



# New EA Value Propositions

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*"The global hub for educating, informing, and connecting Information Age leaders."*





# EA at the Crossroads?

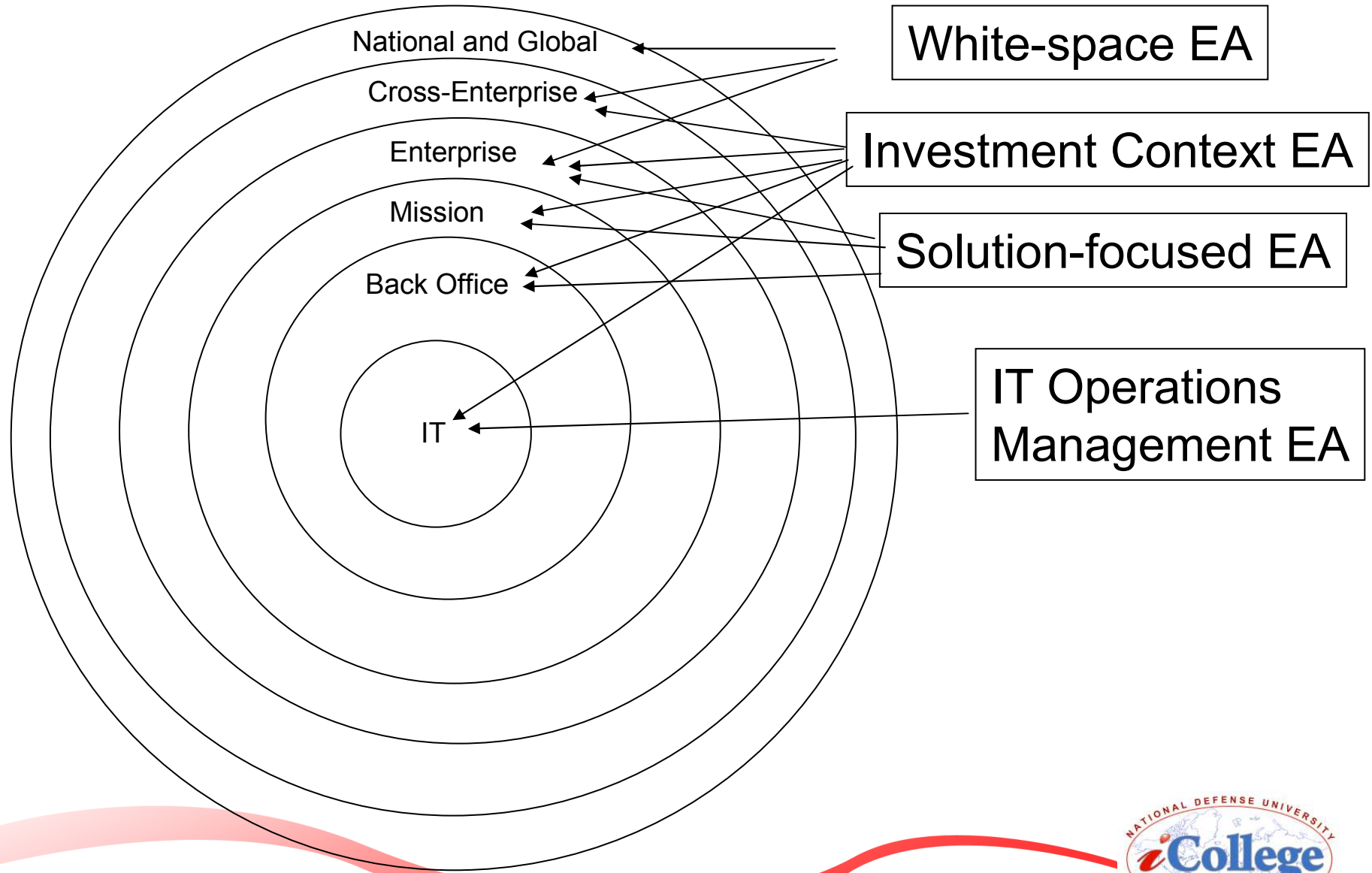
- **There are high barriers to enterprise architecture (EA) becoming a trusted part of management**
  - Difficulty in measuring contribution of EA, much less ROI
  - Process not repeatable, partly due to multiple frameworks, methodologies, and tools
  - Absence of standards for evaluating the quality of an EA or an EA practitioner
  
- **My sense is that EA has**
  - Passed beyond being a management fad
  - Begun the first steps to establish itself as a reliable practice
  - Made little progress in becoming an enduring discipline



# EA Value Propositions



# Opportunities for EA





- **Strategy-making and testing (Executive participation)**
- **Organizational Change (Clarity of message rated by employees)**
- **External Information Sharing and Collaboration (Cost of integration)**



- **Compliance with CPIC and EA Guidance (IT Investment Dashboard)**
- **Performance of IT Investments (Portfolio ROI)**



- **EA-enabled Solution Lifecycle (Time to quality)**
- **Business process Improvement (Process cost)**
- **Service-enablement of information systems (Reuse)**





# Cost/Value of EA Value Propositions

Cost

- Strategy-making and testing
- Organizational Change
- Information Sharing
- Performance of IT Investments
- Service-enablement
- EA-enabled Solution Lifecycle
- Enterprise Integration
- Cloud Computing
- Business process Improvement
- IT Infra Efficiency
- Compliance

Value





## EA Discipline Recap

- **Identity: new ideas about ourselves and what we do**
- **Value Proposition: new applications of EA practices**
- **Practitioner Development: investments in ourselves and our successors**
- **Research: deeper understanding of our discipline**
- **Frameworks, Methodologies, and Tools: better support for new identities, value propositions, roles, and knowledge**

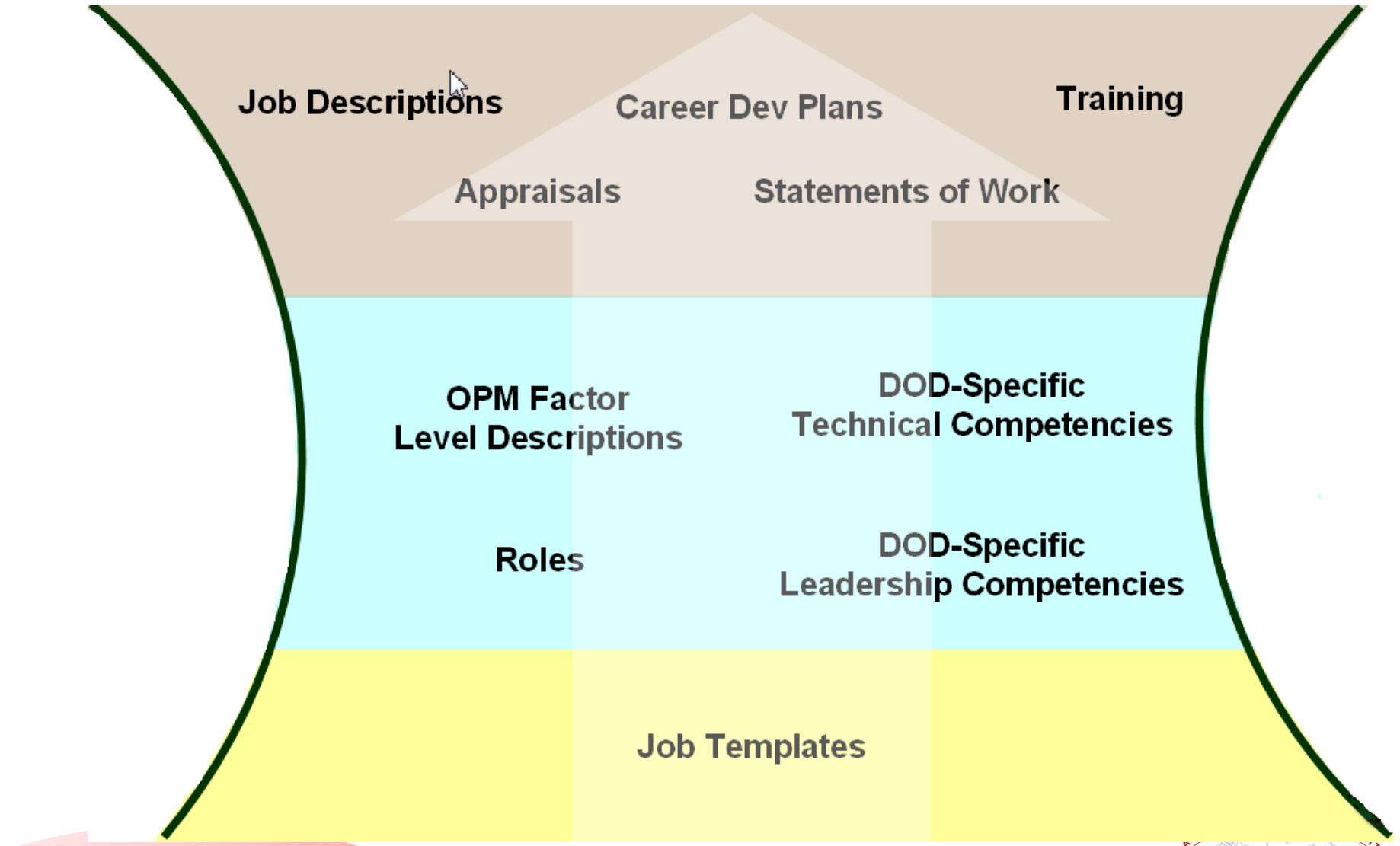
# We Need To Develop a Stronger Identity as EA Practitioners



- **Excellent training and education for**
  - Current practitioners
  - Future practitioners
- **Common competencies**
- **Standardized career paths and position descriptions**
- **Certification authorities, standards, and procedures**



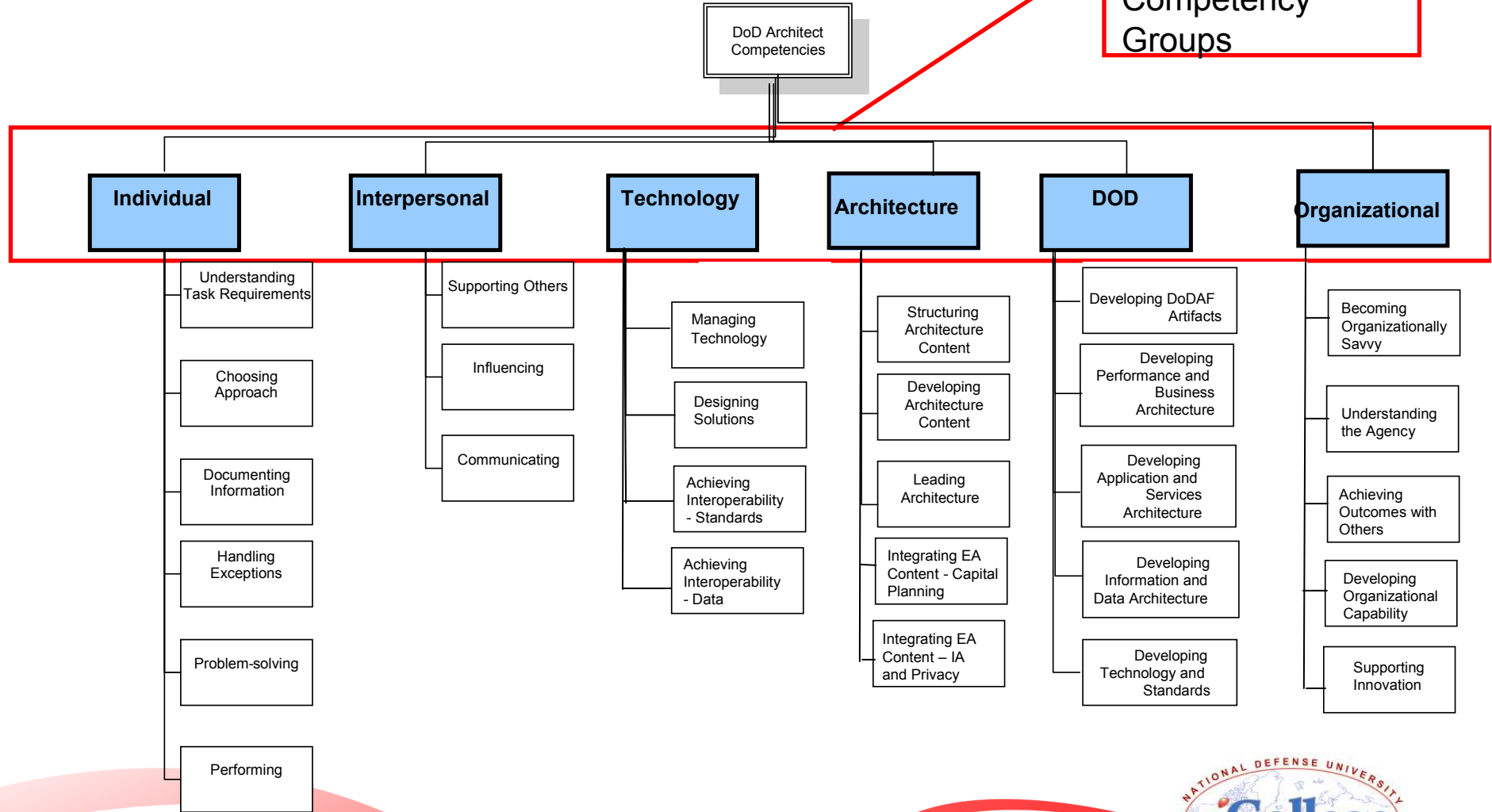
# DoD Architect's Competency Framework Overview





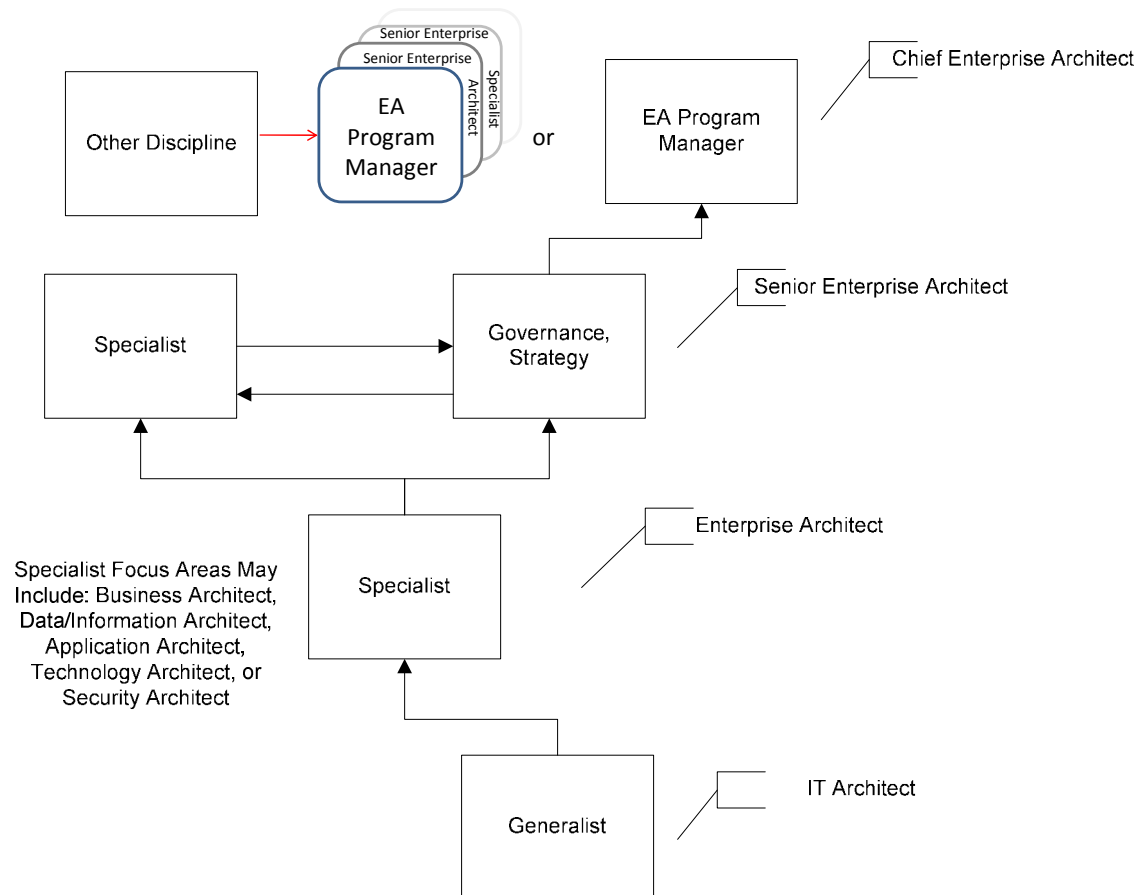
# Architect Competencies

The 6 Competency Groups





# EA Career Paths



# Frameworks, Methodologies, and Tools Needed



- **Frameworks for integrating with other management disciplines**
- **Ways of describing sector, industry, and agency business models**
- **Quick turnaround and lightweight EA methods**
- **Creation, presentation, and management of dynamic information**
- **Crowdsourcing with Wiki-based EA updating**
- **More accessible and inexpensive modeling and simulation tools**



## ➤ Engagement with scholars

- Describe and refine EA substance and syntax
- Identify knowledge and skills to be taught
- Establish and follow certification standards
- Develop and deliver courses
- Conduct and publish research for practitioners

## ➤ Exciting Research Topics

- Real-time information for decision-making
- What does a “good” EA look like?
- Useful new ways of describing industry and business models
- Federated governance of real-time, mission-critical process

## What Can We Do To Support Each Other?

- **Next, presentations from chief architects on the new EA value propositions they're working on**
- **Review of feedback on focus for CAF from Architecture Plus meeting in September**
- **Small group discussion of what we can do to support each other**
- **Report out and capture of small group recommendations**
- **Feedback on the value of this CAF meeting**