

Simplifying Complexity with Enterprise Architecture

Dr Tariq Aslam
Regional Executive

AGENDA

CRITICAL BUSINESS CHALLENGES

ENTERPRISE ARCHITECTURE

IBM SOLUTION

Success Stories

Q & A

Critical Business Challenges/Pain

Organization is not aligned with vision/mission/KPI.

Organizational structure or capabilities do not match with the technology we acquire.

Companies have difficulty understanding the impact of a change.

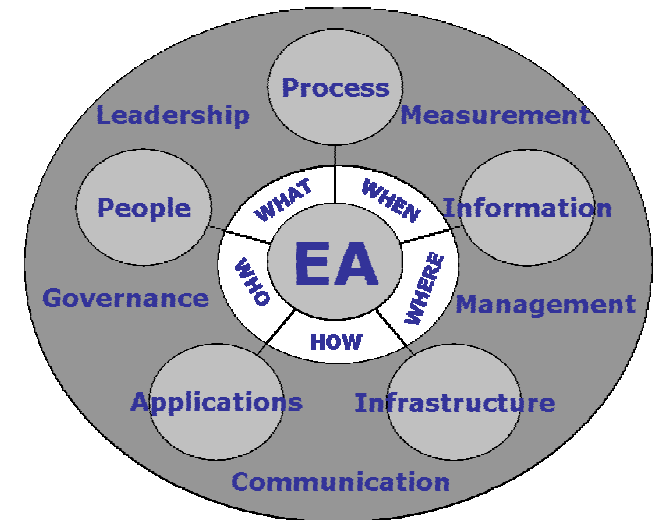
After the restructuring either the business processes do not work or technology fails.

Operational/business processes are inefficient.

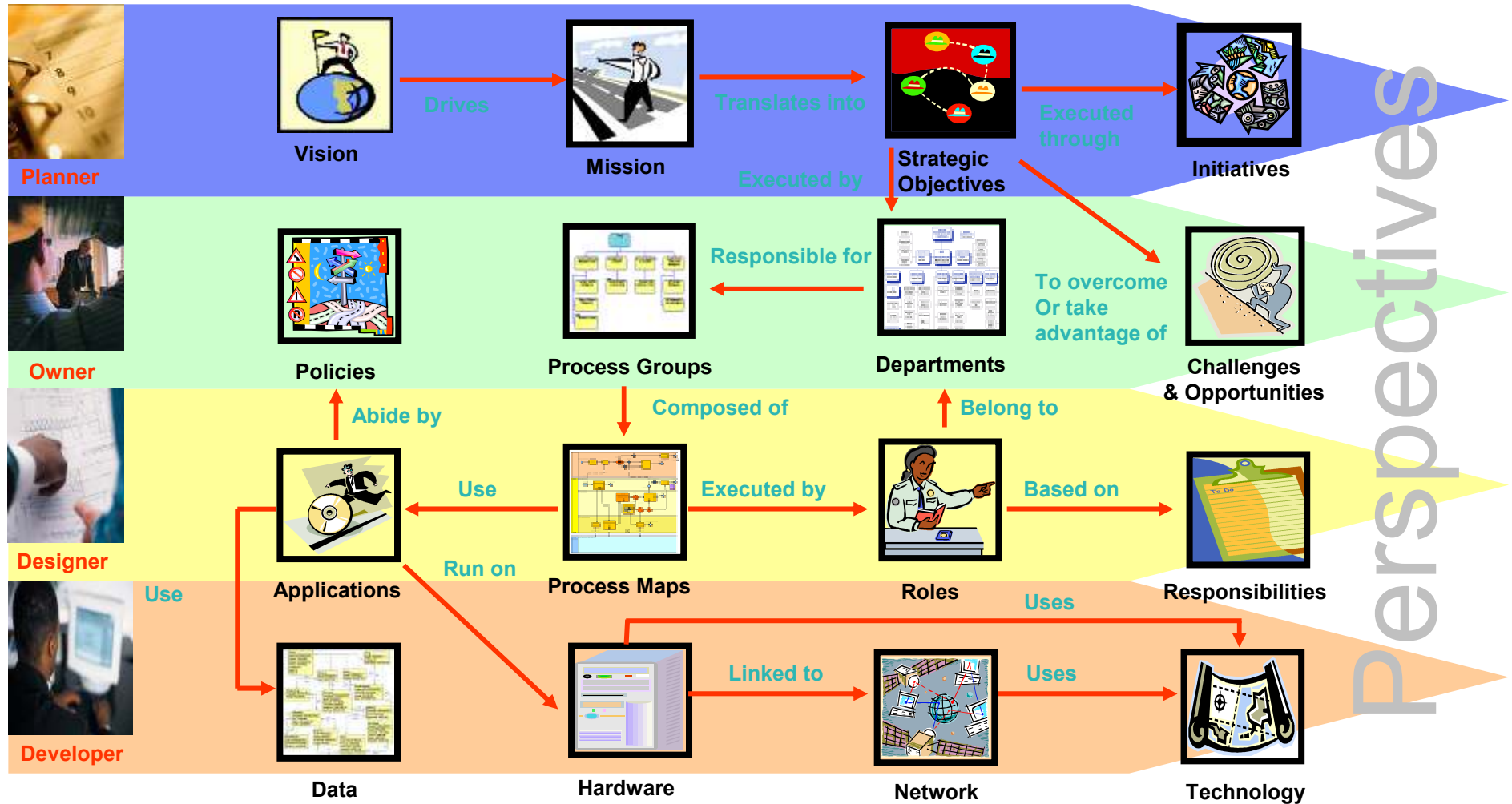
Companies procure system that do not integrate.

Enterprise Architecture Helps

- **Enterprise Architecture** is the description of the current and/or future structure and behavior of an organization's processes, information systems, personnel and organizational sub-units, **aligned with the organization's core goals and strategic direction.**
- The primary purpose of creating an **Enterprise Architecture** is to ensure that business strategy and IT investments are aligned. As such, enterprise architecture allows **traceability from the business strategy down to the underlying technology.**
- **Enterprise Architecture** relates more broadly to the practice of business optimization in that it addresses business architecture, performance management, organizational structure and process architecture as well.



ENTERPRISE INFORMATION ENTITIES



Perspectives

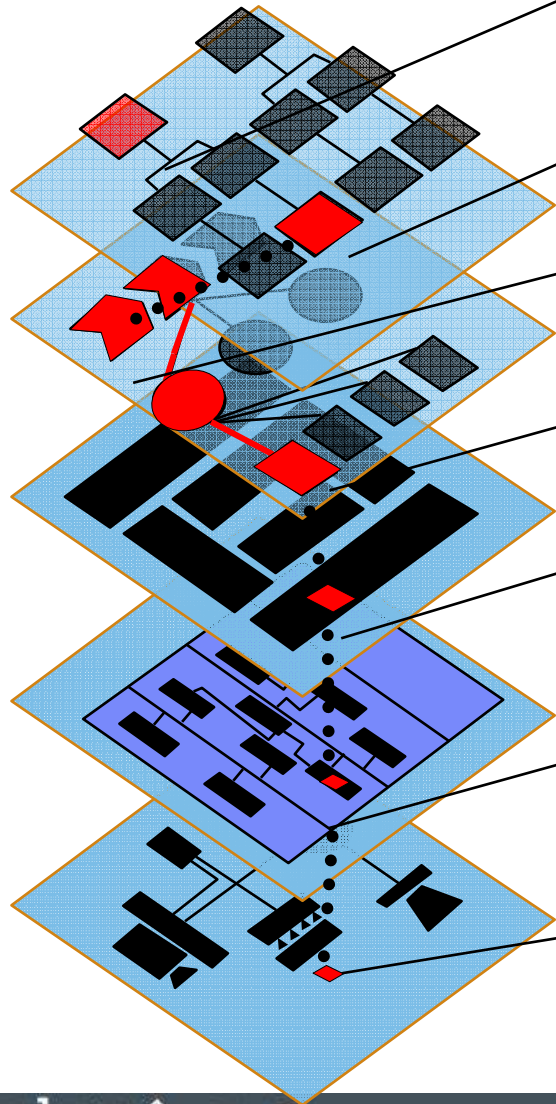
Organizations create and consume information as part of their planning, management, execution and delivery activities on continuous basis.

DEFINING THE ENTERPRISE

Business Architecture

Information & Applications Architecture

Infrastructure Architecture



A Business Strategy is Executed by...

Providing business services that

Are implemented by processes that.....

Are executed through activities that.....

Are automated by a service (functionality) of an application...

which uses the component(s) of a system.....

which is being processed on a given platform / server / equipment

What is EA Planning

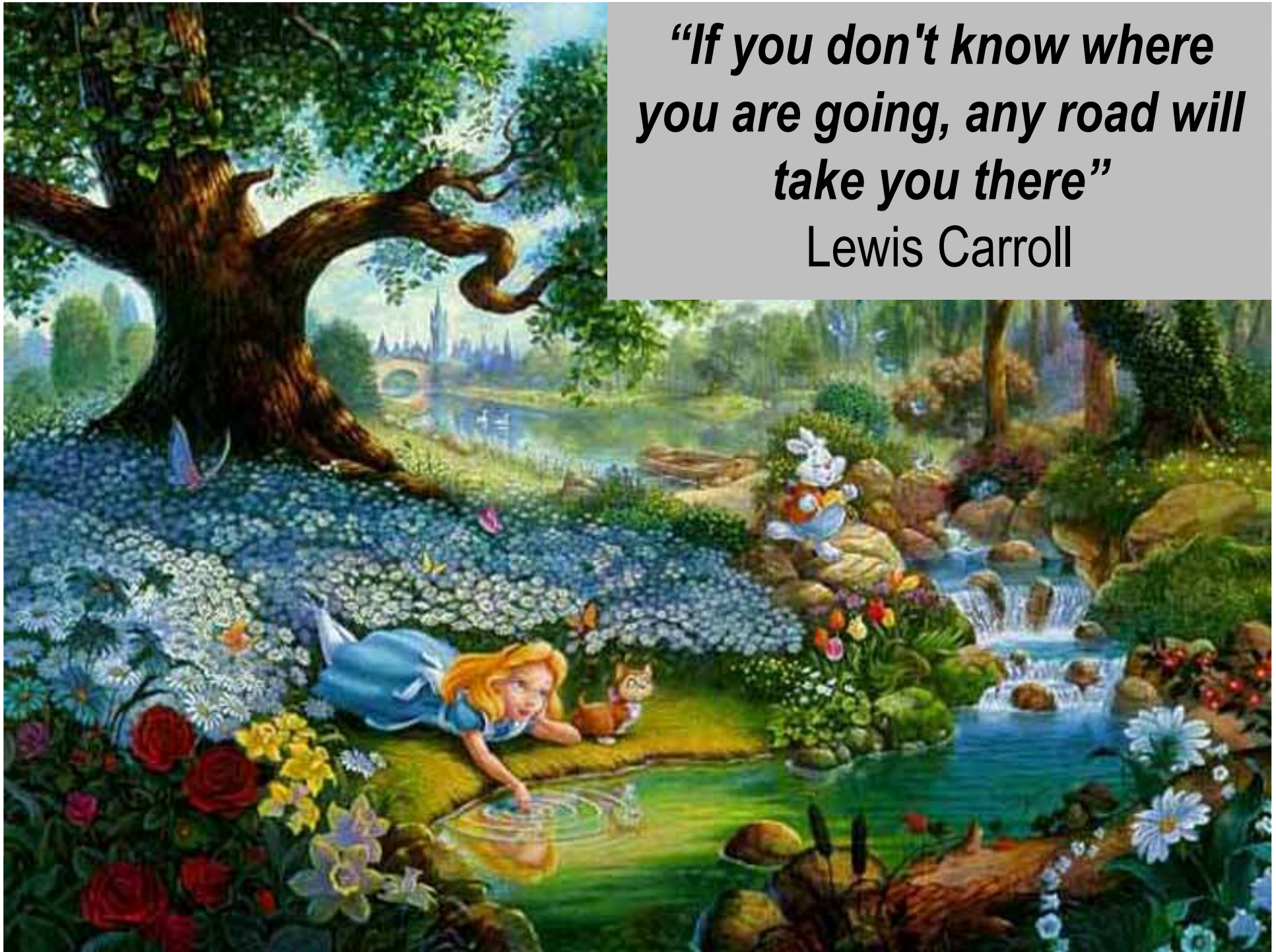


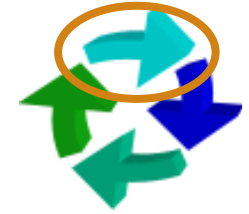
IBM yazılım
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KAOSTAN FIRSATA

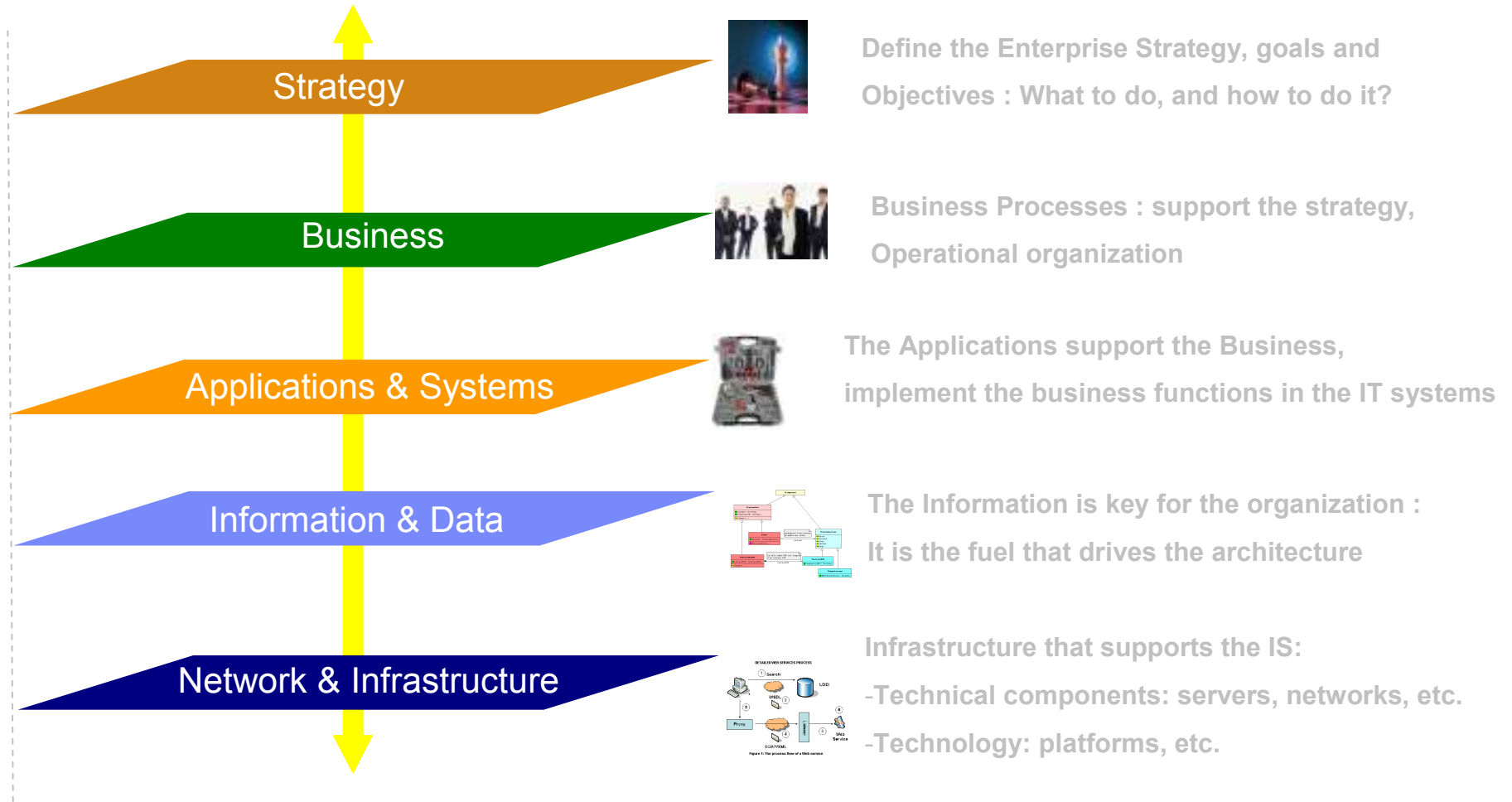
***“If you don't know where
you are going, any road will
take you there”***

Lewis Carroll



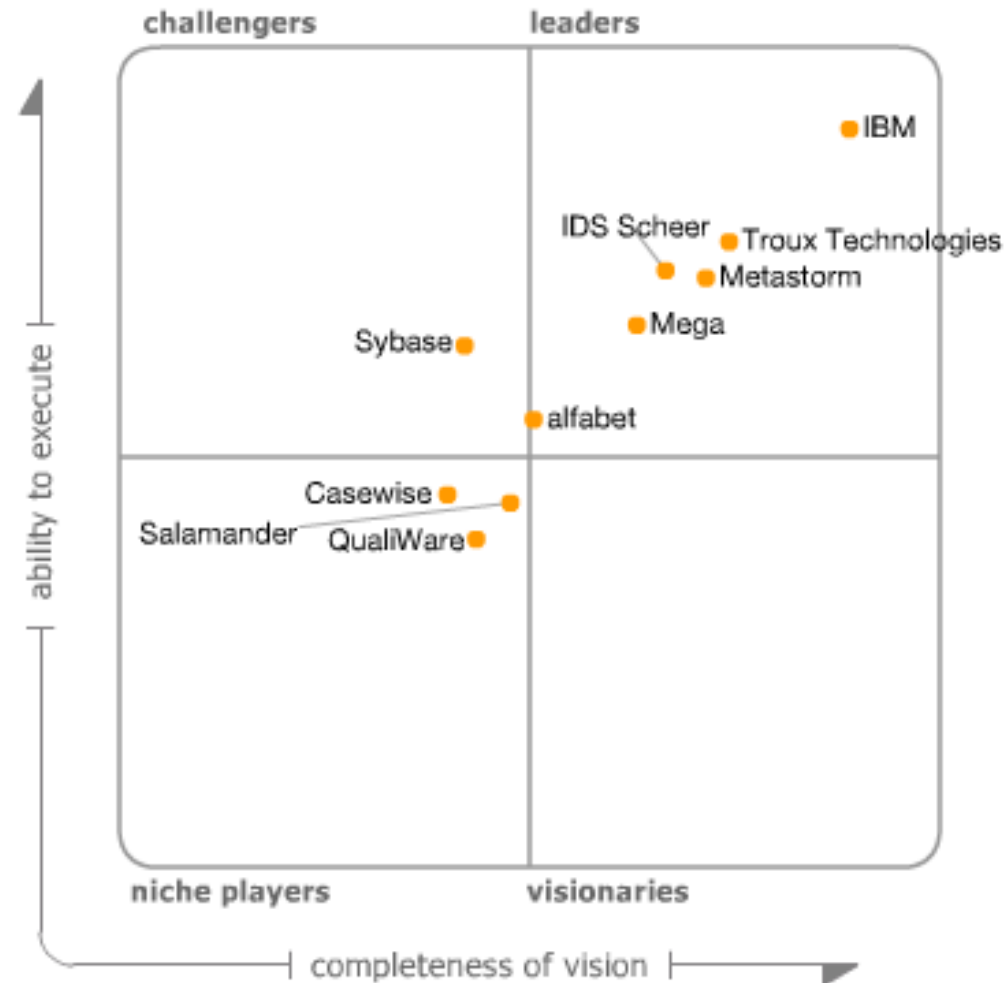


Enterprise Architecture



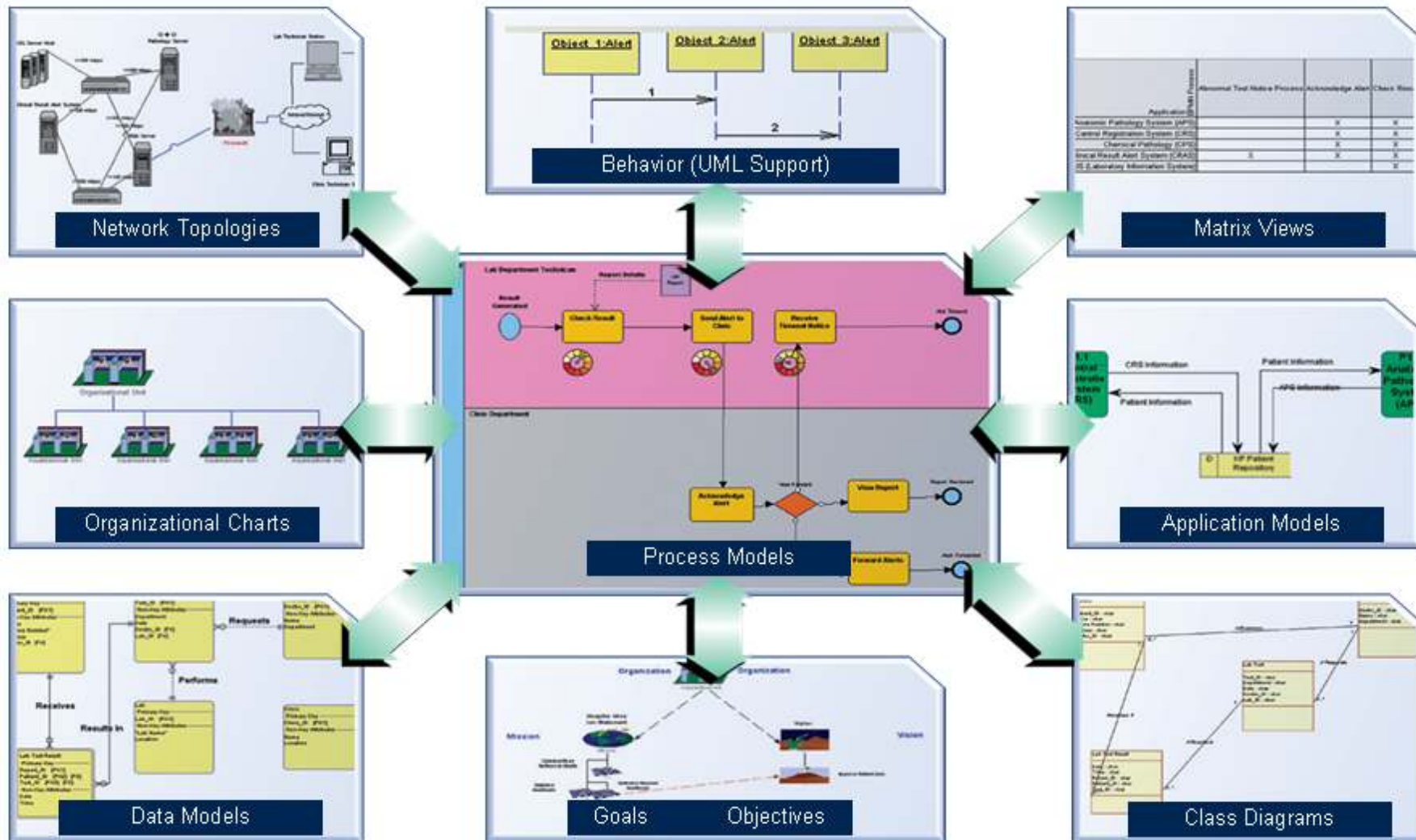
Gartner EA Tools Magic Quadrant

IBM System Architect positioned at the front of the Leaders Quadrant.



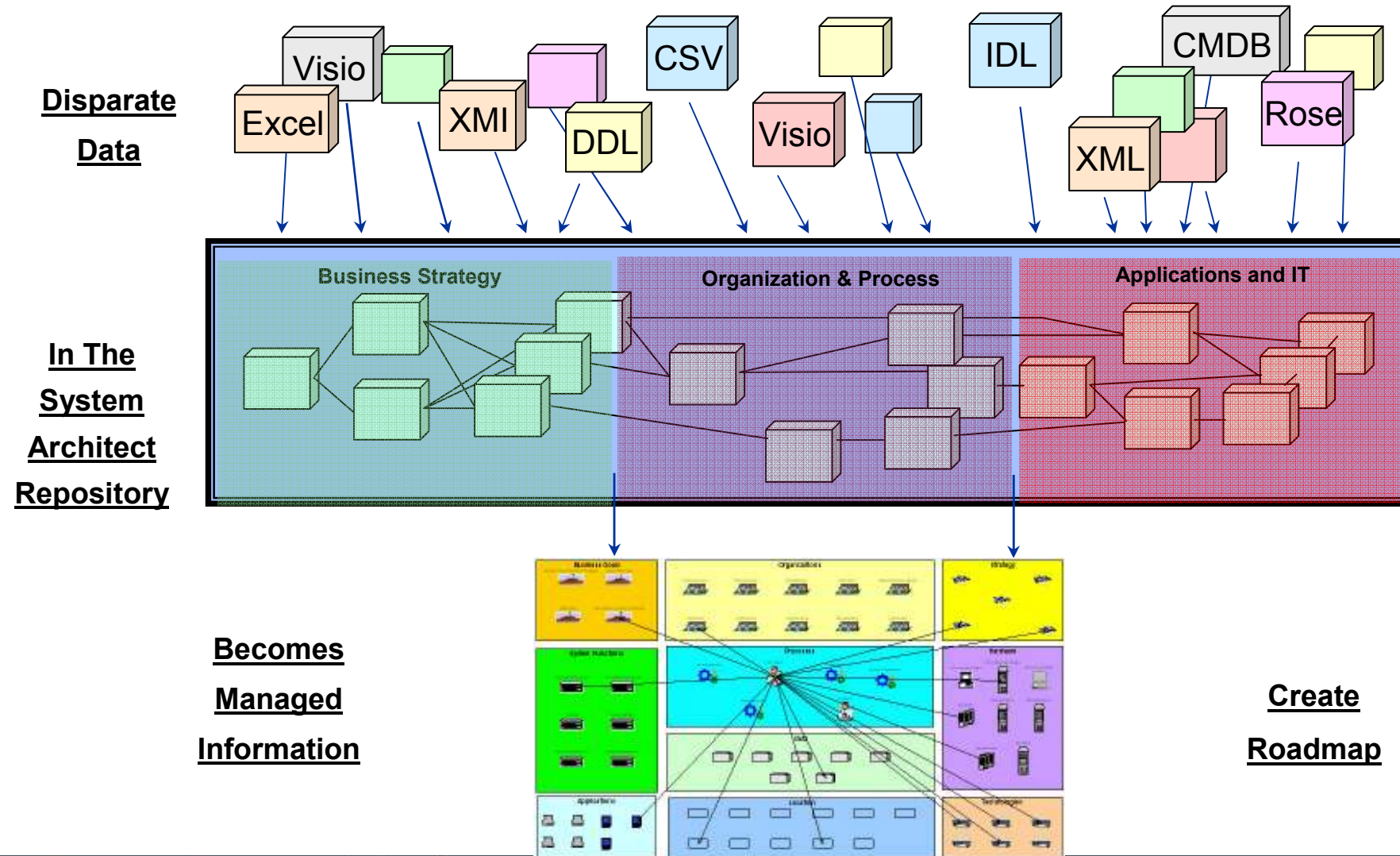
As of November 2009

Capture and Model all Domains of the Organization

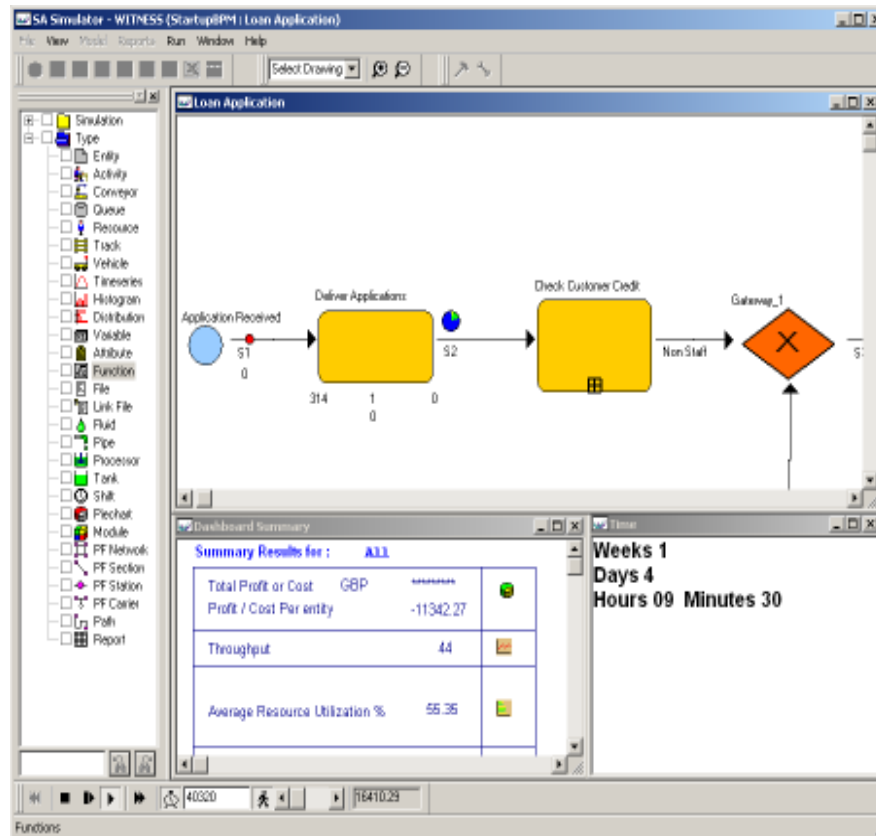


Create an Organizational Blueprint

Leverage Your Existing Information



Simulate and Optimize Processes



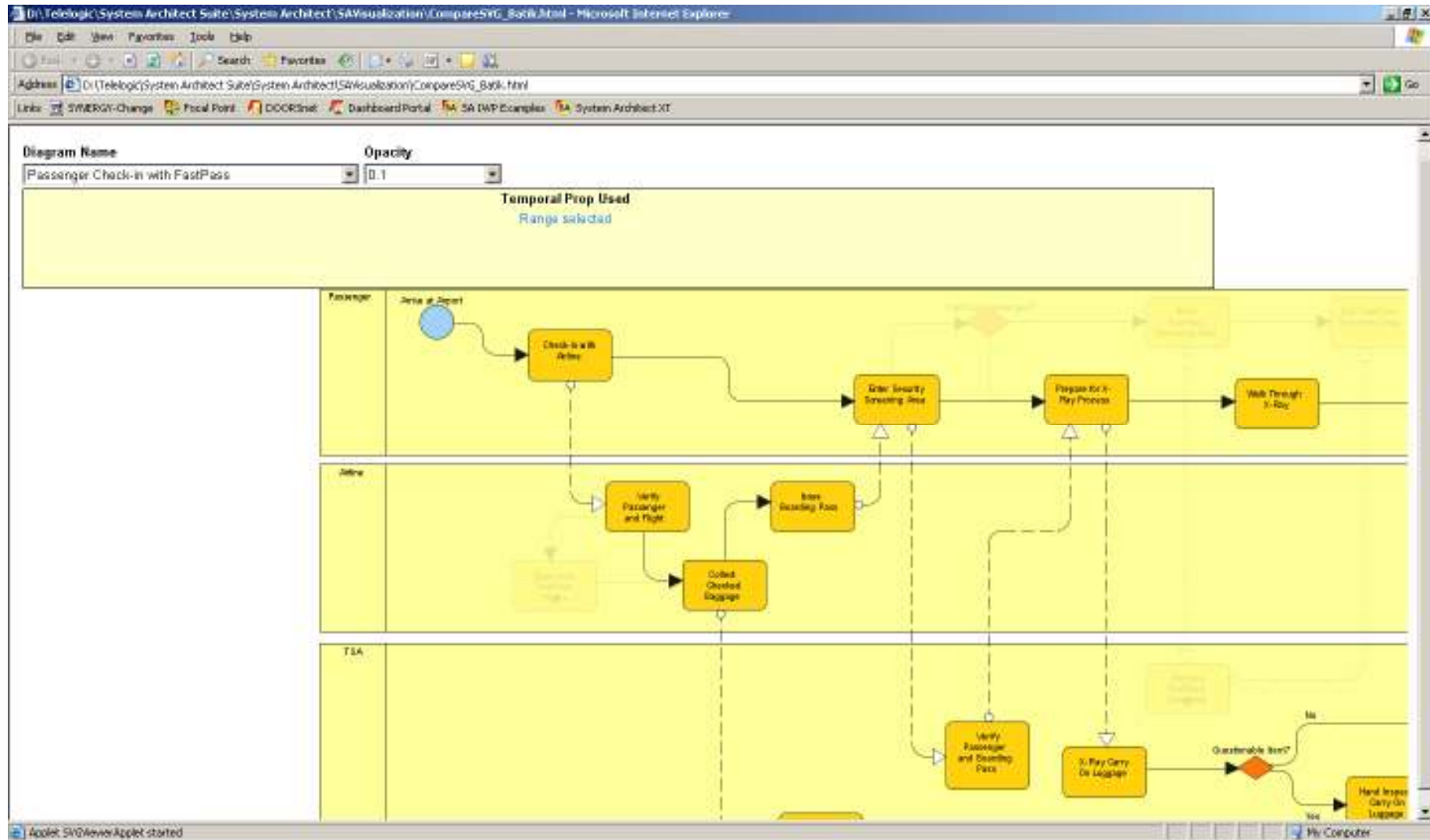
Analyze resource utilization



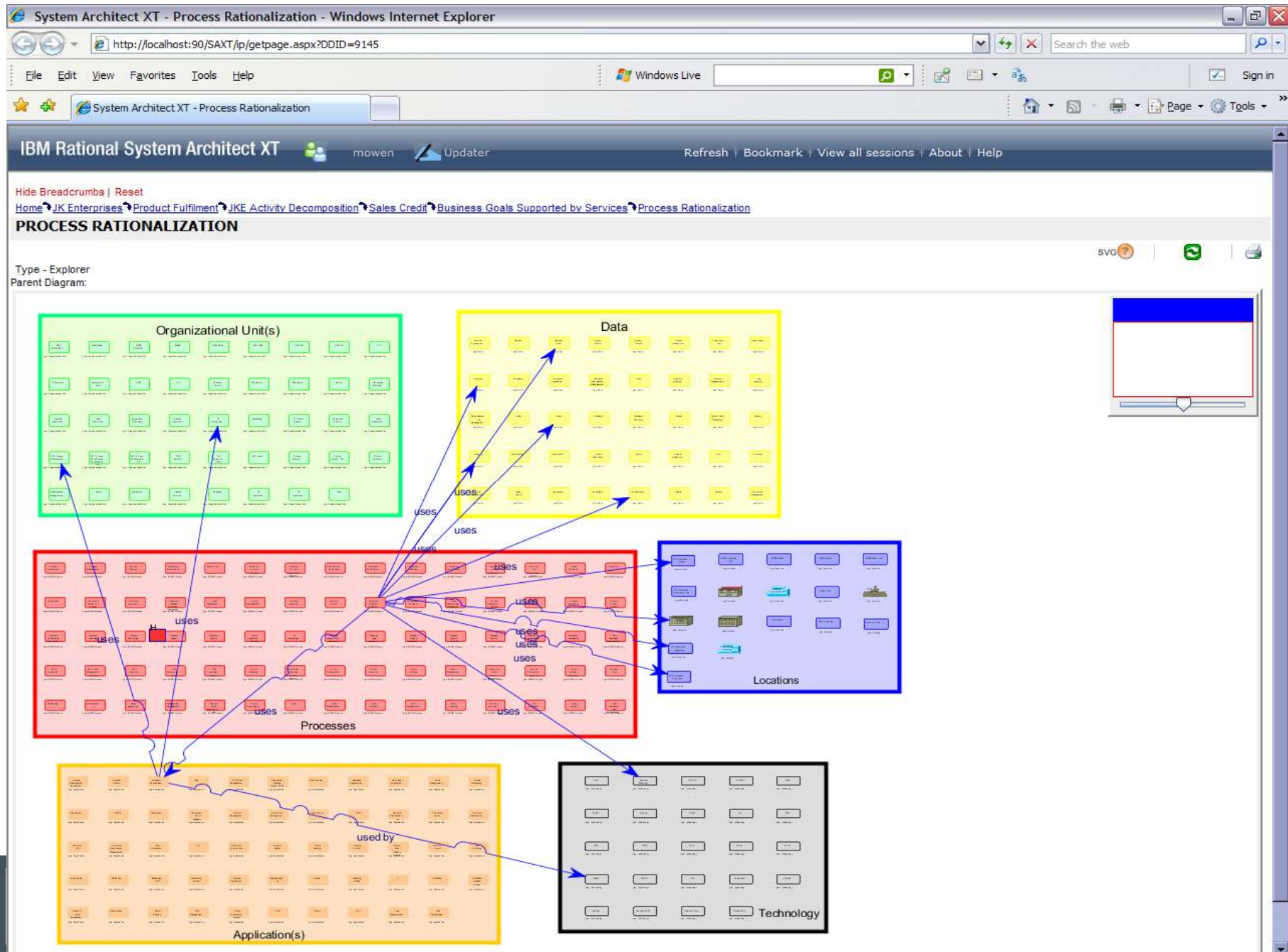
Determine cost structures

System Architect – NO 1 in Magic Quadrant

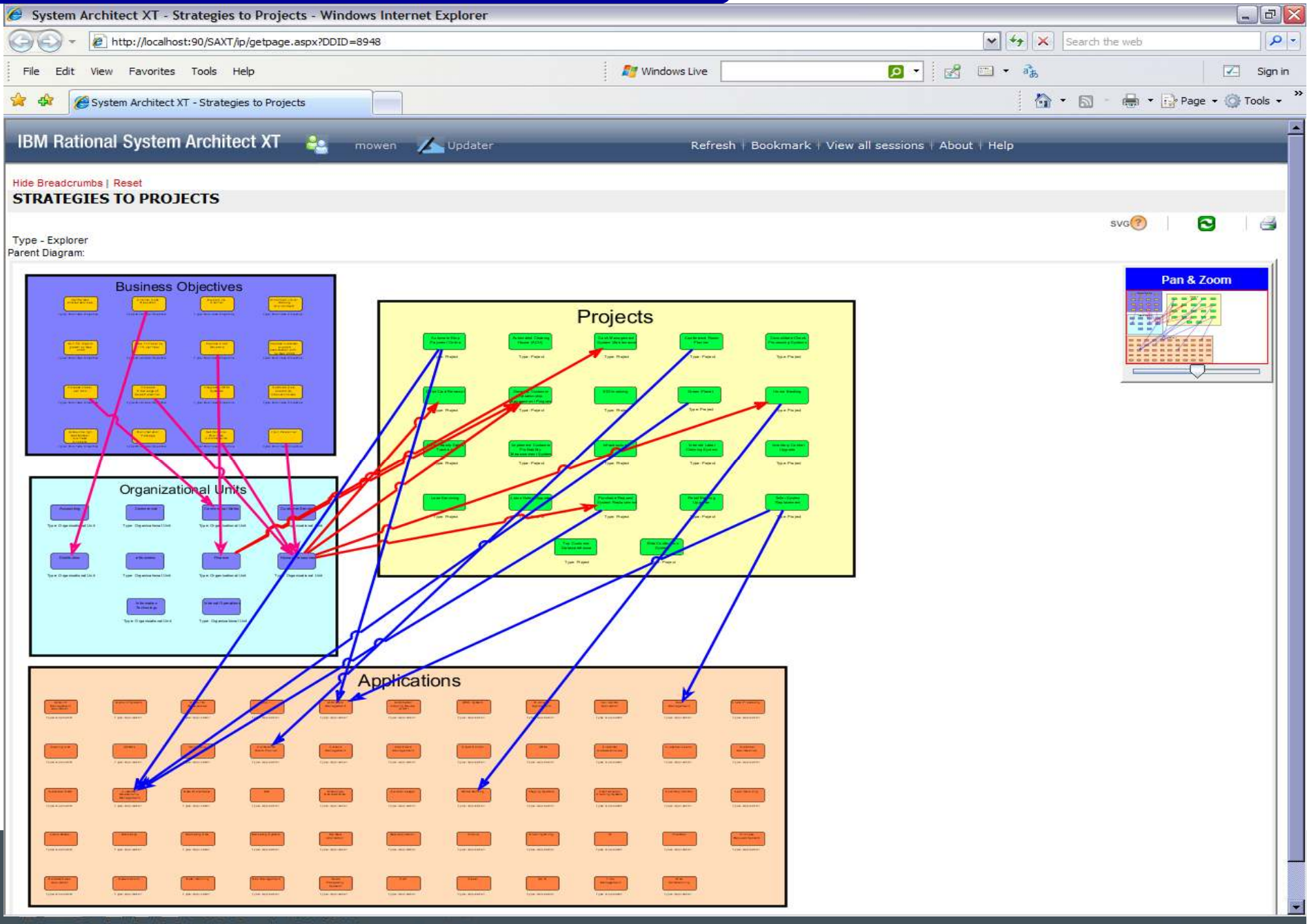
Time Lapsed Visualizations As-Is/To-Be Transition



Impact Analysis



Impact Analysis



Customer – Strategy Map



- This diagram shows the mapping of the Strategic Objectives along the 4 BSC perspectives, adhering to the Balanced Scorecard principles.

- Objective "Automate Core Processes" is chosen for further elaboration

Objective – Automate Core Processes

Performance Measures

Name	Description	Type	Parent Measurement Grouping	Owning Organizational Unit	Unit of Measure	Related Measurements
DC No of Processes established		KSI	Internal Business Process	Dubai Customs		2006."DC IP1 2006 Baseline" 2007."DC IP1 2007 Target"
SeaOp No of Processes established		KSI	Internal Business Process	Seaports Operations		2007."SeaOp IP1 2007 Target" 2006."SeaOp IP1 2006 Baseline"

Related Strategy Map

Name
Dubai Customs Strategy Map

Related BSC Perspective

Name	Perspective Type	Description
Adopt & Share best practices, Business Processes and System	Internal Process	

Related Business Flows

Name	Description	Process Stereotype
DPP 02 - Declare to Collect/Refund		Business Flow
DPP 04 - Collect to Account Revenue		Business Flow
DPP 05 - Refund to Settle		Business Flow
DPP 03 -Assess Risk to Clear	Involves the process of identifying a risk & clearing a risk-free declaration.	Business Flow

Initiatives

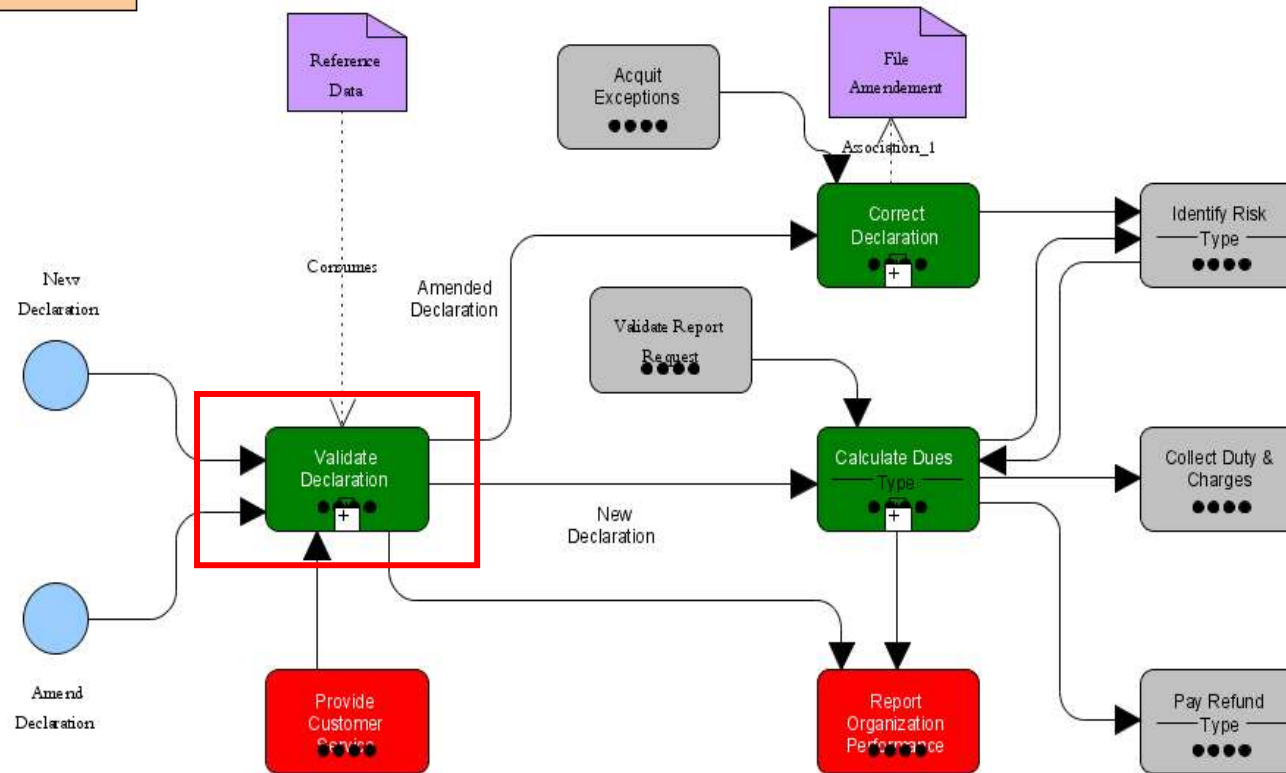
Name	Description	Business Flows	Programs
DPP		DPP 01 - License to Govern DPP 01 - Register to Identify DPP 02 - Declare to Collect/Refund	RMP

-This page shows tabulated information about the strategic objective. It provides a linkage between Strategic and Operational components as observed through the sub reports Related Business Flows and Initiatives.

- The business flow "Declare to Collect/Refund" is chosen as a process that realizes the objective

Business Flow : Declare to Collect/Refund

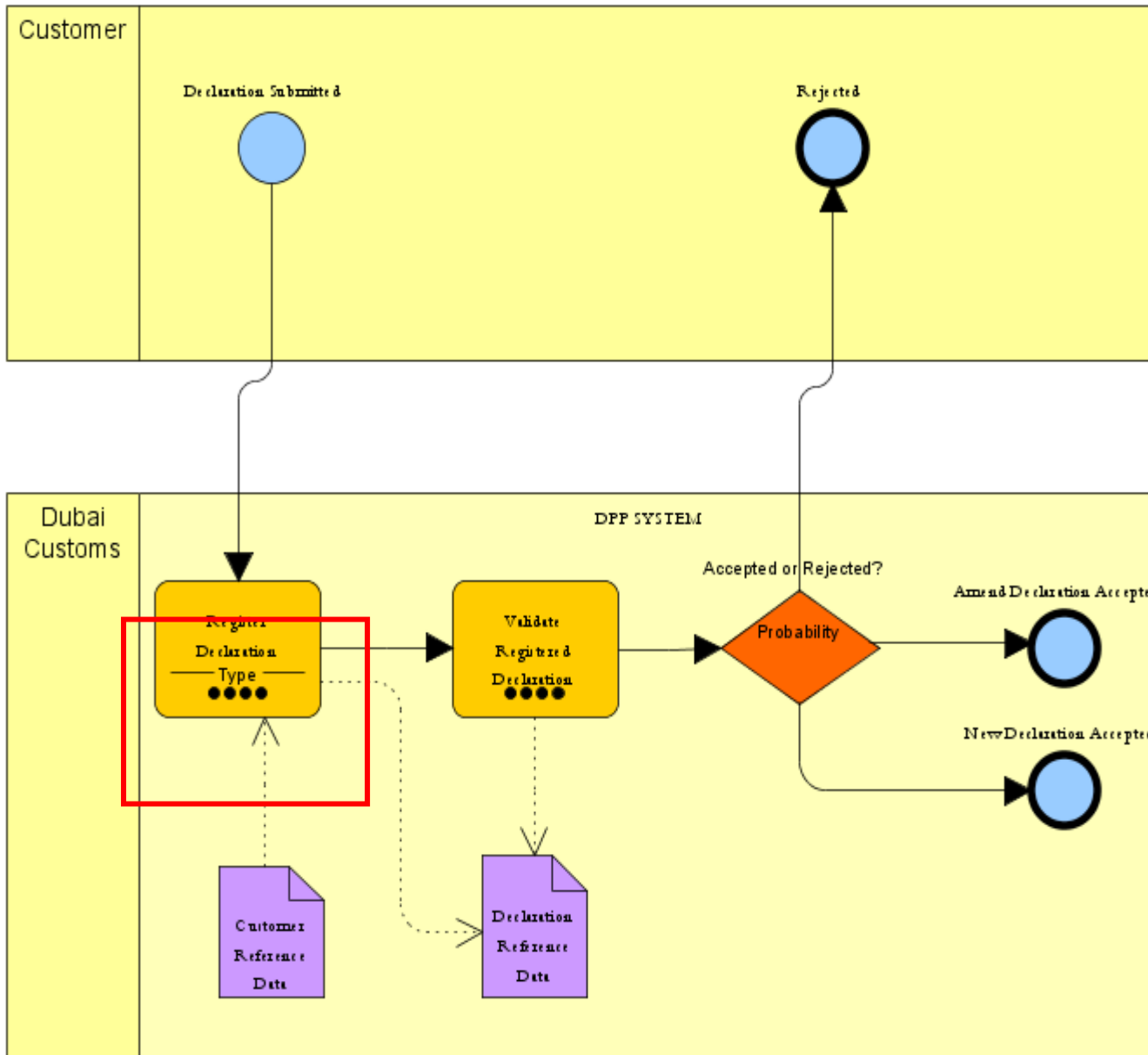
DPP 02 - Declare to Collect/Refund (Business Flow)



-The Business Flow realizes the Strategic Objective through the execution of a set of Core and Non Core Business Processes. This graphical representation shows the interaction between these processes.

- The business process "Validate Declaration" is chosen for further elaboration

Process – Validate Declaration



-The Business Process is modeled using BPMN, graphically models business events, activities, data objects, locations, and executors in a logical sequence.

-The activity "Register Declaration" is chosen for further elaboration

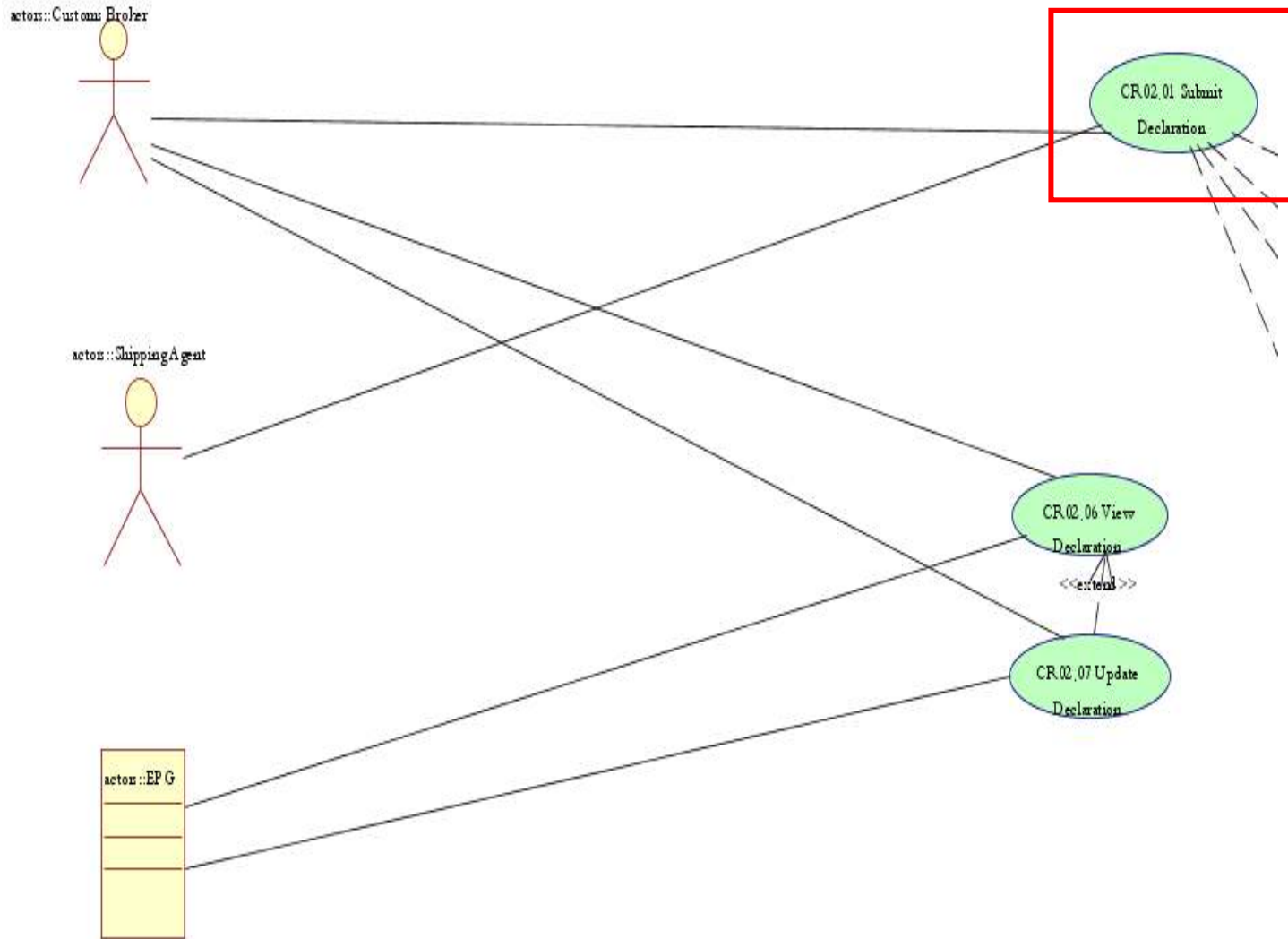
Activity – Register Declaration

Parent Business Processes		
Name	Description	
Validate Declaration		
Supporting Use Cases		
Name	Description	ID
CR02.01 Submit Declaration	This use cases describes the activity of receiving declarations from the customer	CR02.01
CR02.06 View Declaration	The given use cases describes enquiry of declaration	CR02.06
Charges		
Transaction Name:	Register Declaration - Charges	
Activity Fee:	50	
Transaction Name	Transaction Fee	% of Value
Import To Local from ROW - Register Declaration	50	5
Export from CW To FZ - Register Declaration	30	0
Export from CW To ROW - Register Declaration	30	0
Export from Local To FZ - Register Declaration	30	0
Export from Local To GCC - Register Declaration	30	0
Export from Local To ROW - Register Declaration	30	0
FZ Transit in - Register Declaration	50	0
FZ Transit Out - Register Declaration	50	0
Import for Re Export to Local from CW- Register Declaration	75	5
Import for Re Export to Local from FZ- Register Declaration	75	5

- Activity attributes include Inputs, & Outputs (in terms of Data Objects), Volumes, Actors, Location, KPIs, Business Rules, Tasks, and supporting Use Cases that capture functional requirements for automating that activity in UML format.

-The use case “Submit Declaration” is chosen for further elaboration

Use Case Model – Submit Declaration



- Use Case Diagram modeled in UML showing the interactions between Actors and Use Cases

-The use case "Submit Declaration" is chosen for further elaboration

Use Case Details – Submit Declaration

Software Artifacts		
Name	Artifact Type	Description
DEC_SubmitDeclaration001 - General Information Customs Declaration	interface	
DEC_SubmitDeclaration013 - Shipping Details Customs Declaration	interface	
DEC_SubmitDeclaration006 - Invoice Details Customs Declaration	interface	
DEC_SubmitDeclaration002 add invoice ex - Invoice item Entry	interface	
DEC_SubmitDeclaration005 invoice_header - Invoice Header List	interface	
DEC_SubmitDeclaration003 add_item_ex - Add Invoice detail item	interface	
DEC_SubmitDeclaration009 item_add_ex- Added Invoice detail item list	interface	
DEC_SubmitDeclaration009 item_show_vehicle_details - Add Vehicle details	interface	
DEC_SUBMITDECLARATION011 PAYMENT_EX - PAYMENT DETAILS CUSTOMS DECLARATION	interface	
DEC_SUBMITDECLARATION014 CONFIRM_EX-CUSTOMS DECLARATION CONFIRMATION	interface	

System Domains	
Name	Description
Declaration	The Declaration Domain provides functionality related to a declaration such as submitting declaration, amending declaration; submit Temporary Admission Extension request, etc.

Use Case Diagrams	
Name	Description
Declaration Processing - Release 1	

Use Case Realization Diagrams		
Name	Realization Type	Description
CR02.01-05 Declaration Clearance UCRD Alternative Flow	Use Case Realization Diagram	

-This Use Case represents a functional requirement captured as part of an SDLC project to build an application supporting the modeled Business Flows and Processes.

- A screen shot of the user interface developed to automate the selected activity will be shown in the next slide

User Interface Screen Shot

1 General Information → 2 Shipping Details → 3 Invoice Details → 4 Payment Details

You are currently creating Customs Declaration.
Please complete the form below. Fields marked with an asterisk * are required.

* Regime Type: [Select Regime Type] ▾
Eg. Import, Export, ...

* Declaration Type: [Select Declaration Type] ▾
Eg. Import from ROW, Import to CW from ROW, ...

* Cargo Channel: [Please Select] ▾

Client's Dec. Ref. No:
Job Reference Number

Person/Parties Details

* Exporter's Code: 🔍
↓ OR ↑

* Importer's Code: 🔍
↓ OR ↑

Notify Party Code: 🔍
If different from Importer

Cargo Handler's Code: 🔍

Agent's Code: 🔍
Shipping / Airline Agent

Availability of Required Documents

* Invoice: [Select Option] ▾

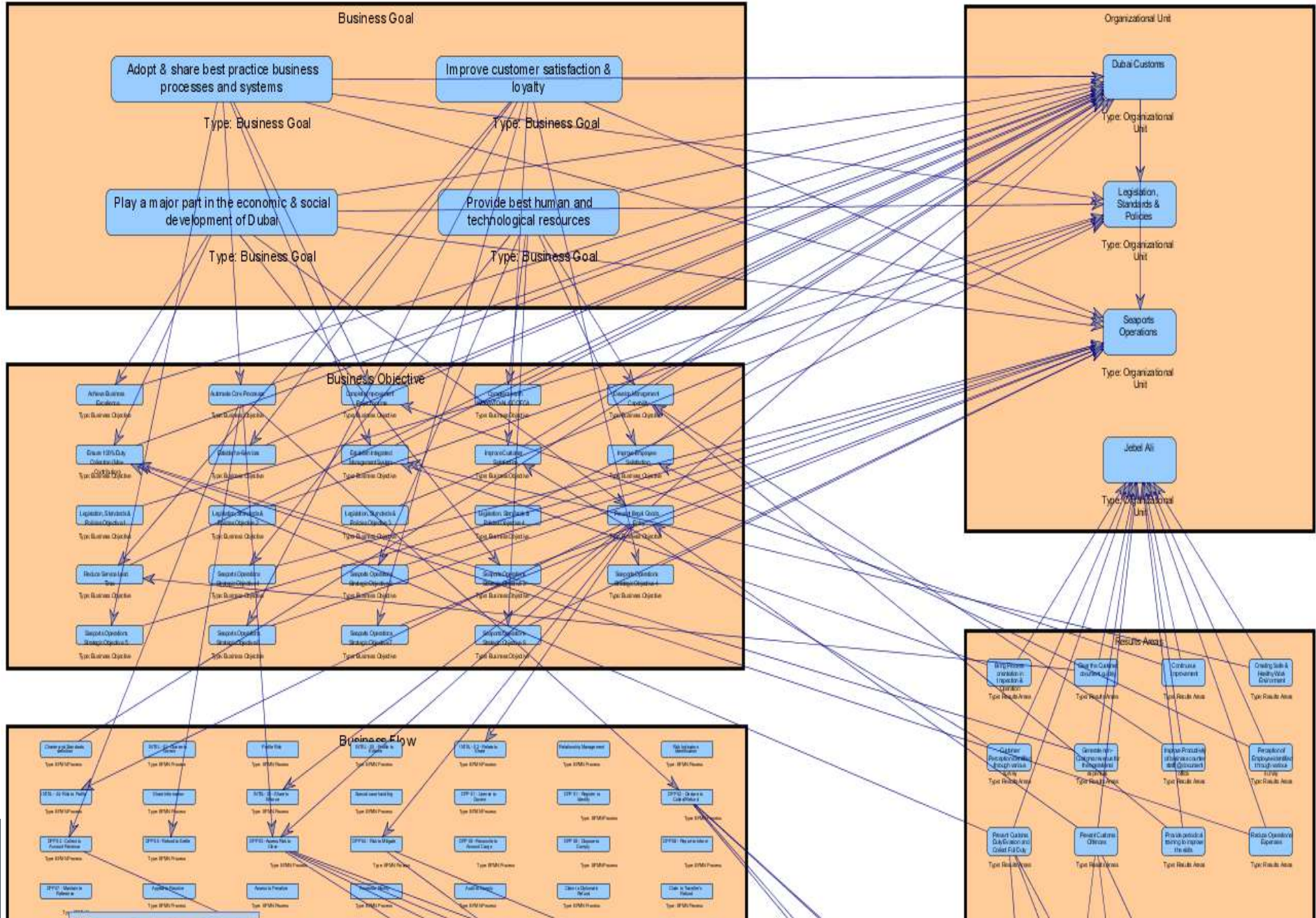
* Bill (AWB/BoL): [Select Option] ▾

* Cert. of Origin: [Select Option] ▾

* Packing List: [Select Option] ▾

-The user interface was developed based on the use case specifications detailing the screen functionalities needed

Impact of Changes across the enterprise



The 110 applications used within the large group are managed through multiple support groups



Comment

Comment

Comment

Comment

Comment

Supported by ITC

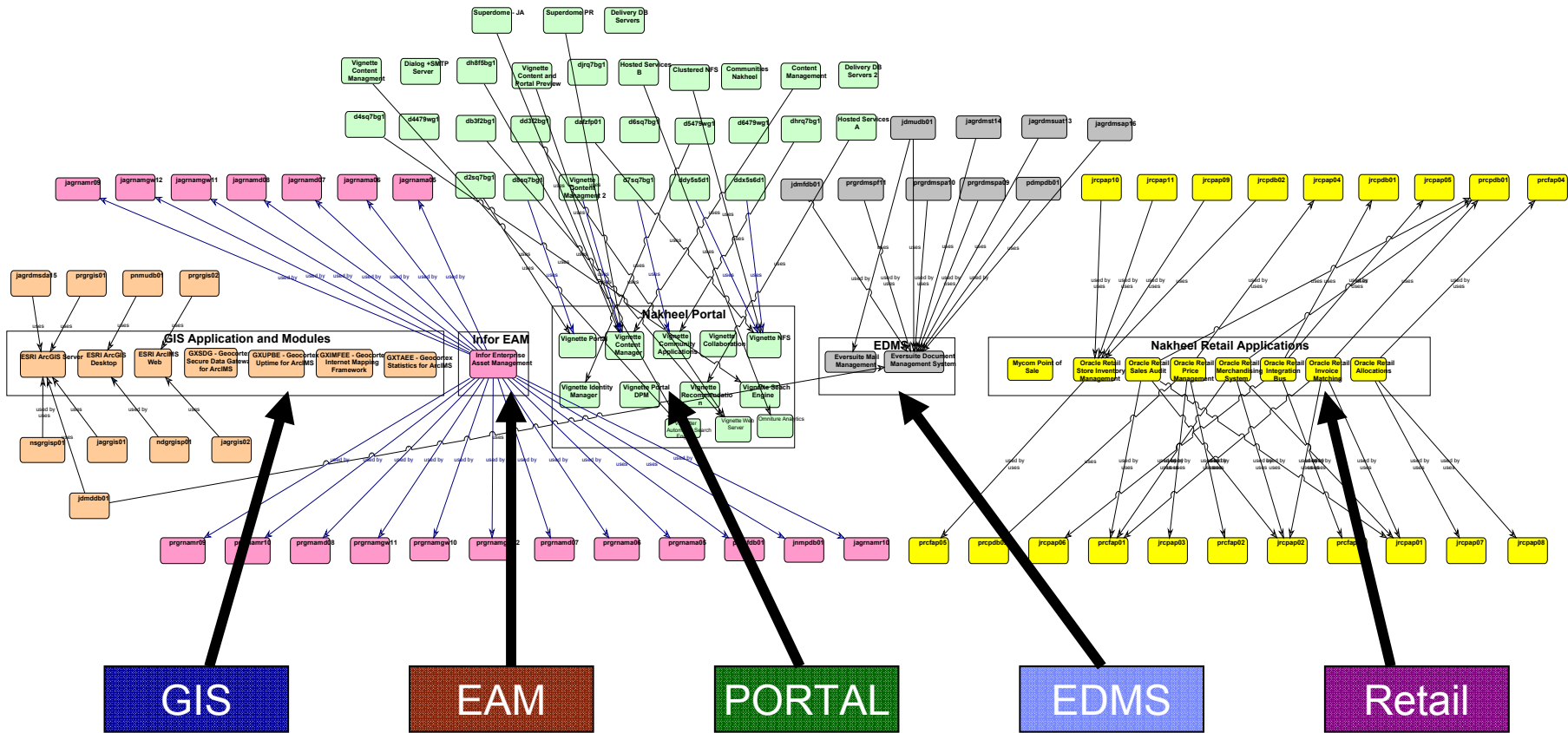
Supported by company IT

Supported by Vendor

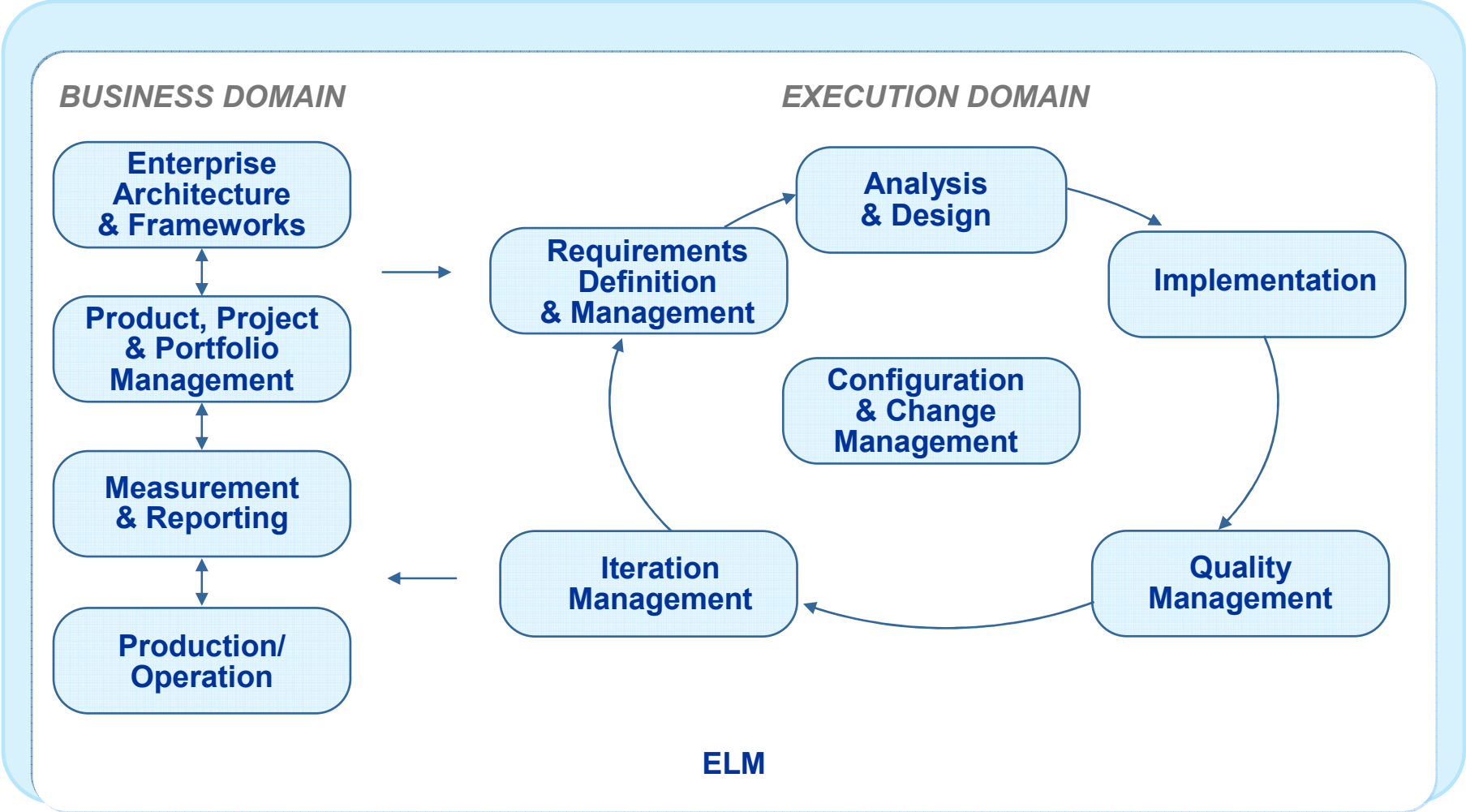
Unsupported

Supported by Business Unit IT

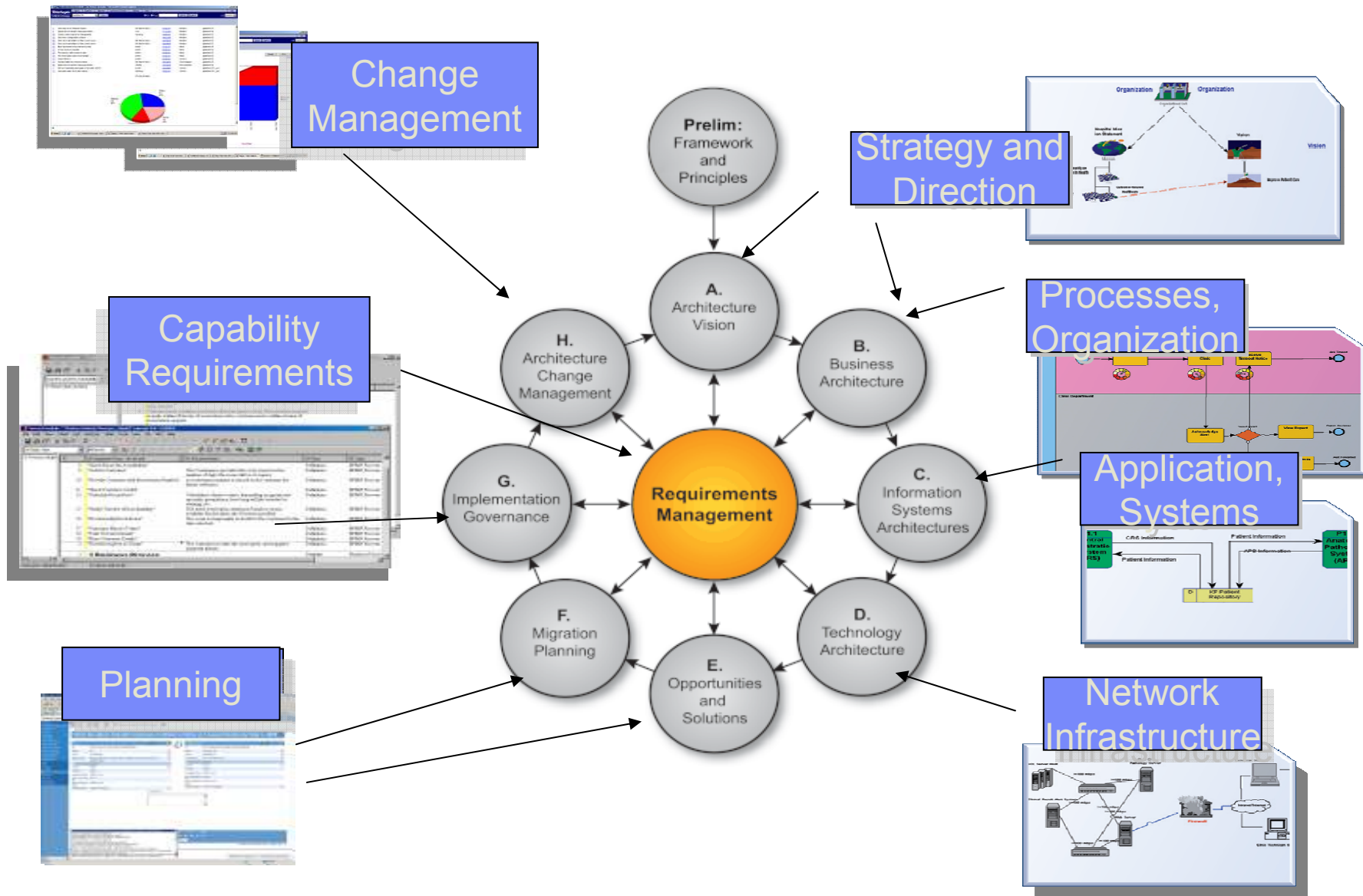
Only 5 applications consume the resources of 102 servers across 4 physical locations



Enterprise lifecycle management in action—helping to connect vision with delivery

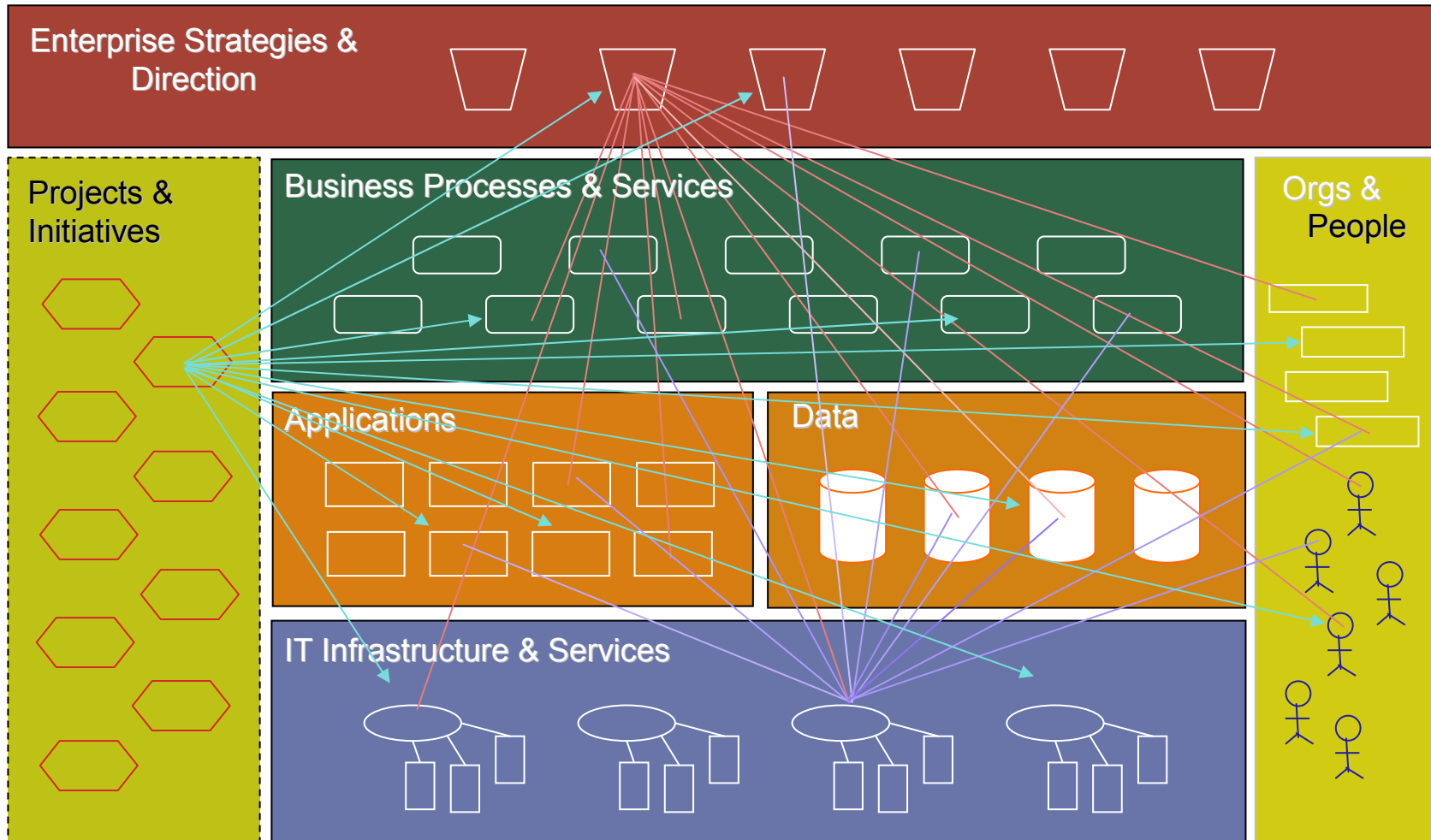


TOGAF ADM





Visualize the Organization



With SA you can manage key EA components as projects and initiatives!

THANK YOU

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