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### Presenter



John Zachman is the  
originator of the  
"Framework for  
Enterprise  
Architecture" which  
has received broad  
acceptance around the world as  
an integrative framework, or  
"periodic table" of descriptive  
representations for Enterprises.

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# Zachman Enterprise Architecture MasterClass™ Part I: Framework Fundamentals

John Zachman

## Overview

Just as the futurists have been predicting for many years, the information revolution has become a reality. Technology has penetrated every aspect of the Enterprise and its exploitation has impacted the very structure of many industries. The world has become a global, electronic marketplace. Enterprises are beginning to perceive the significance of process ... process that knows no organisational boundaries, inside or outside of the Enterprise itself. Enterprise Architecture is fundamental for enabling an enterprise to assimilate internal changes in response to the external dynamics and uncertainties of the information age environment. It not only constitutes a baseline for managing change, but also provides the mechanism by which the reality of the enterprise and its systems can be aligned with management intentions.

## Learning Objectives

- A sense of urgency for aggressively pursuing Enterprise Architecture
- A comprehensive definition (description) of Enterprise Architecture
- A "language" (that is, a Framework) for improving enterprise communications about architecture issues
- An understanding of basic Enterprise "physics" - laws of nature that govern Enterprise implementations
- Differentiation of Enterprise Architecture from Systems Implementation
- A strategy for reducing "time-to-market" for systems implementations to virtually zero
- Some pragmatic approaches for implementing Enterprise-wide strategies
- Strategy for integration beyond jurisdiction (Interoperability)
- Architectural Principles for meeting enterprise requirements
- A list of resources to facilitate architectural work

## Seminar Outline

### Business Drivers for Enterprise Architecture (EA)

- The Dramatically Changing Environment
- Origins of Enterprise Architecture
- What Information People "Bring to the Table" in the Information Age
- Enterprise Architecture – an Enterprise Issue

### The Zachman Framework™

The Zachman Framework is perhaps the most referenced in the industry. This session provides participants with a unique opportunity to learn first-hand about its concept and utility, directly from the man who developed it.

- Enterprise Knowledge Artifacts:
  - From Data, Function, Networks, People, Time and Motivation
  - From Scope to Enterprise, Systems and Technology Models to Implementation
- The Framework Metamodel
- The Enterprise Knowledgebase
- Towards the New IS Imperative: Build, Store, Manage and Change the Models

### Architecture Versus Implementation

- "Primitive" Architecture Models
- "Composite" Implementation Models
- The Enterprise Three Dimensional View
- The Information Age Role of I/S: Engineering and Manufacturing Enterprises

### Enterprise Architecture: Implementation Practicalities

- Explicit Versus Implicit Models – Origin of Defects
- Effects of Architectural Compromises
- Packages and Enterprise Architecture

- The "Silver Bullet" Phenomenon
- The Real Benefit: The Business Runs Better and Faster

### Four Frameworks for Knowledge Management

- "Meta" Is Just the Recursive Employment of the Same Framework
- I/S is the Profession of the Information Age
- The "Total Picture"

### Simplifying the Enterprise

- Classification by Framework
- Classification by Perspective
- Classification by Abstraction
- Making the Enterprise "Lean and Mean"

### Reducing I/S "Time-To-Market"

- The "Make-To-Order" Strategy – "Applications"
- The "Provide-from Stock" Strategy – "Packages"
- The "Assemble-to-Order" Strategy – "Mass Customization"

### Federated Architecture

- Integrating Beyond the Boundary of the Enterprise
- The "Sameness" Template
- Friendly Advice
- "Federated Architecture" IS "Interoperability"

### Conclusions

- The New Destination
- Zachman Propositions
- Framework Resources

For a free copy of the Zachman  
Framework™, visit [www.irmuk.co.uk](http://www.irmuk.co.uk)

## Audience

The seminar is designed for enterprise professionals of every discipline including non-information disciplines as well as information disciplines. Although it is addressing technology issues, it is not a "technical" seminar. It addresses the subjects that both enterprise professionals and information professionals must understand to operate effectively in collaboration in the Information Age environment. Further, the seminar is appropriate for both management and non-management professionals. For management it clarifies the issues for decision purposes and enables more meaningful dialogue with and among the technology community. For operations professionals, it establishes the context for developing improved approaches and implementation strategies.

- Chief Information Officers
- Information Systems Management
- Data, Applications, Technology Management
- Enterprise Architects
- Data, Applications, Technology Architects
- Business Architects
- Business, Systems Analysts
- Consultants
- Strategic Planners

## Enterprise Architecture Conference Europe 2010 16-18 June 2010, London

Pencil these dates in your diary now. Full programme will be announced in February 2010.

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