

Project 1: Understanding and Applying Enterprise Architecture

Artifacts and Frameworks

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Part A: Applying Knowledge of EA Artifacts

Future Finance Ltd. a mid size-sized financial services firm, specializing in investment management and wealth advisory services wants to modernize its IT setup, which currently has outdated systems, separate processes and different data formats across regions.

Vision for Future Finance Ltd.

The goal is to create a modern, cloud-based IT setup that connects all regions, makes customer services more targeted while supporting future innovations. Thus, bringing everything together into a single, efficient system supporting the business strategy of the organization by making operation smoother and allowing for future growth.

Key points

1. **Unified IT Setup:** Processes and data formats need to be standardized across all branches.
2. **New CRM System:** Replacement of current outdated CRM with a modern solution
3. **Cloud Adoption:** Moving IT systems to the cloud
4. **Technical Standards:** Making sure data security, customer management and compliance rules are consistent across.

How this solves the problems

1. **Regional Integration:** Ensuring smoother data sharing and fostering better collaboration across regions
2. **Better Customer Service:** Perfecting data analysis and customer personalization
3. **Scalable Systems:** Cloud prepares and allows organization for growth and technological advancements
4. **Regulatory Compliance:** Holding clear standards thus avoiding risks such as financial regulations

Solution Overview

I. Key challenges identified

1. **Regional anomalies in IT systems:** Each office of each region uses its own data formats and processes, creating inefficiencies and inconsistent experiences for customers
2. **Outdated CRM System:** The legacy system is not capable of advanced analytics
3. **Scalability and flexibility issues:** Current IT infrastructure does not support rapid changes and growth
4. **Data Security and Compliance:** Fragmented systems and inconsistent standards pose risks

II. How the Vision Artifact addresses these challenges

1. **Regional Anomalies in IT systems:**
 - **Solution:** Standardization of IT systems and processes, ensuring consistent operations and better collaboration across regions
 - **Business-IT Alignment:** Standardization supports the company's customer centric goal by ensuring seamless experience for clients no matter the location
2. **Outdated CRM System:**
 - **Solution:** Upgrading to a modern CRM system capable of advanced analytics and personalization
 - **Business-IT alignment:** Directly addressing the customer centric strategy by enabling personalized services
3. **Scalability and Flexibility Issues:**
 - **Solution:** A cloud-first strategy to provide flexibility needed for growth and innovation
 - **Business-IT alignment:** Cloud infrastructure supports the company's agility and innovation goals by being able to adapt to the evolving market
4. **Data Security and Compliance:**
 - **Solution:** Establishment of consistent technical standards to ensure that all data is secure and compliant with regulations

- **Business-IT Alignment:** Adhering to security and compliance rules
reducing risks and reinforcing customer trust

Part B: Solution Overview and Analysis

Future Finance Ltd. wants to launch a Digital Wealth Management Platform. This new platform must work with the existing systems, ensuring customer data is secure while being able to grow with the company.

Main Challenges:

1. **Integration of New Services:** The platform must connect to the CRM and other tools without issues
2. **Data Security:** Customer data must be kept safe while meeting financial regulations
3. **Scalability:** The platform should be able to handle future expansions without trouble
4. **Customer Experience:** The service must feel consistent and personal across all regions

Relevant EA Artifacts:

1. **Visions:** Setting the big-picture direction for integrating the new platform and company goals, helping everyone understand how the platform fits into the company plan
2. **Standards:** Define rules for things such as data formats, security and integration, keeping everything consistent across regions.
3. **Landscapes:** Maps out the current system and shows how new platform will connect to those systems, making it easier to spot areas needing upgrades or fixes.
4. **Designs:** Creates detailed plans for how the platform will be built and connected. Ensuring a smooth technical workflow.

TOGAF Framework

Why TOGAF

- **Step by step Approach:** Easier to plan and manage the project
- **Suits Big Projects:** Great for large companies with complex IT needs

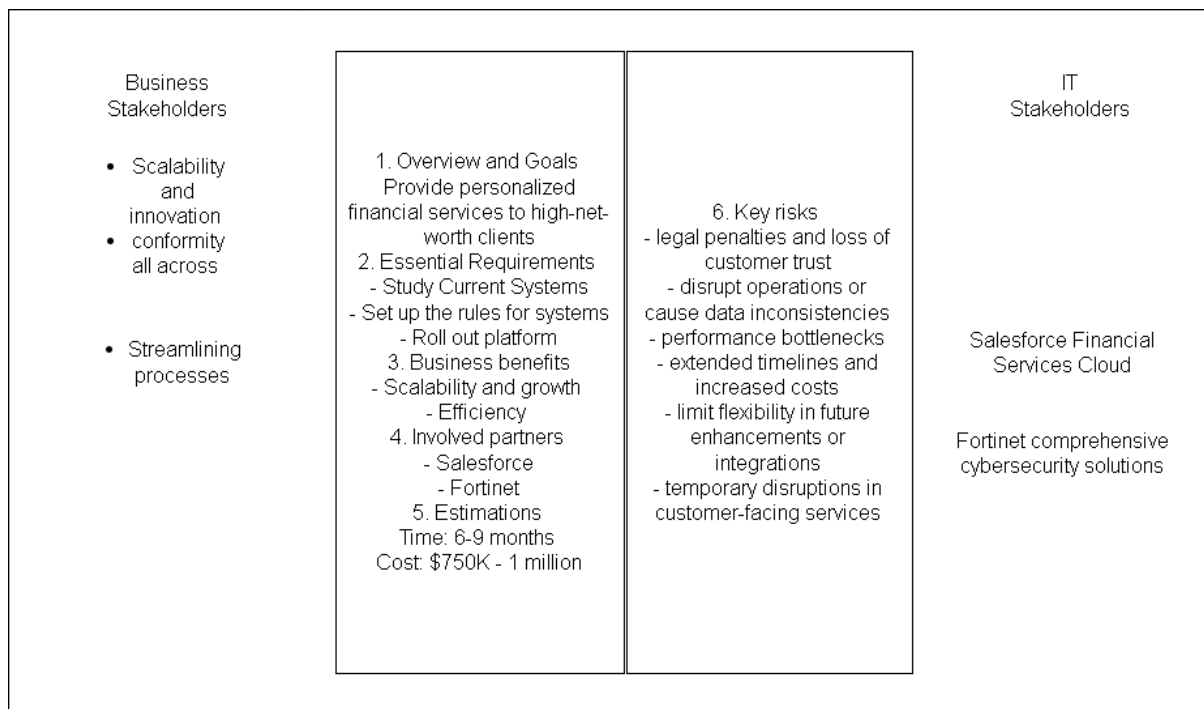
- **Focused on Alignment:** Ensures new platform supports the business goals

Solution Overview

Big Picture Plan

1. **Phased Integration:** Gradually connect the new platform to existing systems to avoid disruption
 - a. Study current systems to figure out where upgrades are needed
 - b. Set up the rules for how the systems will have to work together
 - c. Roll out the platform in stages across regions
2. **Focus on Security:** Building strong defences for customer data and ensuring regulations are followed
3. **Plan for Growth:** Using a flexible design which can easily be edited

Diagram



Impact on Stakeholders

- **Business teams:** Better customer experience with more personal services
- **IT teams:** Easier to manage and scale systems
- **Customers:** Improved service with faster and more secure platforms