

Presented by:
The Business Architecture Center Of Excellence

Certification Workshop

BUSINESS ARCHITECT CERTIFICATION BY THE BACOE —
THE GLOBALLY-RECOGNIZED MARK OF BA EXCELLENCE



Take Business Architecture Beyond Theory and Learn How To Put It To Use!

*Learn from experienced practitioners who will
give you the processes, tools, and techniques to
move beyond theory into implementation.*

*This workshop is based on over 20 years
of real-world experience across a variety of
business sectors, both private and government.*

VISIT **BACOE.org** FOR DATES & REGISTRATION

- Public Workshops
- Distance Learning Workshops
- On-Site Workshop Opportunities

Register Online: **BACOE.org**

Call to Register: 810 231-0531

BUSINESS ARCHITECTURE

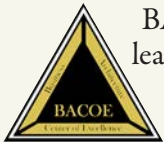
The Business Architecture Center of Excellence (BACOE) has four member grades to recognize the professional accomplishments of our members:

Business Architect



BACOE members who have demonstrated classroom performance and presentations, and successfully completed the BACOE Certification Workshop and associated modeling activities.

Senior Business Architect



BACOE members with at least 3 years of professional experience, and who have demonstrated performance that sets them apart from their peers.

Distinguished Business Architect



BACOE members, with at least 5 years of professional experience that have made significant accomplishments in the Business Architecture field.

Business Architect Fellow



BACOE's most prestigious membership, recognizing the top BACOE members for their outstanding accomplishments in Business Architecture.

LEARN ABOUT THE BACOE

The Business Architecture Center of Excellence (BACOE) is a vendor-neutral, practitioner-based organization solely dedicated to Business Architecture and the Business Architect. We provide the Business Architecture community with a continuing evolving best-practice holistic environment for the practice of Business Architecture.

Participation in BACOE Has 4 Steps

- ❖ Learn the practice of Business Architecture
- ❖ Actually perform Business Architecture
- ❖ Be reviewed by experienced practitioners of Business Architecture
- ❖ Receive the appropriate level of certification.

THE Definitive BA Body of Knowledge

BACOE provides the recognized practicing standard for Business Architects. As you can see from the workshop outline, this program offers the most comprehensive and complete body of knowledge in the profession.

Certification through BACOE will provide you with a referenceable standard that is the benchmark for the Business Architecture practicing profession. You will be recognized for your achievements—now and in the future.

Certifying against a defined body of knowledge is the only way to advance the profession. Without this, the results of the Business Architecture will be inconsistent and difficult to verify.

All professional disciplines require a body of knowledge as a reference point. For example, chemistry was only alchemy until Mendeleev defined the chemical periodic table of elements. Once this body of knowledge was developed alchemy could be transformed to chemistry and “chemical engineering”. The chemical engineering profession then flourished. Similar parallels can be drawn across many other disciplines.

A Vendor-neutral Organization

Our Board of Directors are from the partitioning community and, as such, are truly vendor neutral. BACOE accepts no funding or support from outside concerns; we are strictly here for the Business Architecture Practitioner Community. Of course we welcome software vendors and service vendors to our community to ensure that all practice from the same body of knowledge.

Finally, with BACOE, and only with BACOE, you get a consistent instructional experience. We provide a single, consistent, practitioner-based workshop environment—one instructor, one consistent and timely body of knowledge, and an invaluable learning experience.

Members receive a certificate, lapel pin, and membership card denoting the appropriate classification. Members also have access to a secured area on the BACOE website.



Business Architect Certification Workshop Outline

INTRODUCTION TO BUSINESS ARCHITECTURE

- ✦ The Challenge is Change
- ✦ Why build a Business Architecture for the Business
- ✦ Phases
- ✦ Roles
- ✦ Business Architecture Preparation

BUSINESS ANALYSIS FOR BUSINESS ARCHITECTURE

- ✦ Why - Goals / Strategies Analysis
- ✦ How - Business Process Analysis
- ✦ What - Materials Requirements Analysis
- ✦ Who - Roles/Responsibilities Analysis
- ✦ Where - Location Analysis
- ✦ When - Events/Triggers Analysis

CASE STUDIES AND WORKSHOP FOR BUSINESS ANALYSIS

ESTABLISHING THE “DESIRED STATE” BUSINESS ARCHITECTURE

- ✦ Building the Relationship Models
- ✦ Identifying Business Capabilities
- ✦ Ranking Business Capabilities for Implementation

CASE STUDIES AND WORKSHOP FOR BUSINESS ARCHITECTURE

STRATEGIES FOR BUSINESS TRANSITION

- ✦ Establishing Major Deliverables
- ✦ Explicating Transition Objectives
- ✦ Transition Strategy

MANAGING THE BUSINESS ARCHITECTURE PROGRAM

- ✦ Task Details
- ✦ Challenges
- ✦ Deliverables
- ✦ Support Materials

ONGOING BUSINESS ARCHITECTURE

- ✦ Ongoing Enhancement Approach
- ✦ Ongoing Planning Challenges
- ✦ Deliverables

CREATING BUSINESS MODELS FOR MANAGING THE BUSINESS

- ✦ Business Goal/Motivation Model
- ✦ Business Process Model
- ✦ Business Materials Model
- ✦ Business Organization Model
- ✦ Business Location Model
- ✦ Business Event Model

CASE STUDY AND WORKSHOP

MODEL INTEGRATION AND BUSINESS UNDERSTANDING

- ✦ Integrating the Business Model Across the Business
- ✦ Refining and Maintaining the Business Model
- ✦ Distributing the Business Models across the Business

GENERATING THE BUSINESS ALIGNED CAPABILITIES AND PROGRAMS

- ✦ Generating the Programs and Capabilities
- ✦ Generating Data Driven Programs and Projects
- ✦ Generating Goal Driven Programs and Projects

FINALIZING THE MODELS FOR IMPLEMENTATION AND UNDERSTANDING

- ✦ Alignment of Capabilities, Programs, and Projects
- ✦ Rolls and Responsibilities
- ✦ Keeping the Models “Evergreen”
- ✦ Support Tools Consideration

ADDITIONAL BUSINESS MODELS FOR CONSIDERATION

- ✦ Business “Planning” Models
- ✦ Business “Owner” Models
- ✦ Goals / Strategies Models
- ✦ Process / Activities Models
- ✦ Materials / Data Models
- ✦ Roles / Responsibility Models
- ✦ Location / Geography Models
- ✦ Event / Triggers Models

Workshop Leader

SAMUEL B. (Sam) HOLCMAN is the Chairman of the Pinnacle Business Group, Inc., the Managing Director of the Enterprise Architecture Center Of Excellence (EACOE), and the Business Architecture Center Of Excellence (BACOE), and the President of the Zachman Institute for Framework Advancement (ZIFA). He is considered the practitioners practitioner in Enterprise Architecture and Business Architecture, and the leading implementer and world-wide educator and trainer in Enterprise Architecture and Business Architecture methodologies and techniques.



The Pinnacle Business Group, Inc. and its associated organizations provide its clients with innovative, yet practical solutions to a range of business and systems related challenges and activities. He was the Vice President of Modelware, Methodologies, and BPE (Business Process Engineering) for a major software company. Prior to this experience, Mr. Holcman was the Founder and President of Computer and Engineering Consultants, Ltd. His interests include consulting and research on topics such as enterprise architecture, business architecture, business process engineering, intellectual capital management, organization development, system methodologies and life cycles, corporate business modeling, and accelerated analysis techniques. Mr. Holcman conceptualized and constructed a unique look at system development methodologies, which resulted in the highly regarded ForeSight™ methodology and methodology management product.

He has developed a strategic planning process that is used by many Fortune 500 companies, and is the co-developer of the widely used accelerated analysis (JAD-like) technique known as Rapid Analysis. He has also developed an innovative approach to Business Process Re-Engineering known as Business Process Visualization™ and Organization Network Analysis™. These techniques are being used to Unlock the Hidden Assets in your Organization SM.

In association with Mr. John Zachman, he formed The Zachman Institute for Framework Advancement (ZIFA), to explore, explain, and share the concepts of enterprise architecture. Sam has also focused on understanding the value and management of Intellectual Capital to enterprises. He has developed the Intellectual Capital Maturity Model™ to provide guidance on how effectively organizations are managing their Intellectual Capital, and steps they can take to more effectively manage this capital, and the Enterprise Architecture Maturity Model, to provide guidance to organizations seeking to improve their understanding and implementation of Enterprise Architecture concepts. He has developed and published works on Cooperatively Optimized Relationships (COR), which is the next generation of understandings in the field of Customer Relationship Management (CRM). To better understand an organizations "DNA", Sam led the development of The Enterprise Framework™ and The Business Architecture Framework™. Both The Enterprise Framework, and The Business Architecture Framework have received worldwide acclaim for their understandability, and usability, while maintaining theoretical purity. Most recently, he published the book titled "Reaching the Pinnacle – a Methodology of Business Understanding, Technology Planning, and Change". This book brings a method to the marketing madness that surrounds Enterprise Architecture, and its straightforward and no-nonsense style sheds much light on a poorly understood topic. The book helps business executives and technology professionals through the process of building an Enterprise Architecture appropriate to their organization's needs.

Sam was with Ford Motor Company for 11 years in data processing, finance, and engineering. He was Vice President of a robotics and factory automation firm for two years. He was also a senior member of a technology delegation to the People's Republic of China, on the invitation of the Chinese and United States Government, and a member of a technology delegation to the Commonwealth of Independent States (Soviet Union).

Sam has a Bachelor's degree in Bioengineering and Master's Degree in Electrical Engineering from Wayne State University in Detroit, Michigan, and a Master's in Business Administration from the University of Michigan, Ann Arbor. He has been elected to Eta Kappa Nu (electrical engineering honors society), and Tau Beta Pi (engineering honors society), and is a member of numerous societies and professional organizations, and is a frequent speaker at seminars around the world. He can be reached by email at Samuel.Holcman@PinnacleBusGrp.com or by telephone at (810) 231-0531.

Services To Complete Your Business Architecture Implementation

Executive Briefings

We offer management-level briefings on Business Architecture that are based on your needs. These sessions provide a management understanding of the central issues from a business and/or technology perspective, and discuss the potential opportunities of Business Architecture for your organization.

Practitioner Workshops

Our Workshops can be conducted at your site. Organizations requiring education and training for more than 8 people often find it more economical to have an on-site workshop rather than sending their attendees off site.

Consulting & Implementation

Yes, we actually DO Business Architecture! We provide support for your BA efforts from mentoring your project team to more continuous support. A popular offering is our "Quick Start" program to get your Business Architecture efforts going in the right direction.

These sessions provide a management-level understanding of the central issues from a business perspective.

Distance Learning Opportunity!

- 4-day live event accessed from a simple internet connection
- Identical experience to location-based workshop

FOR DETAILS VISIT:

BACOE.ORG/DISTANCE-LEARNING/

**The Business Architecture
Center Of Excellence**

