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**Jeanne W Ross Peter
Weill David Robertson**

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clearly defined goals and access
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plete openness creates a trusted
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**the identification and control
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to have a well defined business*

strategy but most do not a major
hurdle facing it strategic
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can be inferred from the
operational choices made by the
enterprise and be used to create
an it strategy that fuels

business success'

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architecture as a strategic

rather than technical exercise a

firm s architecture describes a

shared vision of how a firm will operate thus providing a shared understanding of the role of it we have found enterprise architecture to be a critical tool for aligning it and business strategy and for

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framework provides principles
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processes are examined and

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anizational theorist professor
of practice at the wharton
school of the university of
pennsylvania and management

consultant known for his
contributions in the fields of
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into effective enterprise change
by creating communicating and
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models that describe the
enterprise's future state and
enable its evolution'

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then designing business
processes and capabilities to
support that business strategy
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have failed to make a
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and improving it architecture

efforts'

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has a full module on enterprise

architecture strategy as well as
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capabilities architecture which
we then use to drive the work of
the other architecture sub teams
business information
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architecture ea is a conceptual
blueprint for conducting

enterprise analysis design
planning and implementation
using a prehensive approach at
all times for the successful
development and execution of
strategy the purpose of
enterprise architecture is to

determine how an organization can most effectively achieve the current and future objectives of its business goals'

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technology innovation leader as
key enablers for digital
business ea and ti leaders are
responsible for using innovation

to help drive organizational growth
as well as balance the risks and
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