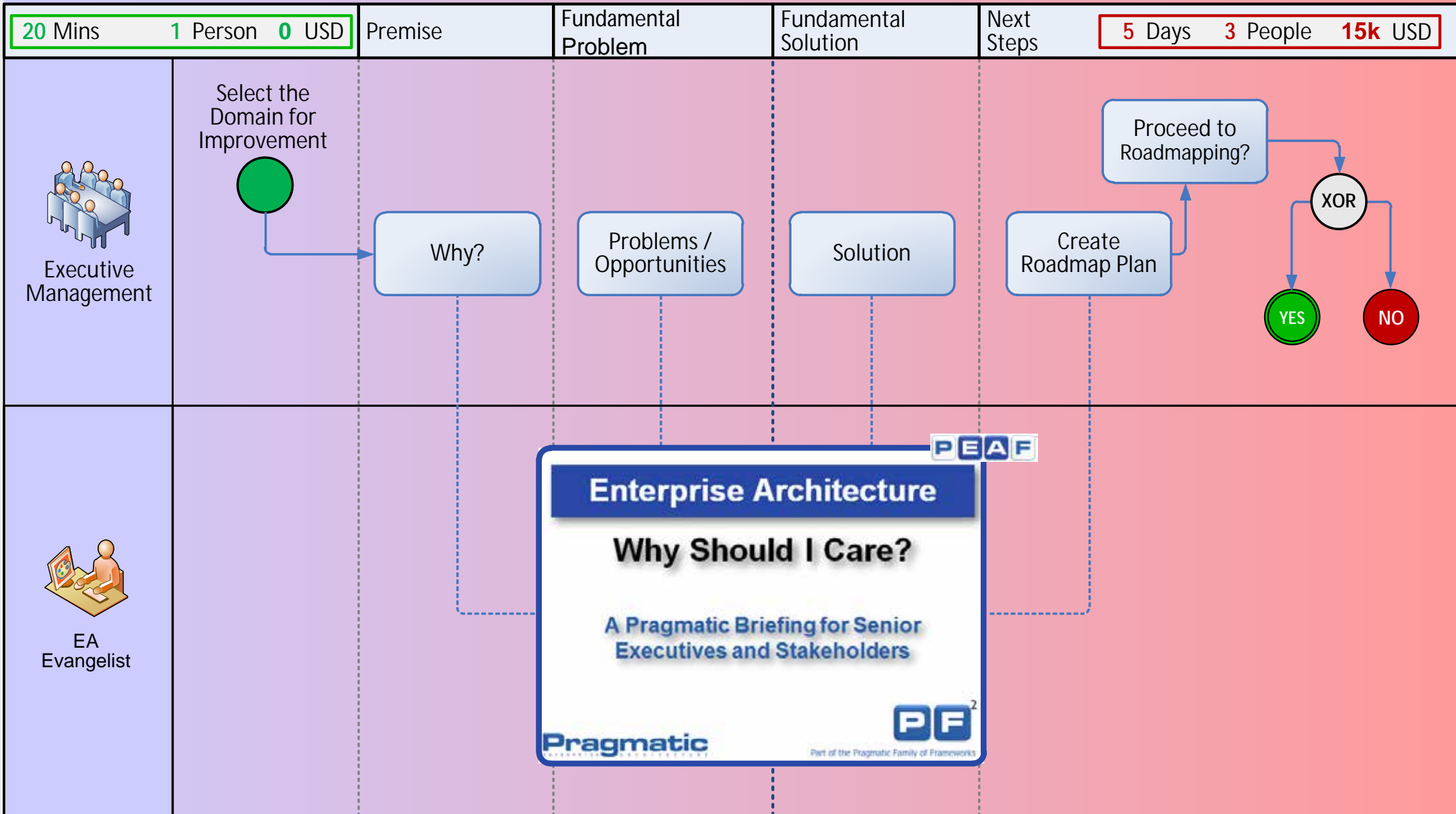


EA - Why Should I Care? Premise Fundamental Problem Fundamental Solution Next Steps 20 Mins 1 Person 0 USD 5 Days 3 People 15k USD			Strategising
Select EA - Framework Framework Awareness Framework Selection Consider Maturity (High Level) Next Steps 5 Days 3 People 15k USD 5 Days 5 People 20k USD			Roadmapping
Understand EA Framework Framework Training Agree Vision Next Steps 5 Days 5 People 20k USD 25 Days 5 People 0k USD			Initiating
Plan Rollout of EA Framework Mitigate Risks Consider Maturity (Detailed) Next Steps 25 Days 5 People 0k USD 60 Days 10 People 150k USD			Elaborating
Develop Changes Mitigate Risks Develop Methods, Artefacts, Culture & Environment Next Steps 60 Days 10 People 150k USD 30 Days 40 People 0 USD			Constructing
Rollout Changes Mitigate Risks Rollout Methods, Artefacts, Culture & Environment Next Steps 30 Days 40 People 0k USD			Transitioning



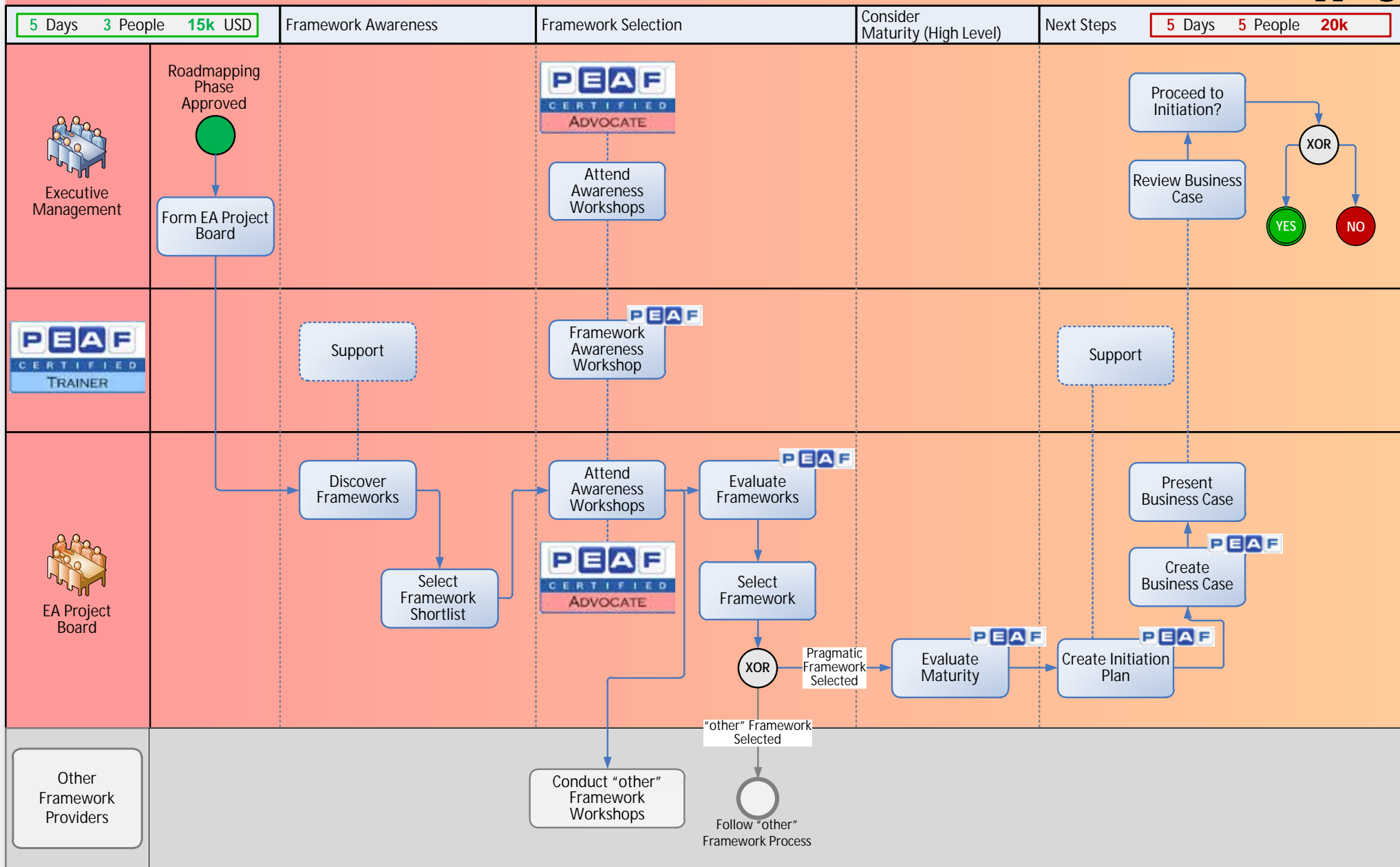
EA - Why Should I Care?

Strategising



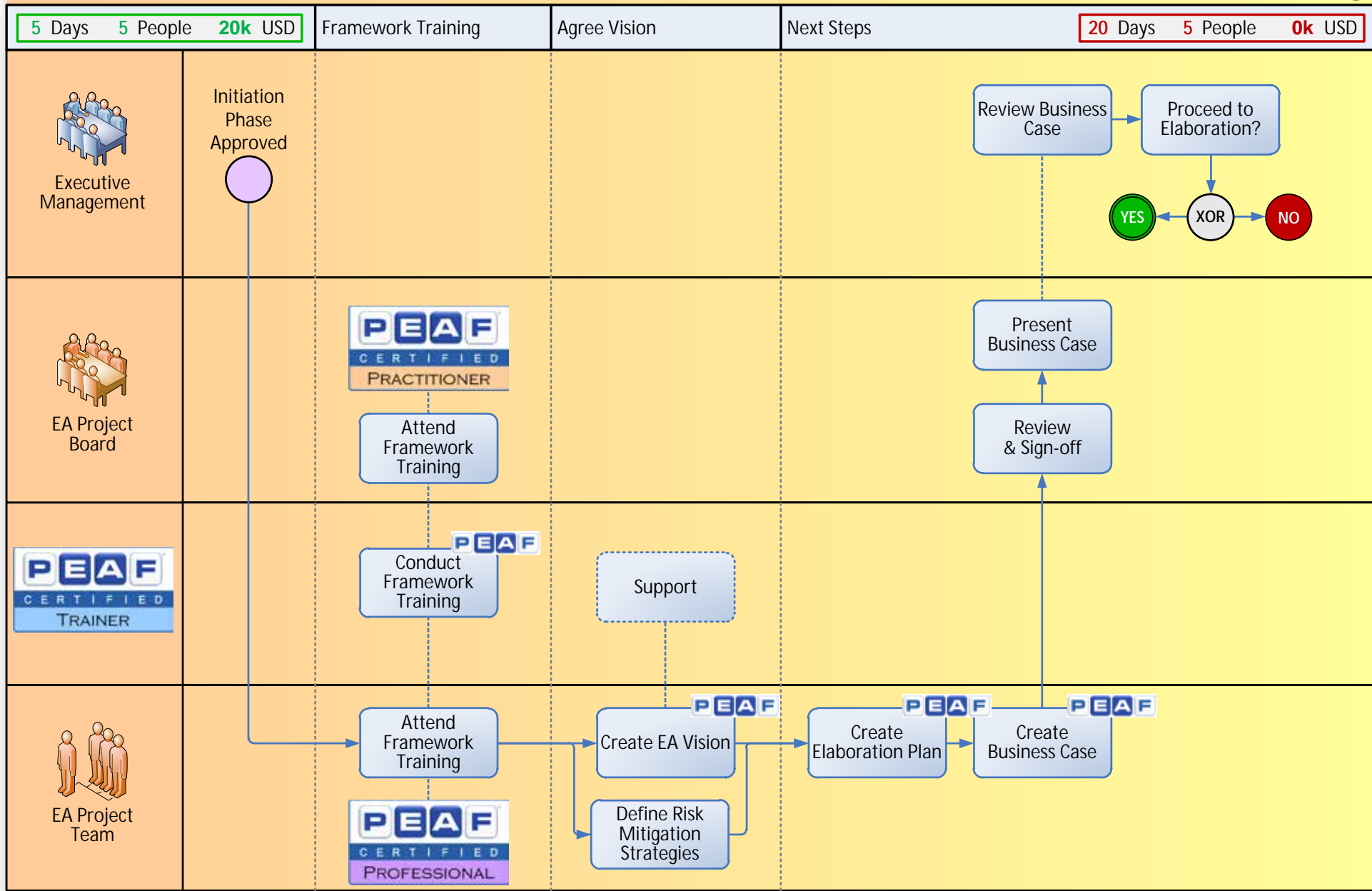
Select EA Framework

Roadmapping



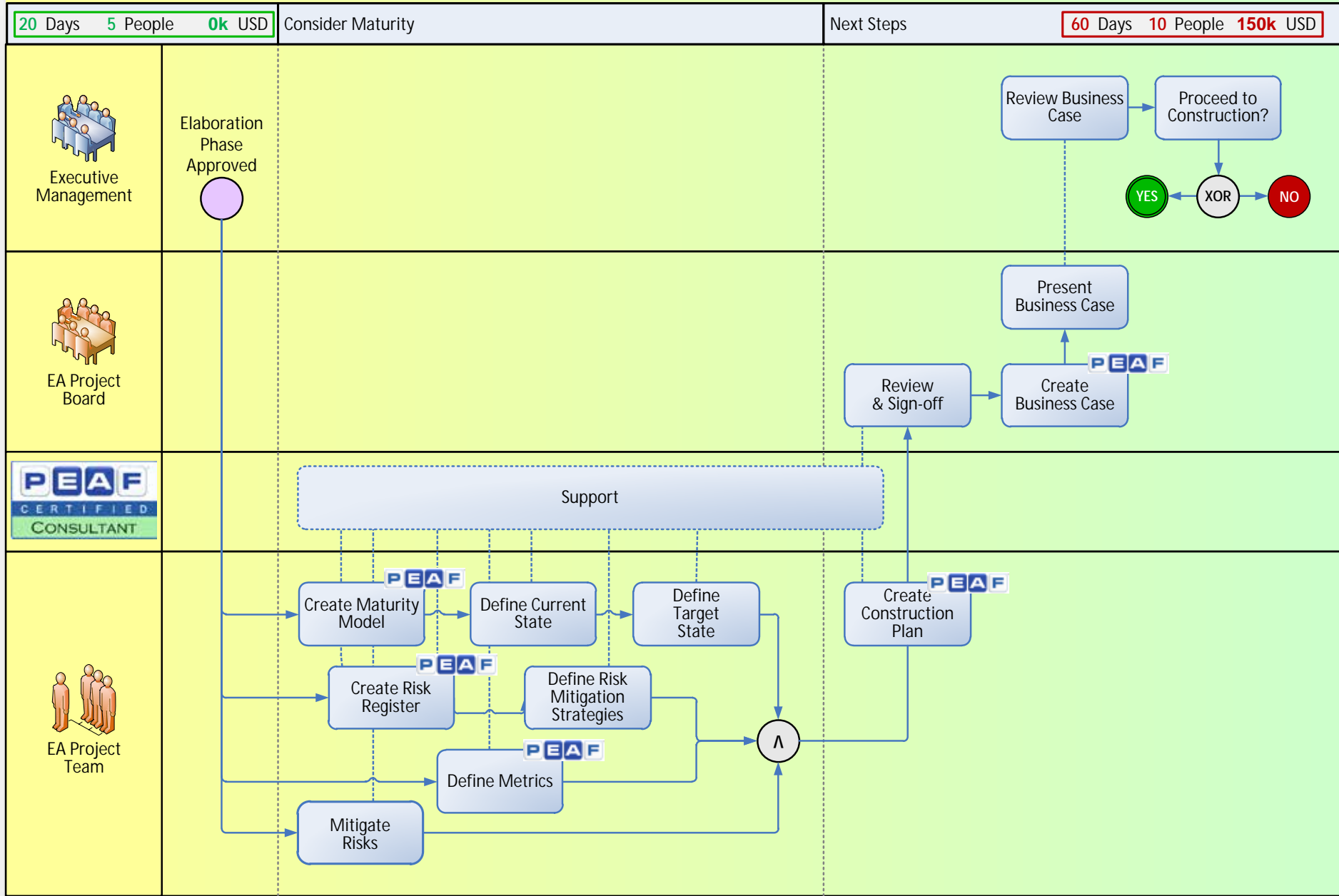
Understand EA Framework

Initiating



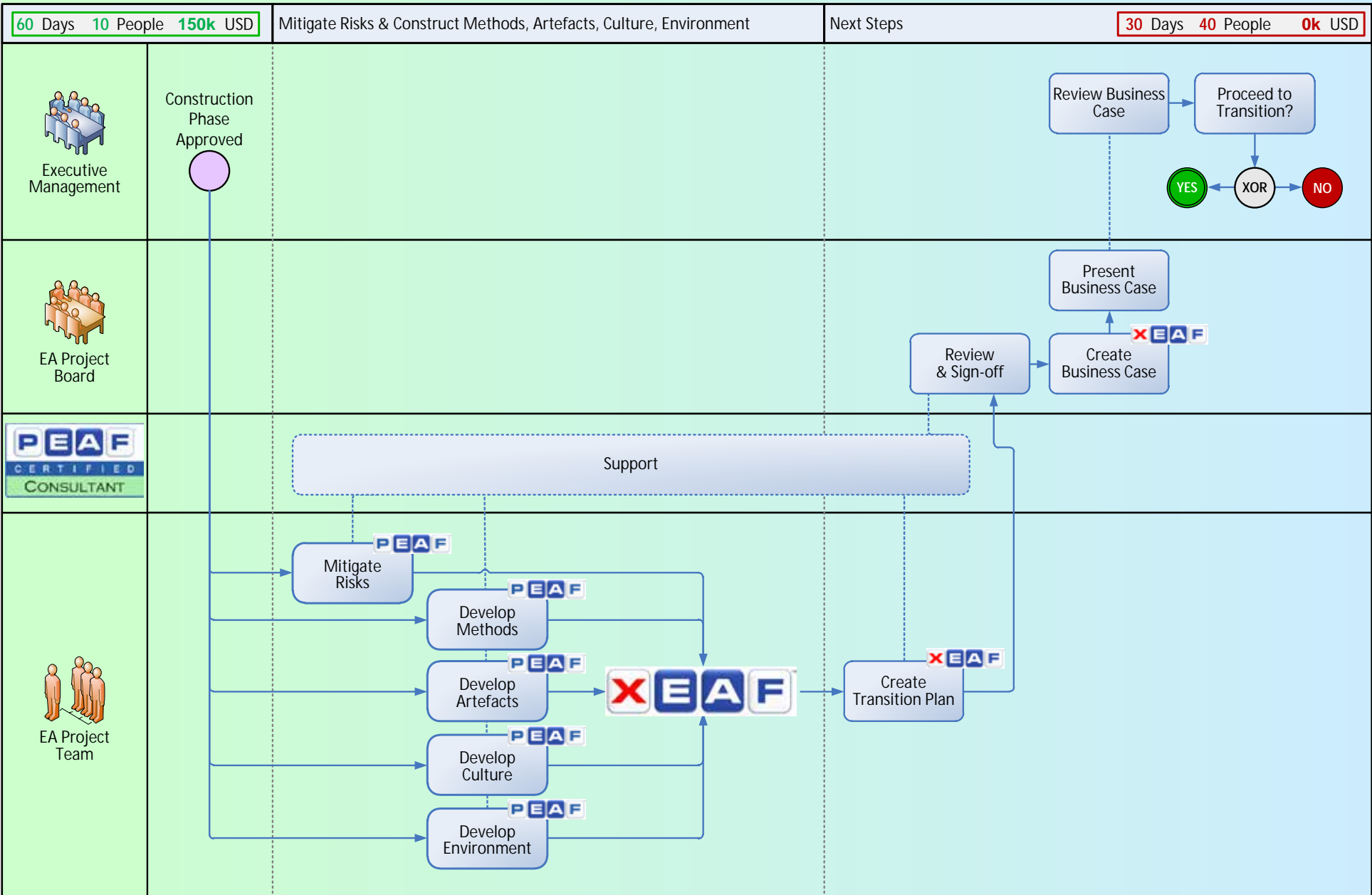
Elaborating

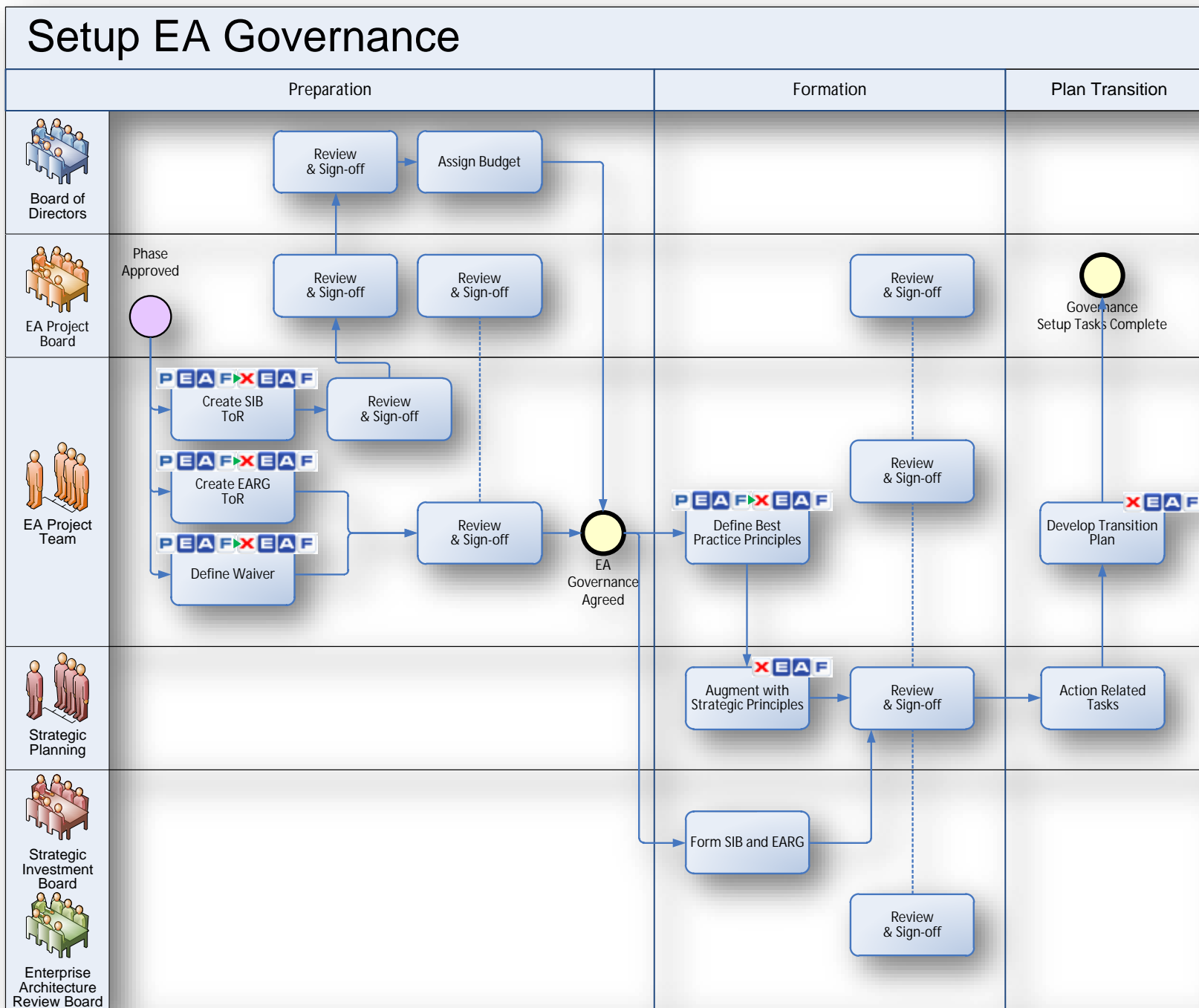
Plan Rollout of EA Framework

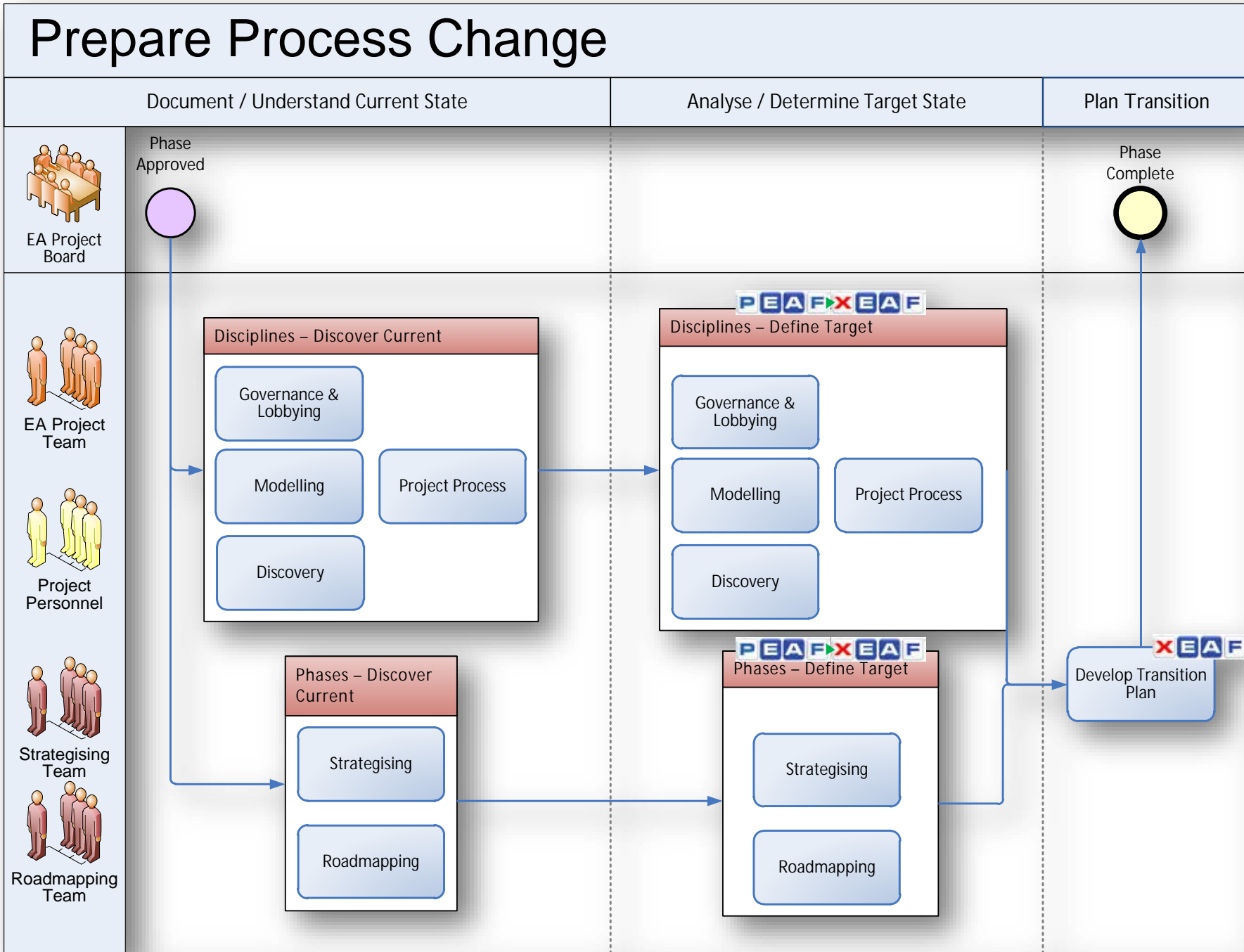


Develop EA Changes

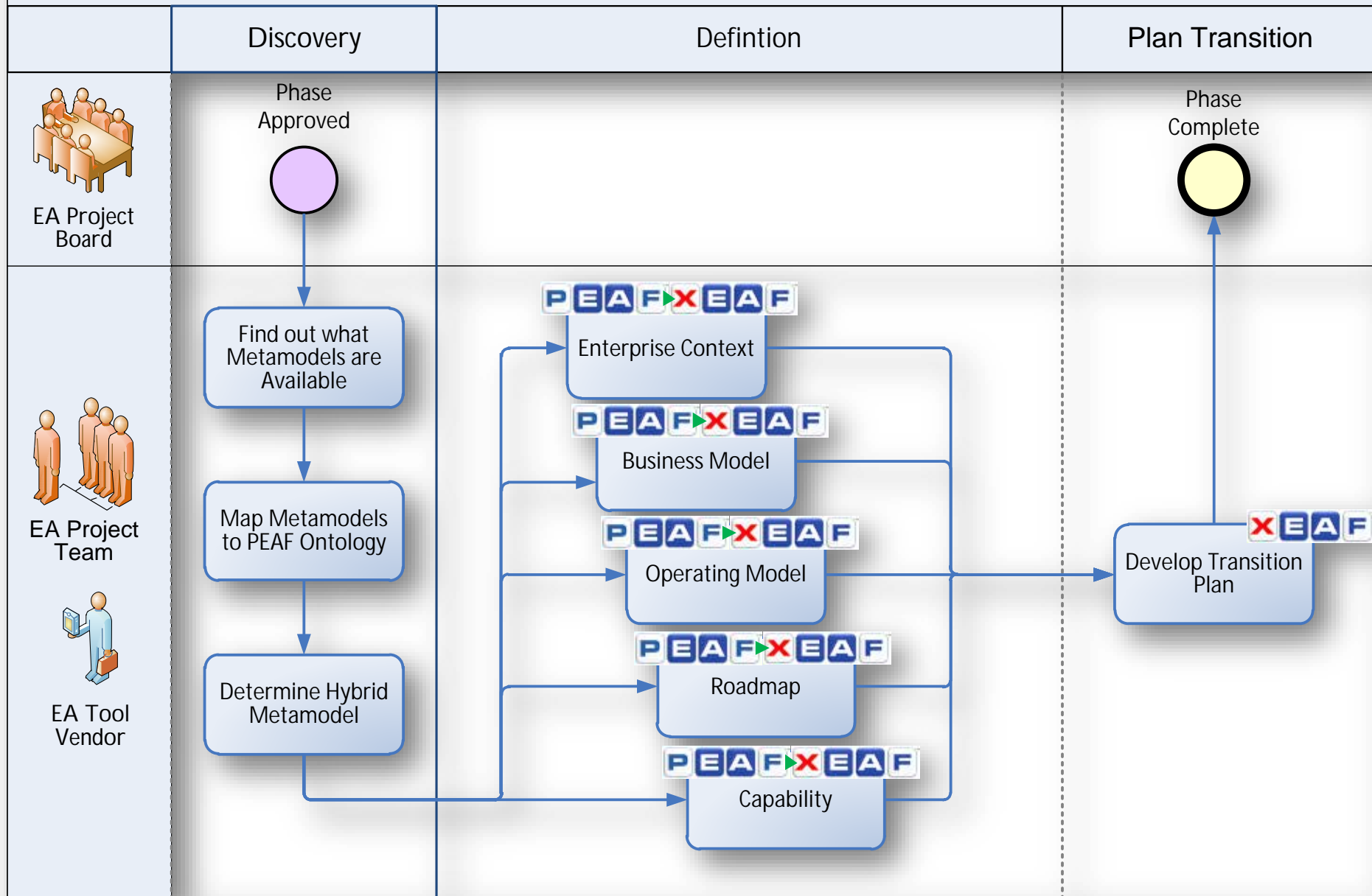
Constructing



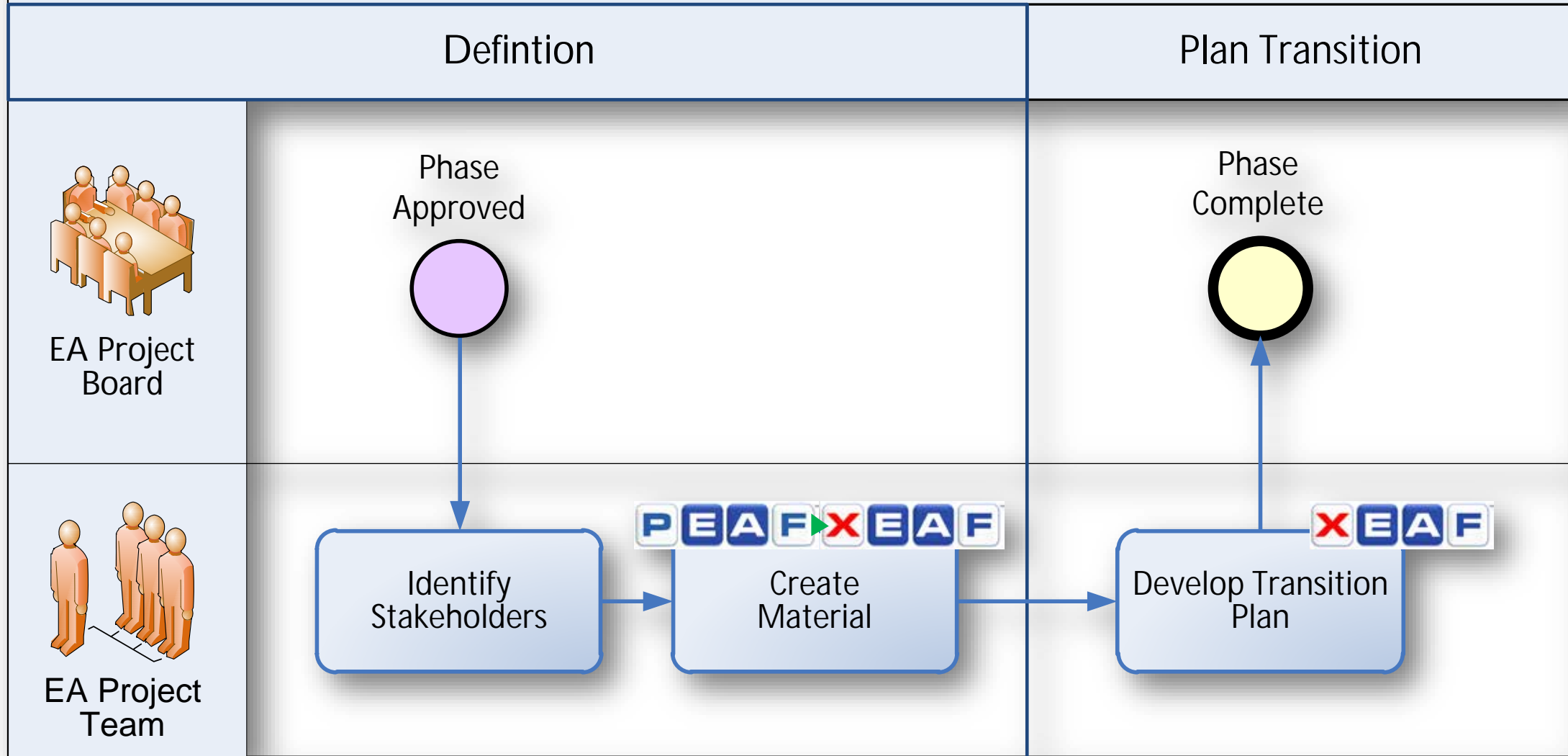




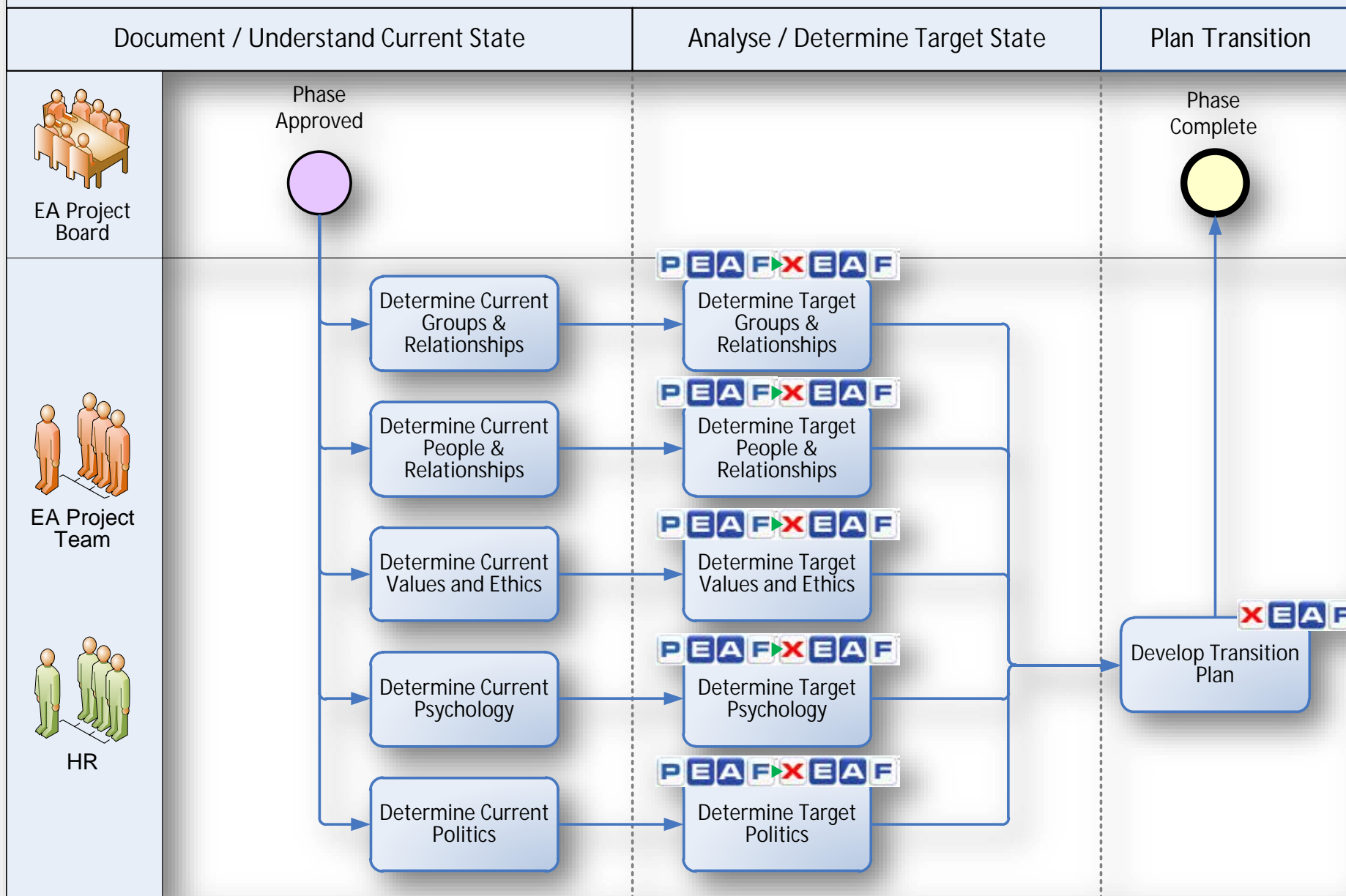
Define the EA Meta-model



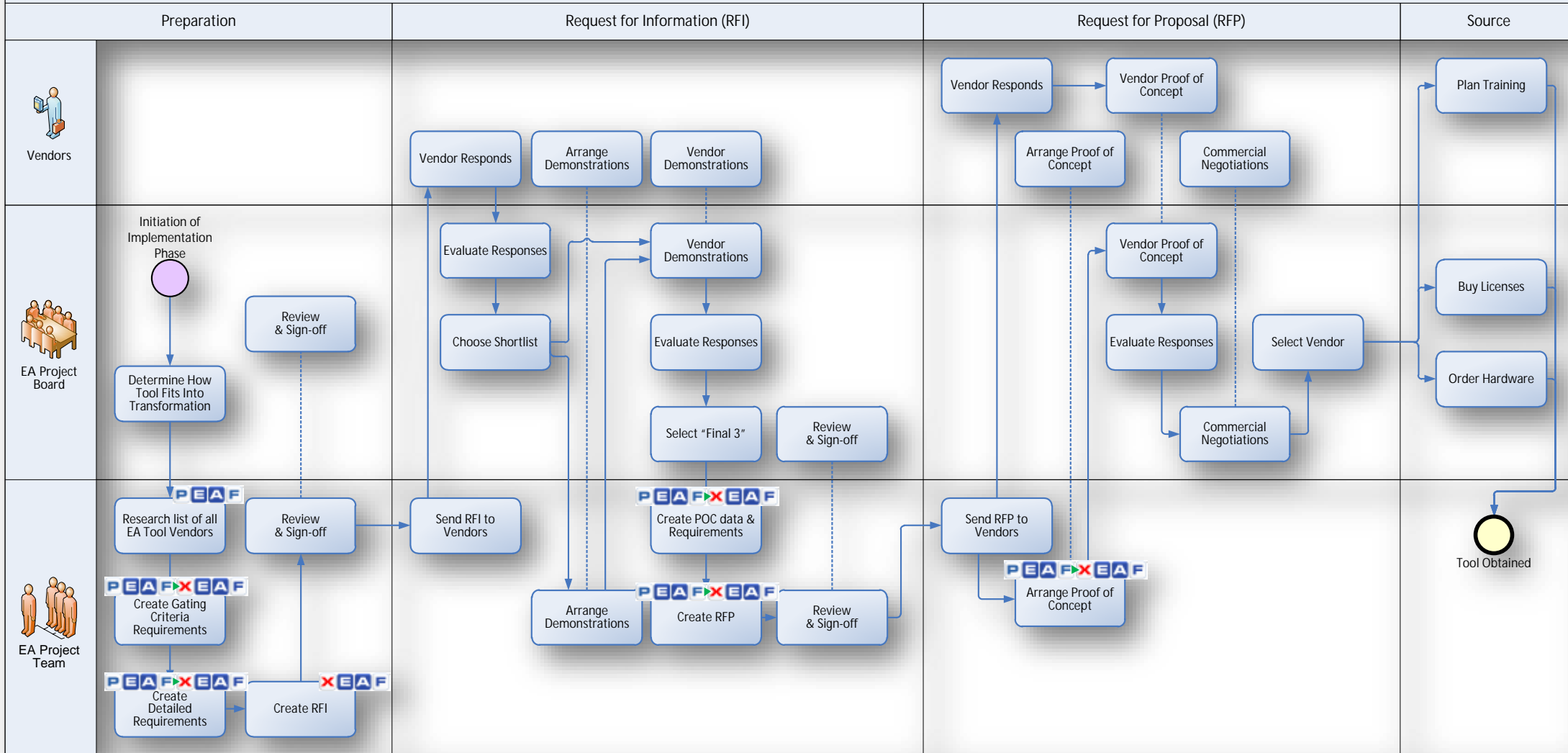
Prepare EA Education



Prepare Culture Change

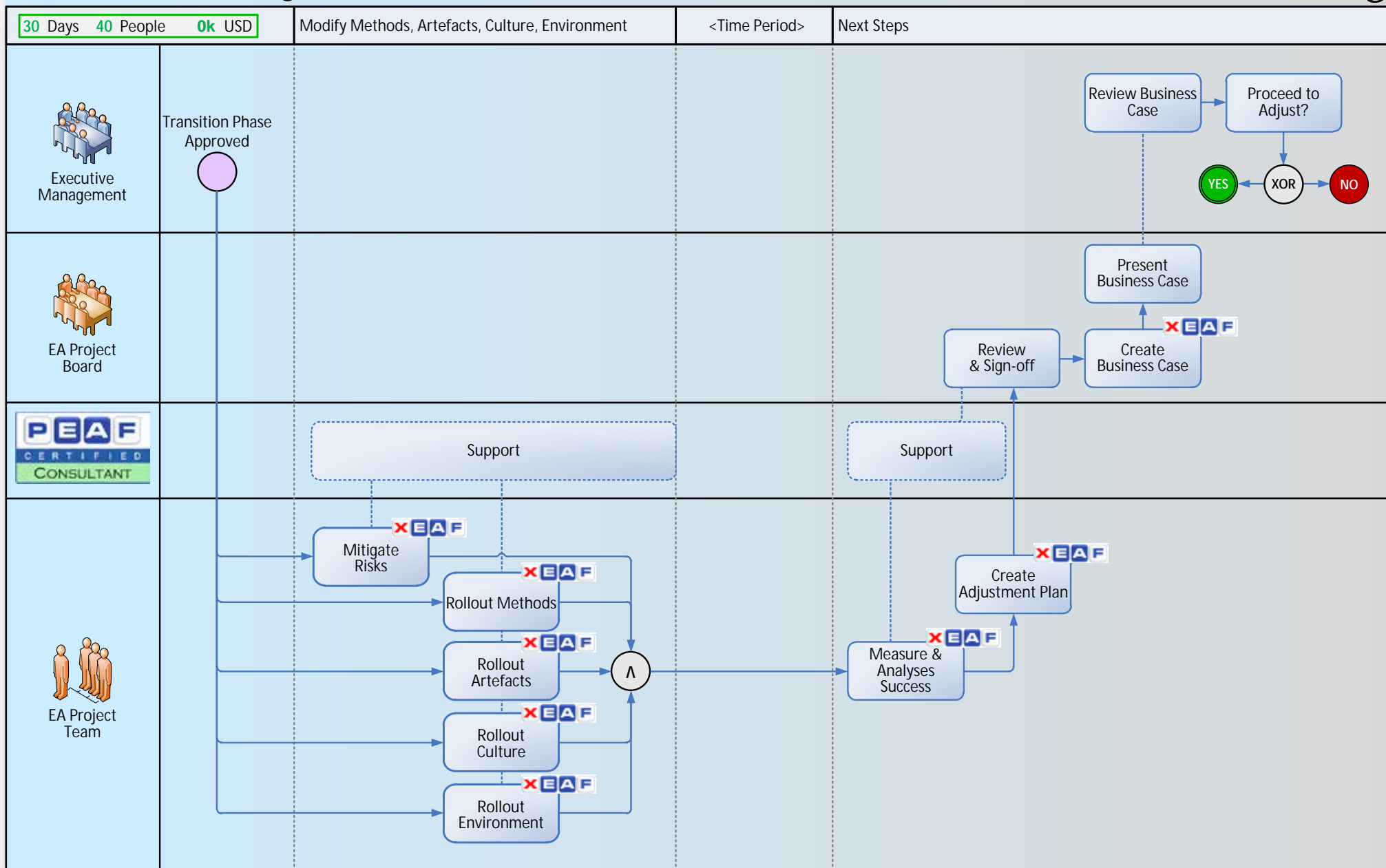


Select an EA Modelling Tool

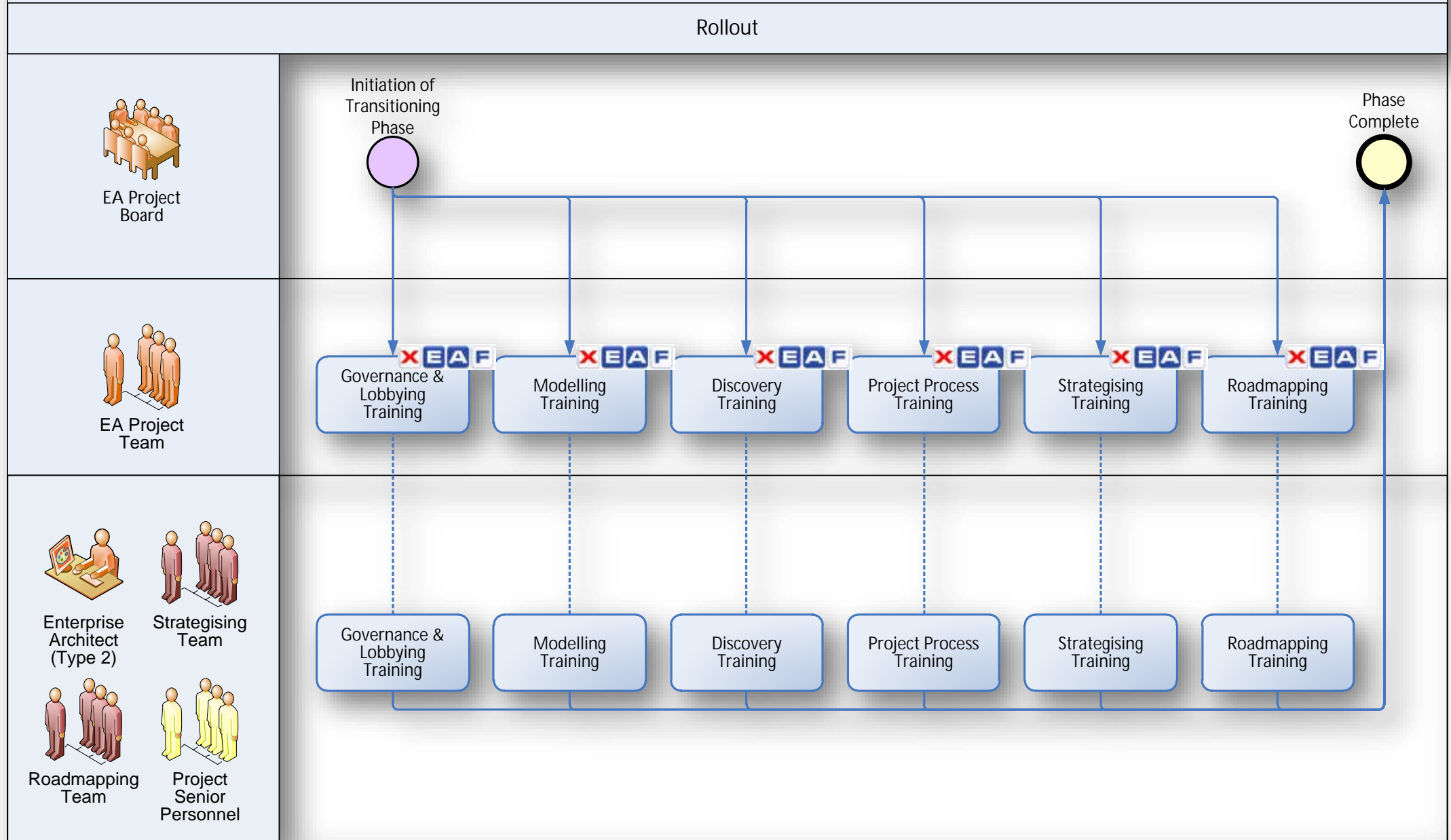


Rollout EA Changes

Transitioning



Rollout Process Change



Setup the EA Meta-model

Training

Installation

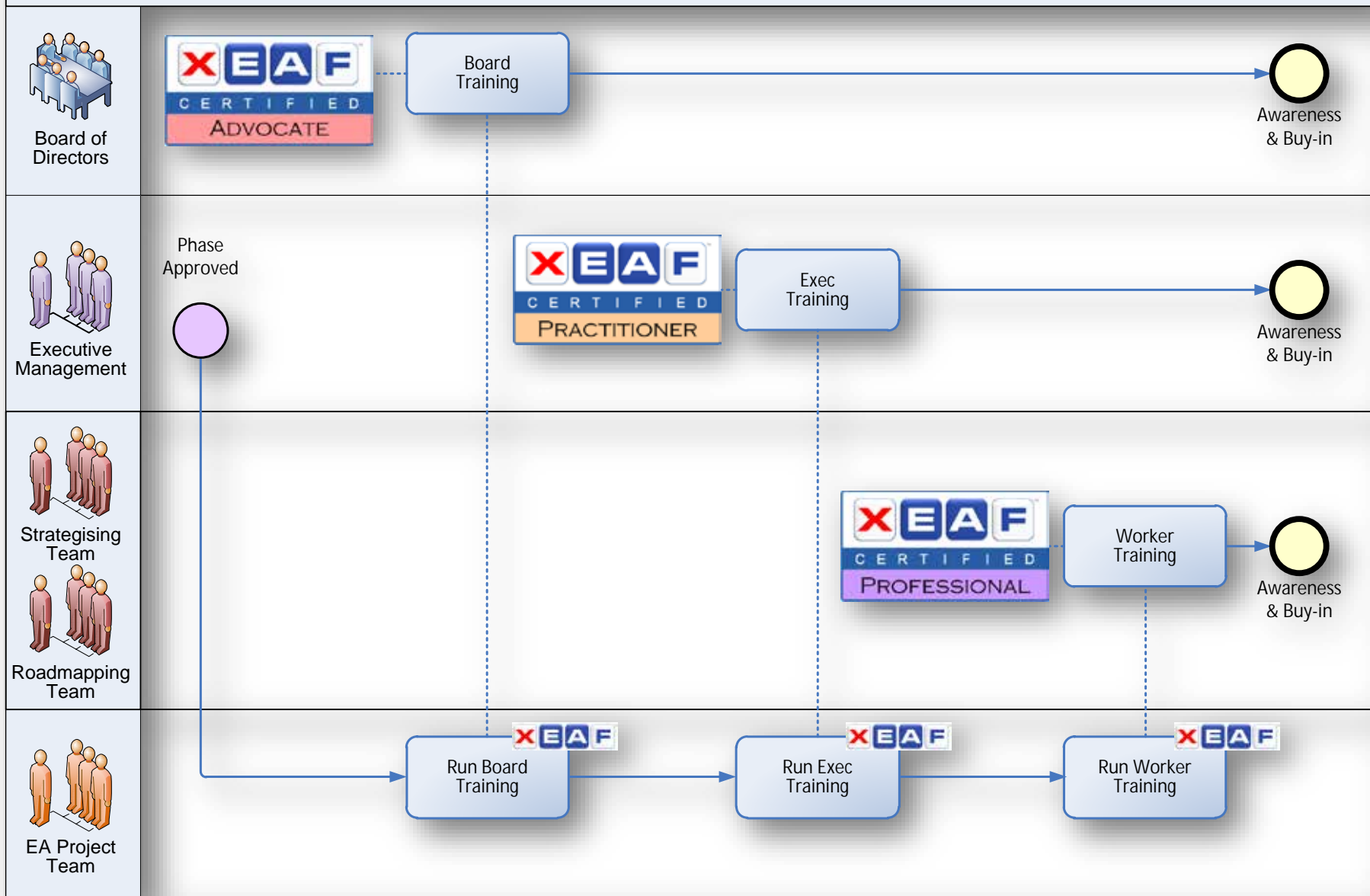


EA Tool Vendor

Enterprise Architect
(Type 2)Meta-modelling
TrainingSetup EA
Meta-modelInitiation of
Transition
PhaseMeta-modelling
TrainingSetup EA
Meta-modelMeta-model
setup

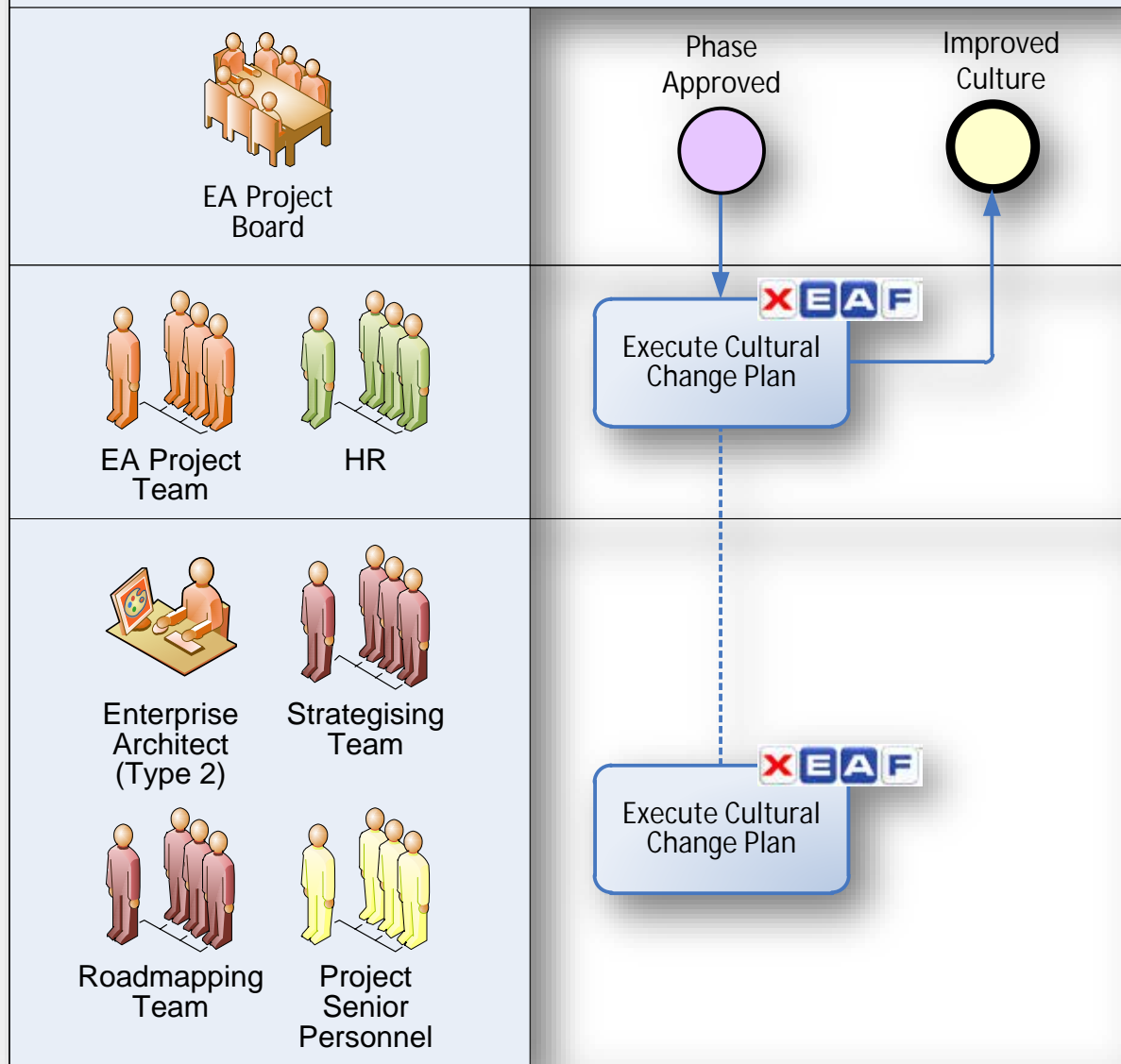
Provide EA Education

Provide

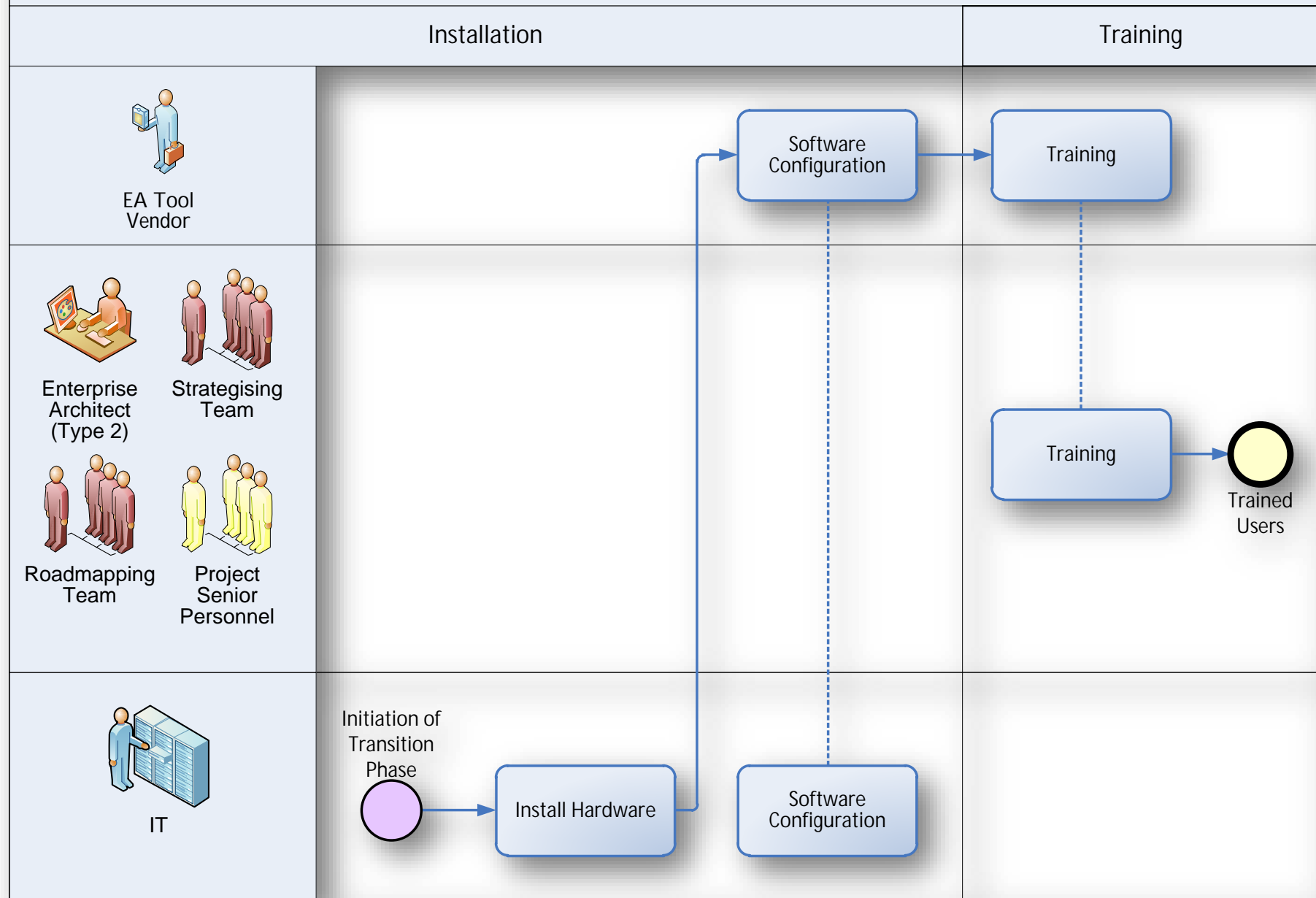


Rollout Culture Change

Change Culture



Rollout EA Modelling Tool



APPENDIX



WHY?

- We Care About Enterprises
- We Care About the People who Direct, Operate, Transform and Support Enterprises

WHERE?

- Born from Observing Failure

WHEN?

- PEAf v1 Released 2008 (v3 2014)
- POET v1 Released 2014

WHAT?

- Common Sense. Logic, Architecture, Engineering, Altruism, Honesty Integrity, Persistence, Passion

HOW?

- 150,000 Hours Thinking, 20,000 Hours Creating

WHO?

- Kevin Lee Smith
- 35+ Years in all phases of Enterprise Transformation
- Belbin: Plant · DISC: (7414) Result-Oriented
- MBTI: (INTJ) Independent, Individualistic, Visionary



Sources

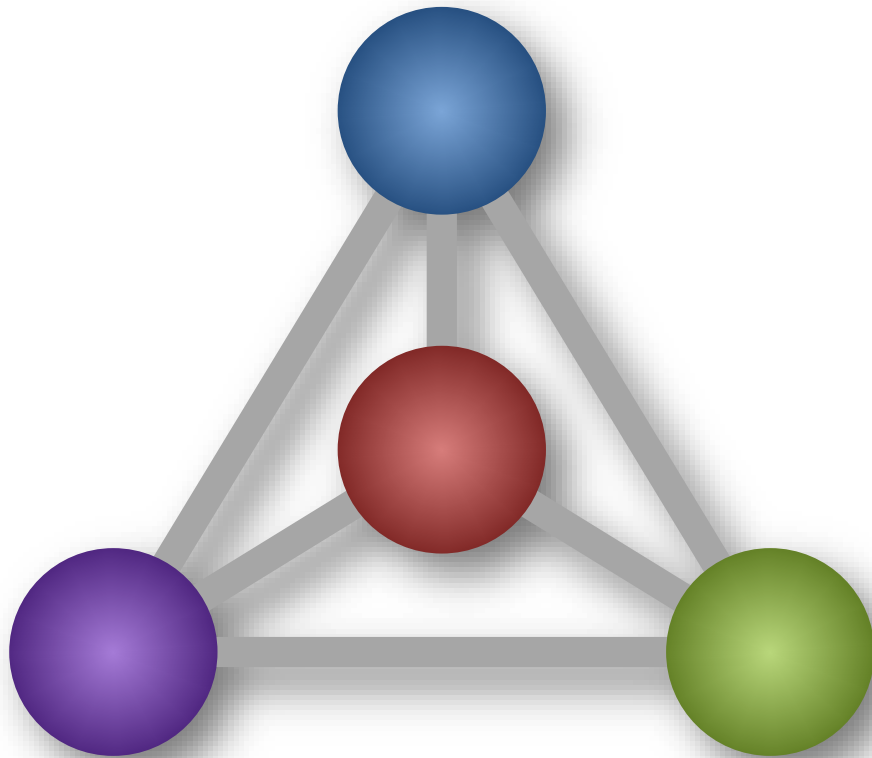
- Book cover: Tropical Storm Lee - NASA/NOAA GOES Project Science Team.
- Stereogram used on “Hitting the Wall” produced by Easy Stereogram Builder - www.easystereogrambuilder.com
- “Brain Function with gears and cogs” used on the “Slaves to Psychology” graphic from BigStock - www.bigstockphoto.com/search/digitalista
- Technical Debt - www.wikipedia.org/wiki/Technical_debt
- Zachman Framework - www.wikipedia.org/wiki/Zachman_Framework
- TOGAF (The Open Group Architecture Framework) - www.opengroup.org/togaf/
- Business Motivation Model - www.omg.org/spec/BMM/
- Enhanced Business Motivation Model - www.MotivationModel.com
- ITIL (IT Infrastructure Library) - www.itil-officialsite.com
- COBIT (Control Objectives for Information and Related Technology) - www.wikipedia.org/wiki/Cobit

Resources

- The **Pragmatic** EA website www.PragmaticEA.com is the official source for all PF² related materials.

Pragmatic

ENTERPRISE ARCHITECTURE



Connecting the DOTS

