

## Building strong organizations

# The Bizz!

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### Interesting BiZZ!

- Learn how TOGAF & Archimate can enhance your Enterprise Architecture & benefit your organization.
- **BiZZdesign Architect** featured in Gartner's Magic Quadrant!
- **New release of BiZZdesign Architect** coming **O** January 2011
- BiZZdesign Arhimate & Togaf Training Call us for next session dates.
- **BiZZdesign Webinar: Nov 26th 2010.**

**Mapping Business Capabilities Contact:**  
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 416.572.2035

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## Architect Your Success with BiZZdesign!

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#### In a Nutshell:

**BiZZdesign offers an integrated suite for Enterprise Architecture and Business Process Management.**

**This integrated suite consists of proven and easy to use tools, best practice approaches, training and business consultancy. BiZZdesign has implemented The Open Group methodology standard for Enterprise Architecture, TOGAF™, and the Open Group modeling standard ArchiMate®.**

#### Who we are:

**BiZZdesign** provides structured methods, tools, and training for enterprise architecture & business process engineering in our aim to help build strong organizations.

#### What We Do:

Our services consist of :

**1. Tools:** BiZZdesign Architect, Archimate, Grip Manager, BiZZdesigner, RiskManager, IAF Workbench,

**2. Training:** Enterprise Architecture, TOGAF, Archimate, Process Design, Lean Six Sigma

**3. Consultancy:** Our areas of focus are:

Enterprise Architecture, Business Requirements, Process Management, Process Design, Implementation, Grip & Governance.

**. BiZZdesign** methods, tools & training are favoured by CIO's, enterprise architects, information managers & business consultants. By applying our proven methods, companies are better able to design, prepare and implement changes in business processes.

**We are thrilled to announce the latest release of BiZZdesign Architect 3.0 this October!**

#### Our History:

From 1996 – 2001 the Telematica Instituut, ABP, The Dutch Tax Department, IBM, and ING conducted the Testbed project, aimed to deliver a design approach and modelling environment for business processes.

BiZZdesign was a spin-off company from this project, so successful were the methods there was an immediate response from the marketplace and BiZZdesign was born.



## **EA Observations:**

### **The key to effective EA: Relationships !**

Brenda Cowie– VP Client Services, BiZZdesign North America

BiZZdesign is often called in by client organizations to assist as they attempt to establish or re-invent EA practices. Time and time again as I have discussions with various clients, a key aspect that continues to surface is the importance of relationships to implement effective EA. Many times a lot of the work we do is to assist those in the EA role in reaching out to build relationships with other groups in the organization, to seek out and build relationships with other key roles in other groups prior to addressing any project issues that may arise. The effort you, as an EA, make to get to know other groups' concerns will benefit everyone down the road. Greater knowledge & understanding of each other's worlds and personalities comes in very handy when architecture decisions require governance to enforce project decisions downstream.

If a project has to be altered or cancelled altogether in order to comply with your EA practice principles and avoid a negative impact of a group's decisions/choices on the architecture altogether, being able to work with someone as a partner in solving the issues has huge impact on the outcome. Relationships can play a key role in terms of defining an approach to communicate project changes or using your personal influence with the group to sway a decision.

### **BiZZdesign Top 10 tips for building Effective EA Relationships:**

1. Identify Key stakeholders both on the IT & on the Business side who will be affected by your decisions/influence. By speaking with them in the early stages you can avoid a-lot of back pedalling and re-selling them on your rationale for decisions in later stages of projects.
2. Make a point to get to know those stakeholders outside of regular meetings. Go for coffee/lunch etc... the more a person can relate to you as a fellow human being, the more likely they are to go out of their way to come to a resolution when you are dealing with conflicting priorities.
3. Create an EA Ambassador in your organization. Identify someone (other than yourself!) on the IT and/or business side who is an EA enthusiast & who your intended audience relates to and respects (for whatever reason) & use them as a messenger. Sometimes, due to the culture of an organization, we have seen the EA or IT side as not perceived as having the same influence as someone from the business side. Find that person in the business and use them to help you sell the program/message.
4. Communicate early in the process and often. Make sure that your message is actually understood, not just heard. EA can seem an overwhelming task, especially to those who are outside of architecture and IT. You don't want people to be dis-interested because they don't understand the value you are creating. BiZZdesign is often called upon to do "EA for Executives" workshops, to assist with explaining the value of the EA exercise and getting buy-in from the top-down.
5. Ensure the EA message/content created is relevant to the intended audience. For eg: don't confuse the business with too much technical info, tell them what they need to know and how what you are doing will impact them.
6. Encourage debate when making decisions/changes. Many decisions are only internalized by both parties when they are picked apart and examined through debate and rationalization.
7. Start by all speaking the same language. For eg; in much of BiZZdesign's work, when we see a framework chosen such as TOGAF, we encourage all parties concerned to have some level of training. Often the architecture group goes for certification and the PMO will have a "lighter" version of the training. When everyone is on the same page it is easier to get your message across and understood. It is also in these trainings where we see different groups in an organization reveal concerns & pain points to each other, often for the first time.
8. Use your "Soft Skills". Match your vocabulary and communications style to theirs. If they are short and to the point, be the same.
9. Remember when communicating your decisions to various stakeholder's to consider his/her motivations, and incentives. What is their "skin in the game"? A little empathy will get you a long way.
10. Always use the "Partner" approach. Ask your customer "How can we work together to help you" Your decisions will then be welcomed as consultative advice, rather than seen as "no other choice" directives.

[Any additional experiences/ideas? We'd love to hear them and share them in the next newsletter. Contact \[b.cowie@bizzdesign.com\]\(mailto:b.cowie@bizzdesign.com\)](#)



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### **ArchiMate & BiZZdesign Architect : EA Software Tools**

The core of **ArchiMate** is a design language to model business and IT architectures in coherence with each other. Next to the design language, ArchiMate offers a range of techniques for visualizing, analyzing, designing, and using enterprise architecture to solve business change. ArchiMate provides the enterprise architect with architectural instruments for supporting and improving the business change process.

### **BiZZdesign Architect:**

Architect models & visualizes EA, including visualizing & analyzing relationships & dependencies between architectural domains, impact of change analysis, etc. Architect also captures other relevant info, like business goals & objectives, requirements & use cases, programs & projects, architectural principles. Architect fully supports the ArchiMate modeling concepts & the TOGAF architecture framework. Frameworks like Zachman, DYA®, and IAF are also fully supported by Architect.

### **Upcoming BiZZdesign Events:**

#### **BiZZdesign Webinar: Mapping Business Capabilities Nov26th/2010 10:30-11:30 a.m. EST**

To Register: email [b.cowie@bizzdesign.com](mailto:b.cowie@bizzdesign.com)

In order to address business and IT complexities, a growing number of clever CIOs and architects are using business capability maps — high-level models that link a small number of key business capabilities to IT's services. These maps bring a business-value point of view to a wide variety of discussions. Capability maps can assist to improve current strategy development and articulation methods by integrating business and technology planning & design to create better business outcomes. Many CIOs and EA's update the maps as part of IT and business change processes and reference these maps every time IT and the business seek a high-level point of view.

Join Rob Kroese, BiZZdesign EA Consultant to learn how to effectively use Capability Maps in your organization.

BiZZdesign Architect enables you to create insightful and graphical modelling of different architectural domains, such as business goals, products, organization, processes, business functions, applications and technical infrastructures. To learn more about this product and download a trial version, please visit our website at: [www.bizzdesign.com](http://www.bizzdesign.com).

Some benefits of using BiZZdesign Architect :

Create Capability Maps

Fast data entry of objects and relations by importing from Excel, Word, Visio and many domain tools.

Automatic generation of graphical views for (parts of) your model.

Entering and showing of coherence between domains with easy to use relational matrices.

Shows attributes in various ways, e.g. quality of applications, owner of a process etc.

Allows for detailing of models at each level.

Creates Landscape maps for generating overviews of relations within the enterprise architecture.

Relate your EA strategies to principle stakeholders

Create roadmaps

Publish your architectures by reporting the models on your intranet or in Word, with one push of a button.

### **BiZZdesign Architect is again featured in the Gartner Magic Quadrant:**

BiZZdesign is pleased we will again be featured in the Q4 2010 edition of the Gartner Magic Quadrant for EA tools. The Magic Quadrant offers a visual snapshot of the market's direction, maturity and participants. For a free copy of the report, email [b.cowie@bizzdesign.com](mailto:b.cowie@bizzdesign.com)

### **Upcoming IT Conferences/Tradeshows:**

\*ProjectWorld & World Congress for Business Analysts  
– IIR USA. Project, Portfolio Management professionals & Business Analysts. Orlando, Fla Nov 8-10 2010

### **Kick Start Your EA Program with**

### **TOGAF Training**

This course is designed for Organizations that would like to base their Enterprise Architecture Practice on leading Architecture Development Framework and Methods - TOGAF.

The program is delivered via in class lecture and real-life workshops. Contact us to learn more today!