



Three Changes That Make Your Enterprise Architecture Practice Work

Wolfgang Goebel, Intersection Group





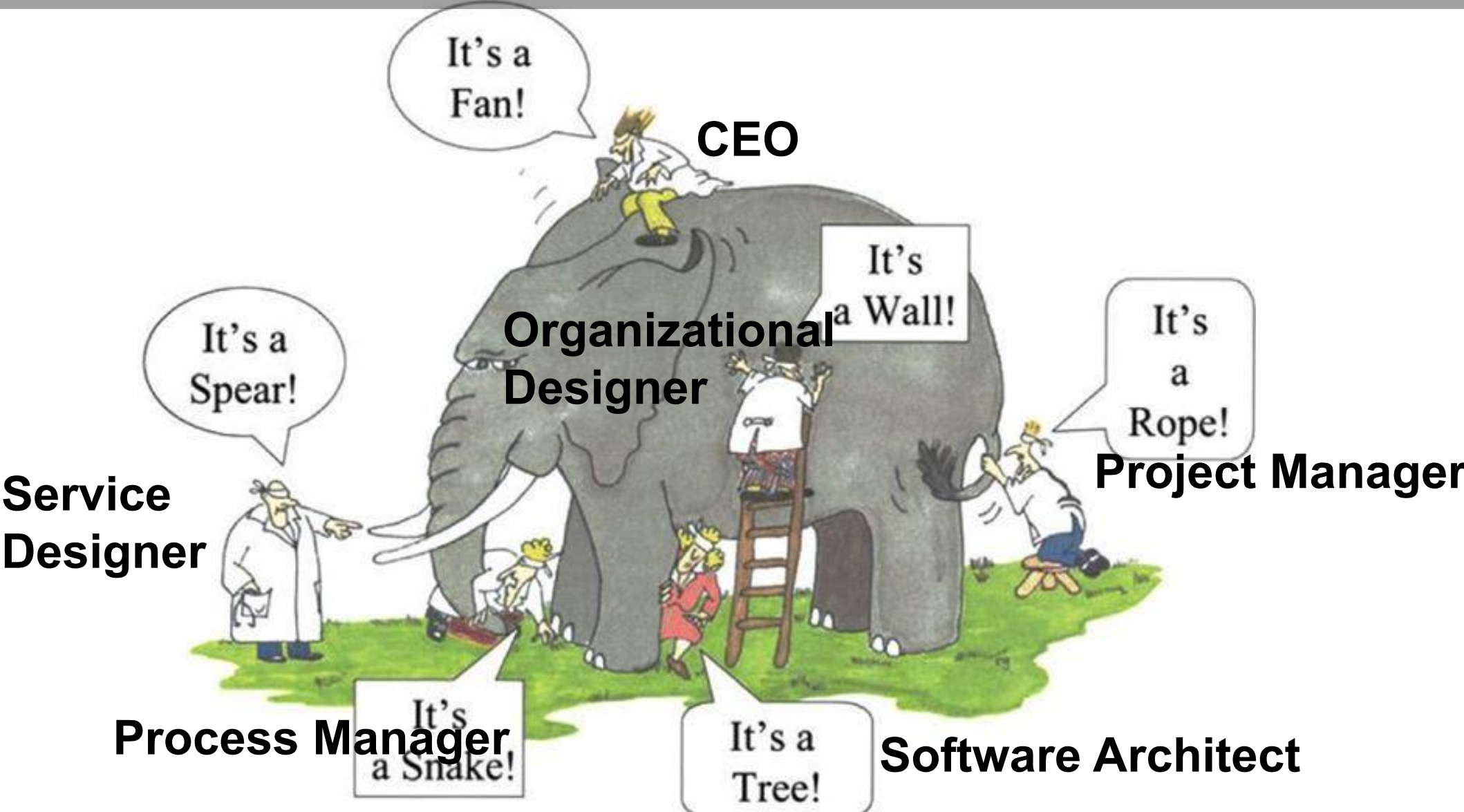
INTERSECTION GROUP

We help people create better enterprises.



WHY?

Many architects, little collaboration



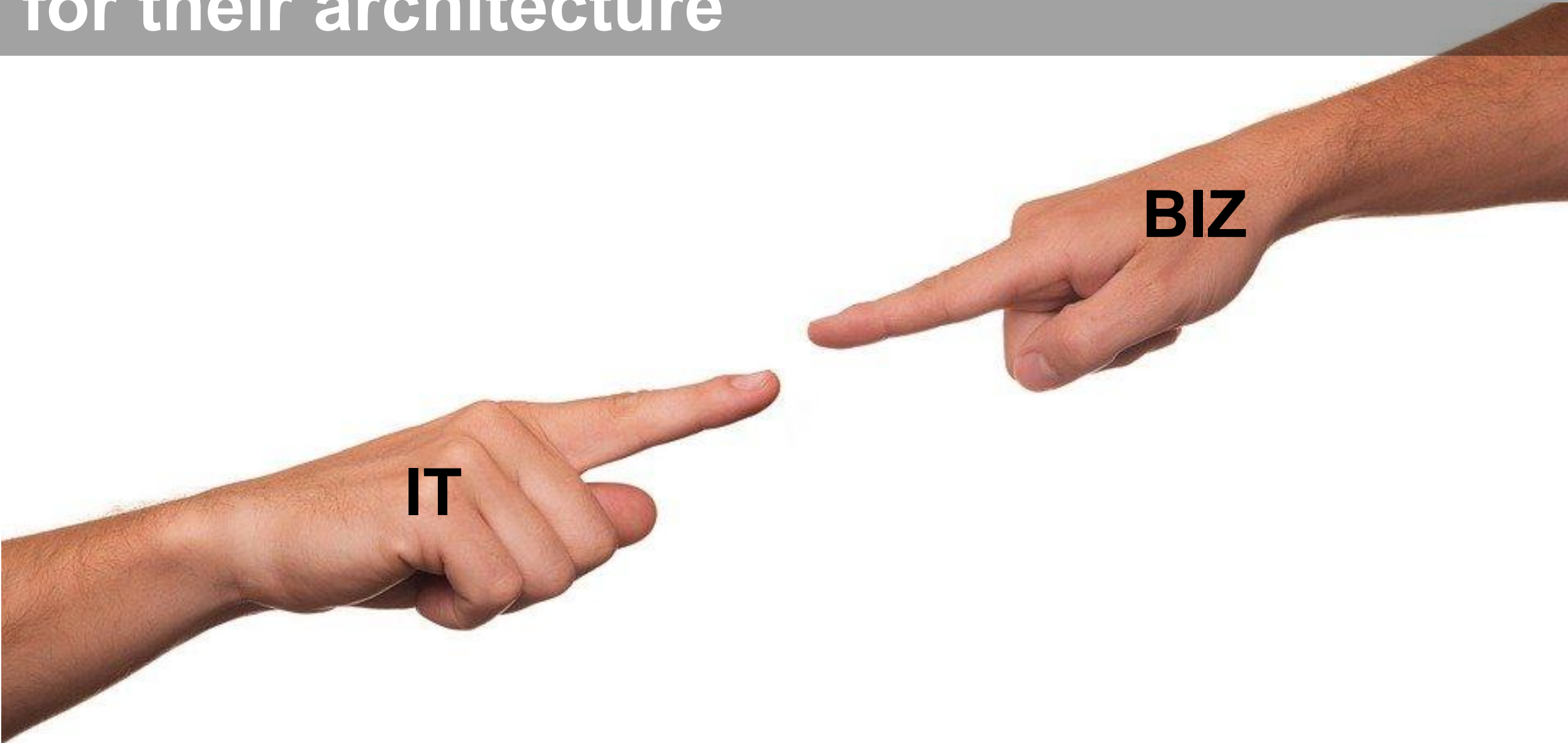
Ignorant Disciplines



Architecture: a technology domain



BIZ doesn't take accountability for their architecture



Constant botching of BIZ & IT structures

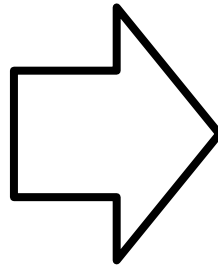




What to do?

#1 Redefine the EA role

Top-down technology architecture -> facilitation of many co-designers



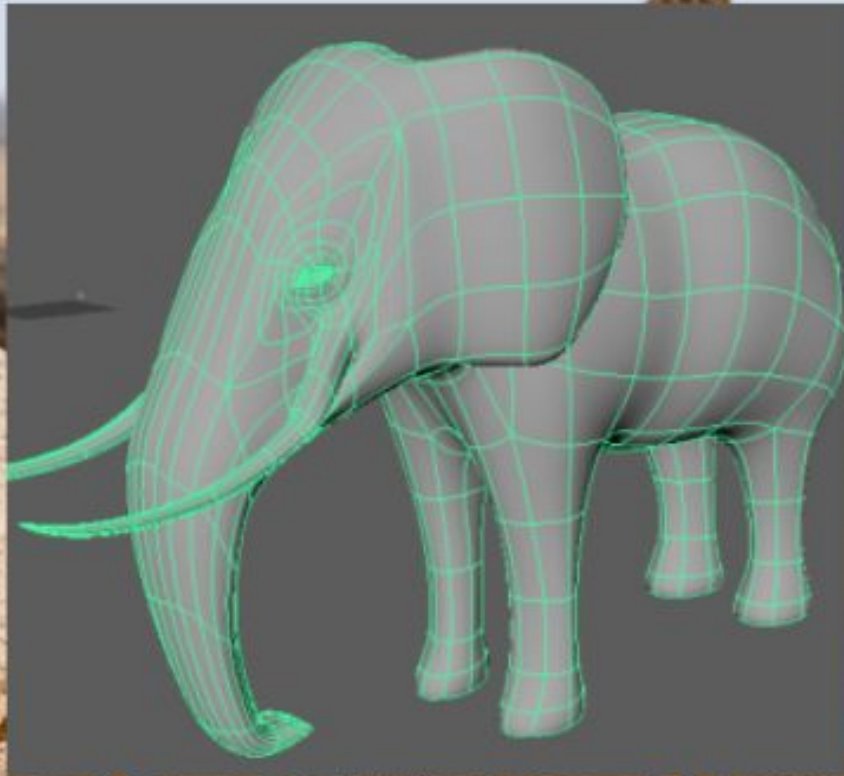
#2 –Connect siloed disciplines by beauty

Enterprise Architecture – as usable as an iPhone



#3 – Widen your view (purpose & ecosystem)

Get out of your technology ivory tower

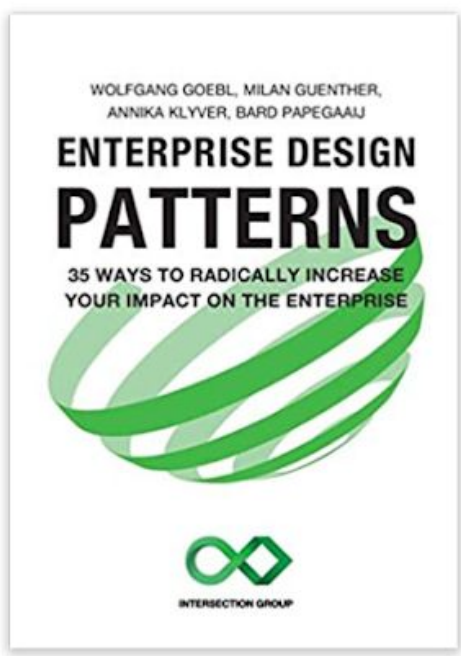




**But
how?**

Why is Amazon so Successful?

[Zurück zu den Ergebnissen](#)



Enterprise Design Patterns (Englisch) Taschenbuch – 29. Oktober 2020

von [Wolfgang Goebel](#) (Author), [Milan Guenther](#) (Author), [Annika Klyver](#) (Author)

★★★★★ 1 Sternebewertung

[Alle Formate und Ausgaben anzeigen](#)

Gebundenes Buch 29,40 \$	Taschenbuch 26,11 \$
2 Neu ab 29,40 \$	2 Gebraucht ab 33,29 \$ 4 Neu ab 26,11 \$

You are working very hard, but does it really make a difference? Are you:

- An Enterprise Architect finding your great ideas have a very limited impact on business decisions?
- A Service or UX designer tired of creating concepts that are never implemented the way you envisioned them?
- A Business Analyst wanting to work on the big picture instead of point solutions? Then this book is for you. The patterns in this book capture the wisdom of practitioners from many different fields and provide practical guidance on:
- How to deal with common obstacles in the enterprise design practice;
- Producing creations that people love to co-create;
- Building the relationships you need for collaborative design;

[Mehr lesen](#)

Neu: 26,11 \$
Gesamtkosten: 38,45 \$ inkl. Versand und geschätzter Anzahlung für Importgebühren nach Österreich [Details](#)

Lieferung: 25. Jan. - 2. Feb.

Auf Lager.

Menge: 1

In den Einkaufswagen

Jetzt kaufen

Sichere Transaktion

Versand Amazon.com
Verkäufer Amazon.com

Geschenkbeleg ohne Preisangabe hinzufügen

Why Is Amazon So Successful?

Clear Vision

Customer
orientation

Effective UX

Leadership

Established Brand

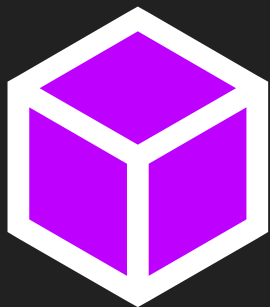
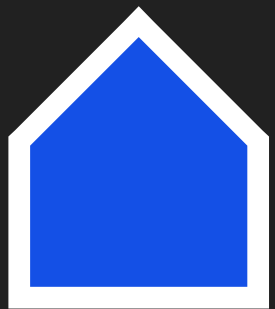
Disruptive Business
Model Innovations

Adaptive microservice
architecture

Efficient
Organisation

Optimised operational
processes

Cloud



Open a negotiation/co-design space

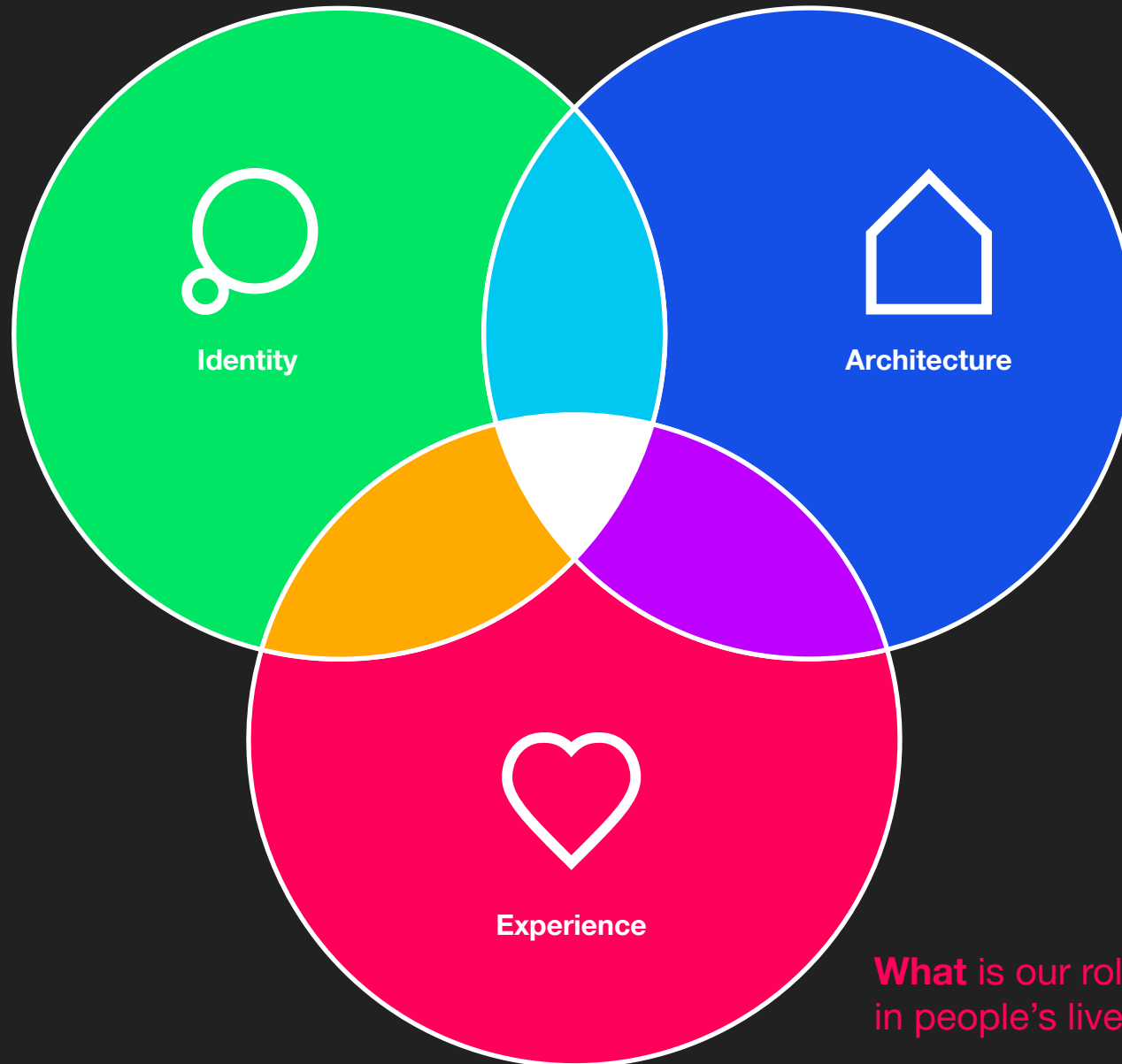


Businesses
Outcomes
Activities
People
Things



Enterprise Design Facets

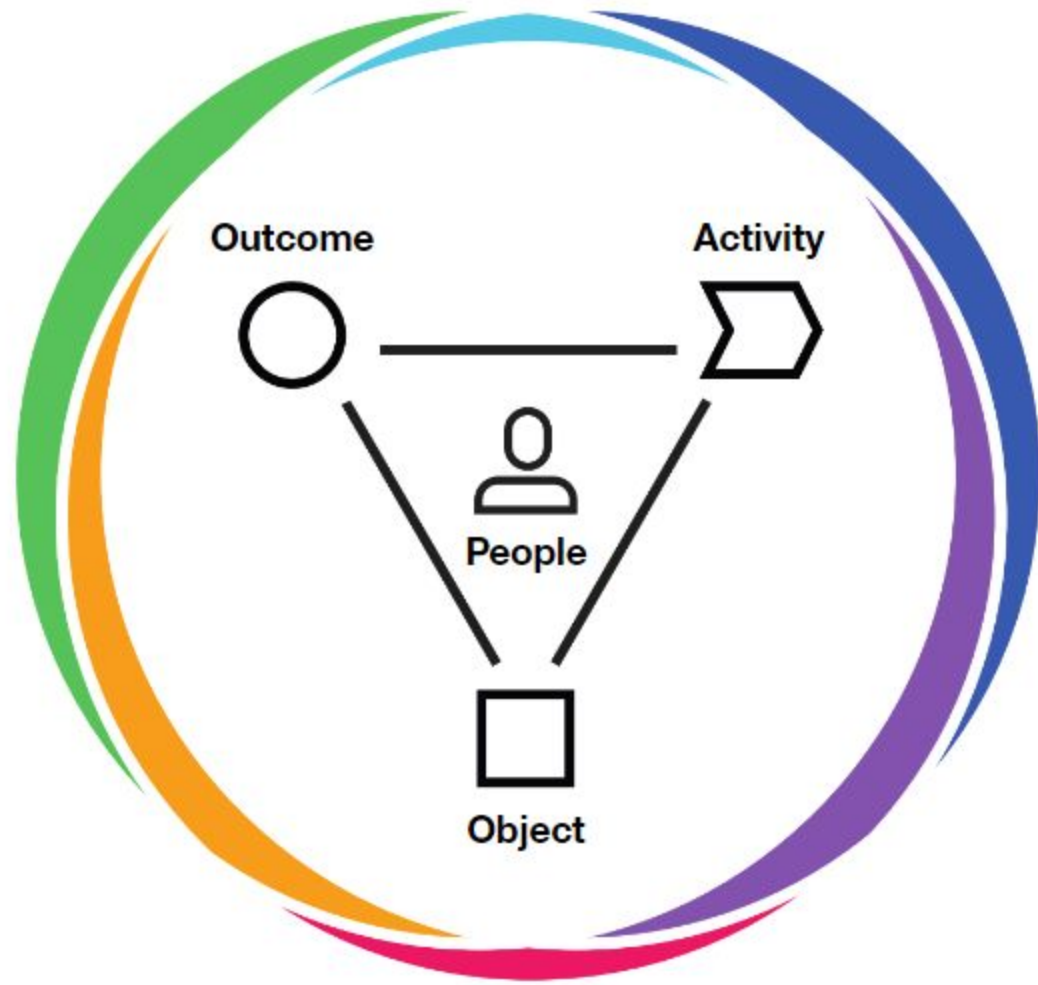
Why do we exist, who are we, what matters to us?



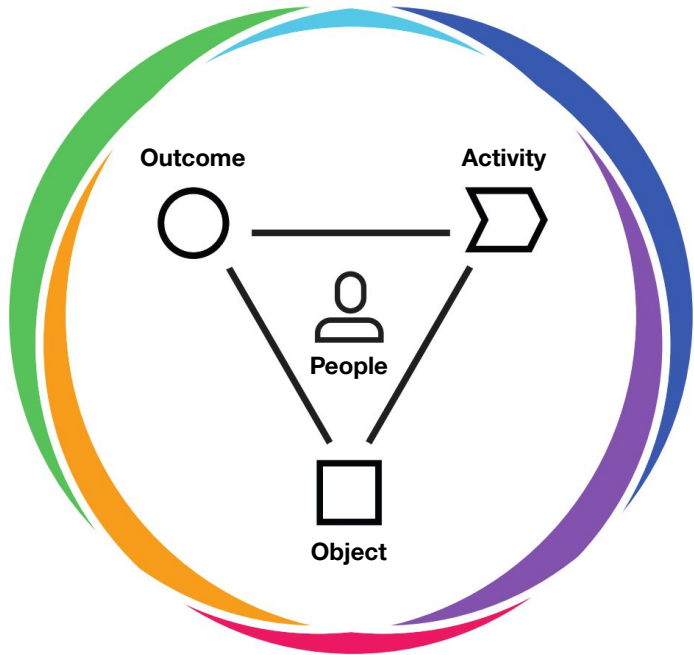
How are we operating and what are we capable of achieving?

What is our role in people's lives?



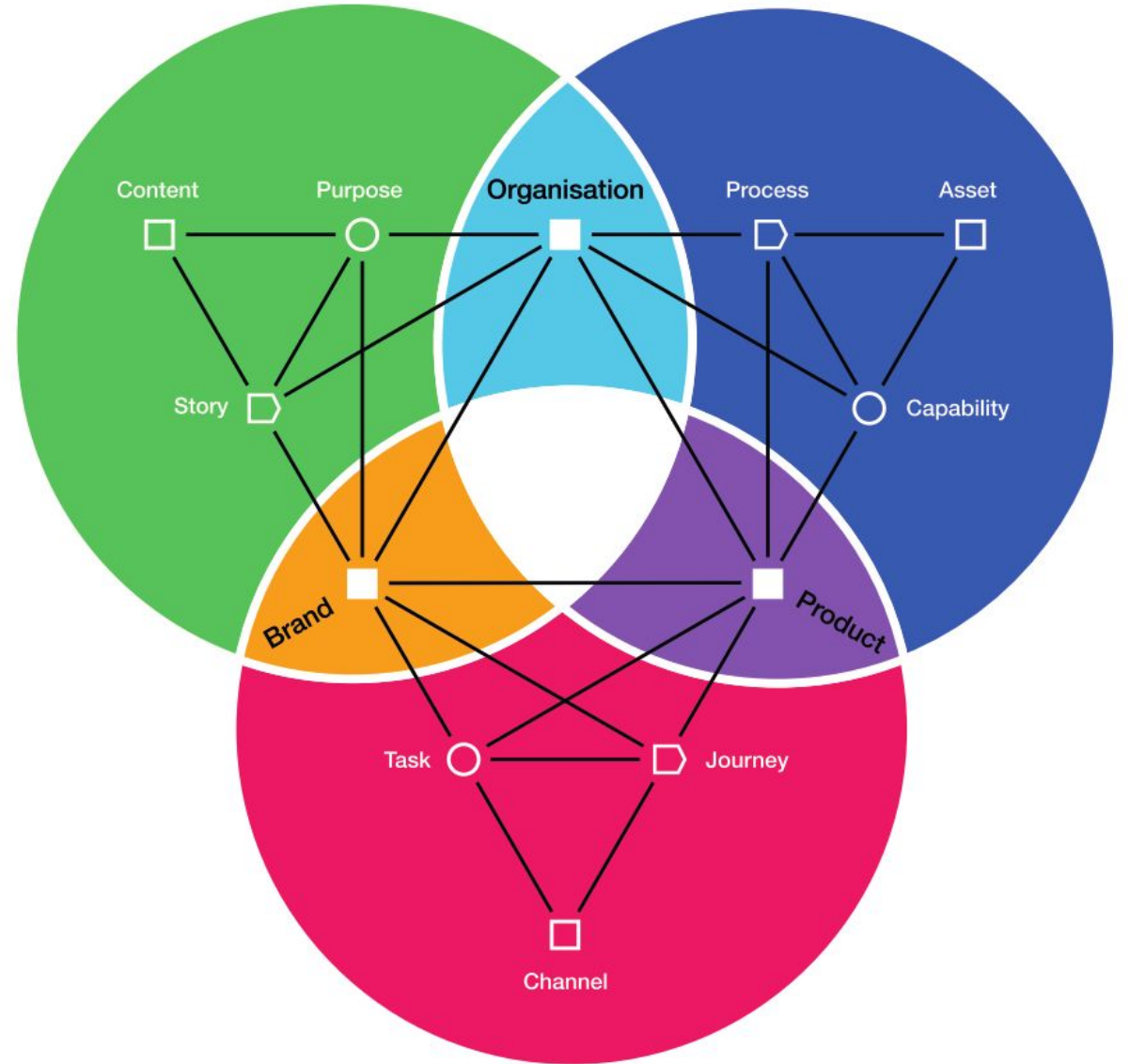


Faceted Elements



specific
→

←
generic



○ Purpose

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



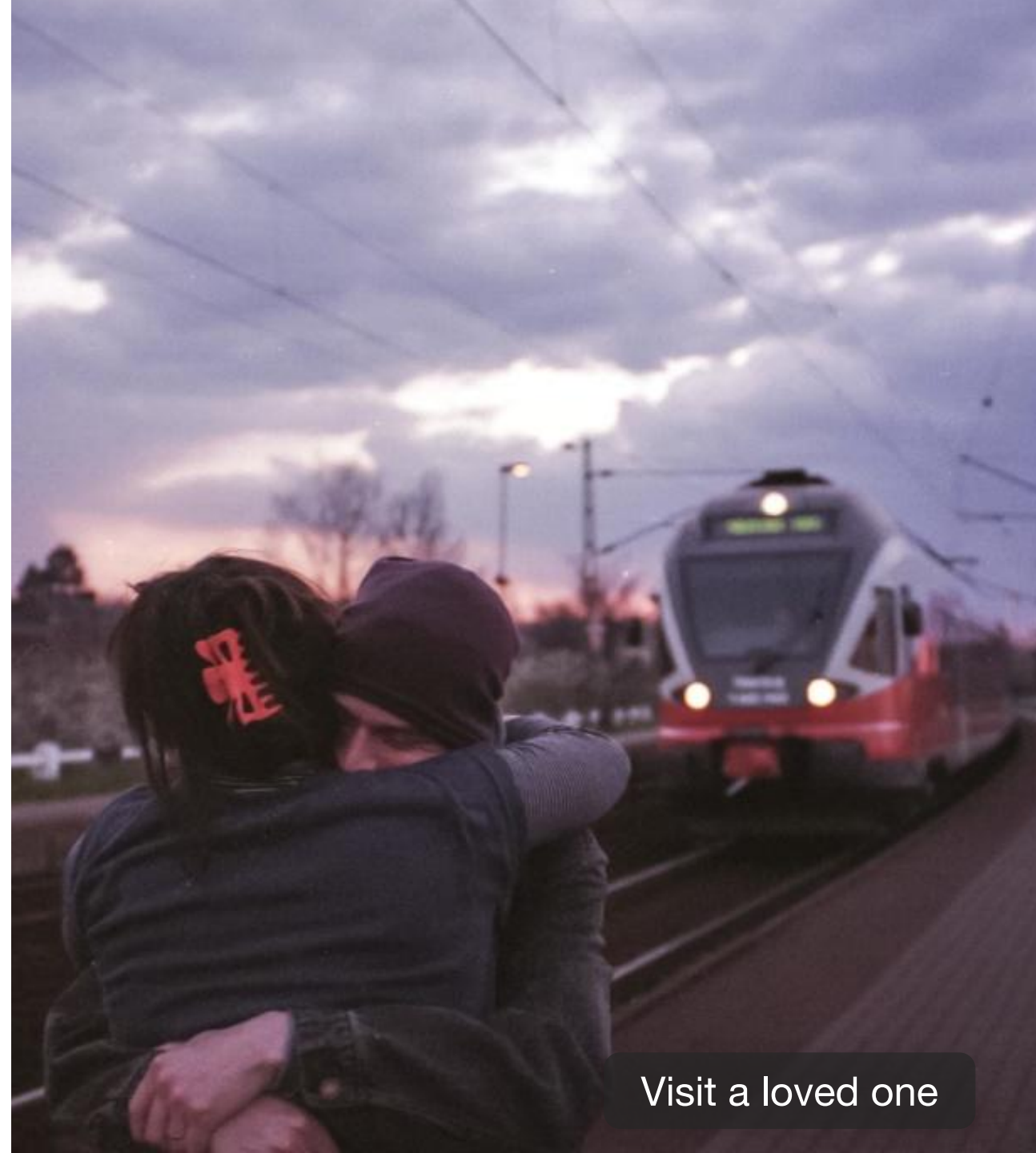


Purpose



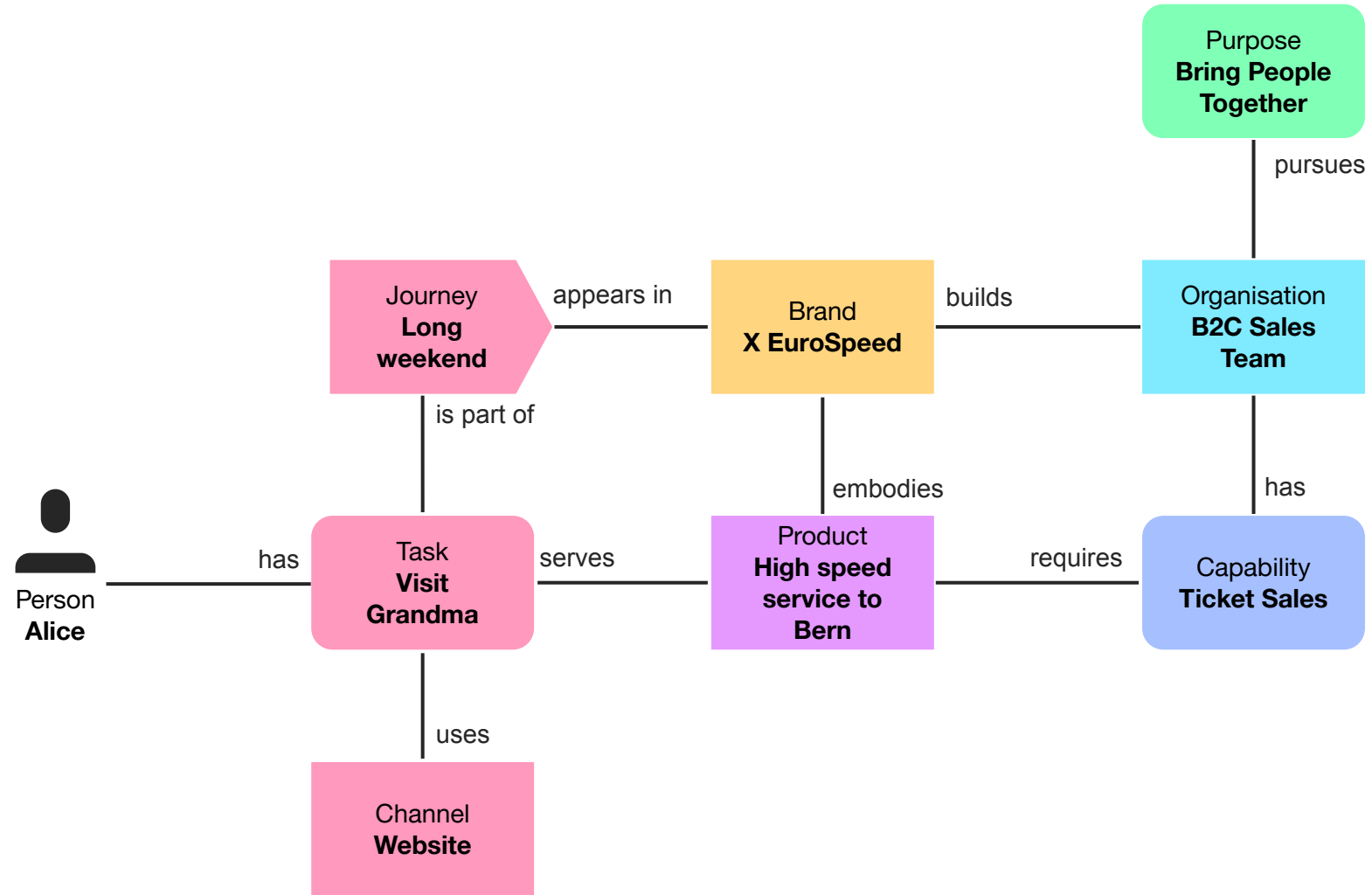
♥ Task

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



Visit a loved one

♥ Experiencing the Enterprise



Facet Focus



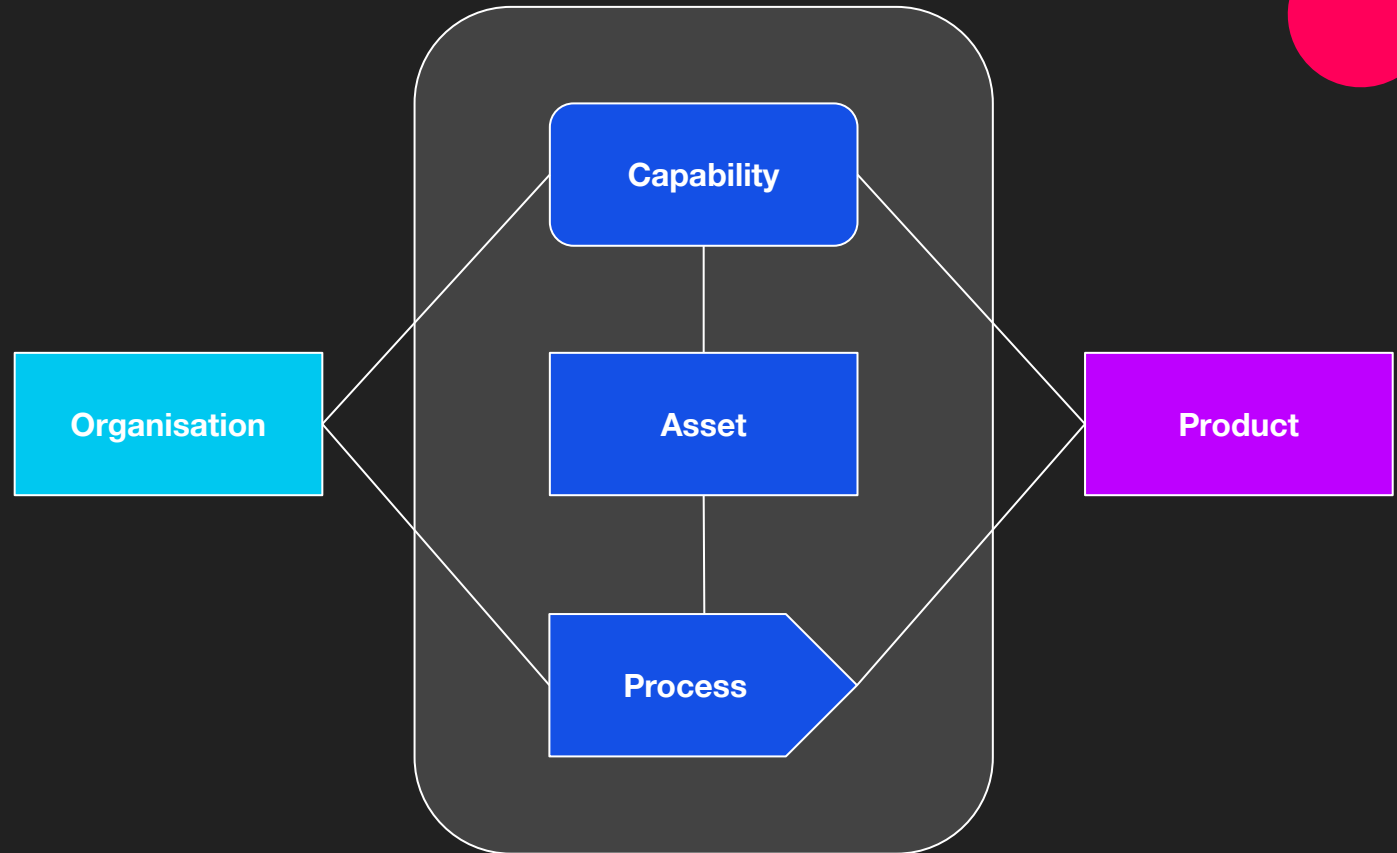
Architecture



What makes all the parts in our enterprise work together?

What are we capable of achieving?

How do we make use of our assets and resources?





Capabilities & Assets (IT Applications)

Capability= “What our enterprise can do by orchestrating people and assets.”



...Strategic

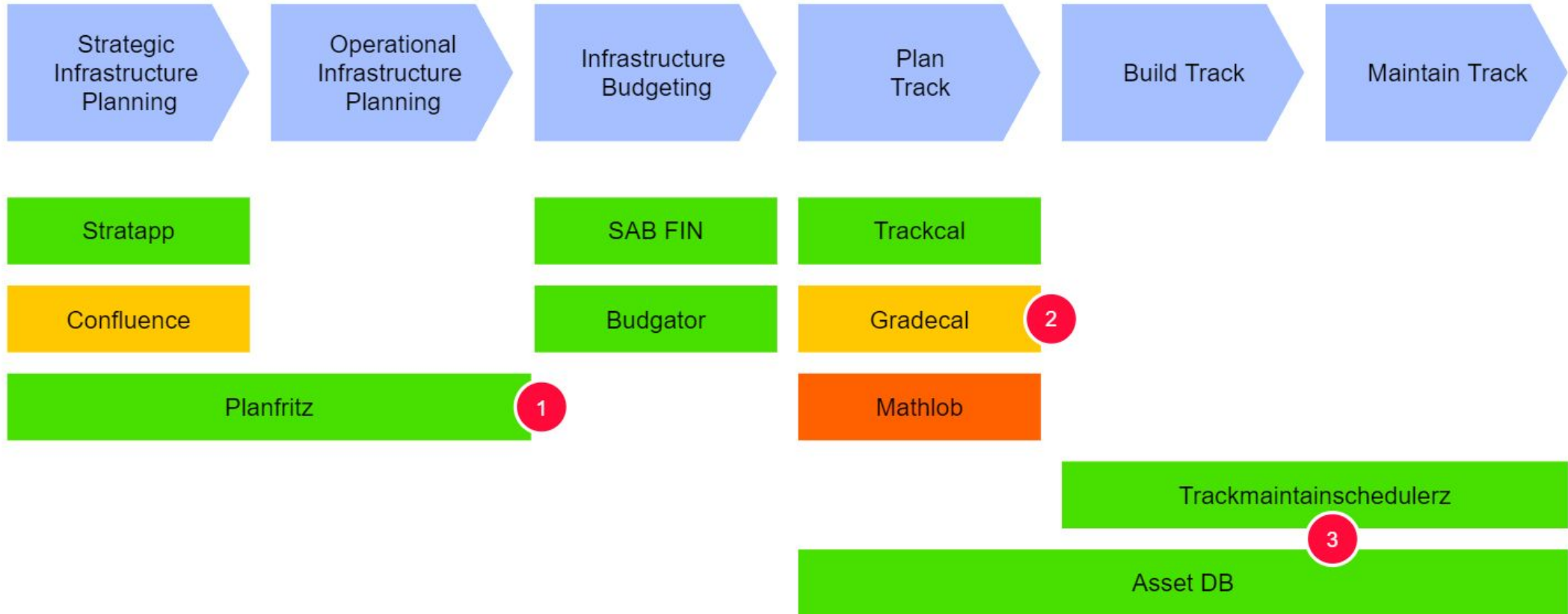
...Replace in 3 to 5 years

...Replace in 1 to 2 years



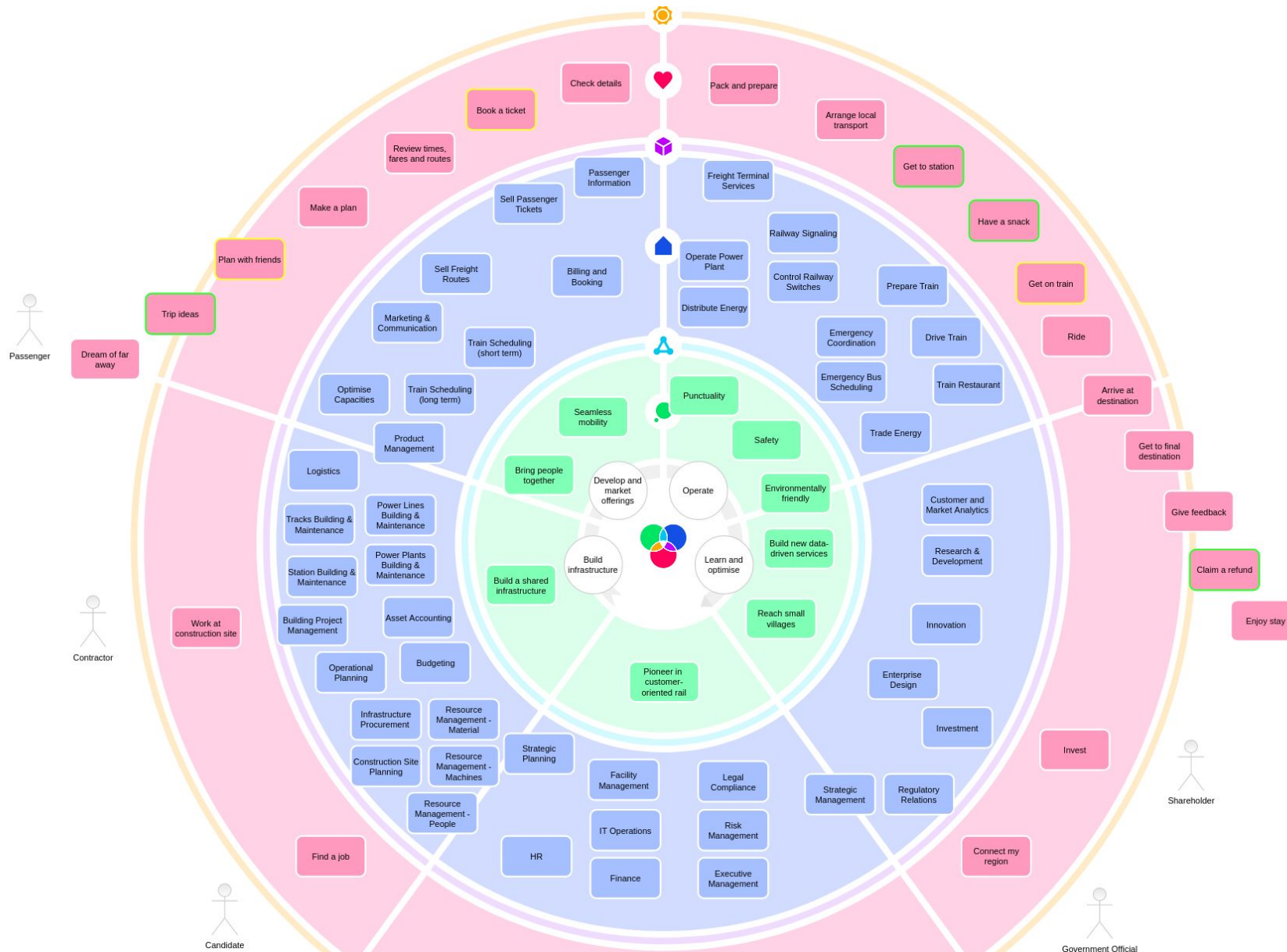


Processes - IT Applications





Connecting the dots with enterprise maps



Three Changes

#1 Redefine the EA role

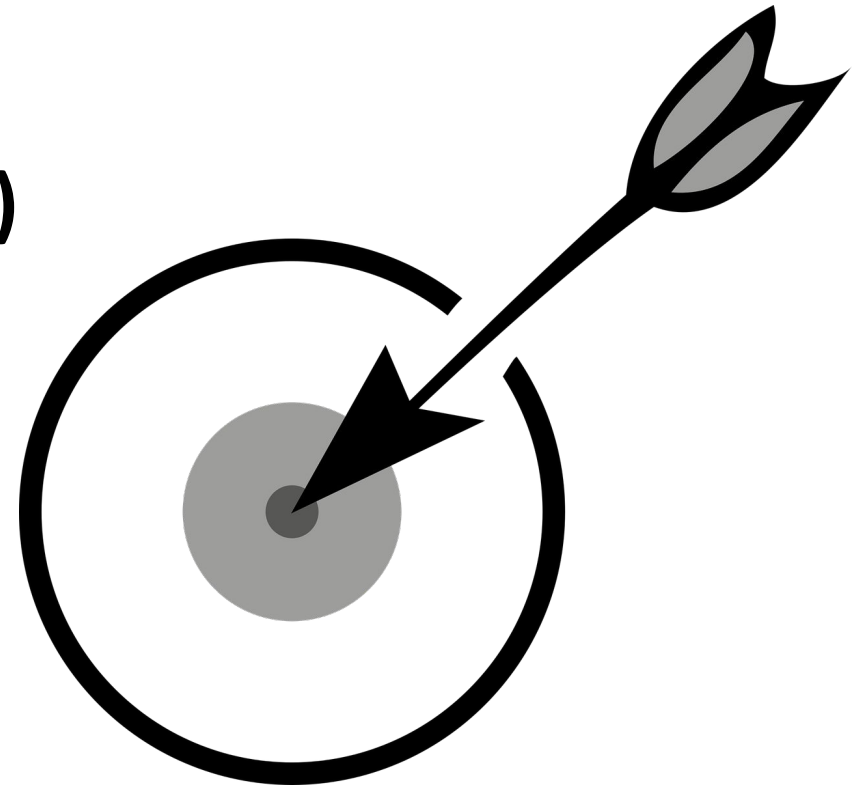
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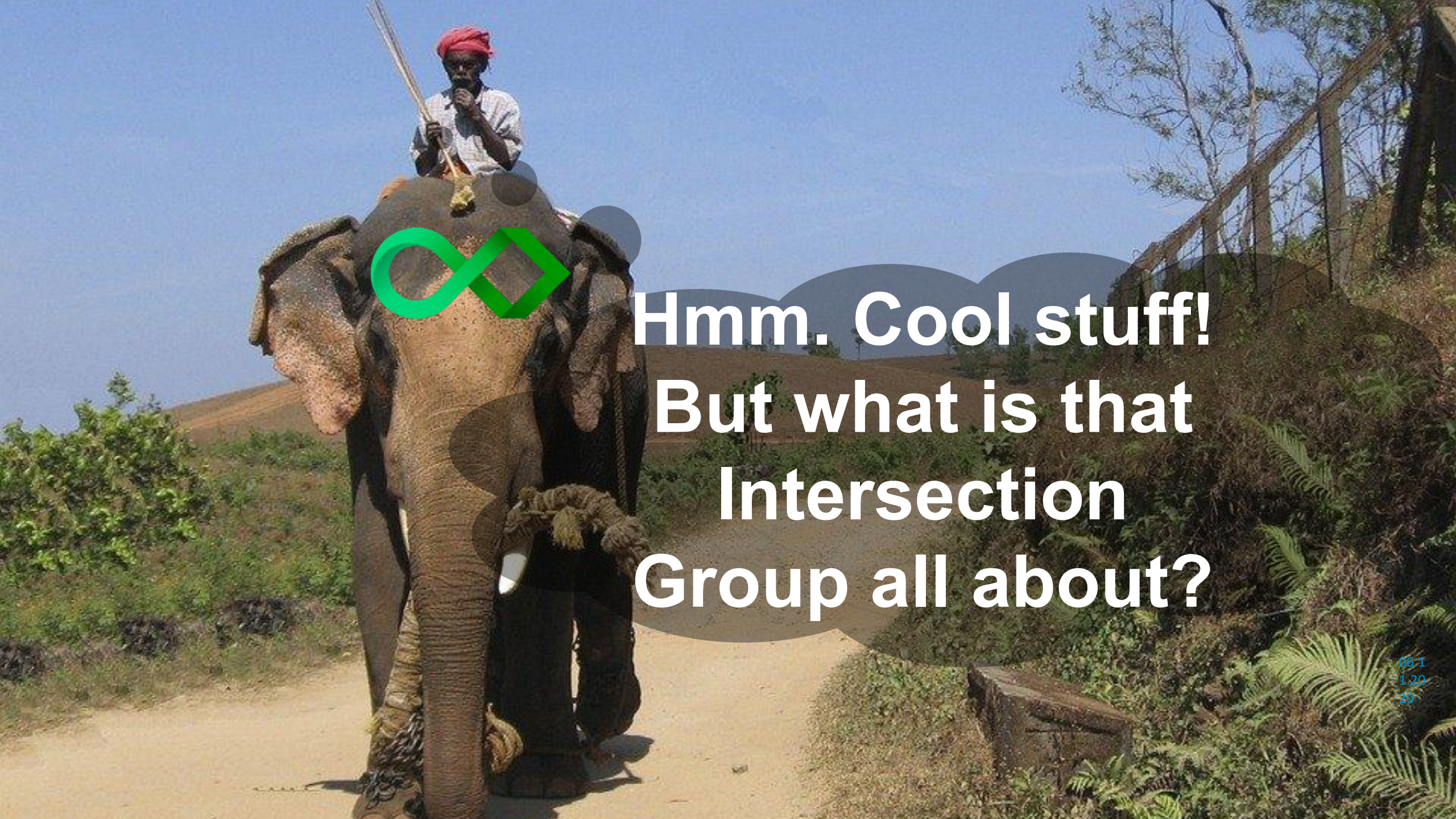
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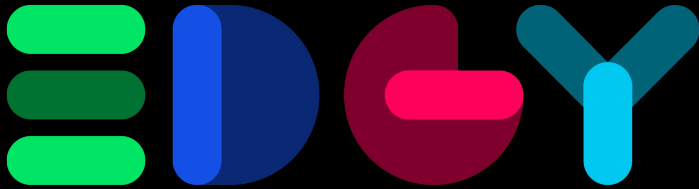
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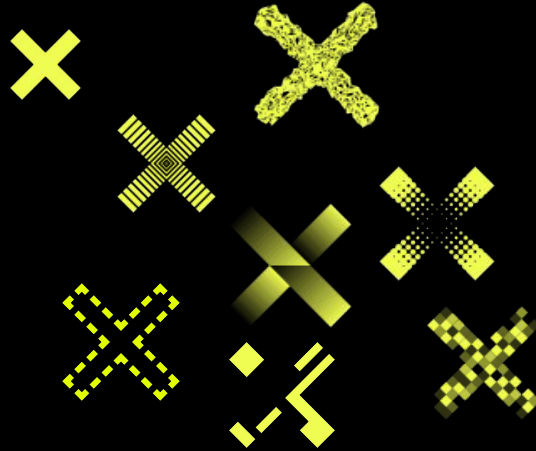
Hmm. Cool stuff!
But what is that
Intersection
Group all about?

Intersection Group is a **Non Profit Association**



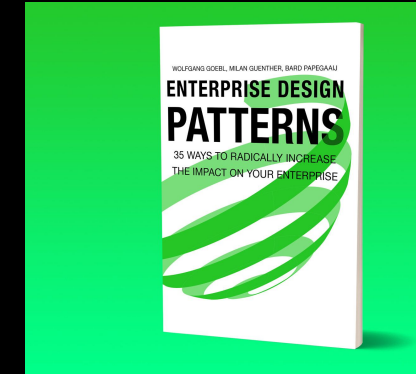
EDGY: a language for Enterprise Design

An open source language to tackle key enterprise challenges by design



Community and Events

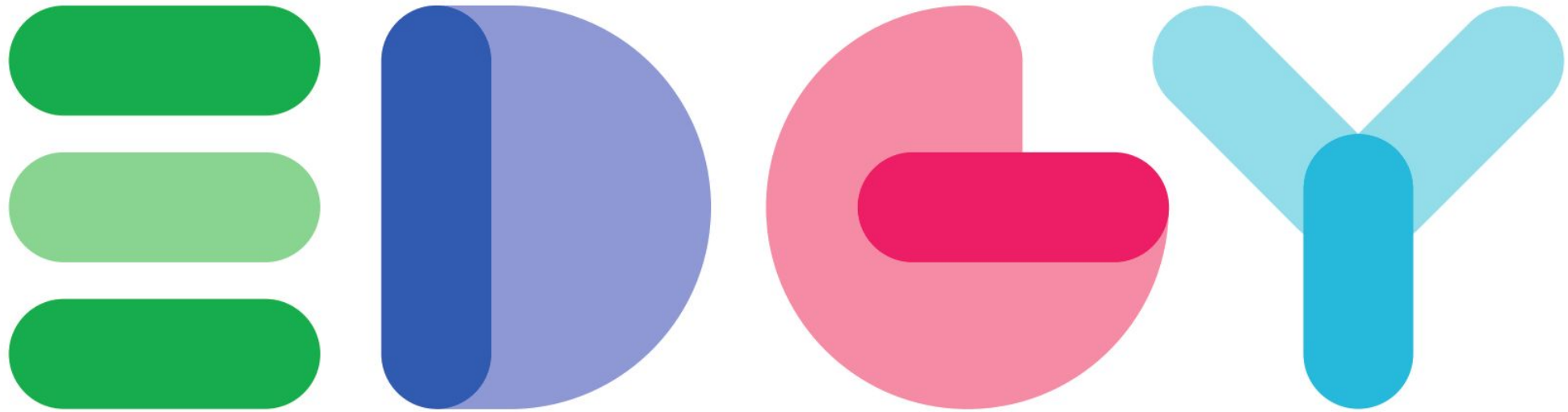
Events for a global community of thinkers and practitioners



Learning and Publications

Books, certified courses and digital tools delivered with our partners





March 29, 2023





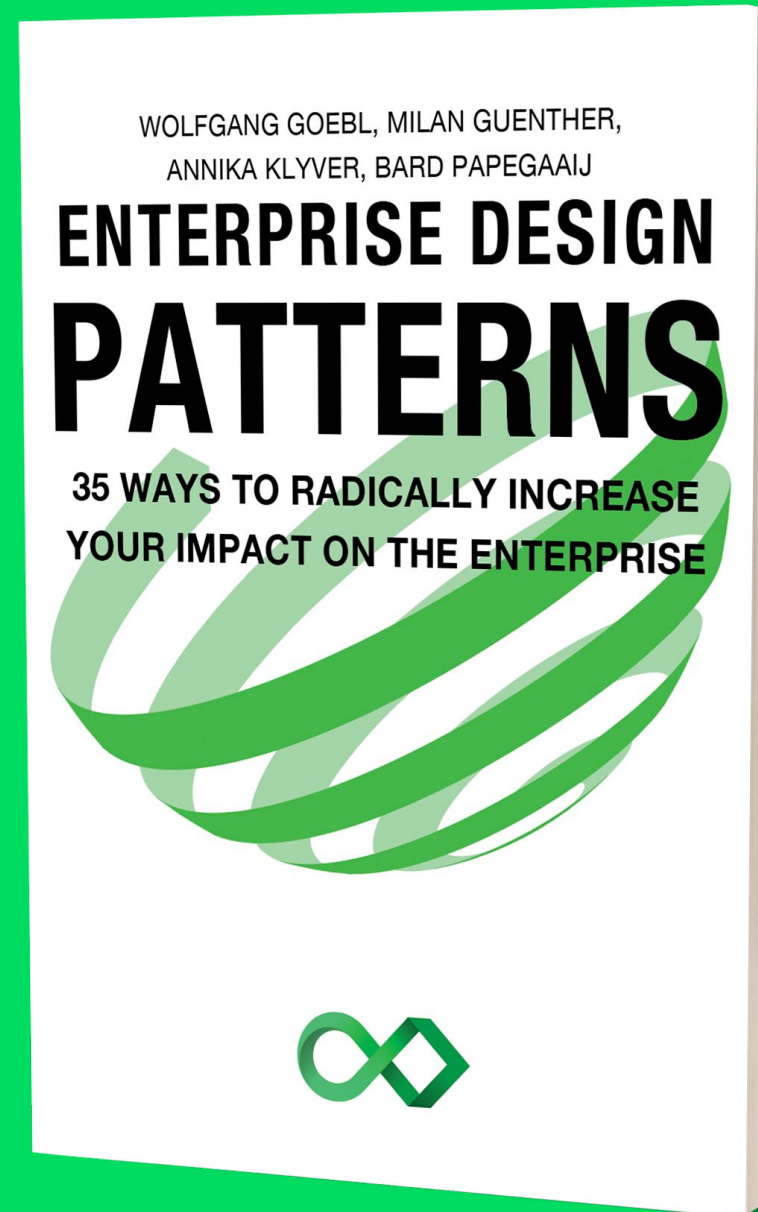
**Cohort based training starts
April 11th!**

<https://intersection.group/events/edgy23-cohort2>



Patterns

Journey to impact
Behaviour patterns
Practice patterns
Creations patterns



enterprisedesignpatterns.com





INTERSECTION23

Vienna, September 18-19, 2023



Upcoming Events



Three Ways to make your Enterprise Architecture Practice Work

With Wolfgang Goebel

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

Mar 1st, 4 pm Berlin, Paris: In this webinar, Wolfgang Goebel will be presenting Intersection Group's approach that connects existing disciplines to enable collaborative co-design by the many true architects of the enterprise.

[Details](#) [Register](#)



Product Release: EDGY 23

A language for collaborative Enterprise Design

- Webinar
- March 29, 2023, 9am Vienna, Paris (CET)
- Online

Mar 29th, 9am Paris - Milan Guenther and Wolfgang Goebel will host the EDGY 23 release presentation.

[Details](#) [Register](#)



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EDGY Language Foundations: Enterprise Design Facets and Elements

April

- Online cohort-based course
- Training
- April 10 to May 19, 2023, Tuesday & Thursday / 9am-10:30am Vienna / 5pm-6:30pm Sydney



Intersection 23

- Save the date!
- Conference
- September 18-19, 2023, 09:00-17:00
- Wien, Austria
- 9th Conference on Enterprise Design



EDGY Language Foundations: Enterprise Design Facets and Elements

September

- Online cohort-based course
- Training
- September 25 to November 8, 2023, Tuesday & Thursday / 4pm-5:30pm Berlin / 10am-11:30am Montreal



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

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Thank you!



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