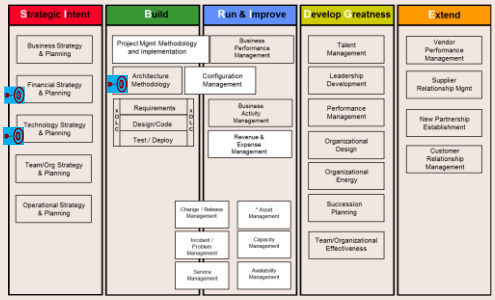
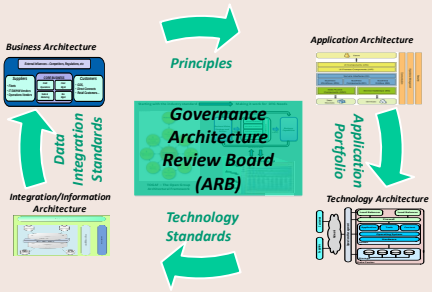
DTAG EA Essentials

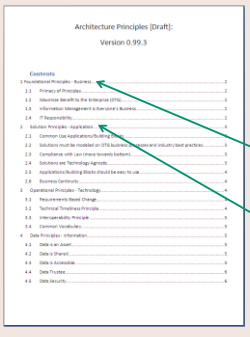
Framework



Process

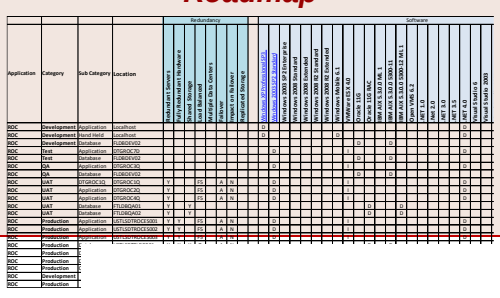


Standards



- Adding as guide lines in the SDLC with PMO engagement
- Principles help reduce costs, reduce time to market, improve quality and improve agility
- Sources
  - Base principles adopted from The Open Group Architecture Framework – TOGAF 9.0
- Principles group logically
  - Foundational Principles (Example)
    - Maximize Benefit to the Enterprise (DTG)
      - Area: Governance, Business, Technology, Application, Information
      - Statement: Decisions are made to provide maximum benefit to the enterprise as a whole
  - Solution Principles (Example)
    - Common Use Applications/Building Blocks
      - Area: Governance, Business, Technology, Application, Information
      - Statement: Development of applications used across the enterprise is preferred over the development of similar applications for a particular organization.

Roadmap



Establishing Enterprise Architecture Best Practices at Dollar Thrifty Automotive Group

Dollar Thrifty Automotive Group, Inc. (DTAG) is headquartered in Tulsa, Oklahoma. Driven by the mission, "Value Every Time", the Company's brands, Dollar Rent A Car and Thrifty Car Rental, serve value-conscious travelers in over 80 countries. Dollar and Thrifty have approximately 1,575 corporate and franchised worldwide locations including approximately 600 in the United States and Canada. The Dollar or Thrifty brand operates in virtually all of the top U.S. and Canadian airport markets.

Opportunity

DTAG's IT organization faced a daunting task. How do you maintain and continue a high level of delivery with an environment of decreasing investments by the business? DTAG needed an effective way to integrate their operating units, business processes, and support systems. DTAG's CIO approached SIBRIDGE to launch an Enterprise Architecture organization that would bridge the integration required to meet their goals.

Approach

SIBRIDGE established a new architecture management plan. Categorizing actionable items as near term, mid-term, and long term, SIBRIDGE was instrumental in establishing an Enterprise Architecture group that provided leadership, guidance, and standards across the IT organization.
SIBRIDGE sought near term wins to gain confidence of the business and IT management. Afterwards, mid-term and long term transformational efforts were incorporated into future system plans (i.e. Application Rationalization, Enterprise Application Integration, etc.).

Results

DTAG's Enterprise Architecture management has been rolled out. Management controls and metrics are now beginning to be applied through the Architecture Review Board. Benefits of the leadership by provided by SIBRIDGE include:

- Established Architecture Principles and Guidelines to ensure IT activities align with business visions – near term
- Implemented an in depth Architecture Review Board (Governance) utilizing a standard Technology Policies and Process for Technology Evaluation and Selection – near term
- Established DTAG Technology Standards – near and mid term
- Developed DTAG business capability process models (for all major Business Segments) – mid term
- Developed the enterprise application data flow and portfolio model – mid term
- Developed multi-year domain level roadmaps – mid and long term

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SIBRIDGE Consulting helps clients align information technology execution with business strategic intent, to better plan and manage major technology initiatives, to optimize processes, and to achieve higher agility and better returns on their IT investments.

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