



# Capability Driven (Multi-Speed) Transformation Planning

## Digital Enterprise Method & Framework

**Arsalan N. Rad**

**Distinguished Enterprise & Business Architect (The Open Group)**

### Career Roles

- Founder | EATransform
- Global Head of Digital and Consulting | Esplendor Group- UK/Europe
- Head of Consulting Partners, EA & Digital | Wipro- UK/Europe
- Director CIO Advisory, Executive Architect | IBM UK/Europe
- Managing Director | ODC Netherlands
- Head of Enterprise Architecture Europe | DXC Europe
- Senior Consultant | Accenture Sweden
- Practice Leader Object Technology Practice | IBM North America



**EATransFORM**

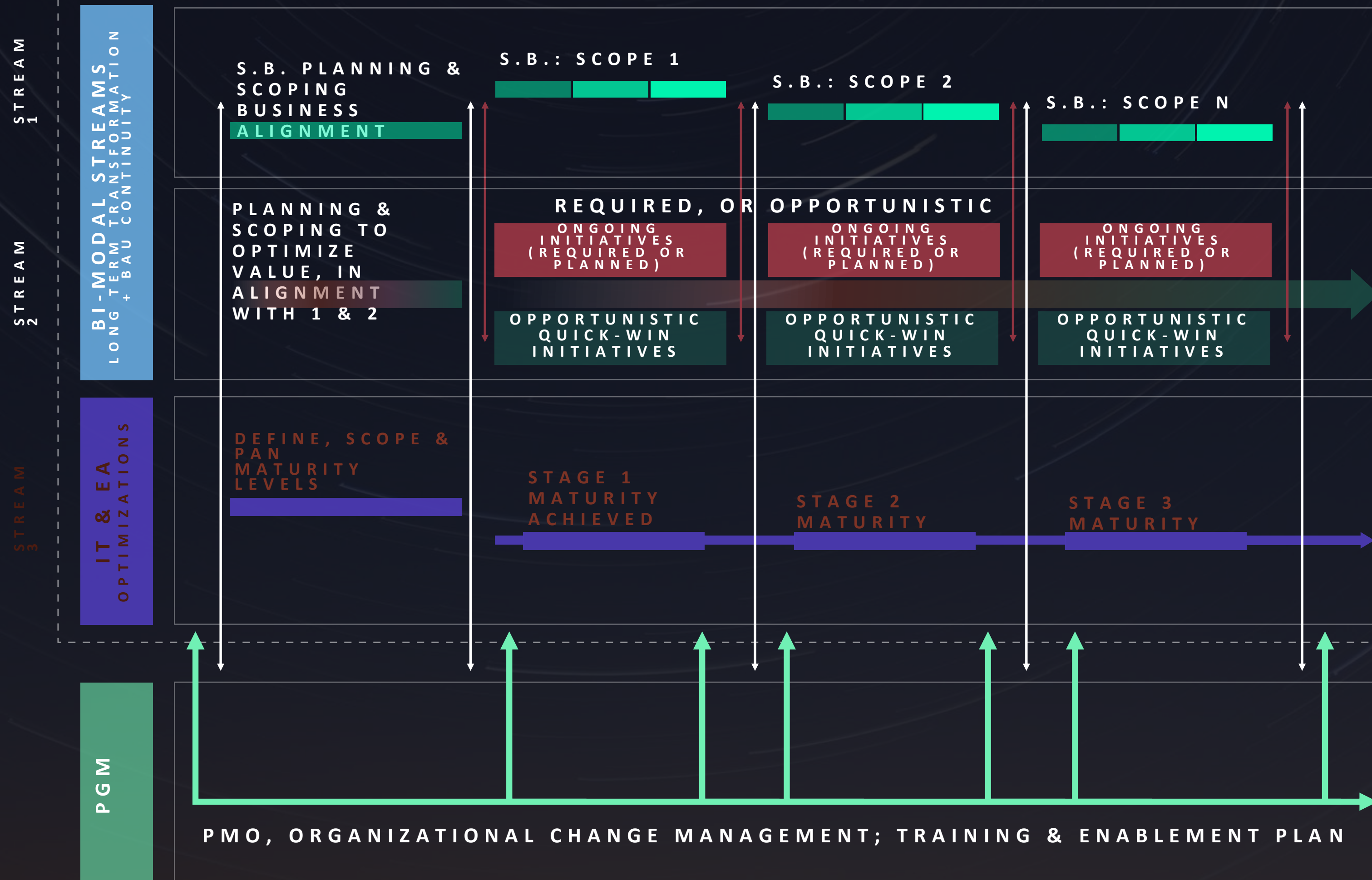
**Digital Enterprise Transformation**



# INDICATIVE HIGH LEVEL PROGRAM ARCHITECTURE - KEY STREAMS

LONG TERM: ENTERPRISE DIGITAL BUSINESS-IT TRANSFORMATION (EA-DRIVEN)

NEAR TERM OPTIMIZED PROGRESSION OF ONGOING PROJECTS & INITIATIVES



## STREAM 1: STRATEGIC EA - LONG TERM APPROACH WITH STRATEGIC BASELINING (S.B.):

- COMPLETE SB DEFINITION AND CAPTURE OF CURRENT STATE AND TARGET STATE FOR BUSINESS & IT, PROFILED, MAPPED, AND BASELINED INTO 4+1/360-DEGREE BUSINESS CAPABILITY MODEL BCM
- USE S.B. PROGRESSIVE ANALYSIS AND ASSESSMENT TO DRIVE ONGOING INITIATIVES MORE OPTIMALLY, MORE HOLISTICALLY, AND WITH BETTER ENTERPRISE ALIGNMENT

## STREAM 2: TACTICAL EA & BUSINESS AS USUAL (BAU)

- CONTINUOUSLY LEVERAGE INPUT AND ARCHITECTURAL GUIDANCE FROM STREAMS 1 & 3 AS THEY ADVANCE AND MATURE, TO BETTER SUPPORT REQUIRED AND PLANNED PROJECTS (SMART LIVING) TO ENABLE THEM TO PROGRESS MORE OPTIMALLY, AND/OR, DEFINE AND DRIVE OPPORTUNISTIC QUICK-WIN INITIATIVES

## STREAM 3: EA & BLUEPRINT ("EA PRACTICE" & "EA PRACTICED")

THIS STREAM IS CURRENTLY NOT IN SCOPE

- INCREMENTAL PROGRESSION OF CAPABILITY IN IT AND EA FUNCTION AND OPERATIONS
- DEFINE AND IMPLEMENT TRAINING & MENTORING OF IDENTIFIED ARCHITECTURE LEADS & PRACTITIONERS FOR FUTURE ROLE
- ESTABLISH ARCHITECTURE AS A SERVICE (AAAS)
- ESTABLISH EA TOOLING TO SERVE AS ENTERPRISE DASHBOARD

## PROGRAM MANAGEMENT

- ALIGNMENT OF APPROACH AND PLANNING ACROSS STREAMS
- COMMUNICATIONS
- MEASUREMENT AND REPORTING
- PROGRAM PLANNING
- RISK/ISSUES MANAGEMENT
- VENDOR MANAGEMENT
- FINANCIAL MONITORING AND CONTROL

# MULTI-MODAL EA-DRIVEN APPROACH II

## **STREAM 1: STRATEGIC EA (WITH ESPLENDOR STRATEGIC BASELINING APPROACH)**

FUTURE-PROOF THE NOW WITH LONG TERM DIGITAL TRANSFORMATION ROADMAP: “STRATEGIC BASELINING” (S.B.) PROJECTS ARE EXECUTED INCREMENTALLY ACROSS KEY AREAS OF FOCUS, WHERE THE “4+1” (360-DEGREE) DATA AND INSIGHT IS ELICITED AND MAPPED INTO THE BUSINESS CAPABILITY MODEL (PLEASE REFER TO TO APPENDIX 1 FOR ELABORATION ON THE “4+1” (360-DEGREE)). TO MAKE THIS A PRACTICAL AND PRAGMATIC ENDEAVOUR, THIS IS PRECEDED BY A “SCOPING AND PLANNING” ACTIVITY, WHERE INCREMENTS ARE DEFINED TO BEST SUIT THE CURRENT CONSTRAINTS AND PRIORITIES SUCH AS BUDGET, STAFFING, AS WELL AS ACTUAL OR ACUTE PRIORITIES AND AMBITIONS. THE BUSINESS & SERVICE “DIGITAL DNA” FOR SURVE IS HENCE DEFINED AND ESTABLISHED.

## **STREAM 2: TACTICAL EA (REFERRED TO AS “PROTOTYPE” BY SURVE)**

BUSINESS AS USUAL (BAU) CONTINUITY: “PLANNED OR QUICK-WIN PROJECTS” ARE EXECUTED WITH AS-OPTIMIZED-AS-POSSIBLE ALIGNMENT WITH THE STREAMS 1 AND 2. IN ITS SIMPLEST FORM, THIS CAN MEAN ACCELERATED (JUST-ENOUGH) BCM AND 4+1 MODELLING IN STREAM 1, AND ONLY OBTAINING EXPERT ADVISORY AND SUPERVISION IN STREAM 2. IN THE CURRENT SURVE CONTEXT, THE INITIAL “PLANNED OR QUICK/WIN PROJECT” IS THE “PROTOTYPE” PROJECT.

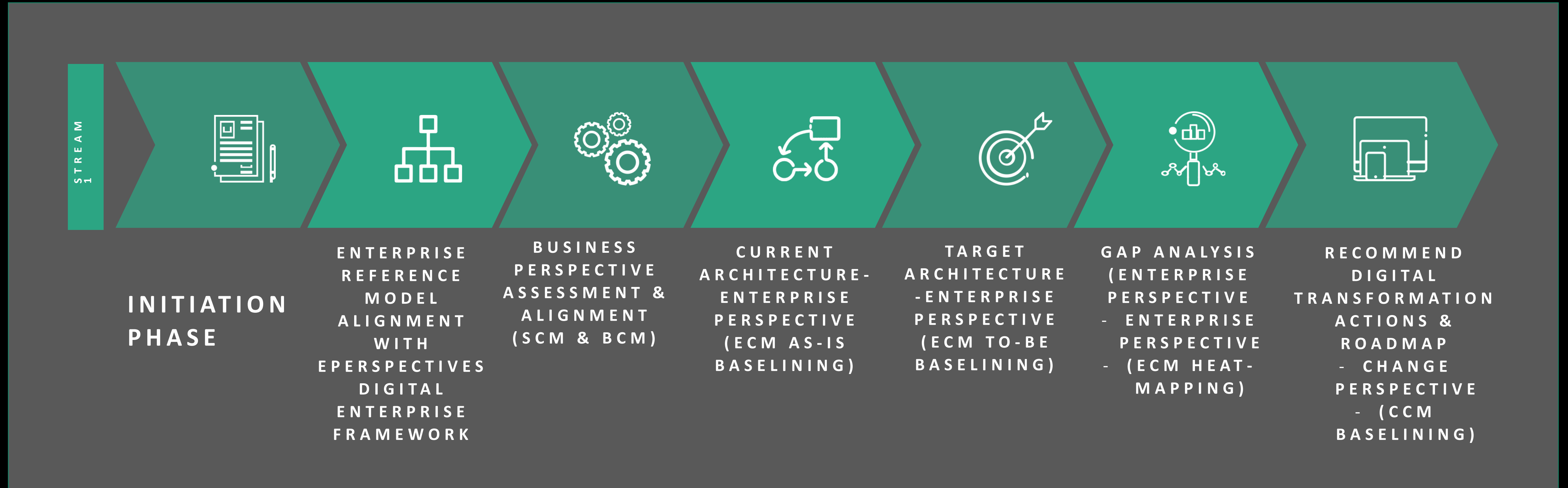
## **STREAM 3: (THIS STREAM IS CURRENTLY OUT OF SCOPE)**

IT AND EA OPTIMIZATION PROJECTS ARE EXECUTED INCREMENTALLY IN PARALLEL TO STRENGTHEN EA-ADHERENCE ACROSS BUSINESS & IT ORGANIZATIONS AND CHANGE INITIATIVES. TO MAKE THIS A PRACTICAL AND PRAGMATIC ENDEAVOUR, THIS IS PRECEDED BY A “SCOPING AND PLANNING” ACTIVITY, WHERE INCREMENTS ARE DEFINED TO BEST SUIT THE CURRENT CONSTRAINTS AND PRIORITIES SUCH AS BUDGET, STAFFING, AS WELL AS ACTUAL OR ACUTE PRIORITIES AND AMBITIONS.

## **ALIGNMENT PROGRAM**

ENSURE THE ABOVE TRACKS AND STREAMS ARE WELL ALIGNED ESPECIALLY WHERE DEPENDENCY IS GREATEST. IN ITS SIMPLEST FORM, THIS CAN MEAN INDIVIDUAL PM’S WHO OVERSEE AND ENFORCE THIS ALIGNMENT.

# EA DRIVEN DIGITAL TRANSFORMATION WITH EPERSPECTIVES: GETTING THE BEST OF METHOD/Framework + CUSTOM TOOLING



**ePerspectives-E (ePerspectives Digital Framework Adoption)**

**ePerspectives-T (ePerspectives Tooling Adoption – OPTIONAL (SAG Alfabet & Aris))**

# DIGITAL FOUNDATION PROJECT (INDICATIVE): WORK BLOCKS

## BUSINESS PERSPECTIVE DIGITAL FOUNDATION-BPOA: CURRENT AND TARGET BUSINESS STRATEGY DIGITAL FOUNDATION BASELINING (ACCELERATED)

BUSINESS STRATEGY  
REVIEW/REFINEMENT,  
BUSINESS CANVAS MODELING,  
X-MATRIX (+ OTHER)

DISTILL AND BASELINE  
BUSINESS STRATEGY DIGITAL  
FOUNDATION INTO STRATEGIC  
CAPABILITY MODEL (SCM  
BASELINED)



## BUSINESS PERSPECTIVE DIGITAL FOUNDATION-BPOB: CURRENT AND TARGET BUSINESS DESIGN DIGITAL FOUNDATION BASELINING (ACCELERATED)

BUSINESS OPERATIONS MODEL  
REVIEW/REFINEMENT, PROCESS  
& ORG MODELING, VALUE  
STREAM CUSTOMER JOURNEY CX  
FORMULATION(+ OTHER)

DISTILL AND BASELINE  
BUSINESS DIGITAL FOUNDATION  
INTO BUSINESS CAPABILITY  
MODEL (BCM BASELINED)  
DIGITAL FOUNDATION

## ENTERPRISE PERSPECTIVE DIGITAL FOUNDATION-EP: CURRENT AND TARGET ENTERPRISE ARCHITECTURE DIGITAL FOUNDATION BASELINING (ACCELERATED)

ENTERPRISE ARCHITECTURE  
REVIEW/REFINEMENT, "4+1"  
360-DEGREE MAPPING AND  
PROFILING OF IT  
ARCHITECTURE,  
ORGANIZATION &  
RESOURCING, AS WELL AS  
CHANGE PORTFOLIO AND  
BUSINESS VALUE LINK &  
PROFILE

ESTABLISH CURRENT  
ARCHITECTURE, HEAT-MAP  
THE ECM, AND DEFINE  
TARGET ENTERPRISE  
ARCHITECTURE

DISTILL DIGITAL  
ENTERPRISE DIGITAL  
FOUNDATION INTO  
ENTERPRISE CAPABILITY  
MODEL (ECM BASELINED)

## BUSINESS CASE

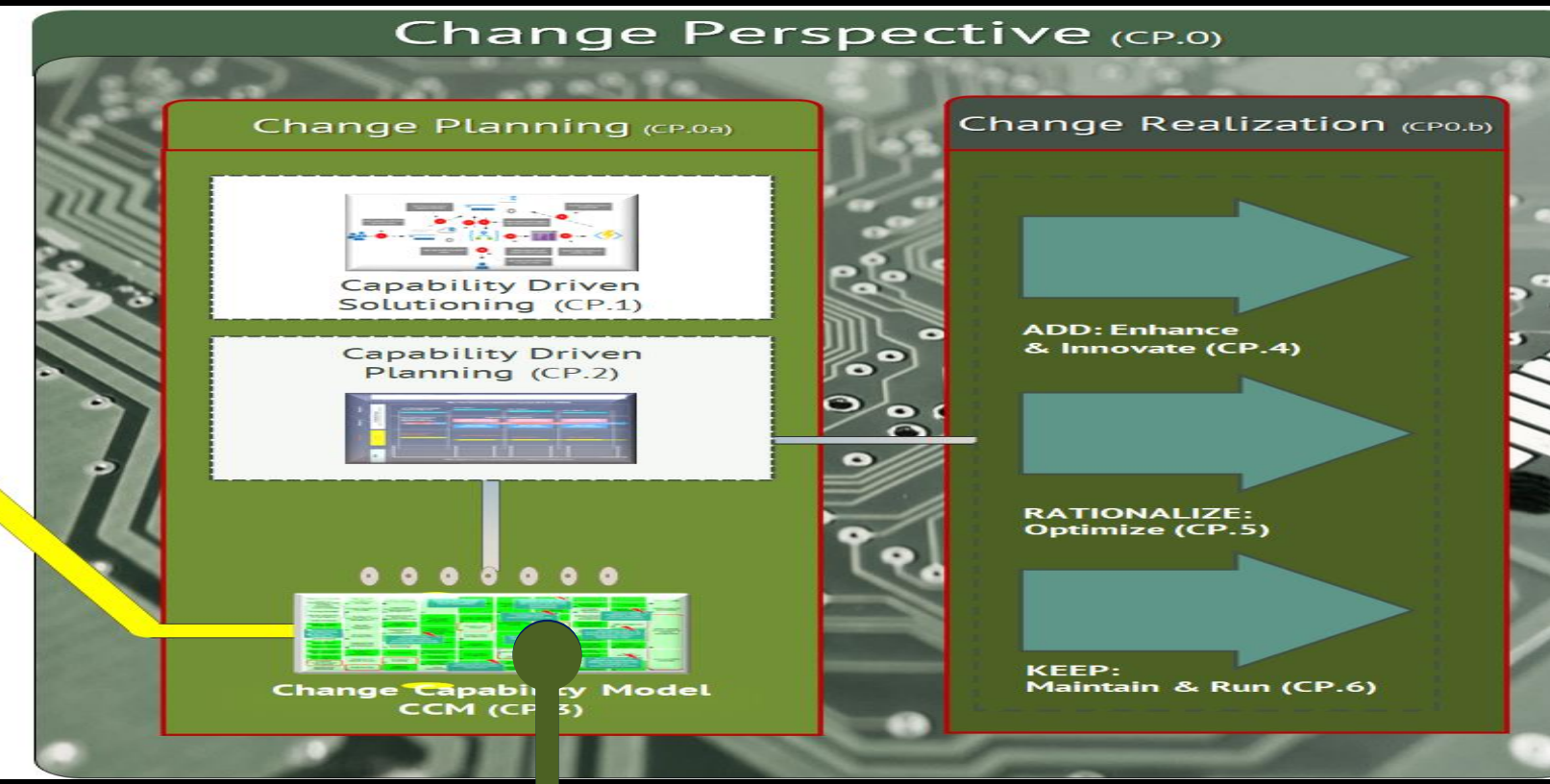
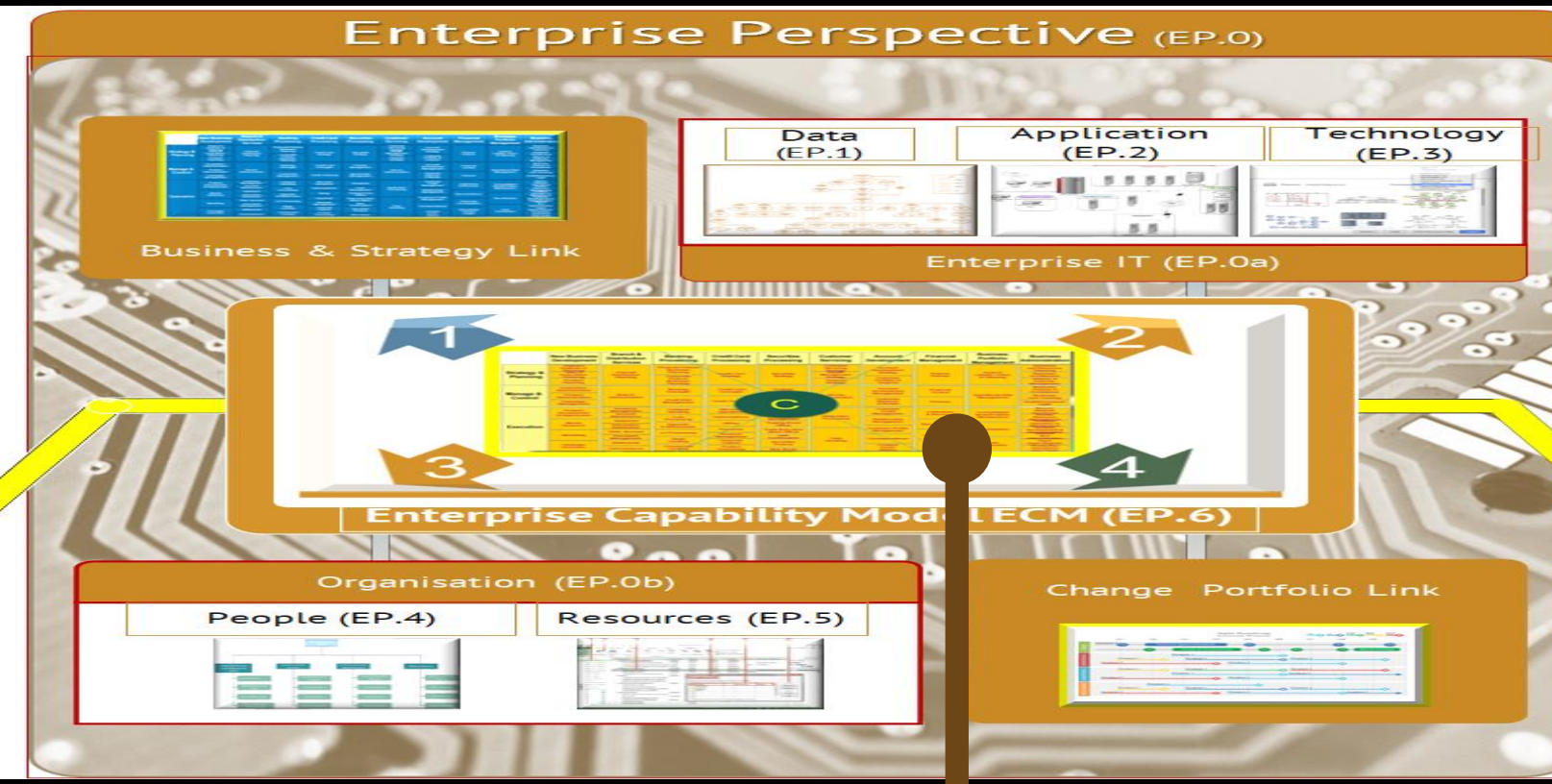
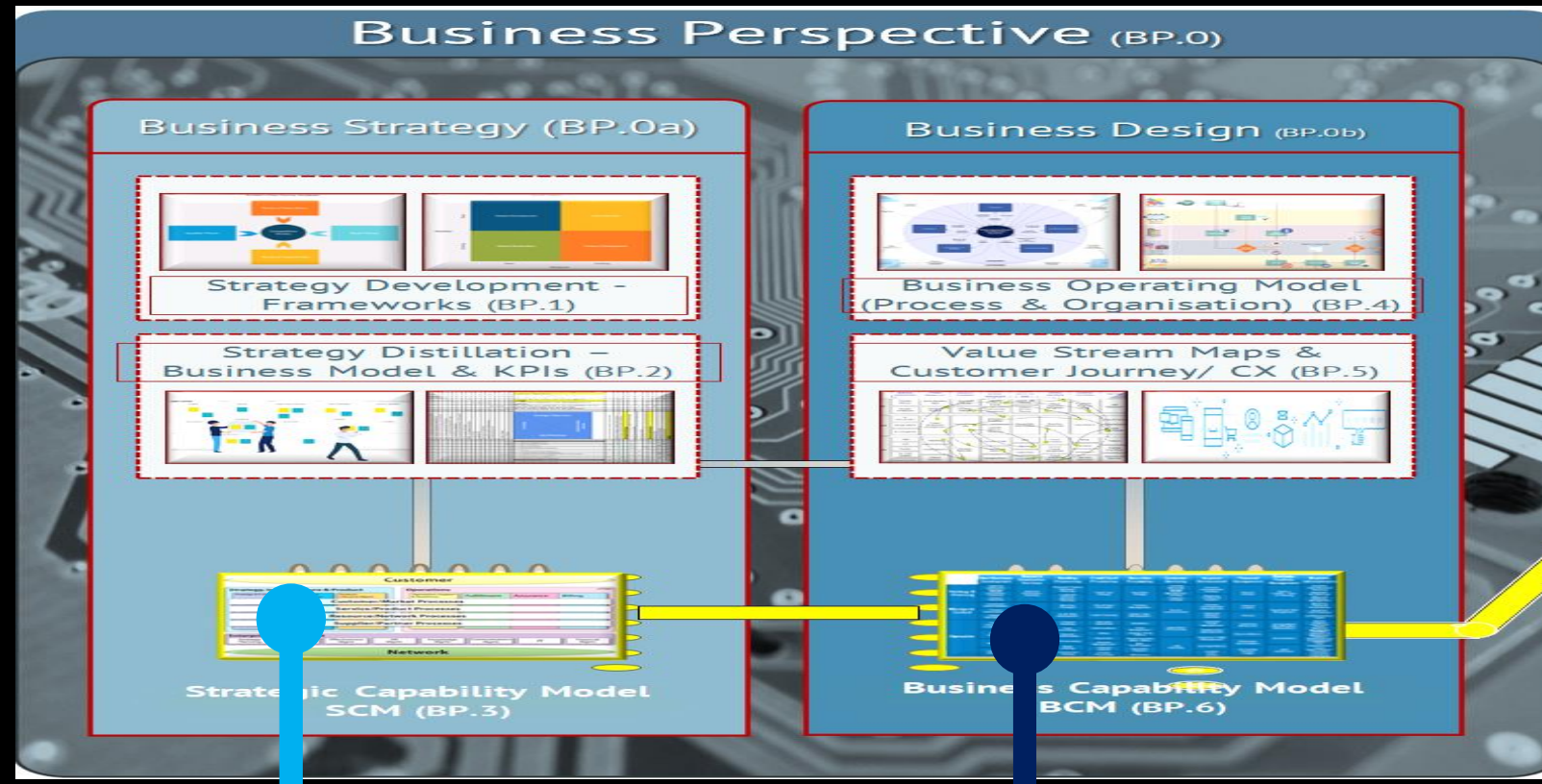
- VALIDATE BUSINESS CASE WHICH DETAILS THE INVESTMENTS AND BENEFITS OVER TIME
- PLANNING, PRIORITIZING & RESOURCING NEEDED TO IMPLEMENT FULL SCALE PROGRAM
- SPONSORSHIP AGREED
- IMPACT ON FUTURE SCOPE OF CHANGE AND TRANSFORMATION ASSESSED AND FINALISED

## CHANGE PERSPECTIVE DIGITAL FOUNDATION CP: ENTERPRISE- CONSOLIDATED CHANGE PLANNING & SOLUTIONING BASELINING (ACCELERATED)

CHANGE & TRANSFORMATION  
OUTLOOK  
REVIEW/REFINEMENT, CHANGE  
PORTFOLIO AND SOLUTION  
ARCHITECTURE OPTIMISATION  
AND HARMONISATION  
(+OTHER)

DISTILL AND BASELINE  
CHANGE PORTFOLIO DIGITAL  
FOUNDATION INTO CHANGE  
CAPABILITY MODEL (CCM  
BASELINED) DIGITAL  
FOUNDATION

# DIGITAL FOUNDATION PROJECT WITH E-PERSPECTIVES - HIGH LEVEL PLAN - (ACCELERATED)



BP.0	Strategic Capability Model SCM (BP.3)	Business Capability Model BCM (BP.6)	Current	Target	Delta	Score	Weight	Value
1	Market Development	Business Process & Services	1000000	1200000	200000	0.8	160000	160000
2	Product Management	Product Management	800000	900000	100000	0.9	90000	90000
3	Customer Management	Customer Management	600000	700000	100000	0.7	70000	70000
4	Resource Management	Resource Management	400000	500000	100000	0.6	60000	60000
5	Engaged Partner	Engaged Partner	200000	300000	100000	0.5	50000	50000
6	Finance	Finance	100000	100000	0	0.4	40000	40000

EP.0	Enterprise Architecture EA	Current	Target	Delta	Score	Weight	Value
1	Application Arch	1000000	1200000	200000	0.8	160000	160000
2	Architecture	800000	900000	100000	0.9	90000	90000
3	Infrastructure	600000	700000	100000	0.7	70000	70000
4	People	400000	500000	100000	0.6	60000	60000
5	Resources	200000	300000	100000	0.5	50000	50000

CP.0	Change Planning	Current	Target	Delta	Score	Weight	Value
1	Change Planning	1000000	1200000	200000	0.8	160000	160000
2	Change Planning	800000	900000	100000	0.9	90000	90000
3	Change Planning	600000	700000	100000	0.7	70000	70000
4	Change Planning	400000	500000	100000	0.6	60000	60000
5	Change Planning	200000	300000	100000	0.5	50000	50000

**BUSINESS PERSPECTIVE DIGITAL FOUNDATION-BP: CURRENT AND TARGET BUSINESS STRATEGY & DESIGN DIGITAL FOUNDATION BASELINING (ACCELERATED)**

**ENTERPRISE PERSPECTIVE DIGITAL FOUNDATION-EP: CURRENT AND TARGET ENTERPRISE ARCHITECTURE DIGITAL FOUNDATION BASELINING (ACCELERATED)**

**CHANGE PERSPECTIVE DIGITAL FOUNDATION CP: ENTERPRISE-CONSOLIDATED CHANGE PLANNING & SOLUTIONING BASELINING (ACCELERATED)**

BUSINESS STRATEGY REVIEW/REFINEMENT, BUSINESS CANVAS MODELING, X-MATRIX (+ OTHER)  
 DISTILL AND BASELINE BUSINESS STRATEGY DIGITAL FOUNDATION INTO STRATEGIC CAPABILITY MODEL (SCM BASELINED)

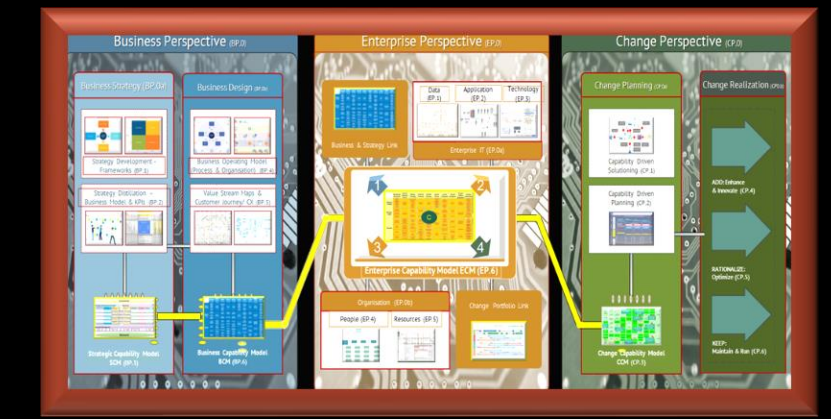
BUSINESS OPERATIONS MODEL REVIEW/REFINEMENT, PROCESS & ORG MODELING, VALUE STREAM CUSTOMER JOURNEY CX FORMULATION(+ OTHER)  
 DISTILL AND BASELINE BUSINESS DESIGN DIGITAL FOUNDATION INTO BUSINESS CAPABILITY MODEL (BCM BASELINED) DIGITAL FOUNDATION

ENTERPRISE ARCHITECTURE REVIEW/REFINEMENT, "4+1" 360-DEGREE MAPPING AND PROFILING OF IT ARCHITECTURE, ORGANIZATION & RESOURCING, AS WELL AS CHANGE PORTFOLIO AND BUSINESS VALUE LINK & PROFILE  
 ESTABLISH CURRENT ARCHITECTURE, HEAT-MAP THE ECM, AND DEFINE TARGET ENTERPRISE ARCHITECTURE  
 DISTILL DIGITAL ENTERPRISE DIGITAL FOUNDATION INTO ENTERPRISE CAPABILITY MODEL (ECM BASELINED)

CHANGE & TRANSFORMATION OUTLOOK REVIEW/REFINEMENT, CHANGE PORTFOLIO AND SOLUTION ARCHITECTURE OPTIMISATION AND HARMONISATION (+OTHER)  
 DISTILL AND BASELINE CHANGE PORTFOLIO DIGITAL FOUNDATION INTO CHANGE CAPABILITY MODEL (CCM BASELINED) DIGITAL FOUNDATION

# CHANGE PERSPECTIVE – CPO

## CAPABILITY DRIVEN CHANGE PLANNING & SOLUTIONING



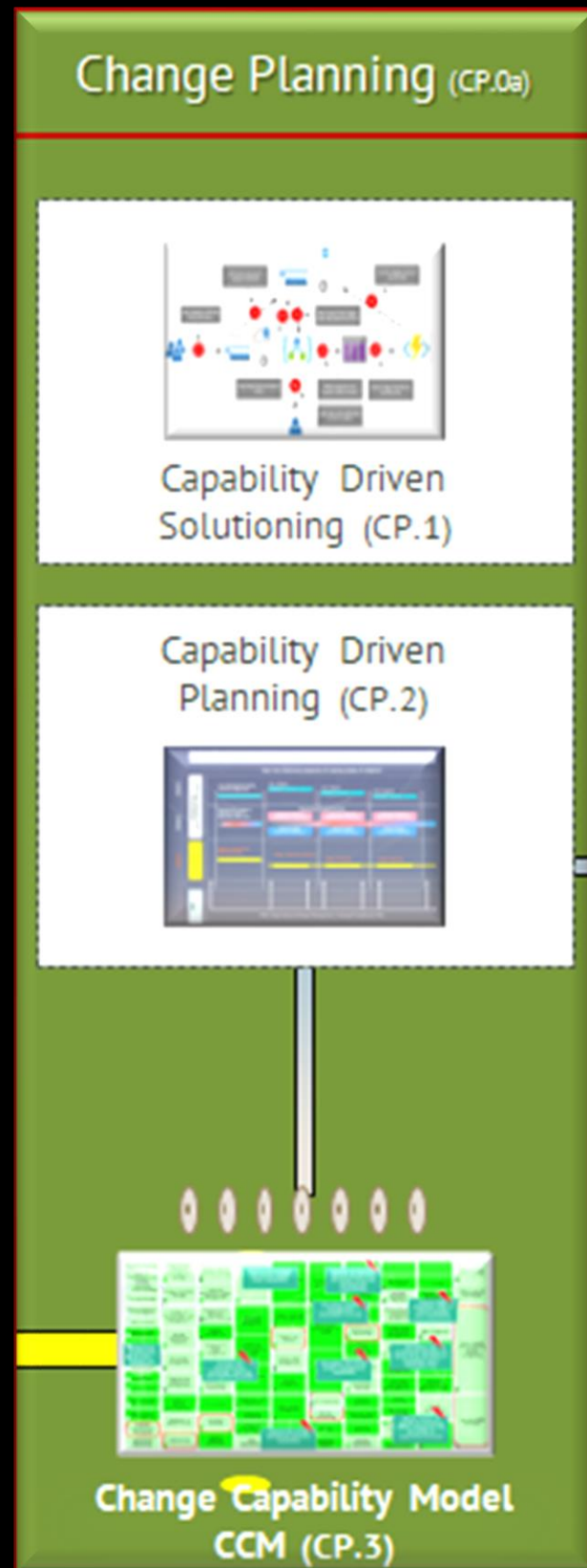
*ANALYSE YOUR PROGRAM/PROJECT / AGILE RELEASE TRAIN PORTFOLIOS.*

*INTEGRATE TO EXISTING PPM TOOLS OR MAINTAIN TIMELINE AND MILESTONE / STORY POINT ACHIEVE IN ALFABET*

*START WITH THE BASELINED HEAT-MAPPED VERSION OF THE ENTERPRISE CAPABILITY MODEL (ECM)*

*DEVISE (OR ADHERE TO AN EXISTING) OPTIMISED ENTERPRISE-OVERARCHING MULTI-SPEED TRANSFORMATION PROGRAM ARCHITECTURE.*

*ADOPT THE BEST/OPTIMISED SOLUTION ARCHITECTURE FOR EVERY STREAM IN ADGHERENCE TO ENTERPRISE ARCHITECTURE GUIDELINES*



**ALFABET**

Dashboards Teamwork Analysis My Objects Quick Access Data Quality Import/Export

Master Plan Map ITMPM-28: Customer Management Domain

Object Profile Support Map Information Migrations Roadmaps Aspects

Workflow Edit Mark as Reviewed Publish History

BASE ATTRIBUTES

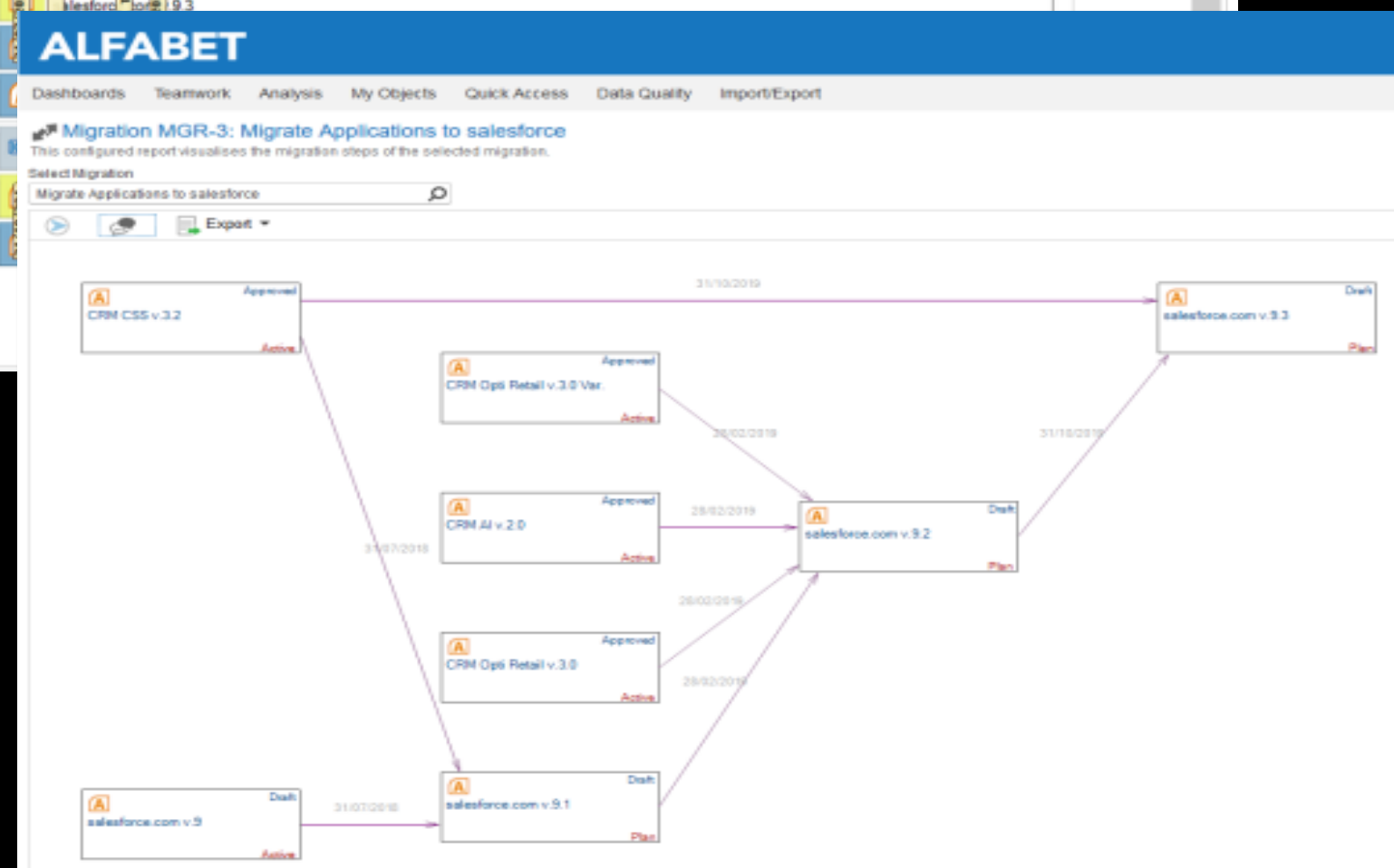
MASTER PLAN	FOLDER	AUTHORIZED USER
AllFinance IT Master Plan	Domain Analysis	Aifons Aifabet

DESCRIPTION

This master plan is dedicated to our customer management processes.

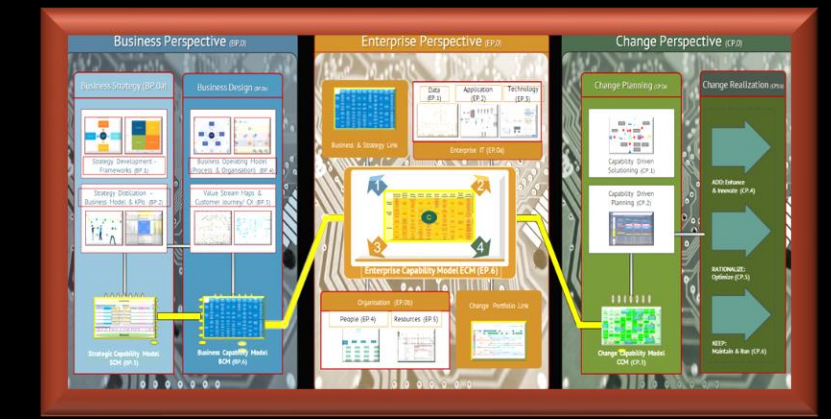
Migrations

Migration	Version	Start Date	End Date
Customer Management Domain	2.2.6 Account Planning		
	2.2.7 Sales and Service Assistant		
	2.2.8 Complaint Management		
	3.3.1 Branding		
AI Sales & Marketing	salesforce.com		
	salesforce.com v 9.2		
	salesforce.com v 9.3		
	CRM AI v 2.0		
Corporate Marketing & Sales	salesforce.com		
	salesforce.com v 9.1		
	salesforce.com v 9.2		
	salesforce.com v 9.3		
FD Marketing & Sales	salesforce.com		



# CHANGE PERSPECTIVE – CPO

## CAPABILITY DRIVEN CHANGE PLANNING & SOLUTIONING

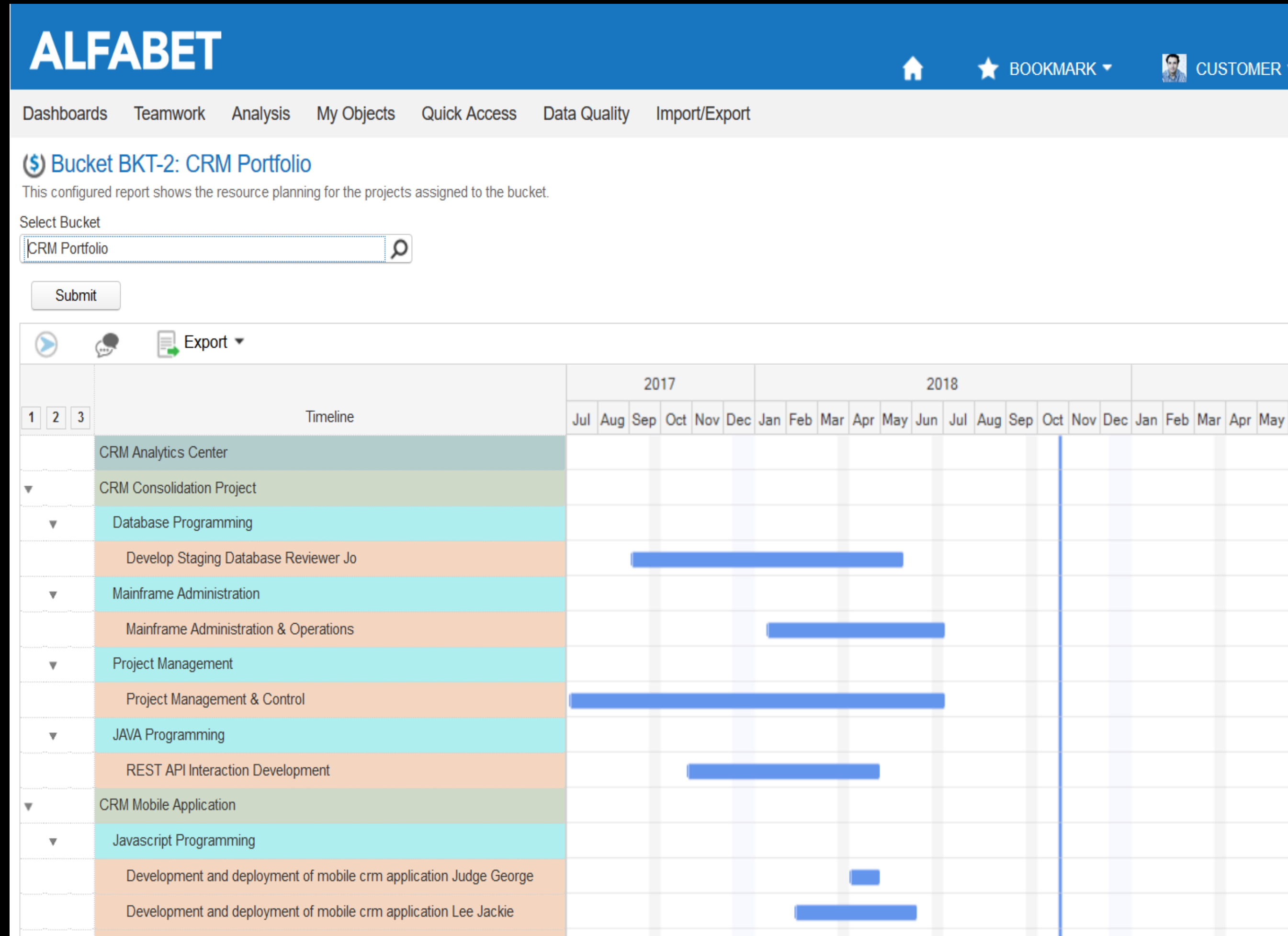


Change Planning (CP.0a)

Capability Driven Solutioning (CP.1)

Capability Driven Planning (CP.2)

Change Capability Model CCM (CP.3)



MANAGE AND PLAN RESOURCES IN ALFABET.

MANAGE RESOURCE UTILIZATION WITH TIME AND COST PERSPECTIVES.

ANSWERS THE QUESTIONS:

WHICH RESOURCES TO DO I NEED FOR THE PROGRAMS AND PROJECT STREAMS?

HOW MANY RESOURCES DO I HAVE AVAILABLE? WHAT IS THE COST OF THE RESOURCES?

WHAT SPECIALTY AND BACKGROUND IS NEEDED FOR THE RESOURCES?

WHAT ARE THE PHASES AND STAGES OF THE IMPLEMENTATION?

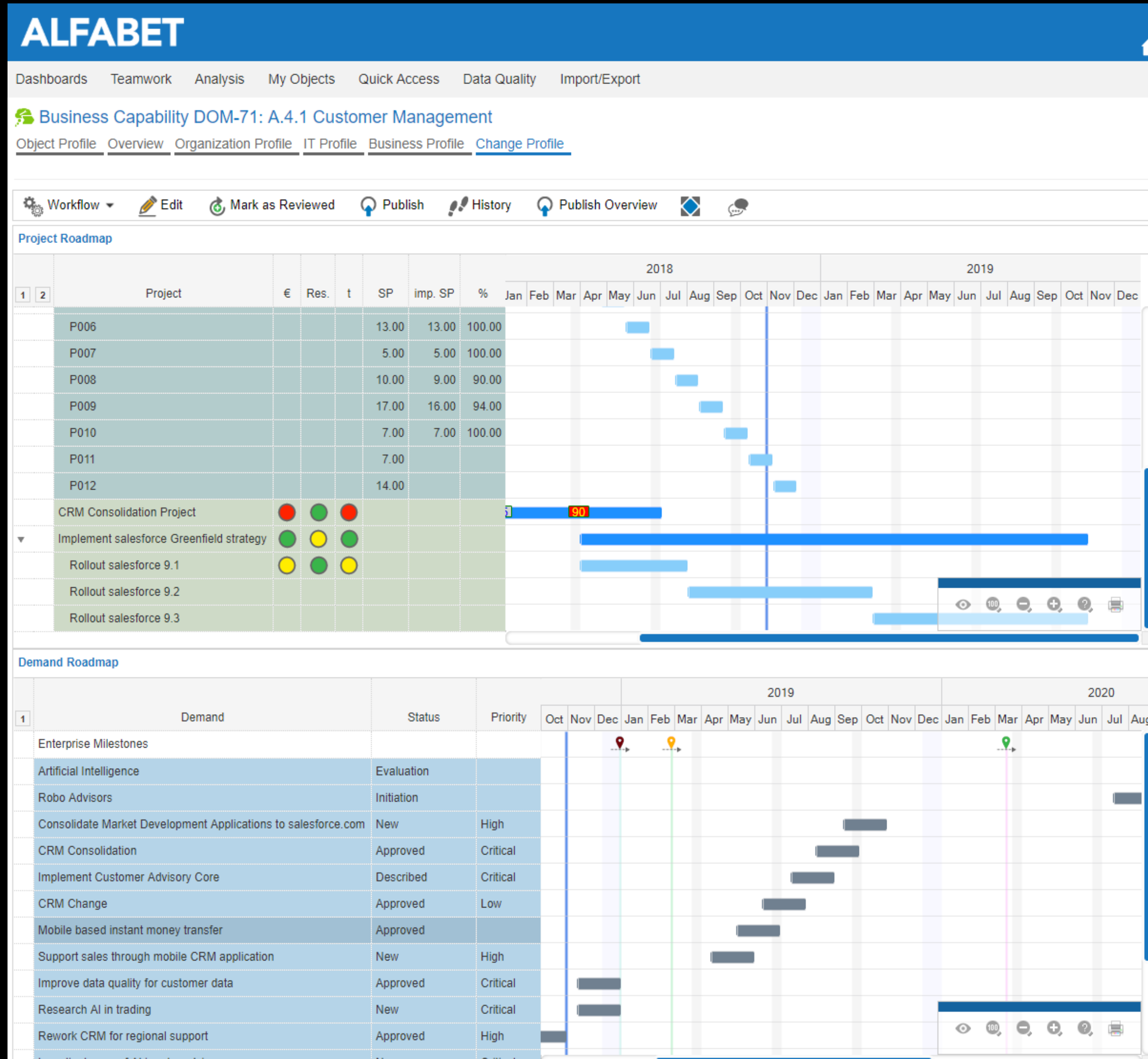
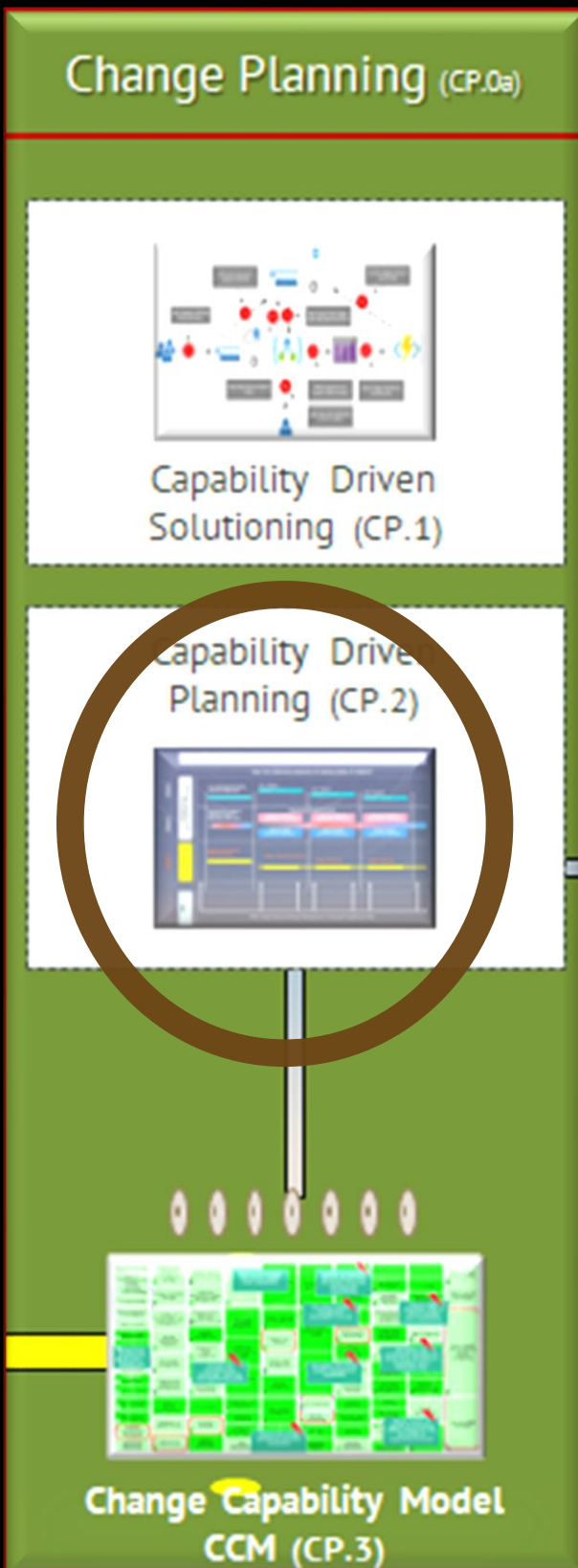
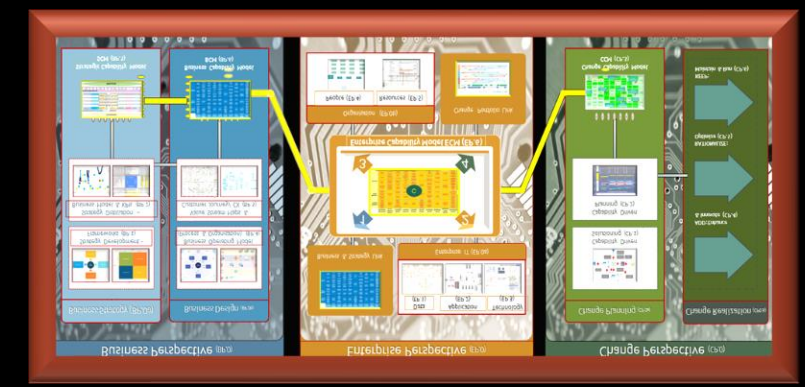
HOW IS PROGRESS MONITORED? HOW IS QA APPLIED?...





# CHANGE PERSPECTIVE – CP2

## CAPABILITY DRIVEN CHANGE PLANNING



ANALYSE YOUR PROGRAM/PROJECT / AGILE RELEASE TRAIN PORTFOLIOS.

INTEGRATE TO EXISTING PPM TOOLS OR MAINTAIN TIMELINE AND MILESTONE / STORY POINT ACHIEVE IN ALFABET.

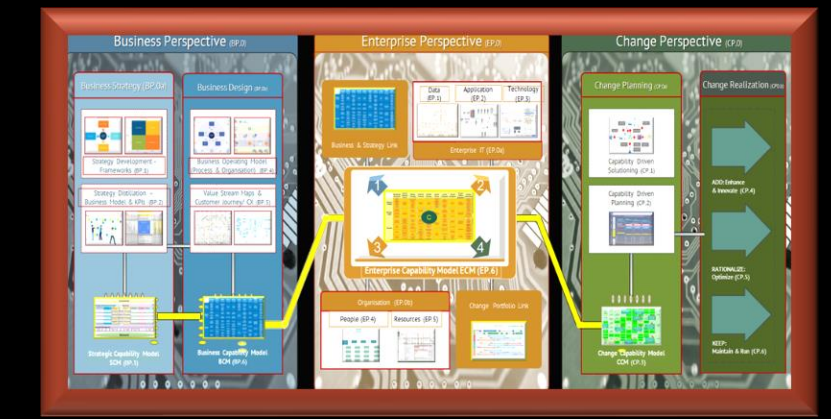
ANSWER THE QUESTIONS:

WHAT IS THE OVERARCHING ENTERPRISE MULTI-SPEED PROGRAM ARCHITECTURE? HOW DOES A GIVEN PROGRAM ARCHITECTURE BEST FIT INTO TO THE OVERARCHING ENTERPRISE MULTI-SPEED PROGRAM ARCHITECTURE OPTIMALLY? WHAT ARE THE PROJECTS STREAMS WITHIN THE PROGRAM, AND HOW ARE THEY BEST HARMONISED AND OPTIMISED (HENCE IMPLICITLY ALSO ALIGNED WITH OVERARCHING ENTERPRISE MULTI-SPEED PROGRAM ARCHITECTURE (AND ITS SUB-STREAMS)? WHAT ARE THE PROJECT TIMELINES? WHAT ARE THE PROJECT MILESTONES? WHAT SUB-CAPABILITIES OR ASEPTS ARE BEING IMPACTED BY WHAT PROJECTS...



# CHANGE PERSPECTIVE – CP2

## PORTFOLIO PRIORITISATION AND BALANCING WITH CCM



Change Planning (CP.0a)

Capability Driven Solutioning (CP.1)

Capability Driven Planning (CP.2)

Change Capability Model CCM (CP.3)

Name	Architectural Impact	Business Value	Project Risk	Strategic Value	Average	Ranking Calculated	Ranking Manually
1 Migrate CRM Opti Retail to CRM CSS	→	⊙	L	↓	1.56	5	1
2 Implement salesforce Greenfield strategy	→	⊙	L	↗	3.80	1	2
3 CRM Consolidation Project	→	⊙	L	↗	3.45	2	3
4 Consolidate HR Systems	→	⊙	M	↗	3.09	3	4
5 Modernize Reporting Applications	→	⊙	S	↓	1.72	4	5
6 CRM Analytics Center	↑	⊙	XXS	↓	0.13	6	6

BASE ATTRIBUTES

SPEND LIMIT [T\$] 3,300.00

SHORT NAME MoPro

DESCRIPTION This group includes all projects which are dealing with t

Time Balancing

Project	Status	Dependency	Resource	APM Impact	2018
Migrate CRM Opti Retail to CRM CSS	Planned				Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb
CRM Analytics Center	In Execution	⚠		⚠	
CRM Consolidation Project	In Execution	⚠	⚠		
Consolidate HR Systems	In Execution	⚠	⚠		
Implement salesforce Greenfield strategy	Planned	⚠	⚠	⚠	
Modernize Reporting Applications	In Review	⚠			

PRIORITIZE YOUR PROJECT PORTFOLIO AGAINST DIFFERENT DIMENSIONS LIKE ARCHITECTURAL IMPACT, BUSINESS VALUES, ETC.

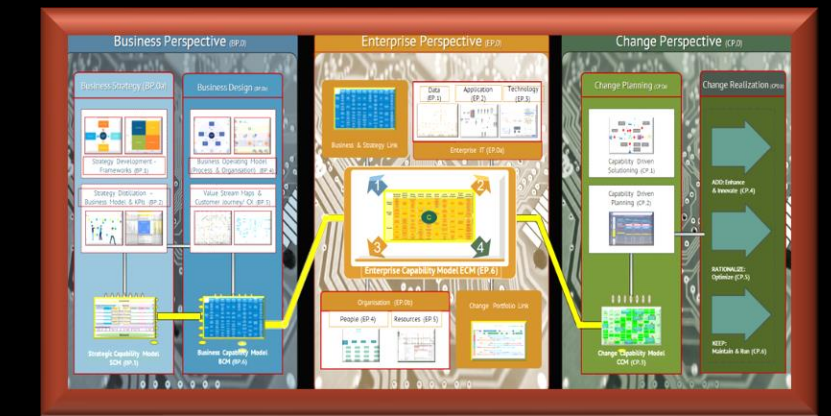
SEE THE IMPACT OF PRIORITIZATION ON BUDGET AND PLAN ACCORDINGLY.

BALANCE YOUR PORTFOLIO TAKING INTO ACCOUNT PROJECT DEPENDENCIES AND ARCHITECTURAL IMPACTS.

ANSWERS THE QUESTIONS: WHICH PROJECTS SHOULD WE EXECUTE FIRST? WHAT DEPENDENCIES COULD IMPEDE PROJECT EXECUTION?

# CHANGE PERSPECTIVE – CP3

## CHANGE CAPABILITY MODEL (CCM)



### Change Planning (CP.0a)



Capability Driven Solutioning (CP.1)

Capability Driven Planning (CP.2)



Change Capability Model CCM (CP.3)

ALFABET					
Dashboards    Teamwork    Analysis    My Objects    Quick Access    Data Quality    Import/Export					
Master Plan Map ITMPM-28: Customer Management Domain					
Business Process/Domain Based Schedule Report					
IT Strategy		Business Process / Domain*			
CRM Consolidation Strategy - Salesforce		3.3.1 Branding			
Time Scale	Start Date	End Date	Y-Level	X-Level	Aggregate
Yearly	01/01/2018	31/12/2021	0	0	<input type="checkbox"/>
Update					
Details    View Options    Export					
3.3.1 Branding support in time 01/01/2018 - 31/12/2021					
Organization	2018	2019	2020	2021	
AI Sales & Marketing	Mafo-Portal	Mafo-Portal	Mafo-Portal	Mafo-Portal	
	Mafo-Portal v.2.6	Mafo-Portal v.2.6	Mafo-Portal v.2.6	Mafo-Portal v.2.6	
	Rating Database v.4.1.6	Rating Database v.4.1.6	Rating Database v.4.1.6	Rating Database v.4.1.6	
	salesforce.com	salesforce.com	salesforce.com	salesforce.com	
Corporate Marketing & Sales	One Source v.2.7	One Source v.2.7	One Source v.2.7	salesforce.com	
	salesforce.com	salesforce.com	salesforce.com	salesforce.com v.9.3	
	salesforce.com v.9	salesforce.com v.9.1	salesforce.com v.9.3		
	salesforce.com v.9.1	salesforce.com v.9.2	salesforce.com v.9.3		
FD Marketing & Sales	CRM CSS v.3.2	CRM CSS v.3.2	Mafo-Portal	Mafo-Portal	
	Mafo-Portal	Mafo-Portal	Mafo-Portal v.2.6	Mafo-Portal v.2.6	
	Mafo-Portal v.2.6	Mafo-Portal v.2.6	salesforce.com	salesforce.com	
	salesforce.com	salesforce.com	salesforce.com v.9.3	salesforce.com v.9.3	
OR Strategy, Marketing & Sales	CRM Opti Retail v.3.0	CRM Opti Retail v.3.0	salesforce.com	salesforce.com	
	salesforce.com	salesforce.com	salesforce.com v.9.3	salesforce.com v.9.3	
		salesforce.com v.9.2			
		salesforce.com v.9.3			



# CHANGE PERSPECTIVE – CP3

## CAPABILITY DRIVEN PORTFOLIO ANALYSIS



Change Planning (CP.0a)

Capability Driven Solutioning (CP.1)

Capability Driven Planning (CP.2)

Change Capability Model CCM (CP.3)

**ALFABET** ALFABET1030 / FULL AC

Dashboards Teamwork Analysis My Objects Quick Access Data Quality Import/Export

Business Capability DOM-71: A.4.1 Customer Management

Object Profile Overview **Application Portfolio** Information Roadmap Overlap Analysis Application User Satisfaction Customer Alignment Bimodal Strategy Analysis Cloud Transformation

Workflow Edit Mark as Reviewed Publish History Publish Overview

**BASE ATTRIBUTES**

LEVEL ID	BUSINESS AREA	BUSINESS CAPABILITY MODEL	AUTHORIZED USER
A.4.1	Delivery	AllFinance Business Capabilities	John Customer

**DESCRIPTION**

Manage product and service bundles for all customers - private and business.

**RELATED MASTER PLAN MAP**

Customer Management Domain

**Information Flow Diagram**

**Application Portfolio**

**Application Costs**

**Business Support Map**

A.4.1 Customer Management	A.4.1 Customer Management
AI Sales & Marketing	CRM v.2.6
Corporate Marketing & Sales	salesforce.com v.9
FD Credits & Financing	ATM Withdrawal v.1.0
FD Marketing & Sales	Mafo-Portal v.2.6
FD Trading	CRM CSS v.3.2
Headquarters	CRM Opt Retail v.3.0
OR Strategy, Marketing & Sales	OptRetail Marketing Solution v.2.1

**Portfolio Roadmap**

Projects and (Solution-)Applications	2017				2018				2019				2020				2021				2022				2023			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Implement MoneyTrans App																												
eBank v. 1.2																												
Apache Web Server v. 2.4																												
HP Tru64 Application Server v. 5																												
Nautilus v. 3.0																												
Pervasive PSQL v. 10																												
Financial Times v. 2.1																												
Altova DiffDog v. 2010																												
Apache Web Server v. 2.4																												

ANALYSE CAPABILITY IT PORTFOLIO WITH DRILL DOWN ANALYSIS TO DEEPER LAYERS OF THE ENTERPRISE ARCHITECTURE.

ANSWER THE QUESTIONS: WHAT ARE THE CAPABILITY COST DRIVERS? WHICH ARE THE CONSOLIDATION CANDIDATES WITHIN THE PORTFOLIO? WHAT IS THE TECHNOLOGY ROADMAP OF THE CAPABILITY PORTFOLIO?



# Thank You!

[RAD@EATRANSFORM.COM](mailto:RAD@EATRANSFORM.COM)

**EATRANSFORM**

Digital Enterprise Transformation