



Digital Transformation with ePerspectives

Digital Enterprise Method & Framework



THE EVOLUTION OF X-CAPABILITY MODEL (XCM) ECM (Enterprise Capability Model)

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EA TRANSFORM

Digital Enterprise Transformation

Career Roles

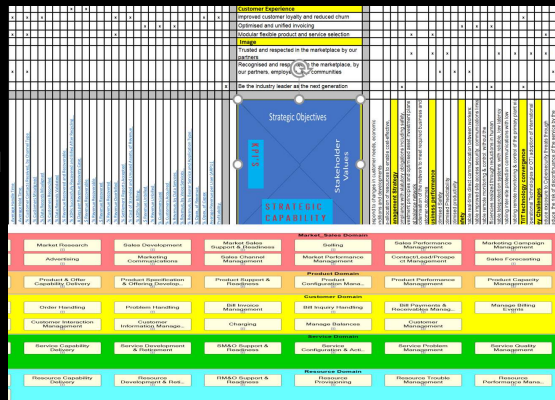
- Founder & Managing Director EAtransform
- Global Head of Digital and Consulting | Esplendor Group- UK/Europe
- Head of Consulting Partners, EA & Digital | Wipro- UK/Europe
- Director CIO Advisory, Executive Architect | IBM UK/Europe
- Managing Director | ODC Netherlands
- Head of Enterprise Architecture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

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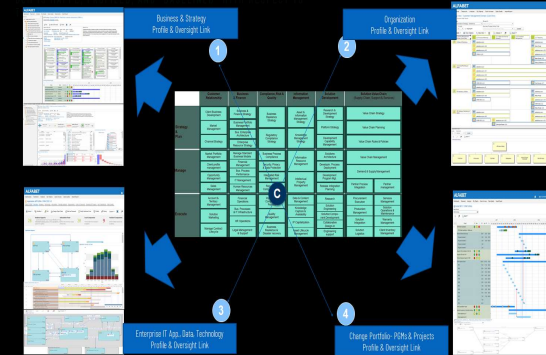


THE 4-STAGE EVOLUTION OF THE CAPABILITY MODEL (XCM)

1. **SCM- Strategic Capability Model: WHAT** does the business want to do and achieve, how to monitor and measure, and what high level capabilities and services are envisaged to provide the key products and services?



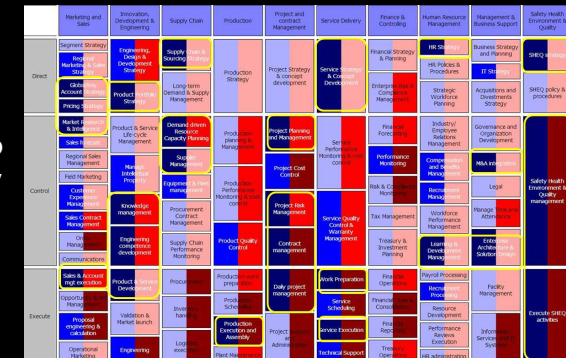
3. **ECM- Enterprise Capability Model: How** will the established and optimized business strategy and Design be **IMPLEMENTED** by a supporting enterprise (People, Technology, Plans, ...) optimise how it provides the key products and services?



2. **BCM- Business Capability Model: HOW** can the business and operate to optimise how it provides the key products and services? want to do and achieve, in a manner that is **AGNOSTIC TO FUTURE IMPLEMENTATION**.



4. **CCM- Change Capability Model: What** specific areas need to be implemented or changed and transformed in order to ensure that the business has the agility and speed to improve redefine how it provides the key products and services, ,



BOTH BUSINESS AND IT

Business Capability Model (BCM)

[illegible]

Business Value Lens (SCM relation)

[illegible]

Organisation Lens

[illegible]

IT & Technology Lens

	Adaptive Techniques	Long Short-Term Memory (LSTM)	Recurrent Neural Network (RNN)	Deep Neural Networks	Genetic Algorithms	Support Vector Machines	Ensemble Methods	Bayesian Networks
Processing and Analysis	Adaptive Techniques	Long Short-Term Memory (LSTM)	Recurrent Neural Network (RNN)	Deep Neural Networks	Genetic Algorithms	Support Vector Machines	Ensemble Methods	Bayesian Networks
Modeling and Data Age	Adaptive Techniques	Long Short-Term Memory (LSTM)	Recurrent Neural Network (RNN)	Deep Neural Networks	Genetic Algorithms	Support Vector Machines	Ensemble Methods	Bayesian Networks
Integration and Data Age	Adaptive Techniques	Long Short-Term Memory (LSTM)	Recurrent Neural Network (RNN)	Deep Neural Networks	Genetic Algorithms	Support Vector Machines	Ensemble Methods	Bayesian Networks

Portfolio Lens

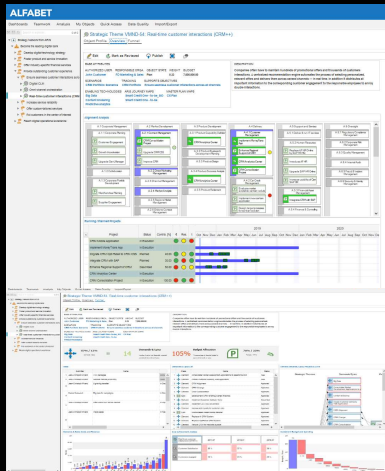
[illegible]

- **Fact based analysis made with 4+1 mapping**
- **Business capabilities are assessed in relation to the 4 aspects**
- **Optimised roadmap and change (implementation) planning made based on upto date valid enterprise insight and data**

	MARKETING & CUSTOMER MANAGEMENT	MERCHANDISING	CHANNEL (DIGITAL)	SUPPLY CHAIN
Strategy Plan	CUSTOMER RELATIONSHIP STRATEGY	PRODUCT STRATEGY	CHANNEL STRATEGY	DISTRIBUTION WAREHOUSE / SUPPLY CHAIN STRATEGY
	INTERVENTION STRATEGY	PRICING STRATEGY	CHANNEL DESIGN & LAYOUT	CUSTOMER DELIVERY / ORDER MANAGEMENT
	OWNERSHIP STRATEGY	MARKETING MIX	CHANNEL CUSTOMER EXPERIENCE MANAGEMENT	INBOUND / INTRA-COMPANY / OUTBOUND LOGISTICS
	MANAGEMENT STRATEGY	PRICE / PROMOTIONS MANAGEMENT	CHANNEL BACK OFFICE OPERATIONS MANAGEMENT	REPLENISHMENT
MANAGE	MANAGEMENT STRATEGY	SOURCING & VENDOR MANAGEMENT	CHANNEL AND OFFICE OPERATIONS MANAGEMENT	CUSTOMER ORDER MANAGEMENT
	MANAGEMENT STRATEGY	PRODUCT LIFECYCLE MANAGEMENT (PLM)	CHANNEL AND OFFICE OPERATIONS MANAGEMENT	INVENTORY VISIBILITY
	MANAGEMENT STRATEGY	REVENUE MANAGEMENT	CHANNEL AND OFFICE OPERATIONS MANAGEMENT	INVENTORY VISIBILITY
	MANAGEMENT STRATEGY	LOGISTICS MANAGEMENT	CHANNEL AND OFFICE OPERATIONS MANAGEMENT	INVENTORY VISIBILITY
EXECUTE	MASS MARKETING & ADVERTISING	ALLOCATION	SALES AND CUSTOMER TRANSACTIONS	SALES AND CUSTOMER TRANSACTIONS
	TARGET MARKETING	PURCHASE ORDERS	BACK OFFICE / INVENTORY OPERATIONS	TRANSPORTATION / INVENTORY OPERATIONS
	SEARCH MARKETING	PURCHASE ORDERS	LABOR AND WORKFORCE	TRANSPORTATION / INVENTORY OPERATIONS
	SOCIAL MEDIA MARKETING	LABOR AND WORKFORCE	LABOR AND WORKFORCE	TRANSPORTATION / INVENTORY OPERATIONS

ENTERPRISE CAPABILITY MODEL (ECM):

BUSINESS CAPABILITY MODEL (BCM) BECOMES MAPPED, PROFILED, AND “BASELINED” WITH 360-DEGREE ENTERPRISE INSIGHT

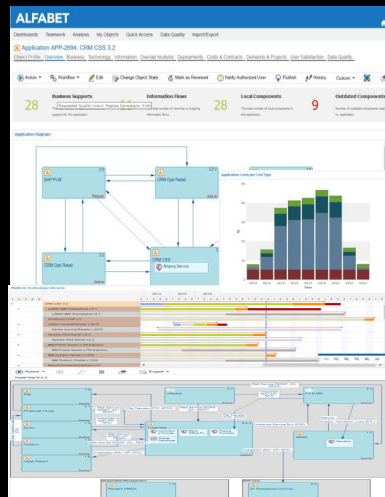
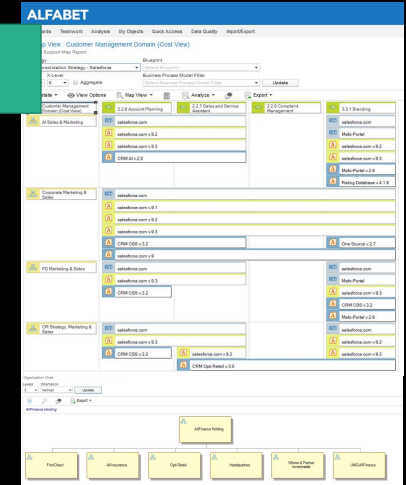


Business & Strategy
Profile & Oversight Link

1

Organization
Profile & Oversight Link

2

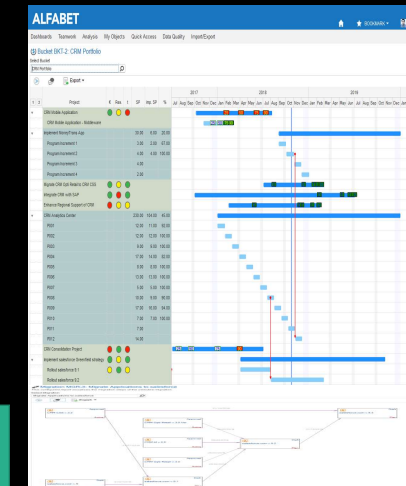


Enterprise IT App., Data,
Technology
Profile & Oversight Link

3

Change Portfolio- PGMs & Projects
Profile & Oversight Link

4



	Customer Relationship	Business & Finance	Compliance, Risk & Quality	Information Management	Solution Development	Solution Value Chain (Supply Chain, Support & Services)
Strategy & Plan	Client Business Development Market Management Channel Strategy	Business & Finance Strategy Business Portfolio Management Bus. Enterprise Architecture Enterprise Resource Strategy	Business Resilience Strategy Regulatory Compliance Strategy	Asset & Information Management Strategy Knowledge Management Strategy	Research & Development Strategy Platform Strategy Development Capability Management	Value Chain Strategy Value Chain Planning Value Chain Rules & Policies
Manage	Market Portfolio Management Client profile management Opportunity Management Sales Management	Manage Standard Business Models Financial Management Bus. Process Performance IT Management Human Resources Management	Business Process Compliance Security Privacy & Data Protection Integrated Risk Management Reg. Control	Information Resource Management Intellectual Property Management Data & Content Management	Solutions Architecture Develop. Process Deployment Development Program Mgt. Release Integration Planning	Value Chain Management Demand & Supply Management Partner Process Integration Partner management
Execute	Account & Territory Management Solution Marketing Manage Contract Lifecycle	Financial Operations Bus. Processes & IT Infrastructure HR Operations Legal Management & Support	Imp. Comp. Policies Quality Management Business Resilience & Disaster recovery	Solution Knowledge Capture & Availability IP Capitalization Asset Lifecycle Management	Research Engineering Solution Component Development Collaborative Design-in Engineering support	Procurement Execution Services Management Production Operations & Maintenance Warranty Management Client Inventory Management

C

ENTERPRISE CAPABILITY MODEL (ECM): USED AS BASELINE TO ASSESS CURRENT ENTERPRISE AND OPTIMISE PROGRESSION TO TARGET OPERATING MODEL (TOM)

	MARKETING & CUSTOMER MANAGEMENT	MERCHANDISING	CHANNEL (DIGITAL)	SUPPLY CHAIN	- FOCUS ON EVALUATING OPERATING CAPABILITIES - BUSINESS STRATEGY ELEMENTS NOT EVALUATED - EVALUATION FOCUSED ON ENTERPRISE WIDE MARKETING, MERCHANDISING AND SCM AND DIGITAL CHANNEL FRONT END
Strategy & Plan	CUSTOMER RELATIONSHIP STRATEGY	PRODUCT STRATEGY	CHANNEL AND CROSS CHANNEL STRATEGY	DISTRIBUTION, WAREHOUSE, SUPPLY CHAIN STRATEGY	
	MARKETING STRATEGY & PLANNING	PRICING STRATEGY		SUPPLIER RELATIONSHIP PLANNING (LOGISTICS)	
MANAGE	CUSTOMER SEGMENTATION & INSIGHTS MANAGEMENT	MERCHANDISE / ASSORTMENT PLANNING & MANAGEMENT	CHANNEL CUSTOMER EXPERIENCE & INTERACTION MANAGEMENT	SUPPLIER PERFORMANCE MANAGEMENT	LEGEND CRITICAL AREA LACKING CAPABILITY SIGNIFICANT POTENTIAL TO IMPROVE FOR SCALABILITY CAN CONTINUE IN CURRENT MODE WITH INCREMENTAL IMPROVEMENTS
	CUSTOMER SERVICE MGMT	PRICE / PROMOTIONS MANAGEMENT	CHANNEL BACK OFFICE OPERATIONS MANAGEMENT	IN-BOUND, INTRA-COMPANY, OUTBOUND LOGISTICS	
	MARKETING PERFORMANCE MEASUREMENT & MANAGEMENT	SOURCING & VENDOR MANAGEMENT	CHANNEL AND CROSS CHANNEL PERFORMANCE MANAGEMENT	REPLENISHMENT	
	CAMPAIGN MANAGEMENT & OPERATIONS	PRODUCT LIFECYCLE MANAGEMENT (PLM)		CUSTOMER ORDER MANAGEMENT	
	LOYALTY PROGRAM	MERCHANDISE PERFORMANCE MANAGEMENT	STOREFRONT MAINTENANCE	INVENTORY VISIBILITY	
	MASS MARKETING & ADVERTISING	FORECASTING	SALES AND CUSTOMER TRANSACTIONS	DISTRIBUTION CENTER OPERATIONS & MANAGEMENT	
EXECUTE	TARGET MARKETING	ALLOCATION	BACK OFFICE / INVENTORY OPERATIONS		
	SEARCH MARKETING	PURCHASE ORDERS	LABOR AND WORKFORCE	TRANSPORTATION/ FLEET OPERATIONS / SHIPMENT	
	SOCIAL MEDIA MARKETING	PRODUCT MASTER DATA MANAGEMENT	SERVICE DELIVERY		
	CUSTOMER DATA				

OPTIMISATION OF THE IT FUNCTION WITH CAPABILITY OWNERSHIP (ILLUSTRATIVE)

	IT Customer Relationship Management	IT Business Management	Business Resilience	Information and Knowledge	Service and Solution Development	Service and Solution Deployment	Service Delivery and Support
Strategy	Business Enablement Service & Solution Strategy	Business Technology Strategy Enterprise Architecture Portfolio Management Technology Innovation	Business Resilience Strategy Regulatory Compliance Strategy Integrated Risk Strategy	Information Management Strategy Knowledge Management Strategy	Development Strategy	Deployment Strategy	Services Delivery Strategy IT Support Strategy
Manage	Business Performance Planning Demand Management Communications Planning	Financial Management Business Technology Performance & Value Human Resources Management	Continuous Business Operations Regulatory Compliance Integrated Risk Management Security, Privacy And Data Protection	Information Architecture Information Resource Management Knowledge Resource Management	Services and Solutions Lifecycle Planning Services and Solutions Architecture	Change Planning Release Planning	Operations Planning Infrastructure Resource Planning Support Services Planning
Execute	Business Performance Mgmt IT Service and Solution Marketing	IT Financial Management Staff Administration & Development Supplier and Contract Administration	Business Resilience Regulatory Compliance Remediation	Data and Content Management Knowledge Capture And Availability	Service and Solution Creation Service and Solution Maintenance	Change Implementation Release Implementation	Support Services Management Infrastructure Resource Management Infrastructure Operations
	Centralize		Partner		Out Source		
	Optimize		Co Source		In Source		



Thank You!

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