



# understanding enterprise architecture

**go to the source** framework enterprise architecture  
managing for change enterprise models business alignment  
federated architecture **zachman framework**

Ottawa, ON - June 12-13, 2012  
Toronto, ON - August 22-23, 2012

To bring this course to your organization, call us to schedule an on-site session: 1-800-397-9744

## 1. The innovation imperative.

### Business drivers for Enterprise Architecture.

- The waves of change
- The revolution in concepts

## 2. From the source.

### The Zachman Framework for Enterprise Architecture.

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 and networks
  - From scope to enterprise, systems and technology models
- The extended framework:
  - From people, time and motivation
  - From workflow, process and business rule models
- Rules of the Framework

## 3. Addressing the paradoxical challenge

### Rapid delivery & enterprise infrastructure.

- The "model" vs the "results" view of the world
- Process concepts
- What about objects?
- Paradigms for managing change: Architecture and assemble-to-order manage rapid delivery

## 4. Behind the scenes.

### EA implementation essentials.

- Model selection
- Skills, approaches and tools
- Short term demand strategies
- Managing federated architectures

## 5. For good measure.

### The role of EA standards in successful implementation.

- Framework standards
- Adapting the standards to your organization
- Elaborating the models to your business

## 6. Planning the work.

### Enterprise Architecture methodologies.

- Classification vs methodologies
- Methodology standards
- Methodology vendors
- Framework implementers
  - Methodologies overview

## 7. Working the plan.

### Enterprise Architecture practicalities.

- Funding and cost justification
- Return on Investment (ROI)
- Repositories and model management
- Organization & culture change
- Towards the new business imperative: Build, Store, Manage and Change the Models

## Your course leader

### John Zachman



Internationally recognized thought leader in the discipline of Enterprise Architecture. Originator of one of the most authoritative conceptual structures on IS architecture — Framework for Enterprise Architecture, author of the e-book “The Zachman Framework for Enterprise Architecture — A Primer” and the Zachman Framework Standards.

## Look out for our new Enterprise Architecture Implementation course.

“I feel energized and much better equipped to think things through and start engineering the enterprise. Thanks!”

**Kelvin White**  
**Corporate Technical Architect**  
**Talisman Energy**

“The greatest reward from this two-day course was the depth of John’s knowledge on the industry in general with regards to the framework. This is the value added, separate from the content.”

**Sherry Shaaked**  
**Manager, Planning & Coordination**  
**Infrastructure Canada**

“Hour-for-hour, this is the best seminar I have attended. The instructors thoroughly covered concepts, demonstrated their application effectively and convincingly explained the consequences of poor architectural practice.”

**Daniel A. Joseph, Ph.D.**  
**Associate Professor, MIS**  
**Rochester Institute of Technology**

“This has been an eye opening experience. Receiving this training from the masters will most certainly keep measurable benefits going forward. Stan provided additional concepts and practices around implementation strategies, a critical next step in exploiting the framework ontology – this was great!!!”

**Dennis Johnson**  
**System Architect**  
**Wellmark Blue Cross Blue Shield**

### Team members who will benefit:

Senior Vice-President/Director  
Chief Information Officer (CIO)  
Vice President/Director IS  
Strategic Planner/Enterprise Architect  
Information Systems Manager  
Business Architect  
IS/Technology Architect  
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Project Manager/Leader  
Information Architect  
Application/Systems Architect  
Business Unit or Department Manager  
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## course fees

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2 Day Course

Small teams (3 to 5 participants: payment per participant). Large teams inquire for additional discount.	\$ 1595
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Late enrollment Must be received one day prior to session. No participant will be admitted into the course without prior payment arrangement.	\$ 1750

All applicable taxes extra.

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