Establishing Your Competitive Edge Using Enterprise Architecture

Simply cutting cost works until infrastructures break - then any cost is cheap

The EITS Framework is revenue generation and cost savings with a plan

Introduction

Given today's business environment, the Information Technology (IT) of the enterprise must be managed through a flexible *framework* that supports change while insuring that the impact of change is communicated through all levels of the organization. In the rapidly changing, technology-dependent business environment, organizations demand global end-to-end infrastructure solutions. Corporate decision makers are integral with IT professionals in setting IT priorities and demanding IT solutions that are responsive and adaptive to their changing business and customer requirements.
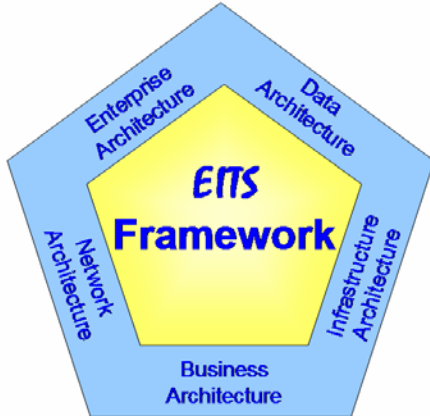
Enterprise Architecture provides this framework. However, many organizations are now looking beyond traditional Enterprise Architecture solutions and are demanding what we call a **Resilient Enterprise Architecture** (REA) that embraces change and brings the most value to their business.

Antevorte Consulting in collaboration with EITS has created service offerings in the development of the EITS Framework to achieve the REA goal. This includes the following components:

- **Enterprise Architecture** - the business map from vision, objective, goals, strategy, applications and alignment IT to the business.
- **Data Architecture** - Enterprise common terminology, Data Architectures, Database Architectures, physical database design, and implementation.
- **Business Architecture** - Business Process Modeling, JAD Sessions, Rapid Application Design, and implementation.
- **Network Architecture** - Voice, Data, Inbound/Outbound Call Management, Network Design, and implementation.
- **Infrastructure Architecture** - Distributed, centralized, Client/Server, Help Desk, Operations, Data Center Design, Security and implementation.

These are all activated graphically with both top down/bottom up views at any level of the business. The EITS Framework and services fully articulate the interlock between business and IT.

Tactical situations can be viewed to determine impact to every organization within the Enterprise. Each service offering populates and connects to any other service offering; already preformed or in the future. Each engagement we perform adds value building on the previous engagements creating, over time, a complete Resilient Enterprise Framework for your business.

The EITS Framework

To understand the EITS Framework, one must first understand the concept of Enterprise Architecture.

An Enterprise Architecture (EA) provides the business and IT framework for managing the life cycle and value of current systems and for adding new infrastructure and systems to meet business requirements. As an integral part of the strategic planning process, the Enterprise Architecture is the linkage between the components of business strategy, IT strategy and IT implementation. The EA guides investment, design decisions and cost reduction activities supporting the enterprise's need to optimize return on IT investments. It specifies processes, standards, interfaces and common services for the deployment and management of IT assets supporting business objectives. The Enterprise Architecture manages an environment in which infrastructure and solutions can be built for both known and unforeseen future requirements.

Three of ten major IT projects fail, and only 21% of companies rate their IT organizations as being able to react quickly to changes in business goals and market conditions.
Study (2003) by the Hackett Group

EITS Services

The primary objective of our EA services is to facilitate and maintain the alignment of IT with the business in an enterprise. Our Enterprise Architecture engagement result in tightly integrating the business and IT creating an ongoing process managing IT to sustain and grow the business. In a recent book titled "Free, Perfect, and Now"[1] the author enumerates the successes enjoyed by Marshall Industries that were obtained by the creation and implementation of an Enterprise Architecture. In the case of Marshall Industries, this service did not stop with just the implementation of EA, but included the complete deployment of Data, Business, Network, and Infrastructure Architectures through a full implementation. This success story illustrates just the beginning of how you can establish and grow your competitive edge.

Over the years, we have certified portions of our methodologies with the ITAA (Information Technology Association of America). We have automated the EITS Methodology into a flexible approach that produces deliverables in model dynamic format allowing drill-downs exposing the linked and underlying data describing all aspects of the Enterprise. This format clearly displays and maintains how the technology is linked to business need. As described in "Free, Perfect and Now," this allows business leaders to take charge and communicate the business needs to the keepers of the technology.

The Bottom Line

Our EA Services and EITS Framework allows the business to exploit enterprise knowledge and facilitates consolidation and optimization of Data, Business Functions, Networks and Infrastructure architectures by providing Enterprise-wide visibility. These architectures constitute a set of blueprints describing the Enterprise and thus, facilitating the addition of new/modified infrastructure and systems.

[1] By Robert Rodin CEO of Marshall Industries, an electronic distribution company

EA Service Offerings

Enterprise Architecture

This offering establishes and documents the alignment between business vision, goals, and objectives to the technology architectures creating a high level dynamic model representing the technology road map and business interlock. It is delivered in HTML and published on your internal web for enterprise-wide visibility and communication throughout all levels of your organization.

Data Architecture

This offering maps your current data structure into a comprehensive "to be" Data Architecture. The engagement can be structured to include full integration of the data architecture into data warehousing or system development strategies. The deliverable includes a web publishable architecture for both business and technical discussion and understanding of the data issues in your Enterprise.

Business Process Architecture

The EITS Framework is a completely Data Driven Methodology that establishes a common terminology for the Enterprise, and thus eliminates redundant data and insures common use of data across the business. This approach greatly reduces the redundancy found in business processes and increases the sharing of technical processes within the business. This is highlighted by an example in "Free, Perfect, and Now" for reducing staff requirements to perform those redundant processes.

Network Architecture

Voice and Data Communications continue to be a challenge for most Enterprises. The Network Architecture offering includes the detail architecture for linking Voice, Wireless Inbound/Outbound and Data Communications technology throughout the Enterprise with the business processes that communicate and the data being communicated. The deliverable is a web publishable Network Architecture linked to all other aspects of the Business and Enterprise Architecture.

Infrastructure Architecture

IT infrastructure (hardware and support) continues to be the target of most cost cutting efforts since the business traditionally might not fully understand IT and what components are required to support the continued operations of the business. Within the Enterprise Architecture engagement, the business requirements are established and documented. The Infrastructure Engagement links both the "as is" and the "to be" infrastructure architecture to the business requirements, thus establishing and communicating this linkage and exposing the true impact of any future cost cutting. This enables cost cutting to be truly based on business requirements. The Infrastructure Architecture engagement produces a complete web publishable blueprint of the "as is" linked to the "to be" and can include the cost data for Return on Investment (ROI) and Total Cost of Ownership (TCO) analysis.

Total Cost Management

IT cost will remain a significant issue with management and must be addressed fully armed with all the information and business linkages. Both the Network and Infrastructure Architectures can include a Total Cost Management component for the "as is" and "to be" architectures. This communicates, in a high level graphical manner, the summarized details of your current and future costs related to your new technology vision and directions as linked to the overall business vision, goals, and objectives.

Why Antevorte and EITS?

We have the vision, experience, methodology, and technology to create your Enterprise Architecture Framework enabling you to turn your IT investment from a cost into a powerful asset to grow your business, not chain it down.

Vision

Our vision is to not reinvent the wheel on each engagement, but to leverage our vast experience and industry best practice to create a personalized solution for you. We have the intellectual capital, methodology and tools to more quickly

complete your engagement and to a level that will exceed your expectations. Our leveraging of intellectual capital and reuse allows our consultants to concentrate on your specific issues and spend less time than other teams in creating your dynamic EA. Results can start to be communicated to your Enterprise weeks earlier than traditional methods have allowed. We do this through the use of industry aligned Rapid Deployment Frameworks (RDFs). We can also continue to maintain your EA framework freeing your staff to leverage it's time implementing your vision within your enterprise.

Experience

The majority of our consultants are certified consultants and principals formerly with IBM who have worked with people like John Zachman and his framework concepts from the beginning. They have held major positions within private industry, worked with clients in all industry segments as well as all levels of government, and combined, have over six hundred years of experience in the concepts of the EITS Framework.

Methodology

The EITS Framework Methodology has been developed over the past twenty-five years resulting in enterprise solutions as documented in "Free, Perfect, and Now." Portions of the methodology have been certified by the ITAA. The EITS Framework Methodology is Data Driven and provides all the benefits associated with that concept.

Technology

The EITS Framework is based on a complete comprehensive software tool set built upon an object oriented engine. The EITS Framework consists of specialized objects and relationships between those objects that, together, define the Enterprise Architecture and associated architecture components described previously. Data specific to your Enterprise is then entered into the framework to define instances of these objects and relationships. This becomes your dynamic Resilient Enterprise Architecture fully communicating the interrelationships and

inferred information about your enterprise. Thus, determining the impact of changes, what-if analysis and the management of your EA is exposed and available for decision making.

Benefits Summary

The EITS Framework and our EA Services offerings are designed to help you quickly achieve the following benefits:

- Alignment of IT to the business
- Technology effectiveness
- Cost reduction
- Plan for integration
- An actionable communication plan
- Strategy for future budgeting
- Processes for ongoing maintenance of the architecture

Contact

Learn more about how Antevorte Consulting can help you to bring Information Technology under control in your enterprise and realize the competitive edge that it can give your business. Contact us for a more detailed review of your enterprise and see just how your company can benefit.

Antevorte Consulting, LLC is a business partner with Enterprise IT Services (EITS) and co-developer of the EITS Framework Methodology

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