

# Zachman Enterprise Architecture: Foundation for Zachman Certification



John Zachman

27-29 February 2012,  
1-3 October 2012, London

**Fee with Certification:**

£1,645 + VAT

**Fee without Certification:**

£1,445 + VAT

Group Booking & Multiple  
Seminar Discounts Available

## Overview

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.

This newly revised three day seminar, based on the recently released **Zachman Framework V3.0**, will enable delegates to build an understanding of the concepts of Enterprise Architecture and develop a sense of urgency for implementing those concepts in a modern enterprise. It also serves as the educational foundation for the **Zachman Certification Program**. Upon completion of this seminar and passing the ICCP Zachman Framework Enterprise Architecture Test, which delegates have the option of taking at the end of the 3rd day of the seminar, delegates will receive the eZachman Certification (the Education Zachman Certification).

## 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
- 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

## Seminar Outline

### Setting the Context for Enterprise Architecture (EA)

- Common Misperceptions of Enterprise Architecture
- Contribution of IT People to an Information Age Enterprise
- Global Environment: Escalating Complexity and Escalating Change
- Architecture: Only Known Strategy for Accommodating Complexity and Change
- Applying the Concept of Mass-Customization to the Enterprise

### Introduction to Enterprise Architecture (The Zachman Framework V3.0)

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. The just released V 3.0 will be discussed.

- Architecture: What It Isn't ... What It Is
- Definition of Enterprise Architecture
- The Zachman Framework – Architecture Is Architecture Is Architecture
- Ontologies Versus Methodologies

### The Enterprise Knowledgebase

- The Meta-Model: The Model for Storing All the Architectural Descriptions
- Engineering Design Artifacts (Architecture Models) Versus Manufacturing Artifacts (Implementation Models)
- Architecture Work Alternatives and Associated Risks
- Towards the New IS Imperative: Build, Store, Manage and Change the Models

### Enterprise Engineering

- 75 Years of Models – from My Bookshelf (Manufacturing, Composite Models)

- 7,000 years of Architectural Experience (Engineering, Primitive Models)
- The Elegance of Primitives
- Enterprise Entropy – Removing Internal Cost of Operations
- Enterprise Engineering Design Objectives
  - Alignment, Integration, Reusability, Flexibility, Interoperability
  - Reducing Cycle Time from Order to Implementations (Mass-Customization)

### Value Propositions – Old and New

- Industrial Age, Expense-Based, Cost-Justification
- Information Age, Asset-Based, Knowledge Advantage Investment
- Case Study: Architecture Is Cheaper and Faster
  - The Real Benefit: Business Works Better and Faster

### Implementation Practicalities

- "Federated Architecture" (Integrating Beyond Jurisdictional Boundaries)
- Migrating from Legacy to Architecture
- Analyzing and Transcribing Enterprise Strategies
- Culture Change and the Zachman 12-Step Program

### Enterprise Engineering and Manufacturing Considerations

- The Total Knowledgebase – Four Frameworks Structurally Related
- Enterprise Architecture Methodology Considerations
- Sample Models – Preparation for Modeling Workshop
- ICCP Zachman Examination for Education Zachman Certification (Optional)

### Conclusions

## 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 Seminars

Zachman Enterprise Architecture

27-29 February 2012, London

Understanding Enterprise

Architecture

12-14 March 2012, London

Cloud Computing for Architects

15-16 March 2012, London

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16-17 April 2012, London

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*'Engaging and charismatic.'*

Mark Luxton, Systems Manager,  
Bank of Scotland Treasury

*'An excellent and inspiring seminar - we will return to work and start immediately. I can recommend this seminar with enthusiasm.'*

David Harrison, Senior  
Consultant, Ordnance Survey

*'An excellent course. All CEOs and CIOs should attend.'*

Morag Clark, Data Architecture  
Manager, Severn Trent Water

*'Excellent first hand explanation. Very powerful.'*

Marco van Leeuwen, Process  
Architect, Van Lanschot Bankiers

*'He designed the Framework. Nobody can deliver the same quality of lecture as John.'*

Kitty Hung, Senior Business  
Systems Analyst, Metropolitan  
Police Service

## 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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### Seminar Timetables

08.30 – 09.00 Registration (first day only) 09.00 – 12.30 Event  
12.30 – 13.30 Lunch 13.30 – 17.00 Event

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