

## Q&A on these 2 courses and on the Zachman Framework (abbreviated below as ZFW)

**Q : I know the Zachman Framework is considered the “original” idea behind EA, but is it still relevant in todays fast moving world?**

A: More than ever, the ZFW is relevant. As technology and business scenarios move faster and faster, it is imperative that there must be a stable way to classify assets and viewpoints of your enterprise, and to give those in strategic planning, programme/project management, a stable position to view the moving scenarios. Reminiscent of the statement attributed to Archimedes "Give me a place to stand on, and I will move the Earth." Just like Newton, and Einsteins ideas, discoveries of “natural laws” become more useful over time.

**Q: We are committed to TOGAF (or any other methodology), so why do we need to care about the ZFW?**

A: The ZFW is technology neutral, AND methodology neutral. AND the ZFW is the scientific basis. You need it because it give you the ability to use the technology and methodology you have chosen, in a much more organised, efficient and insightful way. Methodologies like TOGAF will work very well together with the logical asset classification and reification provided by the ZFW. (what is the scientific basis for you to determine your “Building Blocks?”).

**Q: I have heard about the ZFW, and I think it’s great. That there is recognition, that naturally, there are six “interrogatives” or aspects, and that there are six “views” of the enterprise. But why do I need to attend these courses?**

A: Firstly, all great ideas are very simple in their logic. But, their use depends on going deeper, and understanding the detailed rationale. E.G everybody can quote E=MC<sup>2</sup>, but few can explain why, much less make use of the formula for major system creation and decision making. These two courses do just that for you. Secondly, there is so much “opinions” in the industry, that there is a need to be put things in the right perspective, so that YOU can decide and act correctly. Now that EA is mainstream, you want to make sure that everyone relevant to strategic initiatives in your organization knows what EA is and, perhaps more importantly, how to exploit it. The consequences of misunderstanding and of not correcting the misunderstanding, is expensive chaos. Finally, it is surprising how many “experts” claim to “know” the ZFW and offer consultancy on EA, when they have not even bothered to read his papers. When YOU know the truth, you will set yourself apart from them and be able to articulate the benefits of EA to your organisation/clients, and help accordingly.

**Q: I have heard that listening to John Zachman is an enlightening experience that brings out the essence of EA. Why can’t I just read his papers and act on them?**

A: Hearing it from the “horses mouth” is always infinitely best. The inspiration that you will get from being with John Zachman himself will carry you to new heights in your career.

**Q: What is the difference between the 1 day and the 4 day event?**

A: The **1 day event** is meant for everyone who is involved in any way with EA. irrespective of job title. These include people who have to make strategic business decisions, those who are responsible for technology decisions, and those who need to ensure alignment between them. Busy top level executives who cannot spare more time will find this a day that gives them an invaluable insight into their roles, and ability to engage those who report to them. The **4 day event** is a certification level workshop, meant for you or your staff, who have to manage or “do” the work of EA. Particularly, those who are already TOGAF certified (not a prerequisite) will find that the workshop makes it very clear, why and how the critical activities specified in the TOGAF methodology (or other) should be done.

**Q: Does my job title need to be “Enterprise Architect” to benefit from these courses?**

If your job title says “EA” then you should attend these courses. At the same time, any role that involves Strategic Decisions, Operational Design/Planning, Governance (like audit, oversight, alignment that ensure technology serves business intentions), Outsourcing (demand or supply side) where it is essential that SLAs and contracts are crafted to be mutually beneficial and profitable.

**Q: what happens after the courses, where can I get support or advise if I need.**

Info Spec Sdn Bhd and TheAnalyst Sdn Bhd, the pioneers of EA here, have always been close partners of John Zachman. We stand committed to the ZFW and to helping you work with your existing suppliers/partners, not to replace them.

Whatever method you are using, or choose to continue to use, your attendance at this Zachman Framework course will pay big dividends to your EA initiatives

For more information on EA or the courses : Please Email [info@infospec.com.my](mailto:info@infospec.com.my)  
Or call +603 79571806, Mobile: +016-3888291 (Simon) or +60 16 262 8131 (May)

HOW DO YOU MAKE IMPORTANT DECISIONS AND MANAGE AND CONTROL YOUR ORGANIZATION UNLESS YOU CAN DEMONSTRATE THE ALIGNMENT (OR LACK OF) BETWEEN IT SYSTEMS AND THE BUSINESS STRATEGIC OBJECTIVES AND GOVERNANCE NEEDS?

# ENTERPRISE ARCHITECTURE (EA)

## EA Foundation and Landscape

What EA really is all about and Why it has become the latest corporate management initiative  
1 day intensive Date : 16 November 2015

## Hands-on Workshop - the Zachman Framework for EA (Certification)

the De-facto standard for Enterprise Architecture, that major EA methods are derived from  
4 day intensive Date : 17 to 20 November 2015

Endorsed & Supported by :



Course and Workshop delivered by the worlds top experts

1. John Zachman - the originator and guru of Enterprise Architecture.
2. Cortland Coghill - Director of FEAC Institute (that trains US government, DoD (Department of Defence) and US Corporations)



This is the first time that such a high powered team will be here to deliver the definitive course on EA. Enroll now! Ensure your seat.

Venue :  
Le Méridien Kuala Lumpur,  
KL Sentral

Tentative. Subject to Hotel availability and capacity. It will be a prominent hotel in KL.

Organized by :

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Pioneers of Enterprise Architecture in the region

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Sponsorship Opportunity is available. Call 016-3888291

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[www.zachman.com](http://www.zachman.com)



## WHY THE INTEREST IN EA NOW AND WHAT ARE THE CAVEATS

The idea of EA has been around for over twenty years. It has taken that long for organizations to realize that all the latest “methodologies” and “tools” for quick delivery are only point-in-time solutions. They are excellent for the specific use they were intended to be, but when oversold as a general panacea, they end up creating more complexity, disintegration and difficulties in oversight. There is no magic. You need to understand the logic behind the way enterprises are architected and the only way that you can approach the issue, to really reduce complexity and have the capability to do things faster, cheaper, better in the medium and long term.

Although an easy concept to understand the benefits of, there are dangers in jumping straight into the wrong end of the pool, with the wrong resources and approach. This course and workshop by the EA guru, John Zachman, will help you to understand what to do.

## ENTERPRISE ARCHITECTURE (EA)

An Enterprise Architecture is a set of explicit descriptions of the unique components of an enterprise, and their interrelationships. The purpose is to enable (1) insights into the real situation, and alternative possibilities, to enable informed and inspired strategic business decisions to be made; (2) A modern scientific based, rapid manufacturing process in the safe assembly, reconfiguration and replacement of supporting operational procedures and technology; (3) Transparency throughout, that enables the right blend of governance and efficiency, whichever method or approach you choose.

## ZACHMAN FRAMEWORK

There are many ways to implement an architecture capability and actual specific architectures (see FAQ) in an organization. However, the last fifty years of corporate experiences has made it clear that you cannot achieve better, cheaper and faster implementations safely, unless you are able to distinguish the fundamental, unique, non repeating elements in your organization. As things change faster and faster, it is increasingly important and urgent to have this capability. The Zachman Framework is the definitive “frame” of reference, to enable you to do that. The course and workshop will use the Zachman Framework as the basis to explain the basis of other “framework methods” like TOGAF, DoDAF, FEAF, and work through examples (Workshop) to show participants how they can use the Framework, to obtain insights for strategic business decisions and to guide implementation.

## Organizer Profile

Info Spec Sdn Bhd has, since 1983, been focused on bringing in the most useful and permanent concepts, methods and experts. 30+ years speaks for itself. Enterprise Architecture is one of the things we introduced into the ASEAN region in the 1990s. Our foresight has been verified, by the present day big move towards EA, by many large organizations in the country and region.

## Audience, Who Should Attend

Relatively senior management and professionals who are involved in decision making, governance or delivery at jobs of strategic importance to the organization. Ideally, there should be representation from both the business and technical sides of the organization because the issues addressed by EA are business issues often served by technology.

Typical delegates to these courses/workshops include,

Managing Director, General and Department/ Functional Managers, CIO, COO, CTO, Enterprise Architect, Business Analyst, Solution Architect, Infrastructure Architect, Financial Controller, Management Accountant, Auditor, and all responsible people who want to make a positive contribution to their organizations long term survival and competitiveness.

## Trainers Profile

**John A. Zachman** is the originator of the “Framework for Enterprise Architecture” (The Zachman Framework™) which has received broad acceptance around the world as an integrative framework, an ontology for descriptive representations for Enterprises.

Also known for his early contributions to IBM’s Information Strategy methodology (Business Systems Planning) as well as to their Executive team planning techniques (Intensive Planning). He served IBM for 26 years, retiring in 1990 to devote his life to the science of Enterprise Architecture.

- Executive Council for Information Management and Technology (ECIMT) of the United States Government Accountability Office (GAO) and on the Advisory Board of the Data Administration Management Association International (DAMA-I) from whom he was
- awarded the 2002 Lifetime Achievement Award.
- He was awarded the 2009 Enterprise Architecture Professional Lifetime Achievement Award from the Center for Advancement of the Enterprise Architecture Profession as well as the
- 2004 Oakland University, Applied Technology in Business (ATIB), Award for IS Excellence and Innovation.

<http://www.zachman.com/about-us/about-john-a-zachman> for full details.

For **Cort Coghill** : <https://feacoinstitute.org/about/faculty-and-instructors/item/cortlandt-coghill>

## Course content - 1 day Intensive

### 1. Business drivers for EA.

Waves of change; The revolution in concepts; today's increasingly complex business environments. How EA helps.

### 2. What is EA, What is Not and why you should care

Why there are so many “versions” out there and how to classify and decide between them in terms of “best” use for your organizations situation. Why business issues have been mistaken as technology issues, and how to get out of the technology trap mindset.

### 3. The EA landscape.

The common origin and roots of them all. Why the variety and which is right for you. TOGAF (The Open Group Architecture Framework), DoDAF (Department of Defence Architecture Framework), FEAF (Federal Enterprise Architecture Framework), Zachman Framework. Where do specialist frameworks (e.g. Solution, Infra, Business, Technology, etc) fit it?

### 4. The Zachman Framework as the origin and still the reference point for all other frameworks.

This session provides participants with the unique opportunity to learn first hand, about its concept and utility, from the man who originated it.

Enterprise Knowledge Artifacts: From Data, Function and Networks; From Scope to Enterprise, Systems and Technology models. The Extended Framework: From People, Time and Motivation. From Workflow, Process and Business Rules models. Rules of the Framework.

### 5. Addressing the Paradoxical challenge :Rapid Delivery and Enterprise Infrastructure

Model vs Results view of the world. What about Services (SOA) and Objects (OO)? Paradigms for managing change. Architecture and Assemble-to-order.

### 6. EA Implementation Practicalities

Skills, approaches and tools. Model selection Short term demand strategies while keeping the long term benefits in mind. Funding and cost justification, ROI. Managing Federated Architectures.

### 7. Other roles that involve EA

Project Managers, Business analysts, Business, Software and Infrastructure architects, General Managers, etc.

### 8. Q & A

Topics may not necessarily be covered in the sequence listed.

## Course Content - 4 day intensive Workshop

Enterprise Architecture is fundamental for enabling an enterprise to assimilate internal changes in response to the external dynamics and uncertainties of the information age environment. It not only constitutes a baseline for managing change, but also provides the mechanism by which the reality of the enterprise and its systems can be aligned with management intentions.

The objective of this 4-day training course is to build an understanding of the concepts of Enterprise Architecture and develop a sense of urgency for implementing those concepts in a modern enterprise. The Level 1 Zachman Certified™ - Enterprise Architect Associate course gives today's Enterprise Architects the opportunity to strengthen their skills as well as broaden their understanding of industry trends and the use of The Zachman Framework™. This course is designed to teach the science of EA- what relevant things exist in the Enterprise and what must be considered in its creation and change, about the Enterprise ontology, and foundation to equip Enterprise Architects to make their own methodological choices. Full certification details at [www.zachman.com](http://www.zachman.com)

## About the (your option) Level 1 and Level 2 Certification Process

This 4-day workshop covers the latest version of The Zachman Framework v3.0. It's the most EA-inclusive representation of The Zachman Framework over the last 40 years. This program will prepare the participants for both levels of the Zachman Certified- Enterprise Architect program: Zachman Certified™ - Enterprise Architect Associate (Level1) and Zachman Certified™ - Enterprise Architect Practitioner (Level 2).

The certification fee (Level 1) is included in the registration fee, which can be used subsequently to take the “Zachman Certified – Enterprise Architect” examination.

This is a very exclusive certification program. If you want to understand the “Complexity & Contradiction” in Enterprise Architecture and are struggling to manage non-adaptive enterprise and dysfunctional systems, you don't want to miss this!

