

**Title**

**Business Architecture: Assuring Value from Quality Initiatives**

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**Speaker(s)**

Brett Arthur / IASA

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**To whom is the presentation addressed?**

decision-makers, IT project leaders, business unit managers

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**Keywords**

Capability, Management, IT, Strategic, Alignment

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**Abstract**

The dawn of the Internet has seen significant progress having been made in formalising the software engineering discipline. However, in spite of improved development principles, vastly more sophisticated developer toolsets and the adoption of lean engineering practices, many IT initiatives still fail to deliver real value to the business. Many initiatives still go on to become outright failures.

The business arena is increasingly competitive, technologies are becoming more complex and diverse and the window of opportunity grows ever smaller. High quality assurance standards and thorough quality control processes ensure that the solution that is delivered to the customer is working correctly, according to the specification. But, if the solution fails to create real value for the customer, then their scarce resources have been squandered, time wasted and opportunities lost.

Business Architecture has come about to combat the decades-old problem of poor alignment between Business and IT. The Business Architect makes use of 4 key tools with which to engage executive decision-makers for the purpose of building a business blueprint. This blueprint is a visual representation of the organisation, and once in place lays the foundation for objective and informed decisions to be made. By first focusing on “doing the right things” and then “doing them right” the organisation’s scarce resources can be applied in a way that delivers tangible business benefit.

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**Biography**

Brett is an accomplished and resourceful IT business analyst who has more than 10 years of hands-on experience working on large-scale, multi-year projects in various market segments. His keen interest in economic trends and business strategy has engendered a firm grasp of ‘big picture’ thinking that forms the basis from which recommended IT solutions can be carefully aligned with organisational goals and objectives.

Brett has recently become very excited by the emerging profession of Business Architecture, which seeks to bring strong business alignment to IT initiatives by linking strategy with delivered results.

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