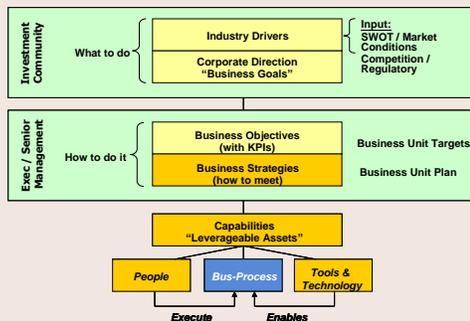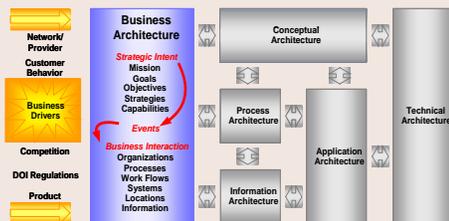## Elements of Business Architecture

- **Models** describing
  - Strategic intent
  - Business interactions
  - Critical events
- **Tools** for improved communication
- **Framework** for objective thought
- **Compass** for business direction
- **Roadmap** of business capabilities
- **Lens** to view of gaps & weaknesses

How Does Business Architecture Work

The Cumulative Impact Approach

SIBRIDGE has partnered and delivered Business Architecture solutions for many of our clients including Yellow Roadway Corporation, Hertz, and Cisco Systems.

Business Architecture at Sprint

Sprint Corporation is a provider of communications ranging from the traditional wireline services (voice long distance) to the latest technological communication services (4G wireless broadband services). Sprint corporation employees more than 60,000 worldwide and generates $30 billion in revenue.

Opportunity

The deployment of the new 4G wireless network required intense business, network and IT cooperation as well as the means to communicate with the wide ranging 3rd party software vendors supporting the infrastructure build out. A need for all parties to communicate using common and standard definitions, taxonomies and reference models was required to meet the stringent time lines for the deployment of the 4G network and services.

Approach

SIBRIDGE developed an approach based on Business Architecture for developing a common framework that spanned the business needs for agility, a common taxonomy for the network and 3rd party software vendors, and the technical architecture framework required by the IT development teams.

Results

- An integrated approach to capture business needs
- Rapid communication of business requirements
- Models capturing product specifications, taxonomies and business processes required to support the project launch
- A common tool capturing and consistently communicating throughout the organization
- Ability to track new requirements and change requirements

What does Business Architecture Accomplish?

Simplification	• Simplify underlying Operational Support processes enabling rapid support of new products and services. • Standardized business architecture • Align with Business, Network, Product, Organizational, and Technology Drivers
Identify Integrated Solutions	• Identify Operational Support System Integration opportunities around shared information datastores • Enterprise-wide "Information-focused" architectures (manage data as a shared resource) • Promote the consolidation (or elimination) of "like" databases and information
Process Integration	• Enable enterprise business process integration across all business domains. • End user business process management
Project Guidance	• Provide business-rational guidance for Projects • Reduce total long-term cost and complexity (delivery, operations, maintenance) • Improve speed of delivery and lower the cost of change

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.

PHONE: (817) 756-6231 FAX: (817) 756-2091 email: learnmore@SIBRIDGE.com