

SCIA SOCIETY FOR THE CERTIFICATION OF INFORMATION ARCHITECTS THE Open GROUP Leading in transparency

## Demand side: The "Customer's" Architecture

the key role of (*enterprise*) information architecture

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## A/I/M bv (Netherlands)

### Architecture, Information & Management bv

- Independent information consultancy, specialized in knowledge of information as a corporate resource
- A/I/M bv services:
  - Management Consultancy
  - Coaching
  - Master classes (MBA-level, post academic)
- Work in a large international network of independent specialists
- Chairman of the Society for the Certification of Information Architects SCIA

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## Knowledge, information & data

Information Technology ↔ Information  
Solution, Resource ↔ Corporate Resource

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## Corporate Resources

1. Labor > Human beings
2. Nature/raw material > "what nature provides"
3. Capital > Capital goods (incl. IT)
4. **Information** > also: knowledge

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## Observations

- The view of customers of IT-vendors on their information today is usually quite different from the views these IT-vendors develop.
- Knowledge about the information of a customer is crucial for IT-vendors to sell real fitting and aligned IT; provide the right solutions.
- An (*enterprise*) information architecture contains the knowledge of the information of an organization, enabling explicit development and management of this knowledge.
- Can IT-vendors be involved in the development of this knowledge because they supply IT-solutions? Ethical and business problems.

From website: *The Open Group* is a vendor-neutral and technology-neutral consortium of IT vendors and their enterprise and IT architecture framework, TOGAF, is an agreed view on how IT ought to fit within organizations.

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## An architecture is not ...

- ... a method
- ... a model
- ... a development methodology
- ... a documentation method
- ... a modeling language
- ... something domain oriented
- ... (all of the above)

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Architecture is ...

WTC  
New York

"the hole"

Freedom  
Tower  
(image of  
Daniel Libeskind)

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Architecture is ...

... a shared view on a reality

So:

- **Reality:** the part we decided to work in, usually one or more organizations
- **View:** (*Image/vision*) what we see and know of the part of the reality we choose: it is "our" view
- **Shared:** the view we have together

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Meta Architecture Information

Reality

Organizations  
UoD

Information Infrastructure

Support

Architectures

Other Architectures

Business process architecture

(enterprise) Information architecture

Architecture of Information Infrastructure

Business Alignment

Development

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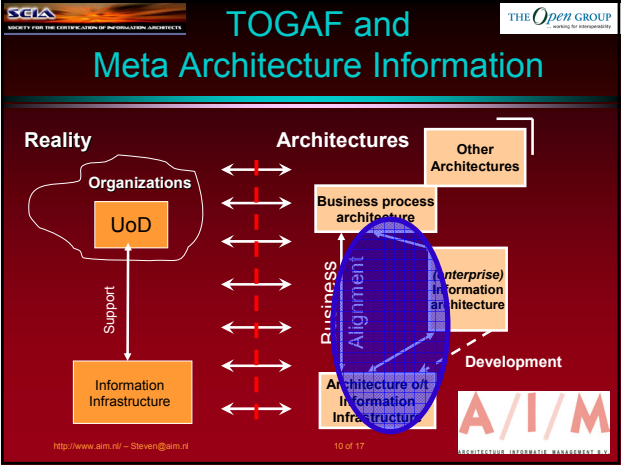
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- Kinds of Architects and independent certification**
- **Demand side:**
    - **Information Architect:** develops and manages knowledge of information as a corporate resource *(=not IEEE definition)*
  - **Supply side: (IT-vendor side)**
    - **Enterprise Architect:** better solutions in the IT-solution landscape of an organization, better fitting/aligned to this organization
    - **IT Architect:** working on technical IT-infrastructure as a whole
  - **Expertise/knowledge, experience, "person"**  
Usual profile: broad, many years, fitting personality
  - **Independent, professional certification**  
SCIA → <http://www.society-cia.org/>
- Logos for SCIA and THE Open GROUP are at the top. The URL <http://www.aim.nl> and 'Steven@aim.nl' are at the bottom left. '11 of 17' is at the bottom center. The A/I/M logo is at the bottom right.

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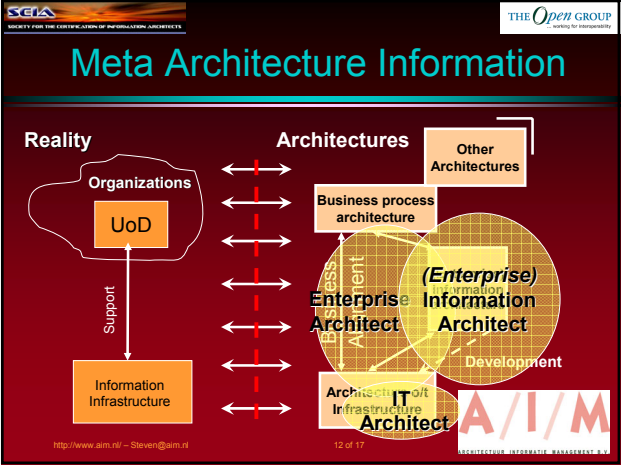
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**Governance definition**

- Governance = manage, control, lead.
- Corporate governance = strategic management. Hampel Committee definition (UK):  
*"the system by which companies are directed and controlled"*
- Corporate governance = manage an organization as a whole. Basis: the objectives and the chosen strategy.
- Responsibility, liability of management  
*Sarbanes/Oxley Act etc.*
- Corporate Governance  $\neq$  IT Governance

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**Governance**

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**Sourcing**

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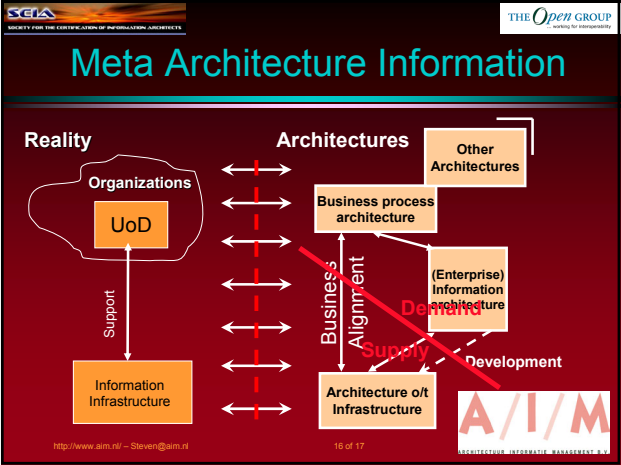
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- ### Concluding remarks
- Information versus data *"Business goal: all information, no data"*
  - Information is a corporate resource *"IT is one of the capital goods"*  
*Impossible to outsource knowledge of information*
  - Architecture *"Not a model, but a shared view on reality"*
  - Demand  $\leftrightarrow$  Supply *cf. (enterprise) information architecture  $\leftrightarrow$  enterprise architecture*
  - Governance *Governance over IT (tactical level) by using corporate knowledge of information*
  - Architect and IT-Vendor/Contractor (= software house, system house, IT-consultancy)  
*"Will you be able to find your architect at your contractor/vendor?"*
  - Independent  $\neq$  Neutral
- The SCIA logo is in the top left, and 'THE Open GROUP' logo is in the top right. The text 'http://www.aim.nl - Steven@aim.nl' and '17 of 17' are at the bottom.

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