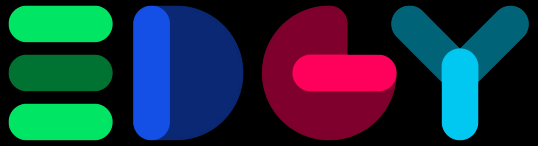
Webinar

Bridging the gaps with a **Milky Way Enterprise Map**

Annika Klyver
Wolfgang Goebl

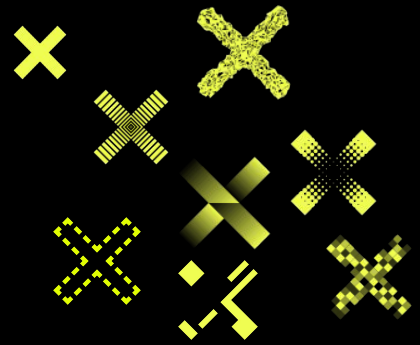
INTERSECTION GROUP
We help people create better enterprises.

Intersection Group is a **Non Profit Association**



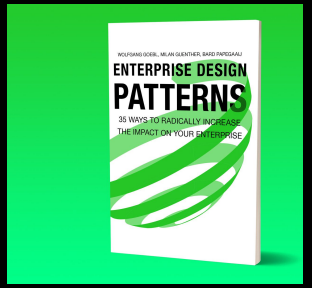
EDGY: a language for Enterprise Design

An open source language to tackle key enterprise challenges by design



Community and Events

Events for a global community of thinkers and practitioners

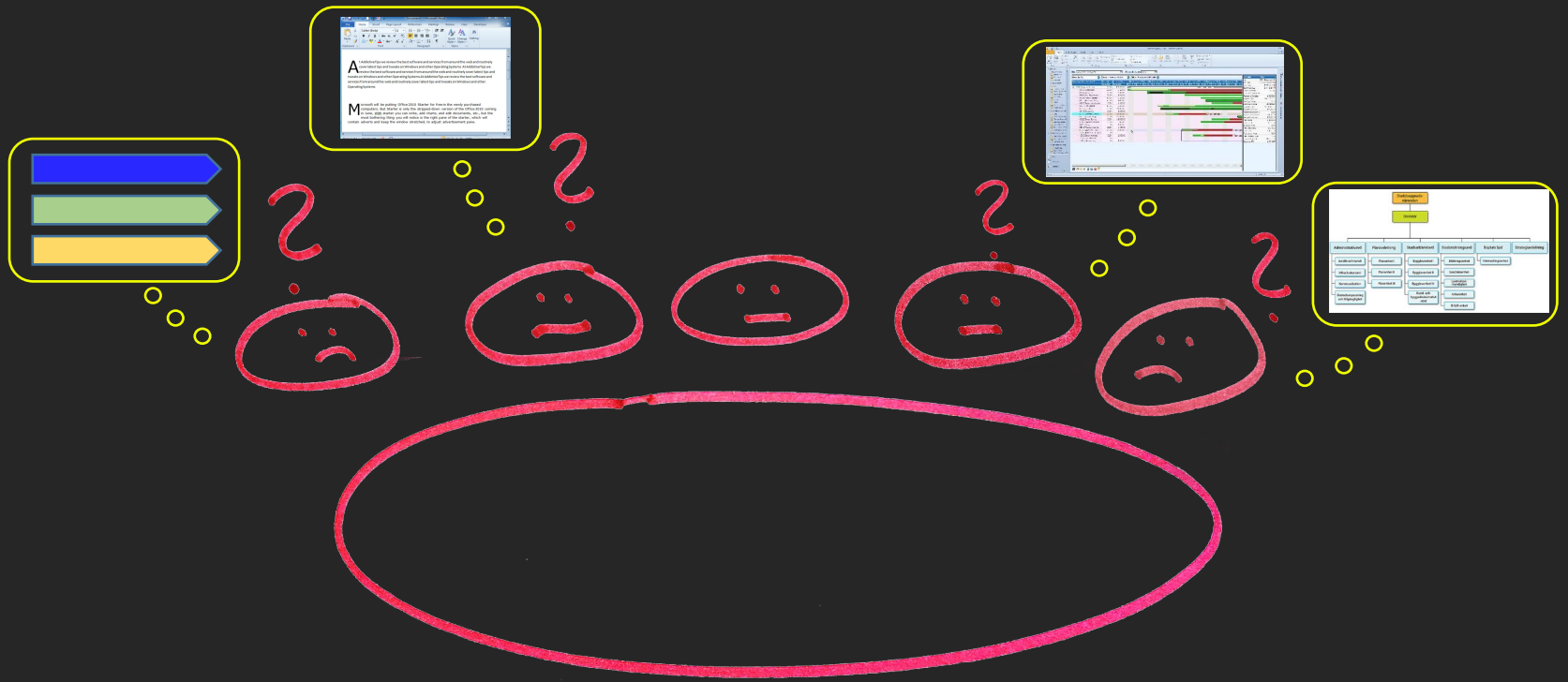


Learning and Publications

Books, certified courses and digital tools delivered with our partners

bla bla
bla...

What are we really talking about?



enterprise map - Goo

google.com/search?q=enterprise+map&source=lnms&tbm=isch&sa=X&ved=2ahUKEwi38p79pL74AhXC3oUKHYSvC4kQ_AUoAXoECAIQAw&biw=1920&bih=970&dpr=1

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Enterprise Process Map (Part 1 of 2 ... bpminstitute.org

Nerdovore: Star Trek Maps | Star trek ... pinterest.es

Galaxy Class U.S.S. Enterprise NCC-170... pinterest.com

Map of the Internet 2.0 Poster — Cool ... coolinfographics.com

Strategy Map | Enterprise A... sparxsystems.com

Building an Enterprise Process Map ... bpminstitute.org

Strategy Map Diagram | Enterp... sparxsystems.com

The Milky Way Map with ArchiMate ... hosiasiluoma.fi

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AIFORSE Framework – Software ... aiforse.org

MicroStrategy Unveils Holistic Map for ... businesswire.com

Enterprise Journey Mapping Part 1... hpadkisson.medium.com

Architectural Maps - Enterprise Level ... architectural-thinking.com

Method: Enterprise Value Map – Quello teamquello.com

Process Analysis and Discovery ... docs.oracle.com

M App Enterprise | Safety ... hexagongeospatial.com

Data Map Analysis | Enterprise ... sparxsystems.com

Milky Way Enterprise Map template ... miro.com

DMAIC | Enterprise Process Map Template online.visual-paradigm.com

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U.S.S. Enterprise NCC-1701-D cygnus-x1.net

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Why Business Outcome Journey Maps are a ... bizzdesign.com

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Details | TribalMind tribalmind.co

Enterprise Architecture (EA ... biggerplate.com

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STAR TREK - ENTERPRISE map

OTHERWORLDS — ENTERPRISE 1701 - DECK ... vlc-maps.tumblr.com

Enterprise Architecture Customer ... dragon1.com

steps - XMind - Mind Mapping Software xmind.net

Border Siege // Maps electrowolff.com

2 COLOR THEMES

Enterprise Knowledge Map PowerPoint ... sketchbubble.com · In stock

Enterprise – Our Customers | T... tomtom.com

How to create a customer journey map ... enterpriseevolver.com

ArcGIS Enterprise - My Map sig.bethunebruay.fr

Enterprise Value Map - Scaling B2B ... zorian.com

The Milky Way Map with ArchiMate ... hosiasiluoma.fi

Revenue Growth

Enterprise Value Map - Revenue ... consultantsmind.com

The Milky Way Map with ArchiMate ... hosiasiluoma.fi

Mapping Services - BeNomad: Ma... benomad.com

Map Enterprise Architecture in context ... researchgate.net

Community Enterprise Launch New... impactfundingpartners.com

VIEW MAP

ENTERPRISE Car Rental at Marsei... marseilleairportguide.com

Map Viewer Classic—Portal for ArcGIS ... enterprise.arcgis.com

Related searches

process mapping symbols

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Enterprise Blockchain Ecosystem Map ... medium.com

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mailsmaps | Mail's Maps | Pag... mailsmaps.wordpress.com

USS-enterprise NCC-17... planetminecraft.com

Mapping the Enterprise (2014 Update)

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SAP ENTERPRISE SUPPORT VALUE MAP SAP S/4HANA

SAP Enterprise Support value map for ... youtube.com

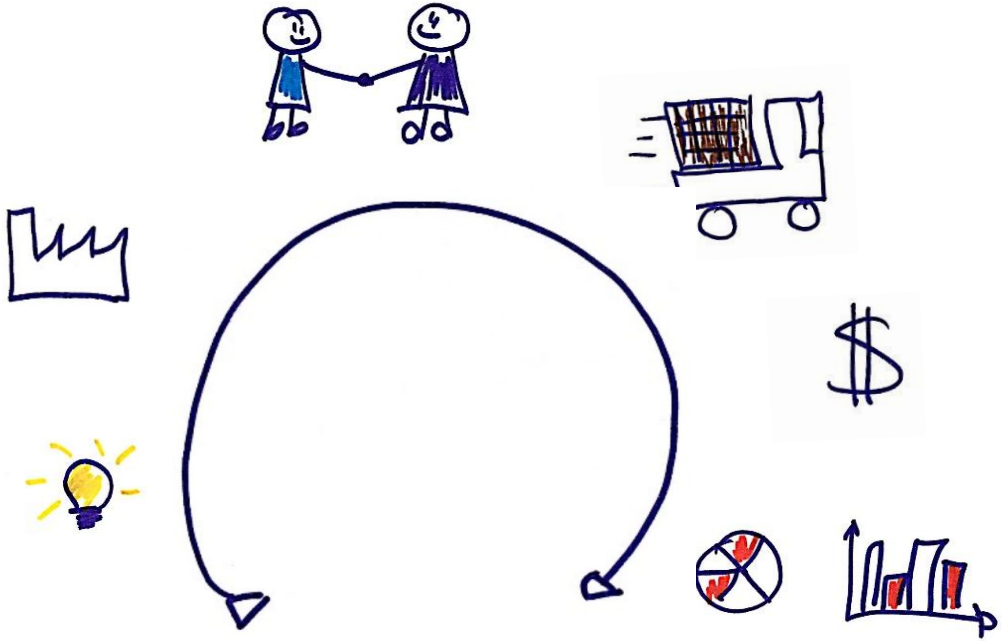
Gare d'Avignon TGV by Bus ... moovitapp.com

What about other mental models?

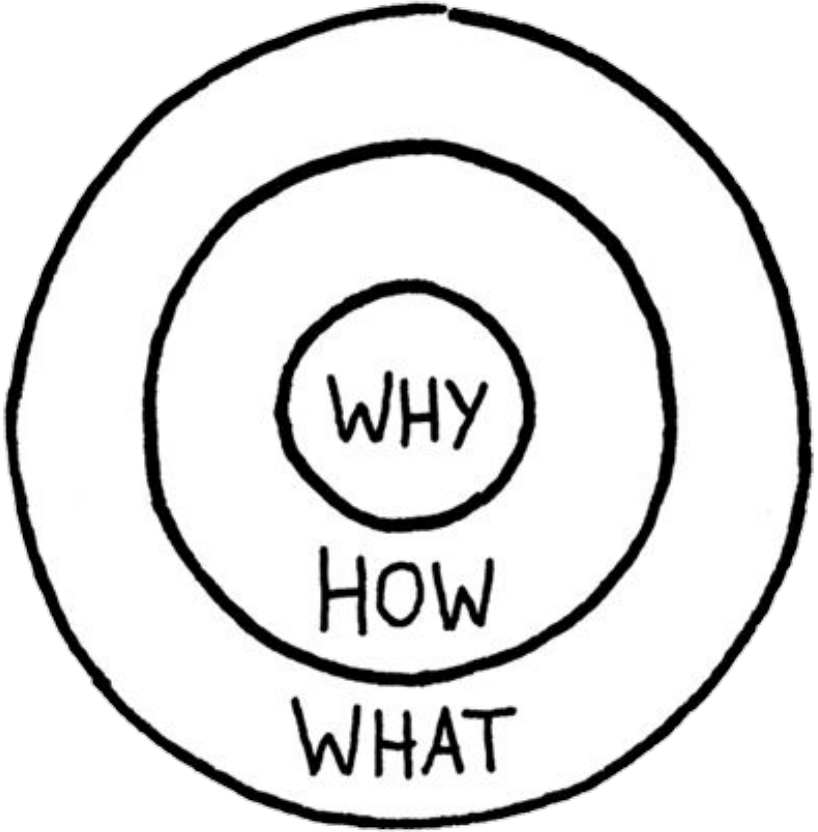
We all start from the same model!

Can we create a shared map of our enterprise?

Find a value flow

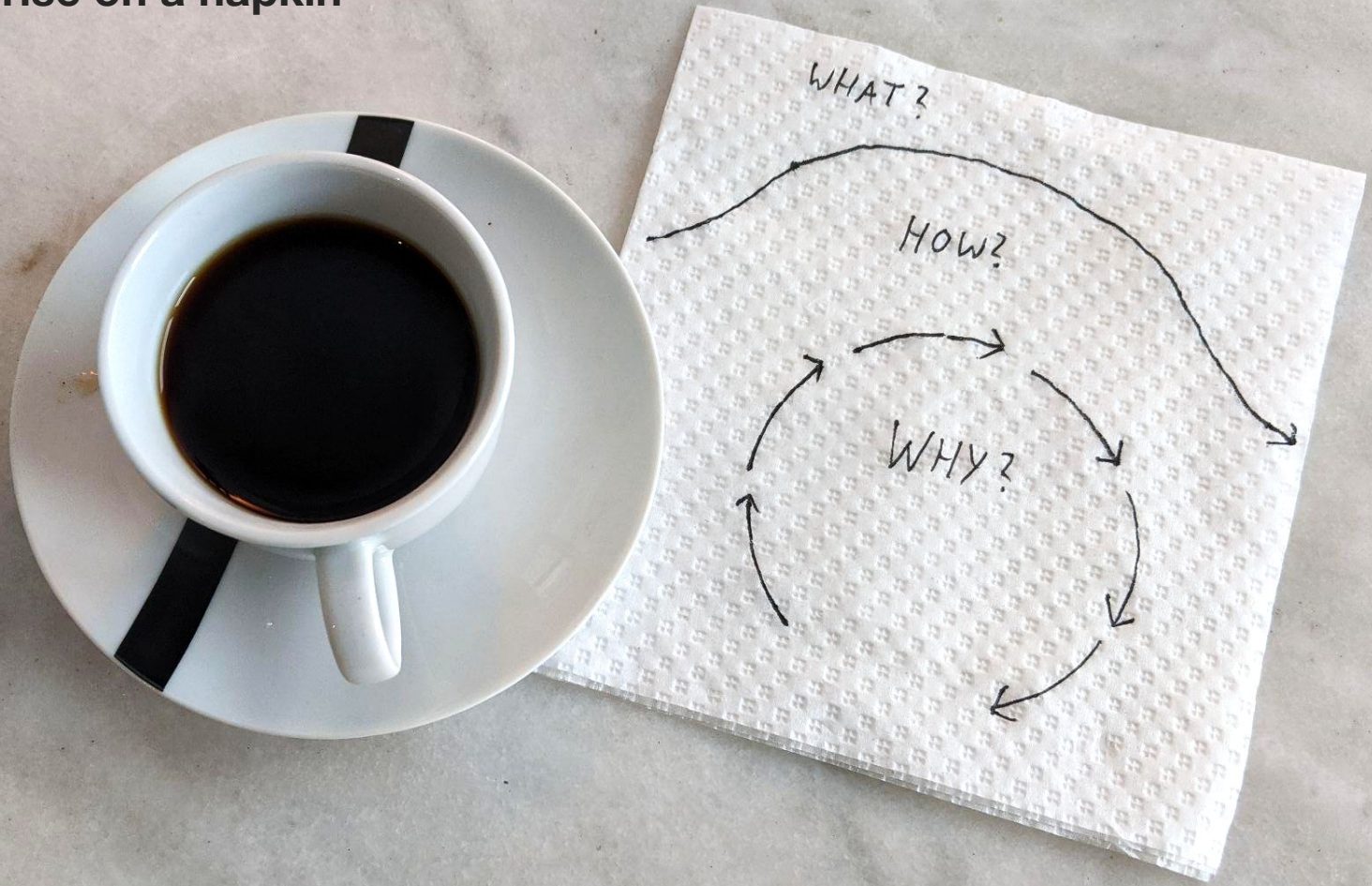


“Start with why”



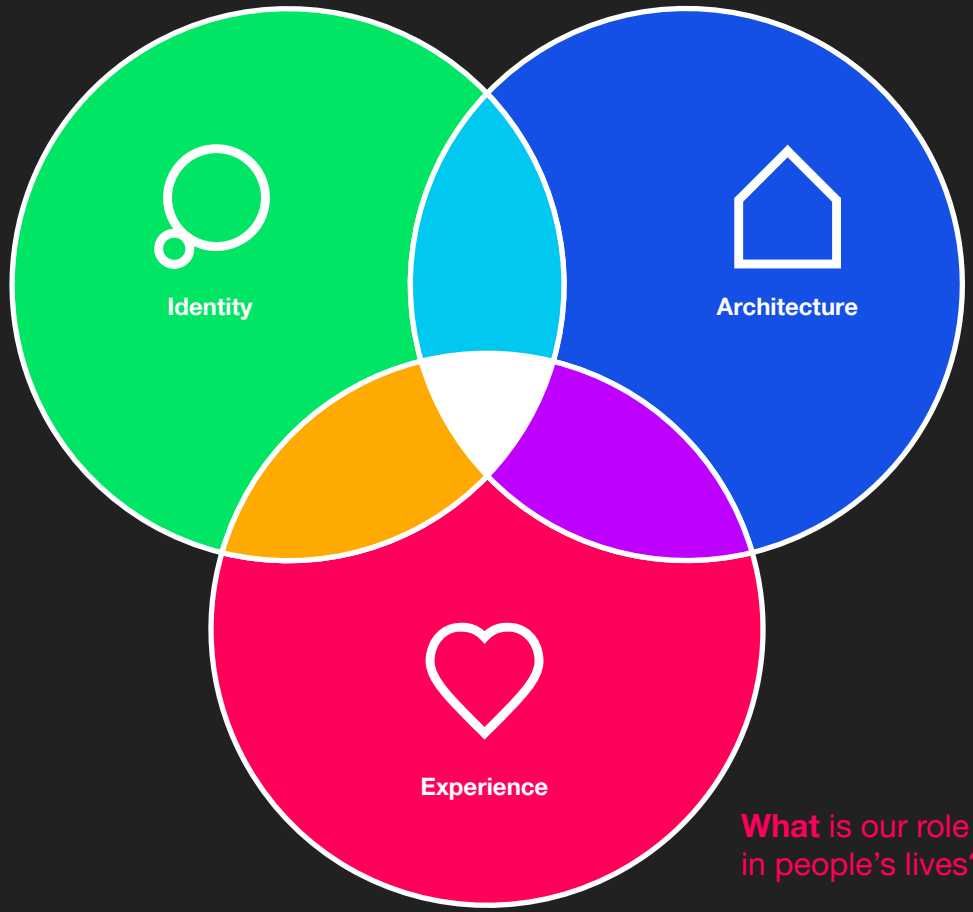
Simon Sinek

Your enterprise on a napkin



Enterprise Design Facets

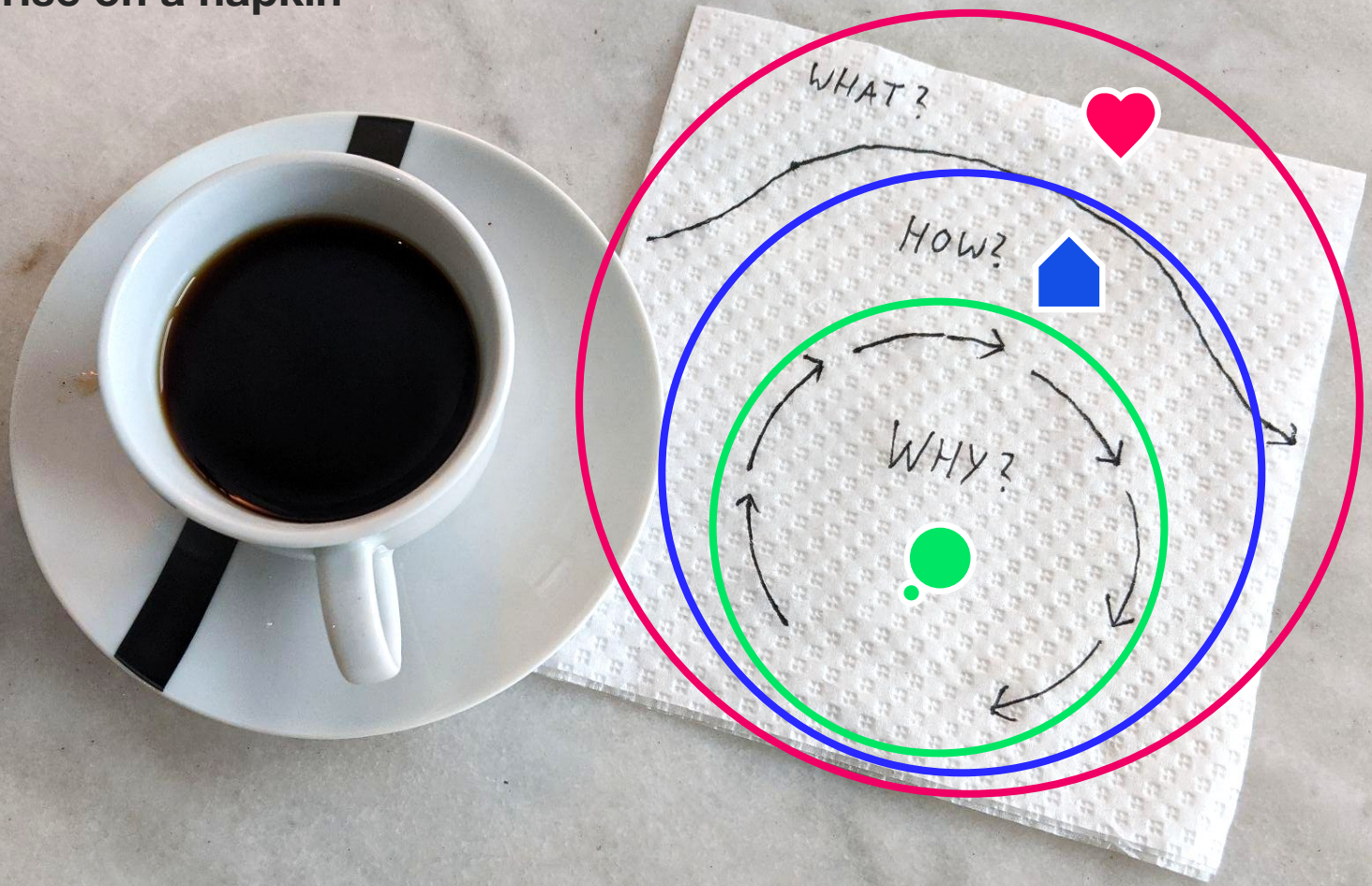
Why do we exist, who are we, what matters to us?



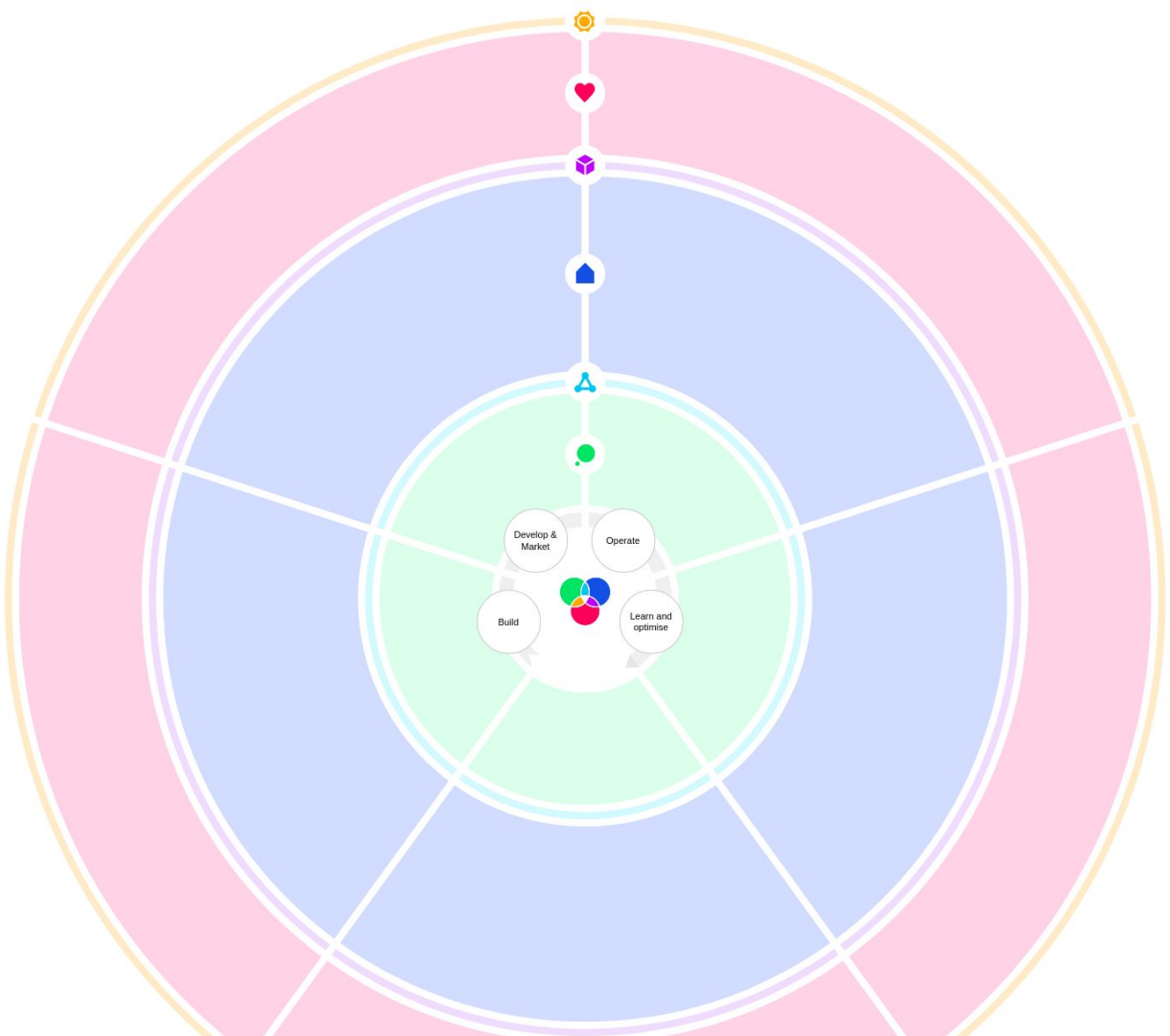
How are we operating and what are we capable of achieving?

What is our role in people's lives?

Your enterprise on a napkin



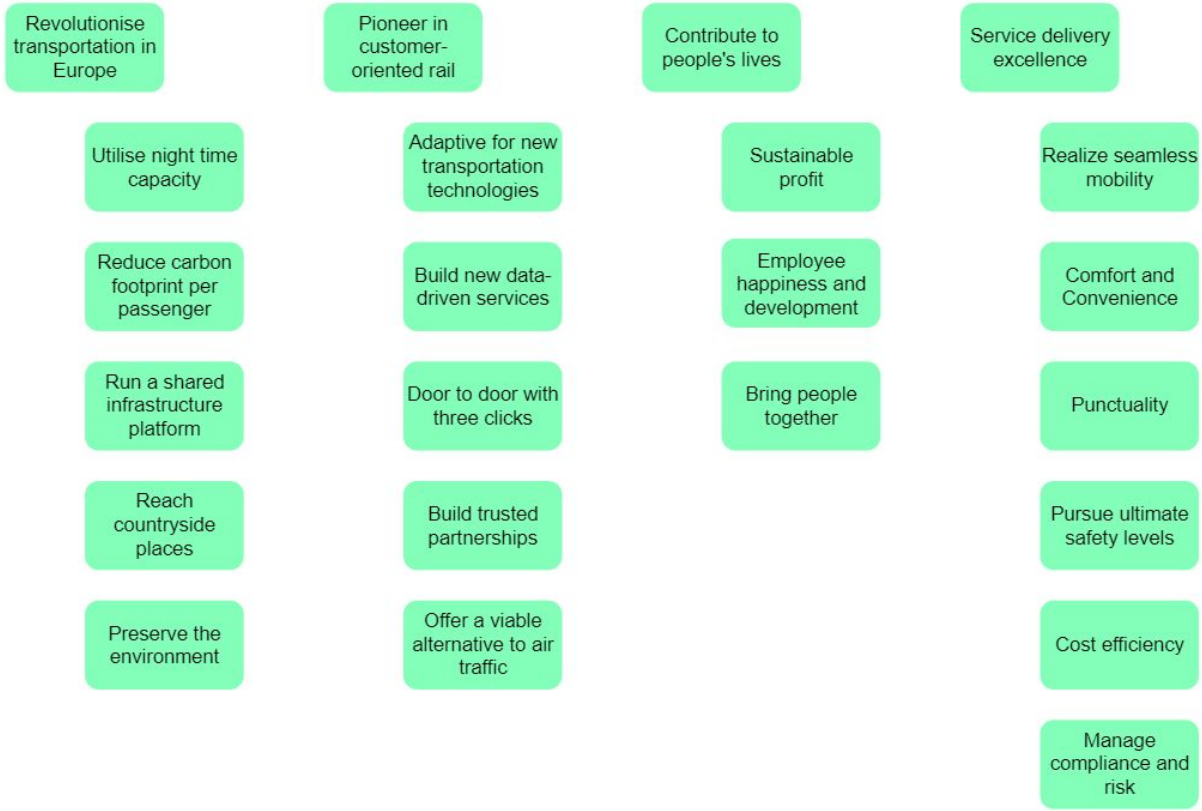
Milky Way base map



Purpose

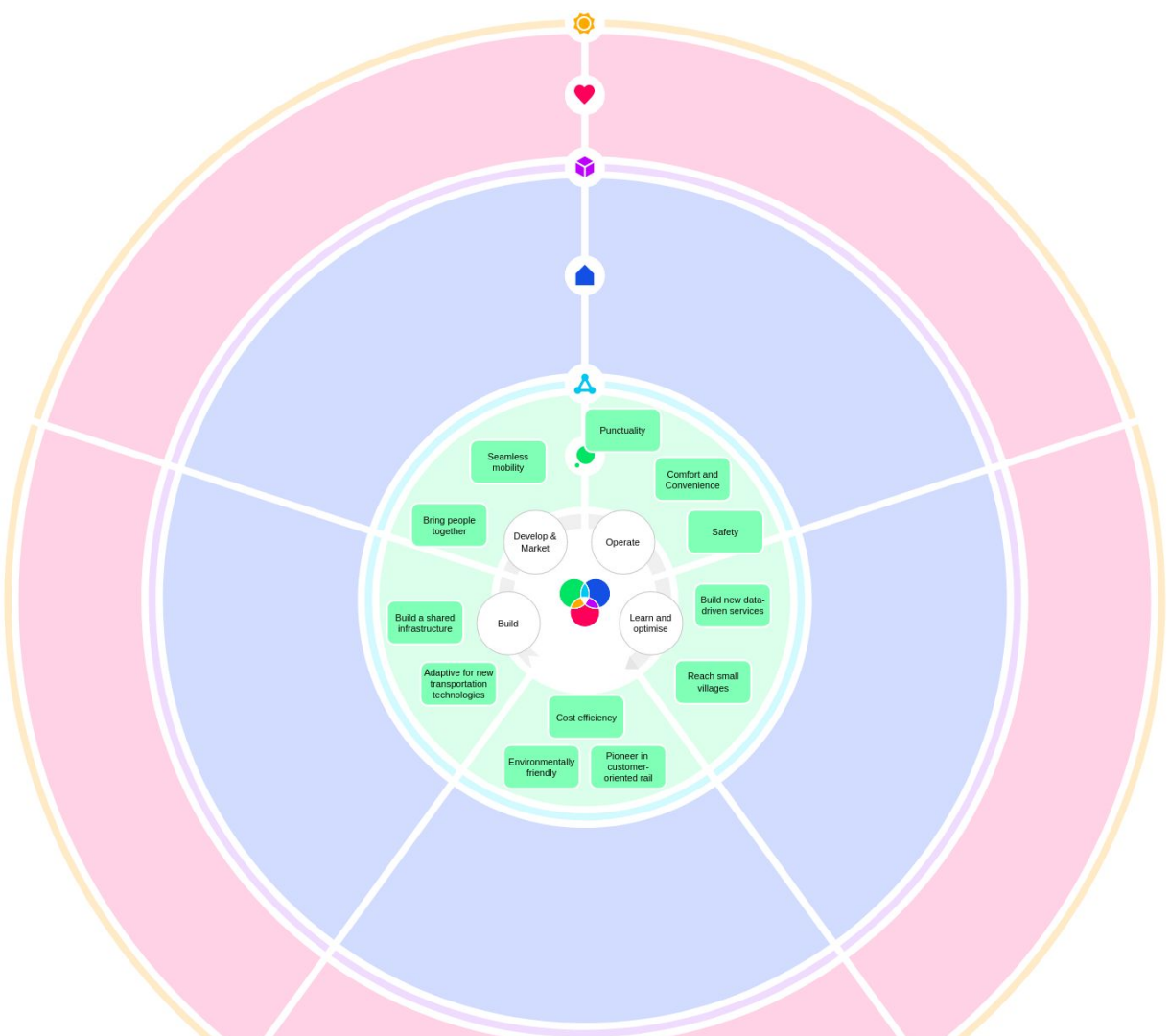
A reason why an enterprise exists and what people pursue and believe in.

Purpose


Revolutionise transportation in Europe
Utilise night time capacity
Reduce carbon footprint per passenger
Run a shared infrastructure platform
Reach countryside places
Preserve the environment
Pioneer in customer-oriented rail
Adaptive for new transportation technologies
Build new data-driven services
Door to door with three clicks
Build trusted partnerships
Offer a viable alternative to air traffic
Contribute to people's lives
Sustainable profit
Employee happiness and development
Bring people together
Service delivery excellence
Realize seamless mobility
Comfort and Convenience
Punctuality
Pursue ultimate safety levels
Cost efficiency
Manage compliance and risk

Milky Way base map

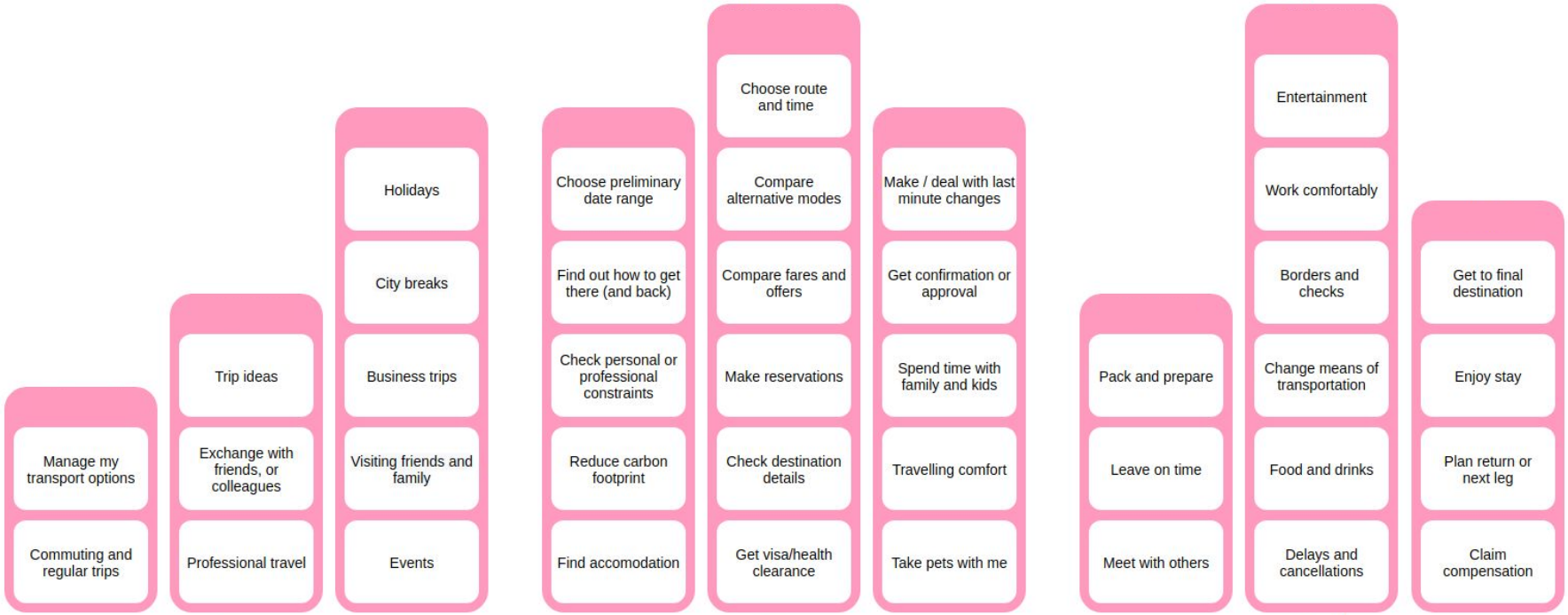
Purpose



Task

What people want to achieve and get done (with our help).

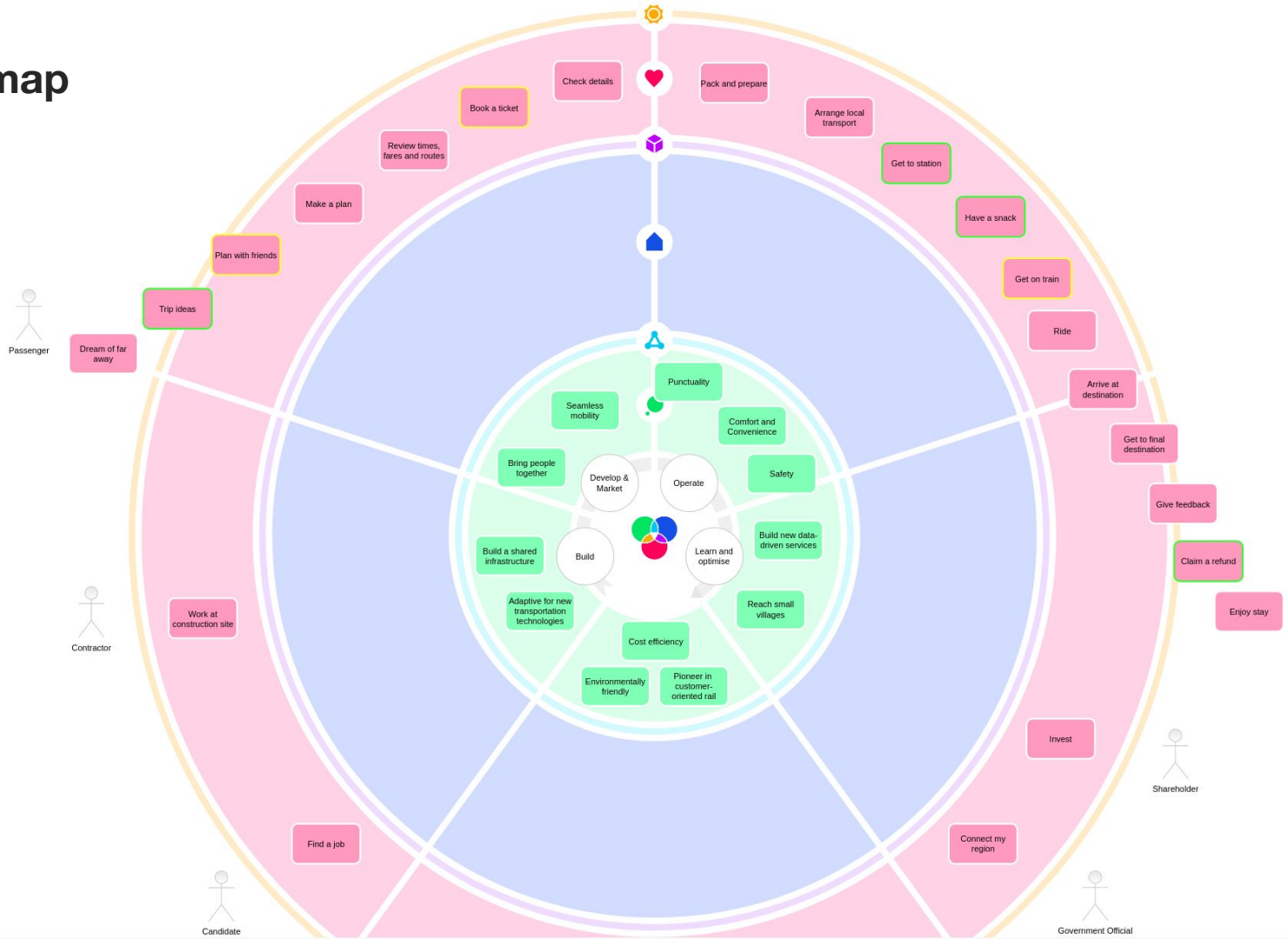
Task board


Manage my transport options
Commuting and regular trips
Trip ideas
Exchange with friends, or colleagues
Professional travel
Holidays
City breaks
Business trips
Visiting friends and family
Events
Choose preliminary date range
Find out how to get there (and back)
Check personal or professional constraints
Reduce carbon footprint
Find accomodation
Choose route and time
Compare alternative modes
Compare fares and offers
Make reservations
Check destination details
Get visa/health clearance
Make / deal with last minute changes
Get confirmation or approval
Spend time with family and kids
Travelling comfort
Take pets with me
Pack and prepare
Leave on time
Meet with others
Entertainment
Work comfortably
Borders and checks
Change means of transportation
Food and drinks
Delays and cancellations
Get to final destination
Enjoy stay
Plan return or next leg
Claim compensation

Milky Way base map

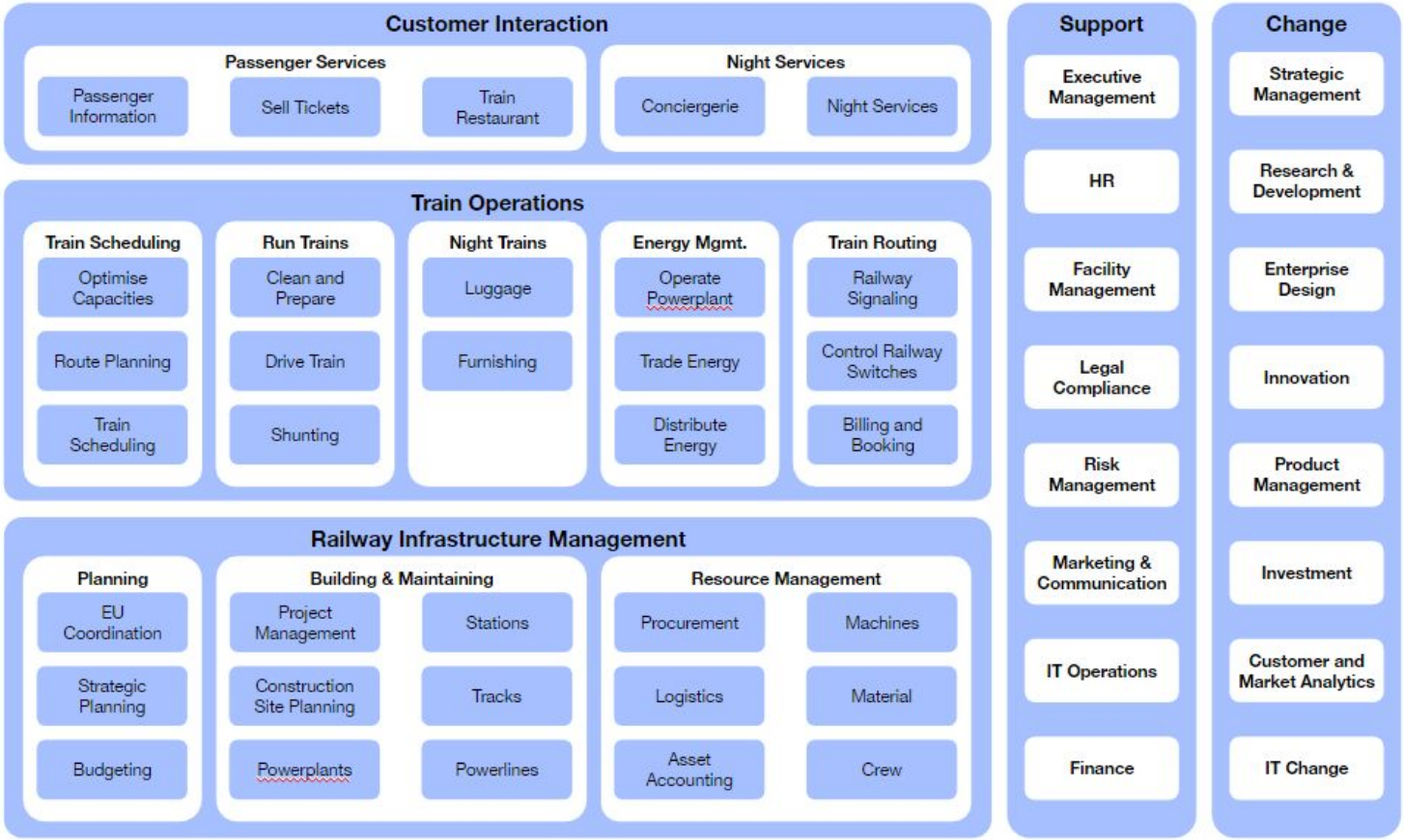
Purpose

Tasks



Capability

What we are able to do by orchestrating people and assets.


Customer Interaction
Passenger Services
Passenger Information
Sell Tickets
Train Restaurant
Night Services
Conciergerie
Night Services
Train Operations
Train Scheduling
Optimise Capacities
Route Planning
Train Scheduling
Run Trains
Clean and Prepare
Drive Train
Shunting
Night Trains
Luggage
Furnishing
Energy Mgmt.
Operate Powerplant
Trade Energy
Distribute Energy
Train Routing
Railway Signaling
Control Railway Switches
Billing and Booking
Railway Infrastructure Management
Planning
EU Coordination
Strategic Planning
Budgeting
Building & Maintaining
Project Management
Construction Site Planning
Powerplants
Stations
Tracks
Powerlines
Resource Management
Procurement
Logistics
Asset Accounting
Machines
Material
Crew
Support
Executive Management
HR
Facility Management
Legal Compliance
Risk Management
Marketing & Communication
IT Operations
Finance
Change
Strategic Management
Research & Development
Enterprise Design
Innovation
Product Management
Investment
Customer and Market Analytics
IT Change

ACADEMY

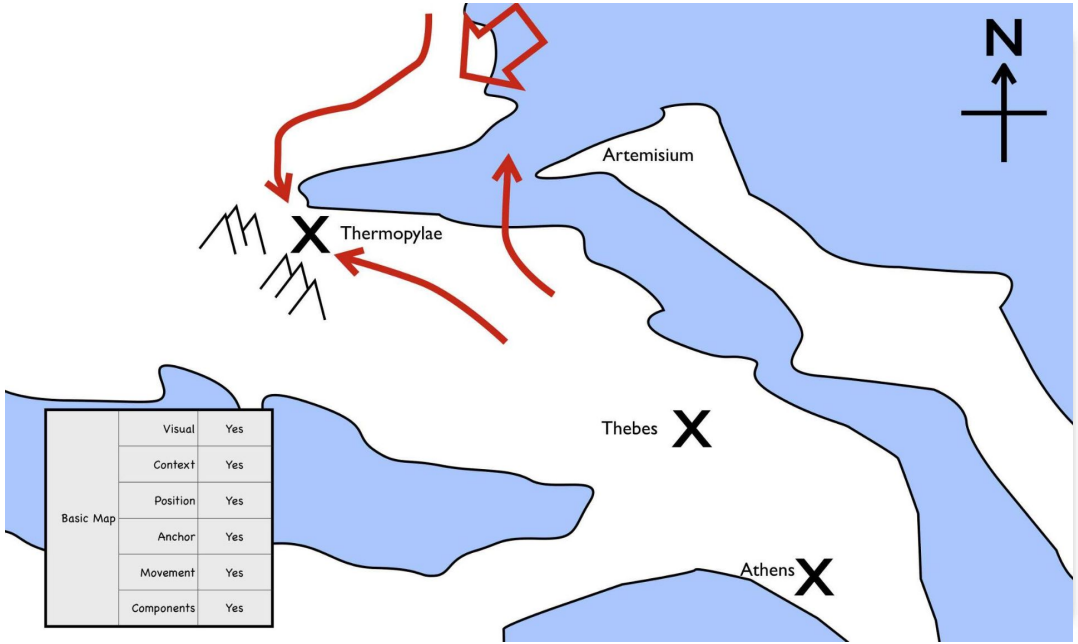
Milky Way base map

Purpose

Capabilities

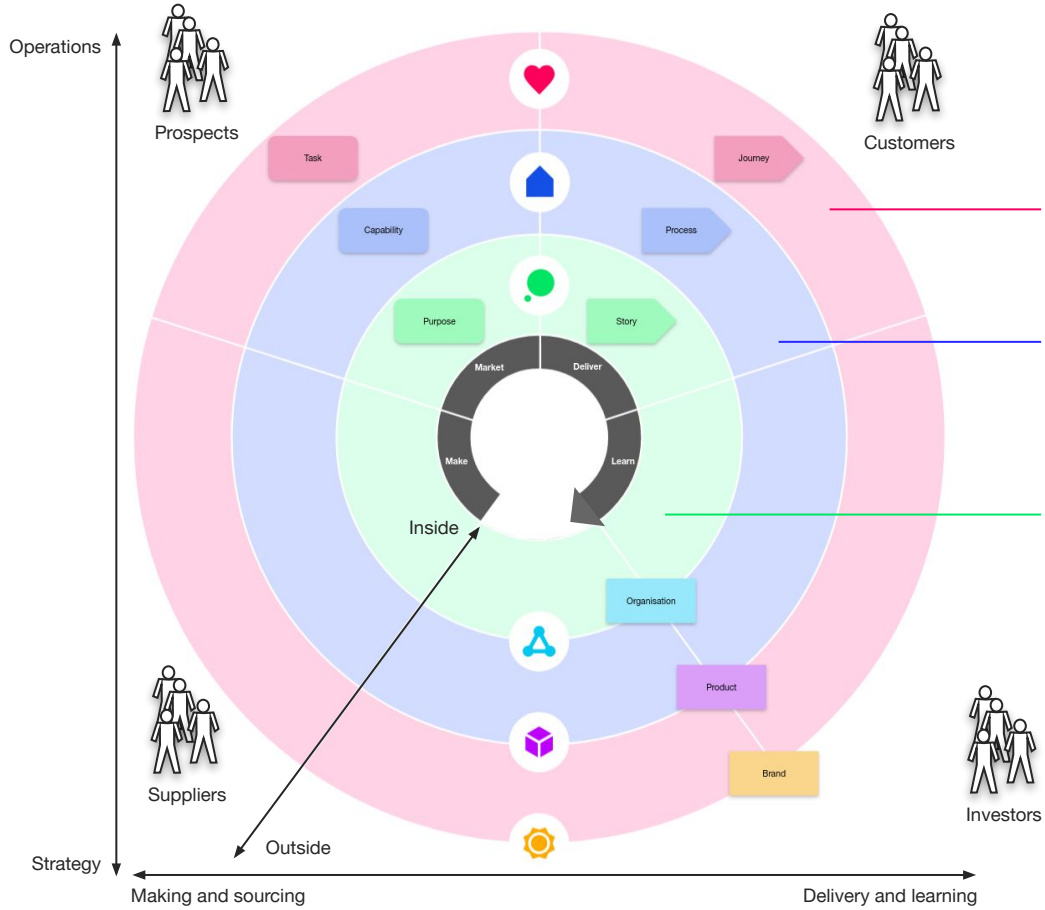
Tasks

What is a map?



Simon Wardley

Milky Way base configuration and geographical dimensions

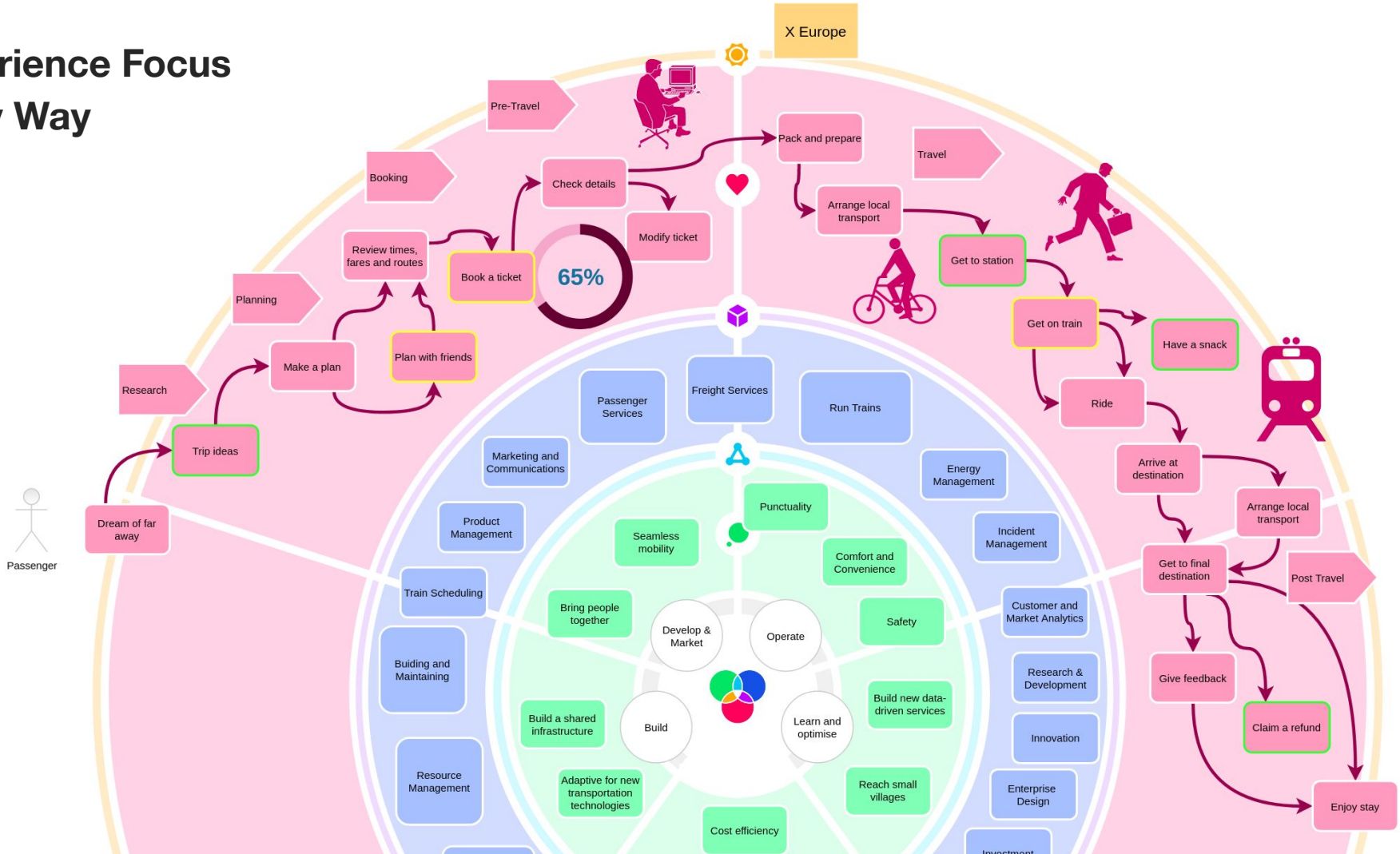


Experience
What is our role in people's lives?

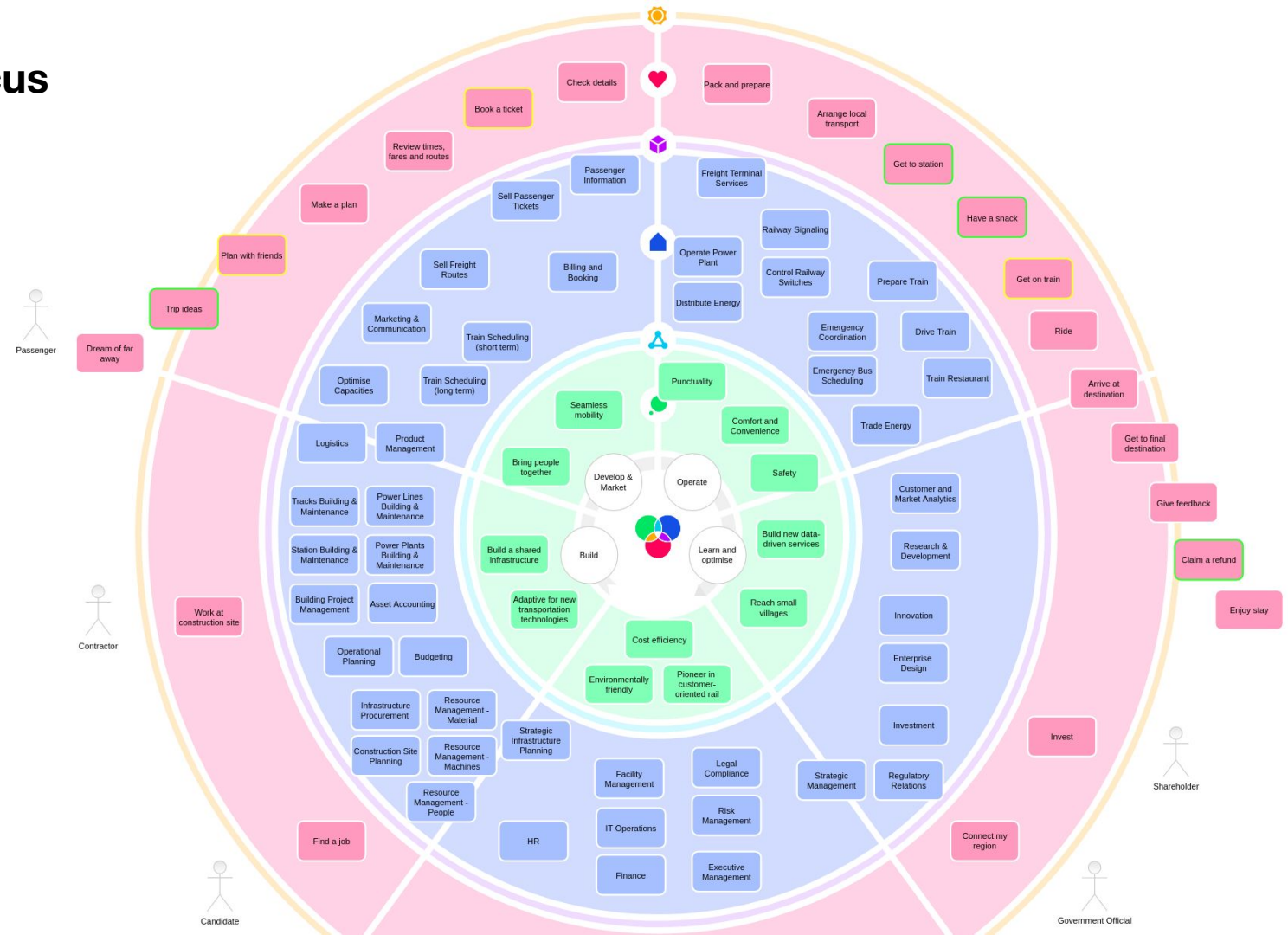
Architecture
How are we operating and what are we capable of achieving?

Identity
Why do we exist, who are we, what matters to us?

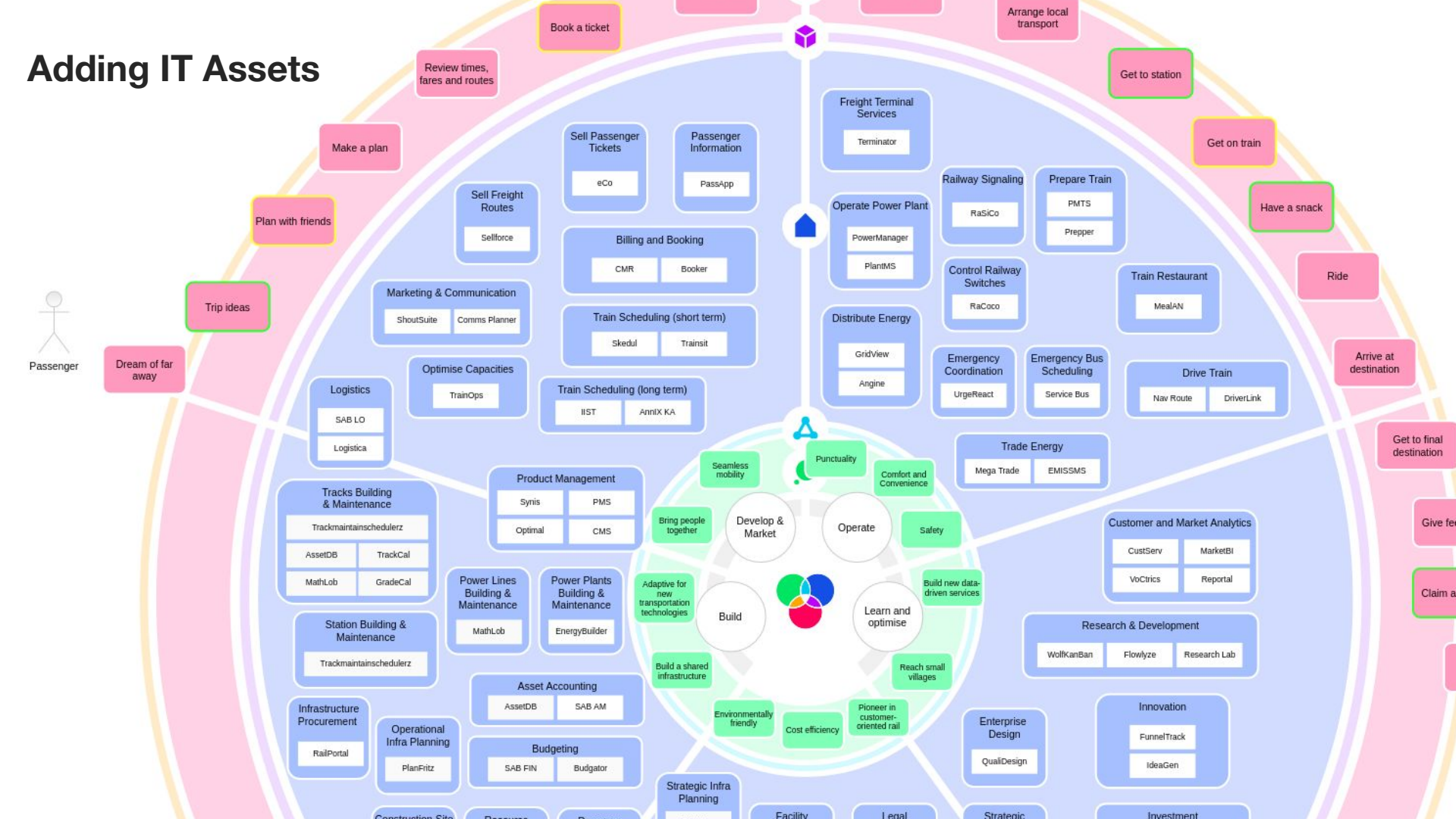
Experience Focus
Milky Way



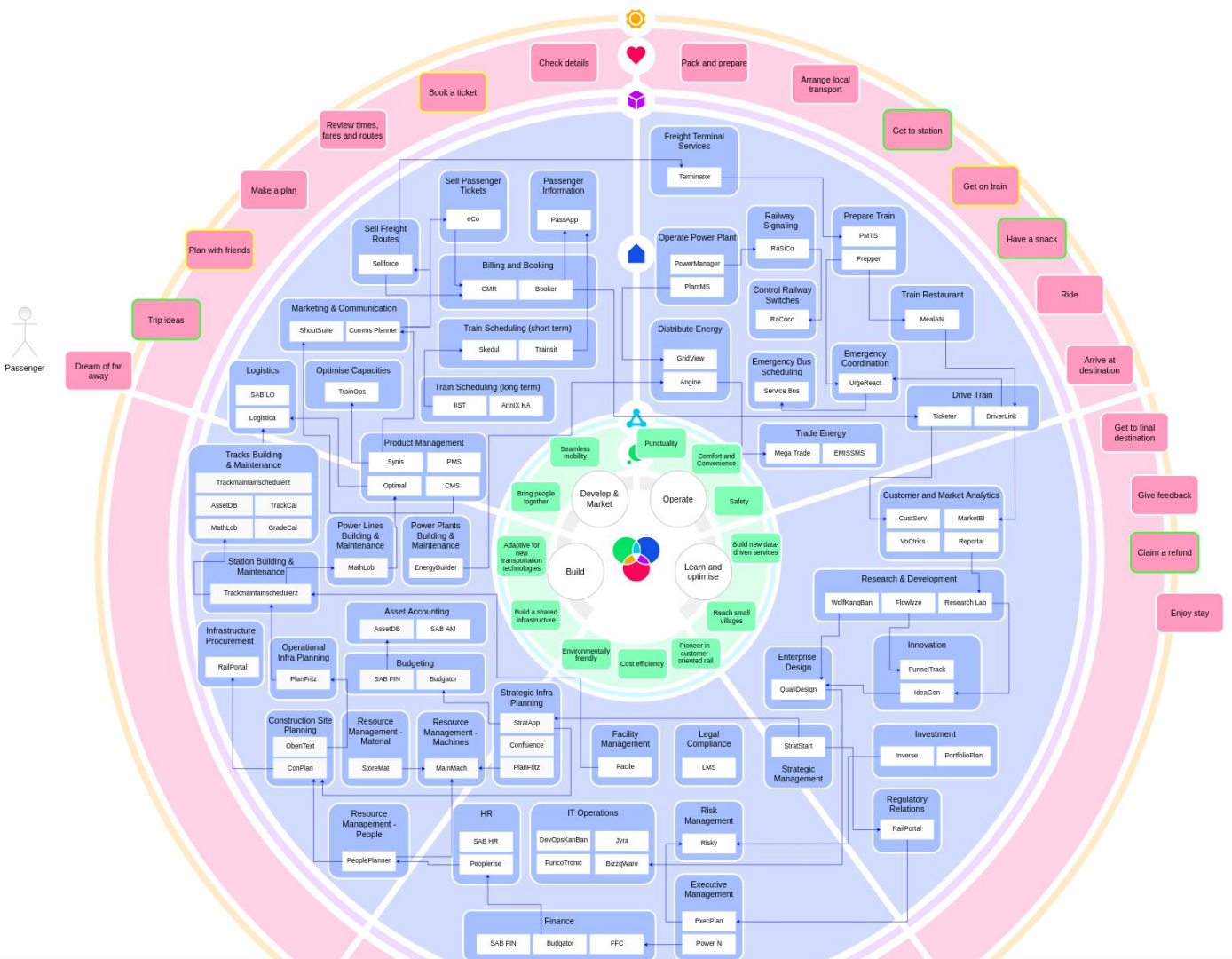
Architecture Focus
Milky Way



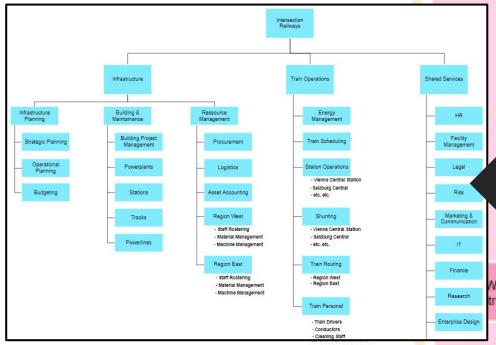
Adding IT Assets



Adding key IT Integrations



Overlaying Organisation



Passenger

Dream of far away

Trip ideas

Plan with friends

Make a plan

Review times, fares and routes

Book a ticket

Check details

Pack and prepare

Arrange local transport

Get to station

Have a snack

Get on train

Ride

Arrive at destination

Passenger Sales

Sell Passenger Tickets

Passenger Information

Freight Services

Freight Terminal Services

Train Routing

Railway Signaling

Energy Supply

Operate Power Plant

Control Railway Switches

Distribute Energy

Railway Companies

Prepare Train

Drive Train

Emergency

Emergency Coordination

Emergency Bus Scheduling

F&B Partner

Train Restaurant Company

Energy Supply

Trade Energy

Freight Services

Sell Freight Routes

Billing

Billing and Booking

Marketing

Marketing & Communication

Train Scheduling

Train Scheduling (short term)

Train Scheduling (long term)

Optimise Capacities

Seasonal Planning

Management

Punctuality

Seamless mobility

Safety

Bring people together

Develop & Market

Operate

Build

Learn and optimise

Build new data-driven services

Reach small villages

Pioneer in customer-oriented rail

Environmentally friendly

Build a shared infrastructure

Customer Experience

Customer and Market Analytics

Innovation

Research & Development

Innovation

Enterprise Design

Finance

Tracks

Tracks Building & Maintenance

Power Lines

Power Lines Building & Maintenance

Power Supply

Power Plants Building & Maintenance

Project Mgmt

Building Project Management

Finance

Asset Accounting

Infrastructure Planning

Operational Planning

Budgeting

Procurement

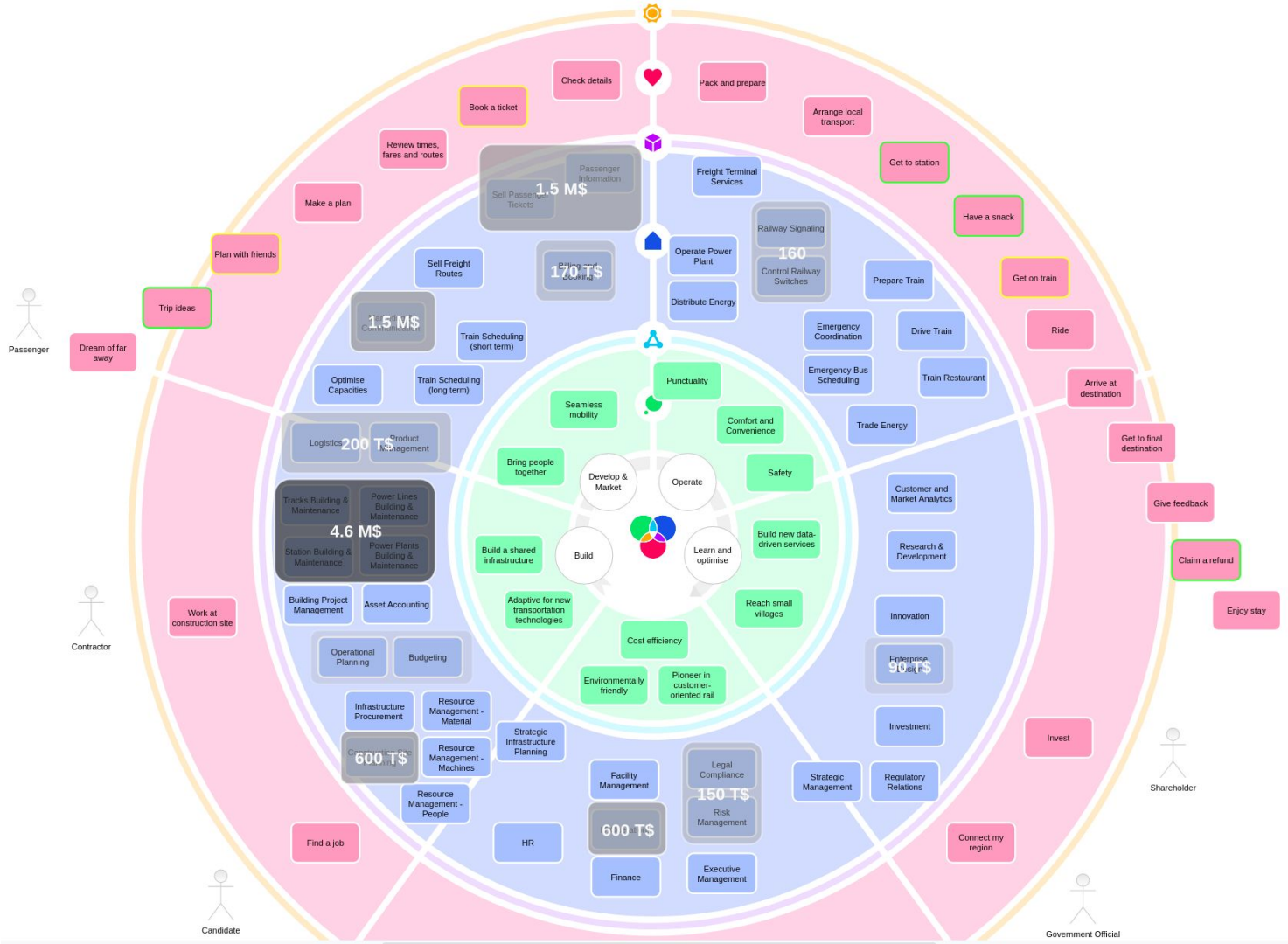
Infrastructure

Material Mgmt

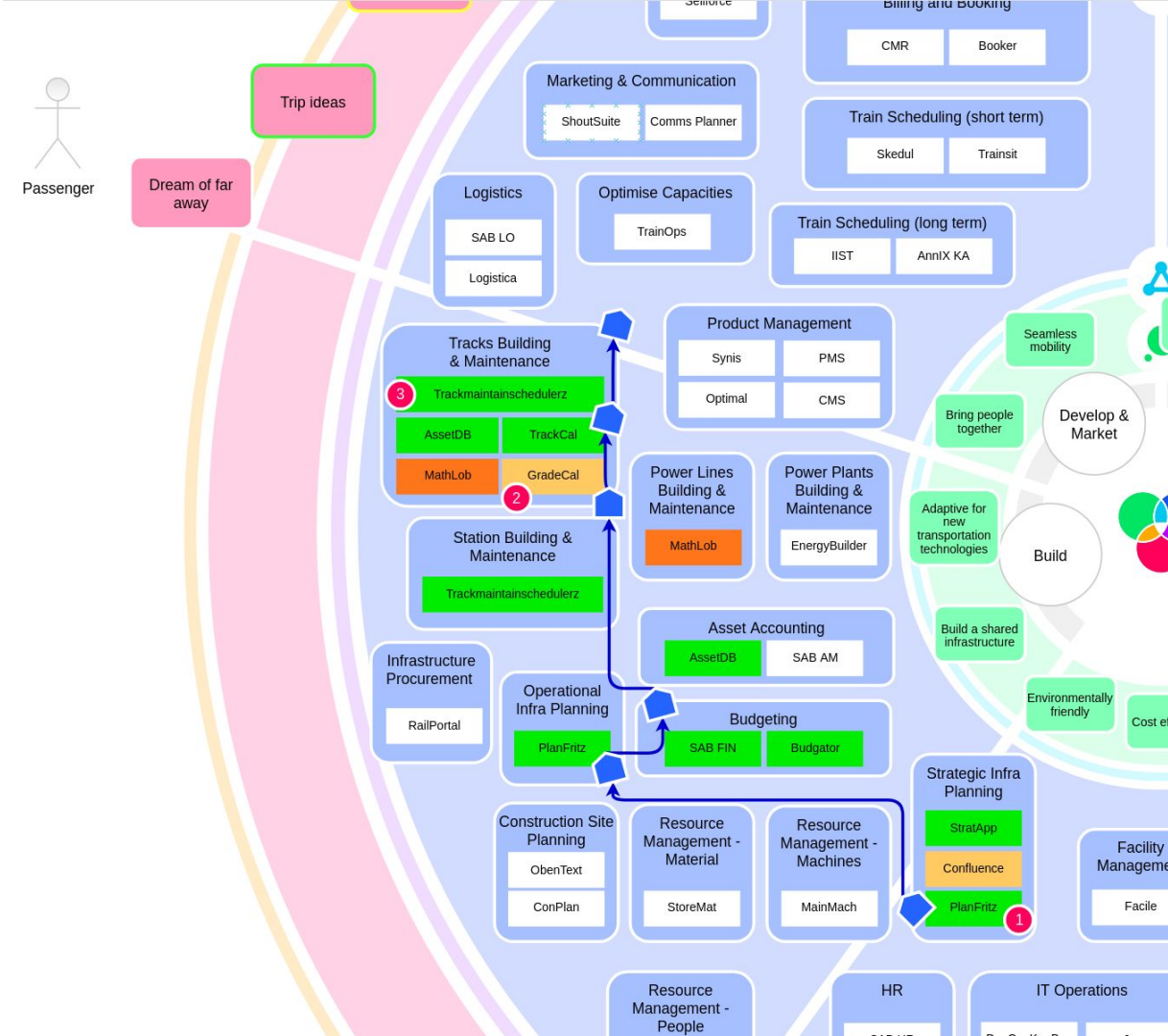
Resource Management

Work at truction site

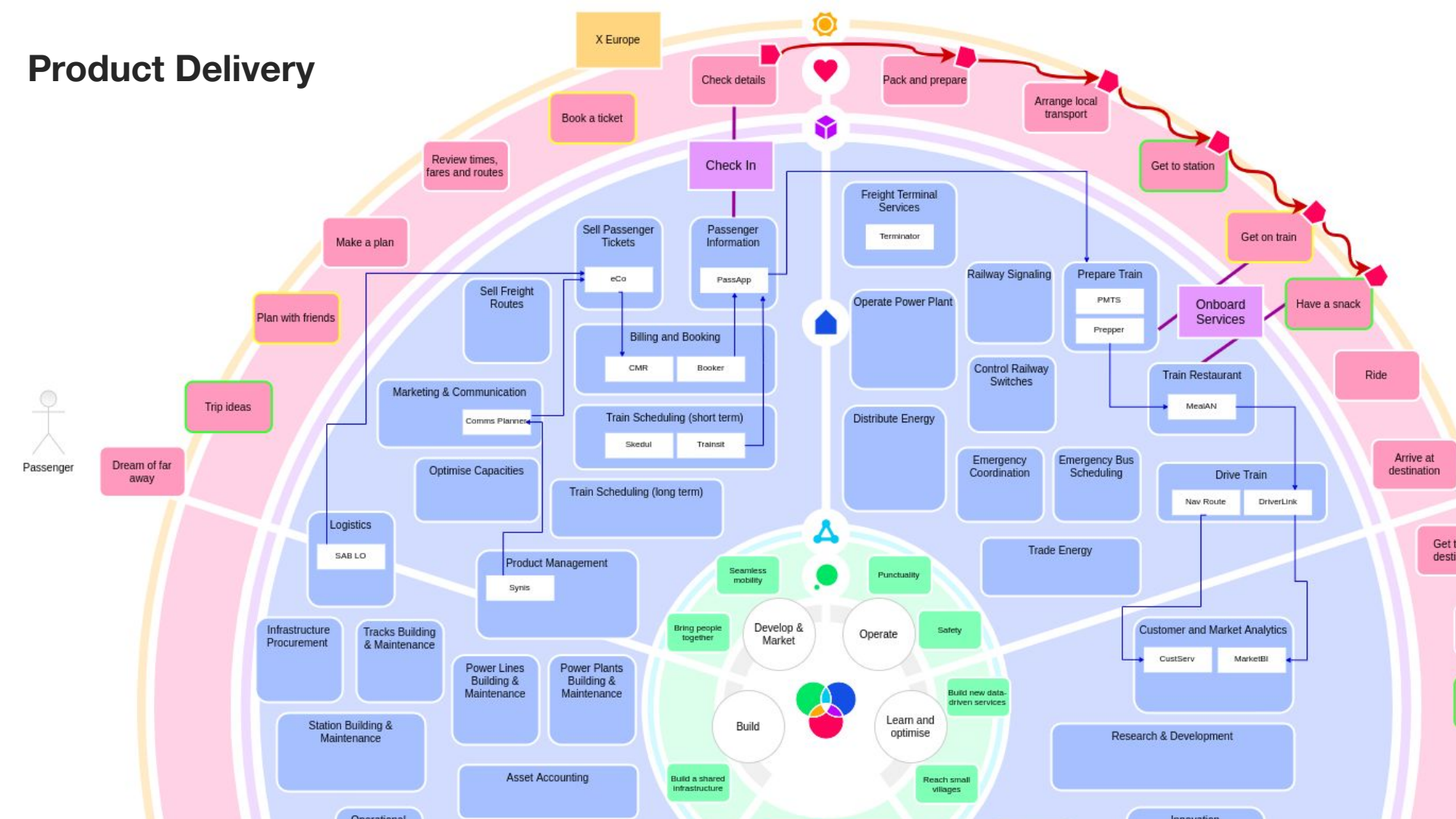
Overlaying Budget



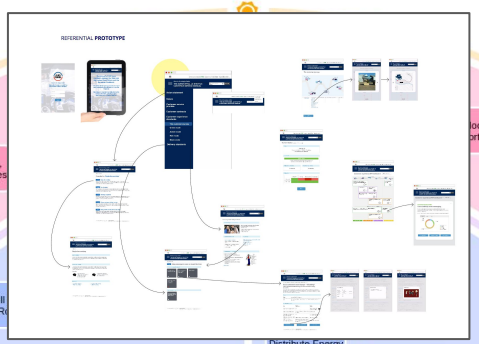
Tracing a process and applications

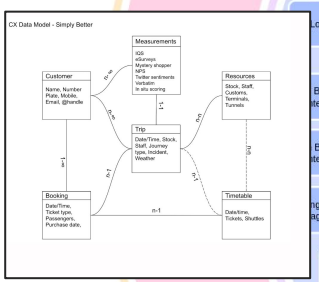


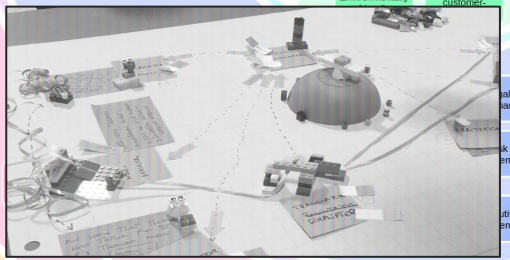
Product Delivery

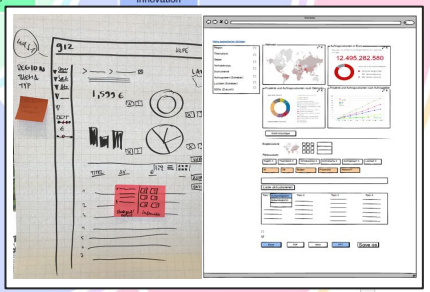


Geolocating prototypes



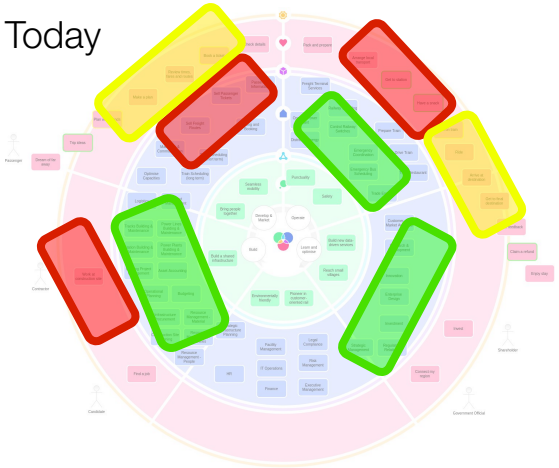






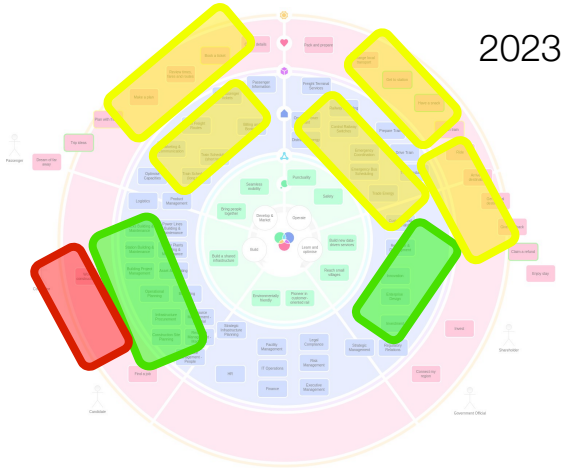
Overview of transformation ambition

Today



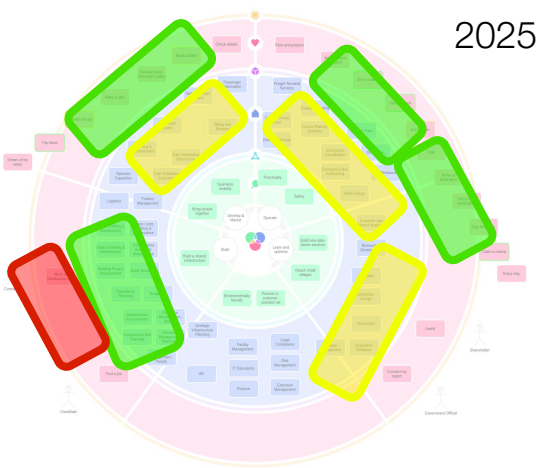
Focus on the Customer experience during the journey.

2023



Broaden the focus on the Customer experience to before the journey. Start to improve the internal processes to better support the new experience

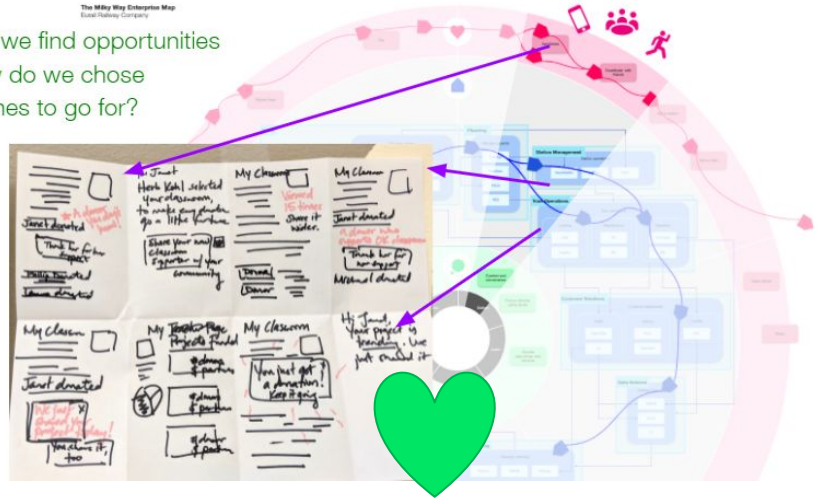
2025

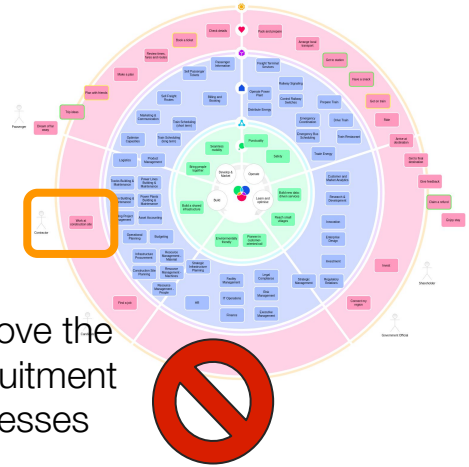


Keep focus on the whole Customer experience and improve the internal processes to better support the new experience

So does this idea fit 2021?

How do we find opportunities and how do we chose which ones to go for?





Improve the Recruitment Processes

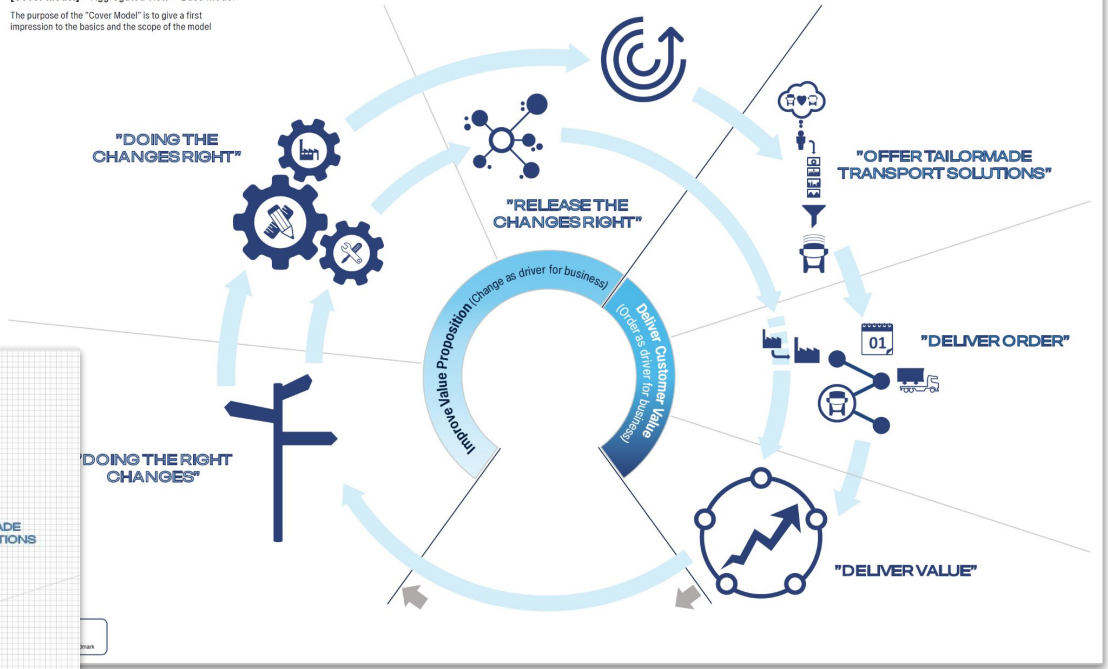
Example Application from Scania

PRODUCT REALISATION AND DELIVERY

CONTEXTUAL UNDERSTANDING OF BUSINESS CAPABILITIES FROM A LIFECYCLE PERSPECTIVE

[Cover Model] – Aggregated view – Base model

The purpose of the "Cover Model" is to give a first impression to the basics and the scope of the model

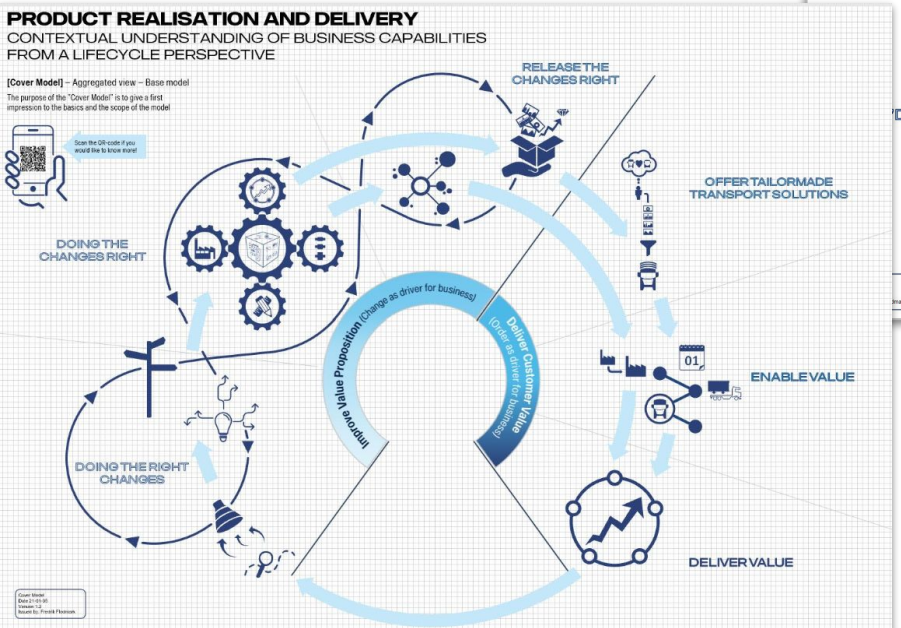


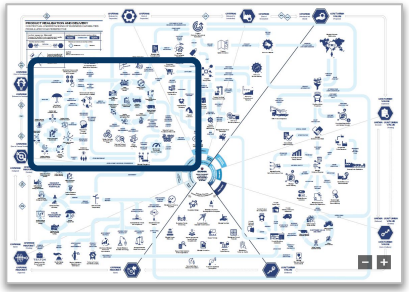
PRODUCT REALISATION AND DELIVERY

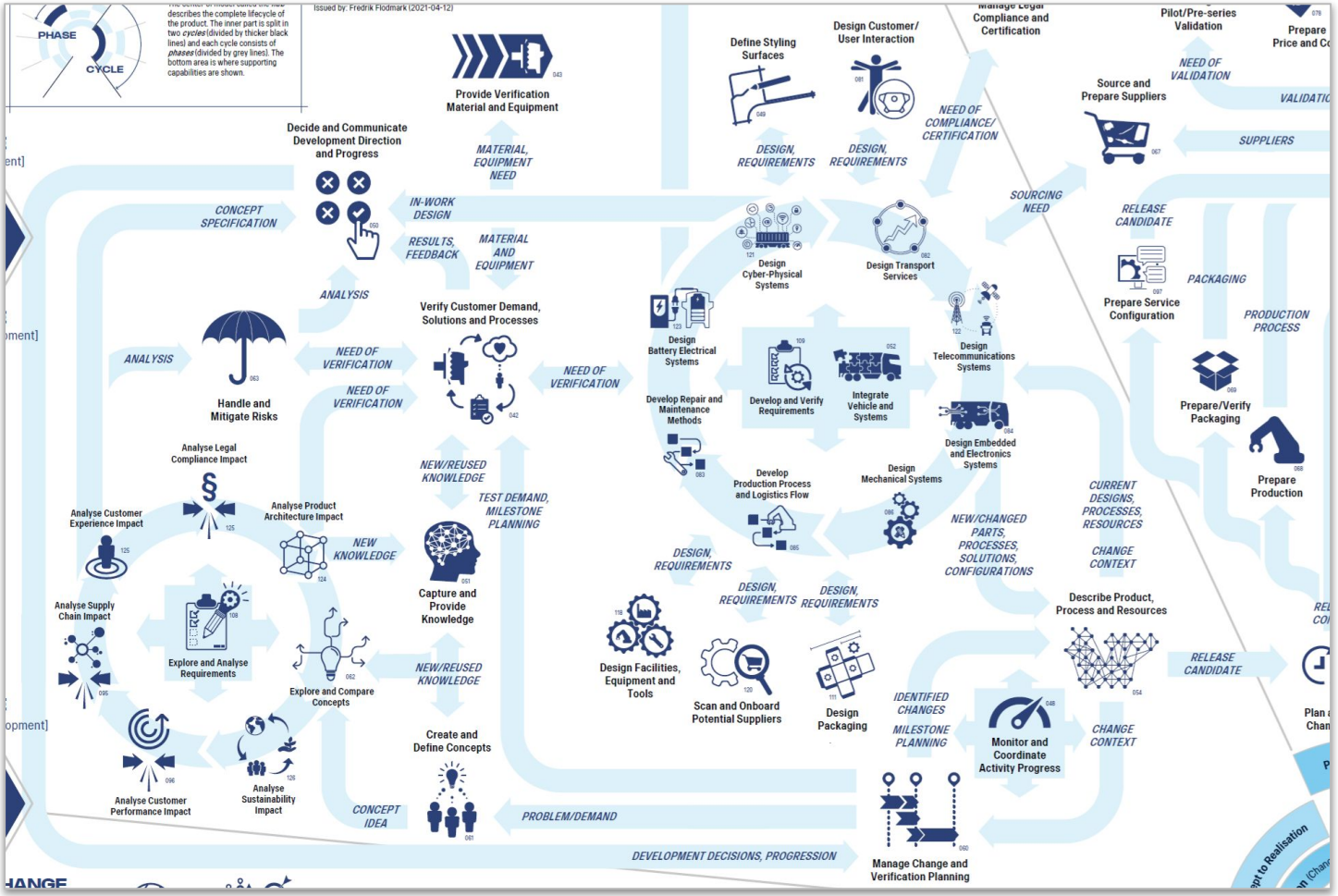
CONTEXTUAL UNDERSTANDING OF BUSINESS CAPABILITIES FROM A LIFECYCLE PERSPECTIVE

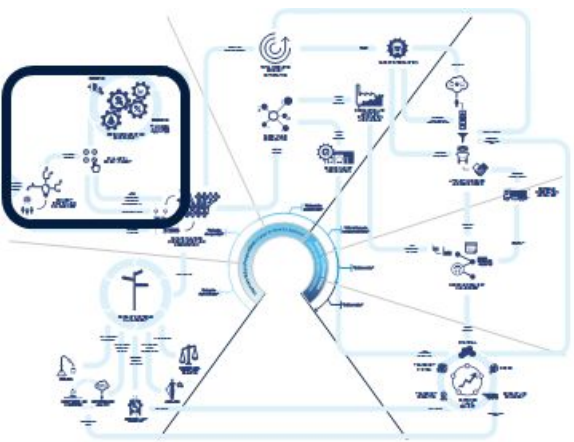
[Cover Model] – Aggregated view – Base model

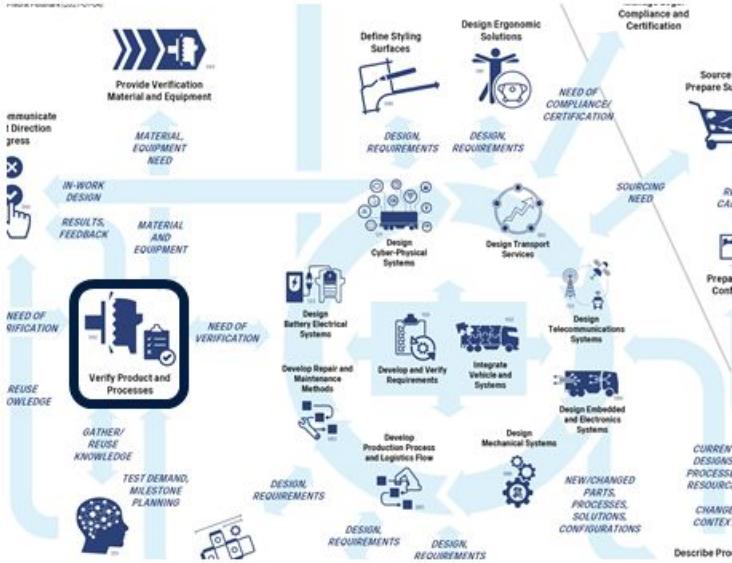
The purpose of the "Cover Model" is to give a first impression to the basics and the scope of the model

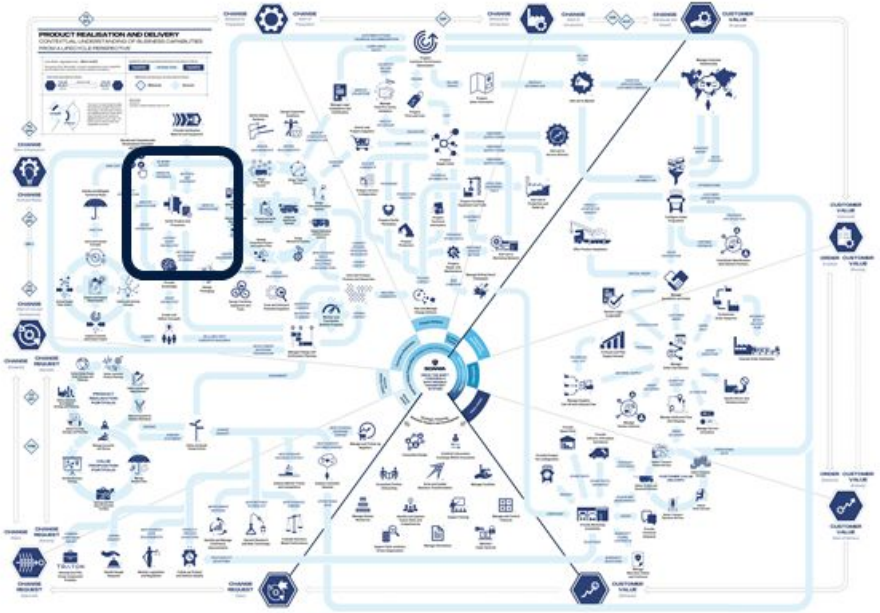





PHASE
CYCLE
Issued by: Fredrik Flodmark (2021-04-12)
Provide Verification Material and Equipment
Decide and Communicate Development Direction and Progress
MATERIAL, EQUIPMENT NEED
CONCEPT SPECIFICATION
IN-WORK DESIGN
RESULTS, FEEDBACK
MATERIAL AND EQUIPMENT
ANALYSIS
Handle and Mitigate Risks
NEED OF VERIFICATION
Verify Customer Demand, Solutions and Processes
Define Styling Surfaces
Design Customer/ User Interaction
Manage Legal Compliance and Certification
Pilot/Pre-series Validation
Prepare Price and Co
NEED OF VALIDATION
Source and Prepare Suppliers
SUPPLIERS
NEED OF COMPLIANCE/ CERTIFICATION
DESIGN, REQUIREMENTS
SOURCING NEED
RELEASE CANDIDATE
Design Cyber-Physical Systems
Design Transport Services
Prepare Service Configuration
PACKAGING
PRODUCTION PROCESS
Design Battery Electrical Systems
Develop Repair and Maintenance Methods
Develop and Verify Requirements
Integrate Vehicle and Systems
Design Telecommunications Systems
Design Embedded and Electronics Systems
Prepare/Verify Packaging
Prepare Production
Develop Production Process and Logistics Flow
Design Mechanical Systems
CURRENT DESIGNS, PROCESSES, RESOURCES
CHANGE CONTEXT
NEW/CHANGED PARTS, PROCESSES, SOLUTIONS, CONFIGURATIONS
Describe Product, Process and Resources
RELEASE CANDIDATE
Analyse Legal Compliance Impact
Analyse Customer Experience Impact
Analyse Product Architecture Impact
Analyse Supply Chain Impact
NEW KNOWLEDGE
NEW/REUSED KNOWLEDGE
TEST DEMAND, MILESTONE PLANNING
Capture and Provide Knowledge
Explore and Analyse Requirements
Explore and Compare Concepts
Analyse Customer Performance Impact
Analyse Sustainability Impact
Create and Define Concepts
CONCEPT IDEA
PROBLEM/DEMAND
Design Facilities, Equipment and Tools
Scan and Onboard Potential Suppliers
Design Packaging
IDENTIFIED CHANGES
MILESTONE PLANNING
Monitor and Coordinate Activity Progress
CHANGE CONTEXT
Manage Change and Verification Planning
DEVELOPMENT DECISIONS, PROGRESSION







Verify Product and Process description

Secure (assignment) property targets are met by new products
Secure (assignment) manufacturing, assembly and repair/maintenance methods requirements are met by new product
Secure that new products are compliant with affected legislations and regulations

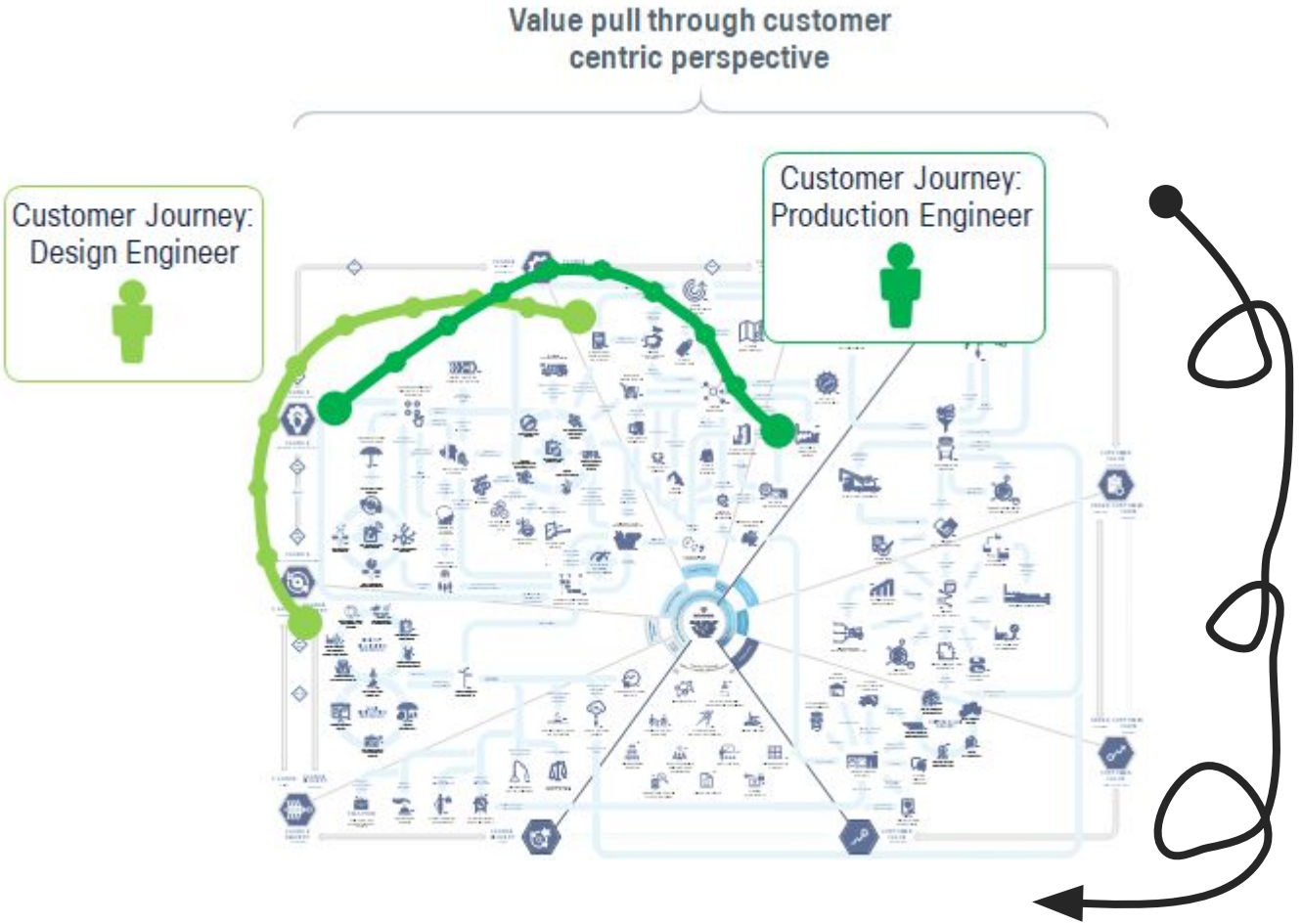
Customers / Users

Making them visible

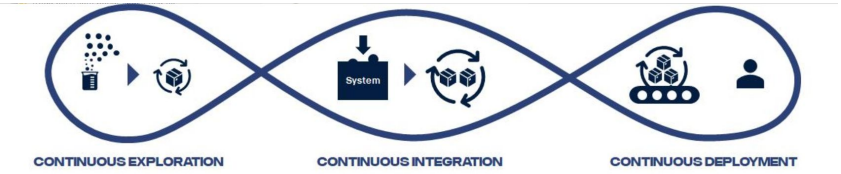
See their perspective & experience

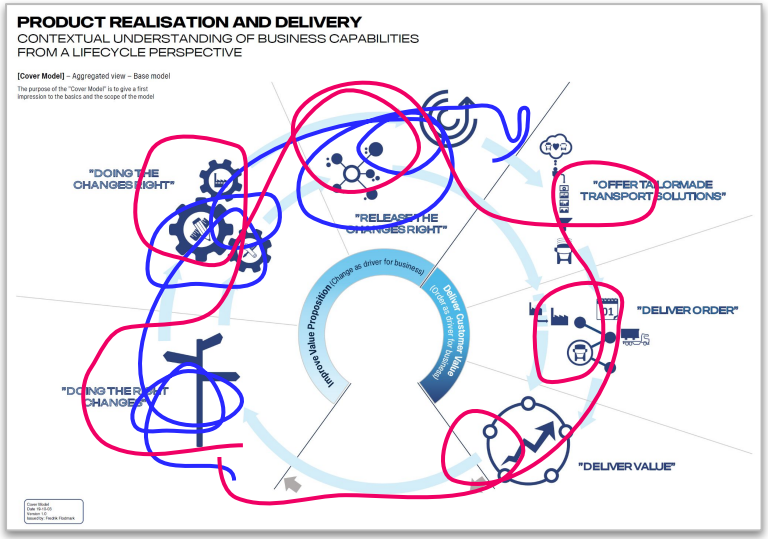
Think of them as we design

Sense make the out-side & in dynamic

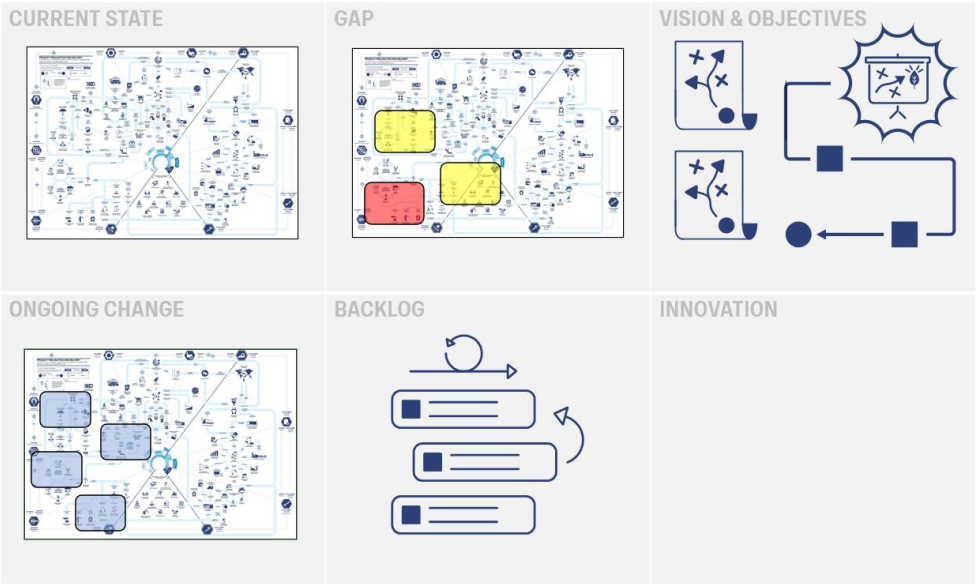


Find new ways of working





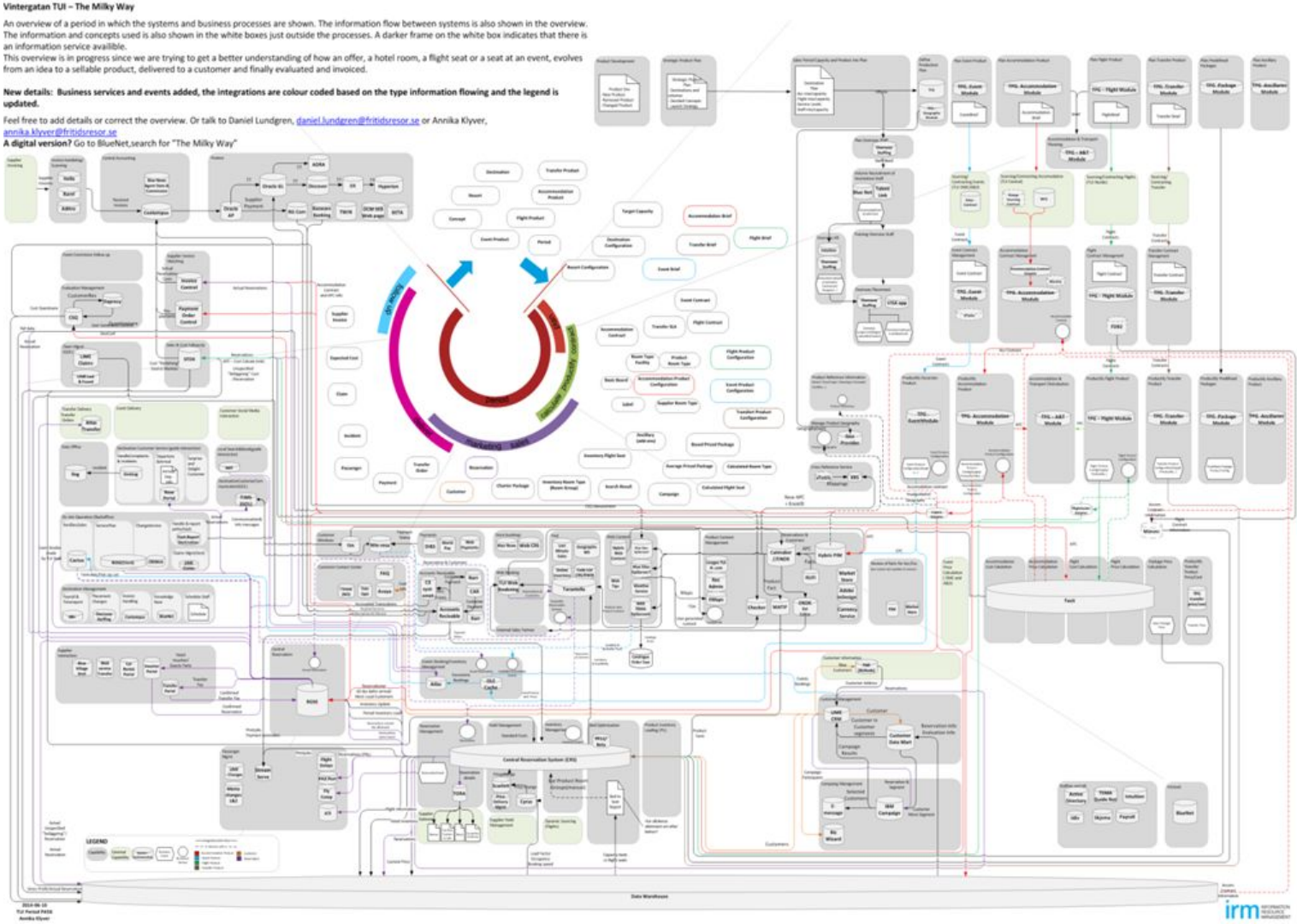
The flow of Value Creation
- you don’t need a map if you stay where/as you are



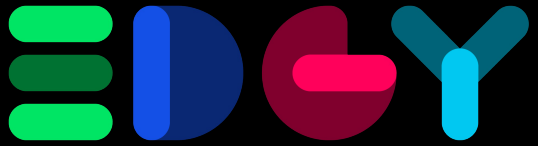
The teams work with the changes and deliver as often as possible to the users/customers to generate both value and feedback

There is more than one backlog. Depending on capability area, product connection, etc the items on the backlog is assigned to the relevant teams

The original Milky Way

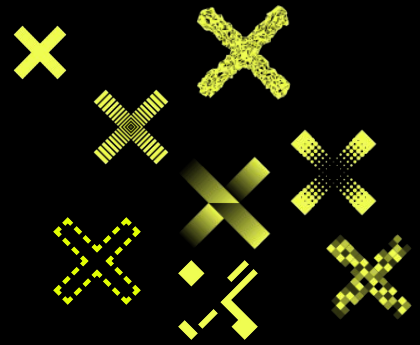


Intersection Group is a **Non Profit Association**



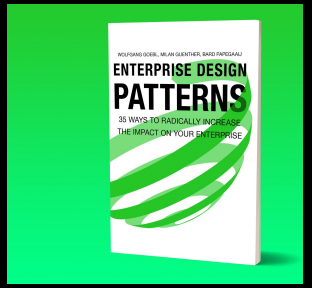
EDGY: a language for Enterprise Design

An open source language to tackle key enterprise challenges by design



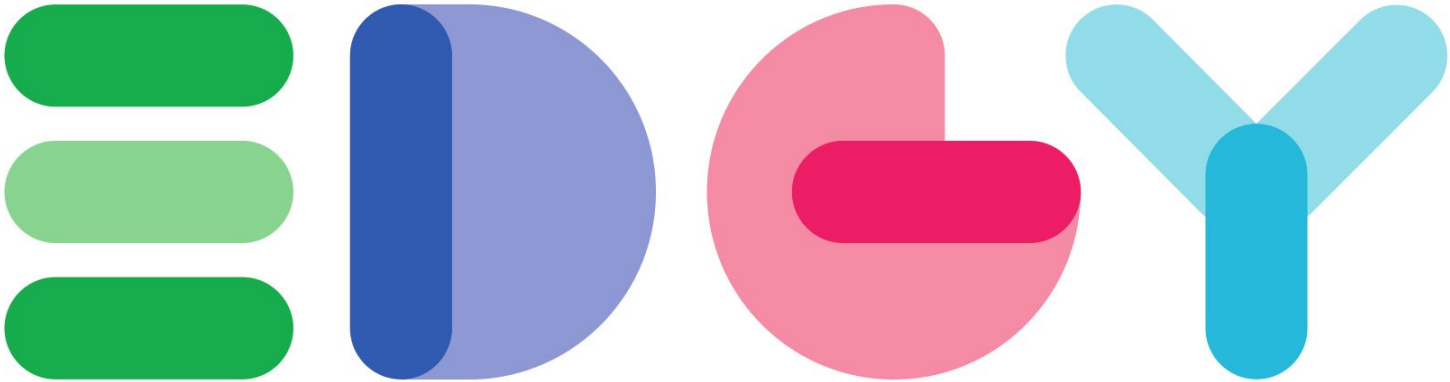
Community and Events

Events for a global community of thinkers and practitioners



Learning and Publications

Books, certified courses and digital tools delivered with our partners



March 29, 2023

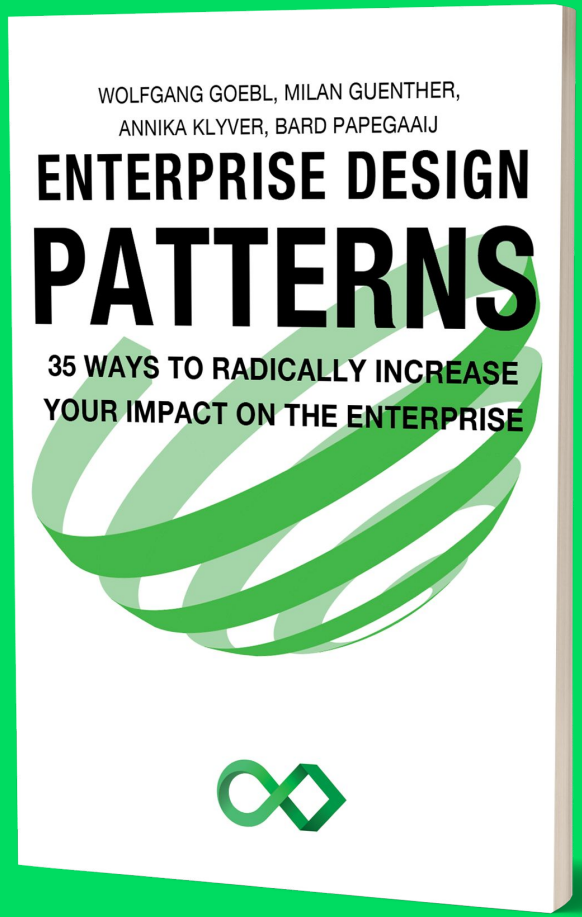
Patterns

Journey to impact

Behaviour patterns

Practice patterns

Creations patterns



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Upcoming Webinars

Earnestine the Enterprise Architect
With Wolfgang Goebl

Webinar
February 1, 2023, 4pm Berlin, Paris (CET)
Online

Feb 1st, 4 pm Berlin, Paris: In this webinar, Wolfgang Goebl tells the story of Earnestine from starting her new job as an Enterprise Architect to having set up an impactful collaborative EA practice.

Details | Register

Severin the Service Designer
With Milan Guenther

Webinar
February 8, 2023, 4pm Berlin, Paris (CET)
Online

Feb 8th, 4 pm Berlin, Paris - In this webinar, Milan Guenther tells the story of Severin as they start their new engagement as a Service Designer, aiming to deliver new offerings and a better experience to their client's customers.

Details | Register

Milky Way Enterprise Map
With Annika Klyver and Wolfgang Goebl

Webinar
February 15, 2023, 4pm Berlin, Paris (CET)
Online

Feb 15th, 4pm Berlin, Paris: Annika Klyver and Wolfgang Goebl show you how to bridge the gaps across identity, experience and architecture with Milky Way enterprise maps.

Details | Register

Capability Maps - the Next Generation!
With Milan Guenther

Webinar
February 22, 2023

Three Ways to make your Enterprise Architecture Practice Work
With Wolfgang Goebl

Webinar

Intersection 23
Save the date!

Conference
September 18–19, 2023, 09:00-17:00

https://intersection.group/events/?archive=false

INTERSECTION23

Vienna, September 18-19, 2023

Thank you!

INTERSECTION GROUP

Annika Klyver
annika@intersection.group

Wolfgang Göbl
wolfgang@intersection.group

intersection.group

Patterns

How to use the Milky Way enterprise map

- Adapt the value flow to your enterprise: seek for a stable, recurring cycle to base on
- Navigate the Facets: start from the most familiar territory, then venture into adjacent areas
- Use the geography: place related items close to each other, or close to the edges of the rings
- Place shared capabilities, entrepreneurial vision, management and change in the bottom sector
- Combine the map with more specific maps to dive into a specific Facet, or Facet combination
- Use the Facet colours to establish the different viewpoints and clarify the context of your model
- Use your own colour palette and iconography to communicate your messages visually
- Use overlays to add additional Facets, Intersections, Elements or metrics and visualise them
- Support people's learning journey when using the map by gradually introducing more detail
- Make the question your map tries to answer explicit and place it onto the map
- Talk about the content and the story behind your map rather than the visualisation or structure
- Don't just capture the mess: make maps that ask questions, trigger actions and change

...to be continued

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