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After 'values', then what?



Having established that the 11 'goals' called 'values', (a subset of the 4 'goals' called 'benefits') do exist, then the next task of the information architect, in the role of the enterprise architect (herein called a Ripose architect grade 1 or 'RA1') will be to use the 11 'values' to carry out a SWOT analysis and produce a first cut budget to (rapidly, within 10 days from the start of a project) ascertain the viability of the enterprise.

SWOT

Using the 'values' to determine the SWOT position of the enterprise is now relatively easy and should be delivered within the first 10 days of a 'joint enterprise modelling' (or enterprise architecture E-A) exercise.

Each 'value' can be assigned a relative worth to each manager based on their 'needs' and wants'. Once this is done the RA1 is in a position to produce a diagrammatic representation of the enterprise's strengths, weaknesses, opportunities and threats highlighting the unique and weakest value propositions (UVP & WVP) as follows:



Budget

Once the SWOT analysis has been completed, the RA1 will use the 'values' as a guide to identify and document the key performance indicators with their subordinate performance indicators in order to develop a first cut budget. The RA1 can use the ranked 'values' to assist them to focus on the most important issues (namely the WVP and UVP). The following is a sample report that should be produced as a preliminary budget:

Benefit	Value	Category (KPI)	PI	Per day	Type
Esteem	Quality	QA salaries	Mgt	219.00	Opex
			Clerical assit	158.00	Opex
Perception	Communication	Communications	Internet	2.63	Opex
			Mobile	0.16	Opex
			Telephone	0.05	Opex
		Web presence	Anti virus	0.04	Opex
			Domain name	0.41	Opex
			Web hosting	0.71	Opex
Prosperity	Technology	License fees	Windows	1.00	Opex
	Audience	Marketing	LinkedIn	1.36	Opex
			Profitability	Bank charges	Bank fees
	Visa	0.07			Opex
	Mastercard	0.07			Opex
	Management fees	Accountant	Accountant	0.49	Opex
			ASIC	0.68	Opex
Totals				

This concludes my articles on the 'business objectives' artefacts and I trust that I have proven my case that it is possible to functionally decompose a 'complex evolving object' like a 'business objective' into a series of 'simple static objects' like a 'value' in a rapid manner using the technique that I have spent nearly three quarters of my 4 decade involvement with the information technology sector.

Perhaps an EA experienced with any of the other frameworks can explain why theirs is superior to mine and if so, explain how they would achieve the outcomes that I am able to deliver in the same timeframe or faster.

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