

GLOBAL ENTERPRISE ARCHITECTURE LEADER TRAINING

24 - 27 October 2023

Cititel Mid Valley Hotel, Kuala Lumpur

Wonder why so many projects in the era of digitalization fails to meet its mark, deliver the required functions to its users and benefits to the organization? Why digitalization programs run into so many "surprise" issues?

As quoted by Alan Kay, most systems are put together by brute force as and when required. They provide for the requirements of yesterday, today. No thoughts of the future were incorporated.

Is this a new problem? – No. Organizations have grown bigger and became more complex, highlight all the flaws of traditional systems. With Industry Revolution 4.0 (IR 4), the complexity increases, and response time shortened.

Enterprise Architecture (EA) is the only solution, providing a framework to support every increasing complexity and coupled with development frameworks like agile will reduce the turnaround time.

This training is structured to provide a high-level insight into EA, focusing on the critical initial Phases (A and B as per TOGAF ADM). The training includes 12 workshops for participants to familiarise themselves with tools to identify and model business situations and requirements, which are the bread and butter to Strategist.

Join us for this training if you are involved in any Digitalization or Digital Transformation programs or if you are in IT.

"Most software today is very much like an Egyptian pyramid with millions of bricks piled on top of each other, with no structural integrity, but just done by brute force and thousands of slaves."

Alan Kay
Winner of 2003 A.M. Turing Award

"Architects in the past have tended to concentrate their attention on the building as a static object. I believe dynamics are more important: the dynamics of people, their interaction with spaces and environmental condition."

John Portman
Neo-futuristic Architect, AIA Medal for Innovations in Hotel Design

COURSE OBJECTIVES

- Concepts and Objectives of Digitization, Digitalization and Digital Transformation.
- What is Enterprise Architecture and their relevance to DX and PM?
- Learning :
 - How to capture and model business and requirements. Constructing and presenting values, ITA- ROI
 - How to model customer journey
 - How to present financials
 - Capability mapping and identify gaps
 - Design platform model
 - Business agility
 - Architecture and enterprise agile delivery
 - Data driven enterprise
 - Digital transformation realization

DAY 1

TIME	AGENDA
9:00am to 9:10am	Introduction
9:20am to 10:05am	Lecture <ul style="list-style-type: none">• Background of Industry and the Current Status of Digital Transformation• Critical Success Factors for Digital Transformation
10:05am to 10:20am	Workshop 1 Discuss in team on a business that can venture and leverage on technology
10:20am – 10:35am	MORNING TEA BREAK
10:35am to 11:45am	Lecture <ul style="list-style-type: none">• Digitalization Transformation• Digital Marketing Highlights• Network Effect and Platform Business
11:45am to 12:00pm	Workshop 2 Discussion on the difference between and online service and a truly transformation platform service.
12:00pm to 1:00pm	LUNCH BREAK
1:00pm to 2:00pm	Lecture <ul style="list-style-type: none">• High Level View of Enterprise Architecture• Basic introduction to IASA and TOGAF• What benefits EA will bring and what issues will it solve.• Key to Enterprise Architecture: Architecture Development Method
2:00pm to 2:20pm	Game 1 Team Construction Game

DAY 1

TIME	AGENDA
2:20pm - 2:35pm	AFTERNOON TEA BREAK
2:35pm to 3:05pm	Lecture <ul style="list-style-type: none">Value Chain and Value StreamHow to Apply Value Chain and Value Stream
3:05pm to 3:30pm	Workshop 3 Build value chain and identify a critical value stream
3:30pm to 4:00pm	Lecture <ul style="list-style-type: none">Stakeholders ManagementStakeholder Power Grid Communications Plan
END OF DAY	Q&A Session

DAY 2

TIME	AGENDA
9:00am to 9:05am	Recap on Day 1
9:05am to 9:30am	Workshop 4 Identify one of the stakeholders and determine how to engage by preparing a power matrix/grid.
9:30am to 10:20am	Lecture <ul style="list-style-type: none">Views and Viewpoints Group Discussion <ul style="list-style-type: none">Requirements Gathering and Modelling ITA-ROI
10:20am - 10:35am	MORNING TEA BREAK
10:35am to 10:55am	Workshop 5 Based on the scenario from workshop 1 and 2, popularize the ITA-ROI

DAY 2

TIME	AGENDA
10:55am to 11:30am	Lecture <ul style="list-style-type: none">• Value Proposition and Customers(customer segmentation, needs & feedback)• Customer Journey Mapping
11:30am to 12:00pm	Workshop 6 Based on Workshop 3, identify a transaction and create a customer journey map
12:00pm to 1:00pm	LUNCH BREAK
1:00pm to 1:40pm	Lecture <ul style="list-style-type: none">• Project Prioritization and Financials• Creating Capability Maps• Creating Technology Gaps• Business Model Canvas and Value Proposition
1:45pm to 2:20pm	Workshop 7 Populate a business model canvas with the selected business
2:20pm - 2:35pm	AFTERNOON TEA BREAK
2:35pm to 3:15pm	Lecture <ul style="list-style-type: none">• Detailed Platform Model• How to design business to support platform model
3:15pm to 3:40pm	Workshop 8 Based on previous company, decide on a platform business and populate the platform model.
3:40pm to 4:00pm	Lecture <ul style="list-style-type: none">• How EA and PM would support Digital Transformation
END OF DAY	Q&A Session

DAY 3

TIME	AGENDA
9:00am to 9:10pm	Introduction to Day 3
9:10am to 10:20am	Lecture <ul style="list-style-type: none">• Digital transformation and business agility• The overview of the business agility and enterprise agile framework• Key components of enterprise operation to realize business agility. Workshop 9 How to achieve business agility
10:20am to 10:35am	MORNING TEA BREAK
10:35am to 12:00pm	Lecture <ul style="list-style-type: none">• How to organize business architecture and agile solution delivery• How to build governance model for business agility Workshop 10 How to build collaborative operation across architecture team and agile delivery team
12:00pm to 1:00pm	LUNCH BREAK
1:00pm to 2:20pm	Lecture <ul style="list-style-type: none">• Digital transformation and business data• How to organize the enterprise to build data driven organization and business operation• Social media data and impact to business competitiveness Workshop 11
2:20pm to 2:35pm	AFTERNOON TEA BREAK
2:35pm to 4:00pm	Lecture <ul style="list-style-type: none">• Digital transformation realization Workshop 12
END OF DAY	Q&A Session

DAY 4

TIME	AGENDA
10:00am to 12:00pm	Company Visit and discussion <ul style="list-style-type: none">• Learn from the success story of EA and digital transformation Presentation <ul style="list-style-type: none">• Company introduction• Share the experience of digital transformation from EA and PM perspective
END OF DAY	Q&A and Discussion Open discussion

Organiser



Established in 2002, IASA is the preeminent knowledge-based association focused on all IT Architecture profession. IASA is a not-for-profit association and mostly run by volunteering architects from various organizations around the world to improve the quality of the Enterprise Architecture by advocating and delivering standards, services, vendor agnostic education and accreditation programs that optimize the development of Digital Architecture. For more information, please visit <https://www.iasaglobal.org/>

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ATD Solution is a leading provider of specialized consulting, coaching, and training services in Business and IT integration. Founded in 2006, the company has emerged as an industry leader in Digital Enterprise Architecture (Digital EA) within the Asian market. With a team of skilled professionals, ATD Solution is dedicated to transforming the way businesses use and adopt technologies in the digital era. For more information, please visit <https://atdsolution.com/>

CreaVision

CreaVision is dedicated to fostering business agility and facilitating true business transformation through a unique blend of practical experience and expertise in both business and IT organizations. With a wealth of global experience, the company does not only integrate global standard frameworks but also actively support the realization of digital/IT business transformation, going beyond mere introduction. CreaVision envision the future together and strive to increase business agility. For more information, please visit <https://www.crea-v.com/>

FOR MORE INFORMATION

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