

Enterprise Strategy Models: *Smarter Decisions, Smarter Processes and Smarter Architectures*

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The key to business alignment of IT is engineering real business solutions to real business problems based on deliberately structured business strategy. This is a notoriously weak area for most IT methodologies. Can a business solution strategy really have deliberate structure? Absolutely! In fact, there is now a standard for that from OMG.

If you want both your business processes and IT architectures to become smarter (and who doesn't?!), your approach should therefore be strategy-driven. What does that mean in practice? Citing examples from real-life experience, Mr. Ross explains that being strategy-driven means having a consistent ability in any set of circumstances to make a timely decision that, given all that you then know, is most likely to be optimal for the organization as a whole.

Does it take long to develop a solid business solution strategy? Not at all – if you have the right people in the room. Do business managers like developing business solution strategies? They love it. Actually, it's the kind of dialog they've wanted to have all along. Does it replace business process modeling? No, instead it greatly sharpens your focus. In this presentation Mr. Ross discusses these and other questions crucial for business and IT managers, and explains why enterprise decisioning, measurement of policy performance, and rule management need to be upfront components of your approach.

- How to achieve measurable IT alignment
- The elements of strategy – goals, tactics, risks, and policies
- Architectural imperatives for dealing with constant change and massive complexity
- Continuously smarter business processes and decisions
- Thriving in a dynamic, multi-channel, highly regulated world