



asurion 
Business Architecture 
WE HAVE A TOOL!

A BUSINESS ARCHITECTURE JOURNEY TO FIND THE RIGHT BA TOOL

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We Have a Tool!

Agenda

Goals:

- Have Fun :)
- Communicate the journey we've taken in finding our tooling
- Share our packing check list formula
- Expose some Tourist Traps

What is NOT on the Agenda:

- Particular Tool Recommendations
- Particular Tool Advertisements

- **Trip Overview**
- **Travel Guide Introduction**
- **BA Journey to Find the Right Tooling**
 - **Where We Started**
 - **Preparation, Planning, Packing List**
 - **Packing and Picking the Proper Tool**
 - **Go! Go! GO!!**
 - **Travel Slide Show**
- **Post Cards**

Trip Overview

Others have taken this trip. We are not the first. Your trip will not be our trip, but the scenery will be similar

Travel Notes:

- Tool Fit is very important
- My Tool is not Your Tool
- What do You need to do
- What is Your situation's maturity level

Our method got us where we needed



TOURIST TRAP: you may not want to go on this trip and your Champion Sponsor says too expensive, not enough vacation time
TOURIST TRAP: Champion Sponsor saw a 'really fun trip for us'

Travel Guide Introduction



**Providing Value through
Models and Analysis**

Growing the Practice of EBA

Practical Experience

Multiple Environments

Mary Sue Moore

As the Principal Business Architect for Asurion, I am committed to providing value to the business through understanding and transparency which aligns business and technology teams.

At Asurion, I drove the definition of need, criteria definition, evaluation process, and selection of the tooling. I participated in the evaluation and initial onboarding of our EBA tool. Currently I am using the tool in every day BA work, providing input and examples for future improvements.

In my past, I have integrated business process architecture through business capability, product, and process modeling, model management, and discipline definition for Model Driven BPM-SOA.

I have also been a Process Definition Consultant, Project Manager, and Software/System Engineer.

Along with device and data protection insurance, my background includes commercial finance, telephony, healthcare insurance, Space Station controls, and electric/transportation controls.

I am an alum of Western Carolina University, University of Central Florida, and Ithaca College.

I live with my partner Chris near Nashville, TN, where we host Garden Party Concerts in our backyard. I am a knitting instructor and enjoy music concerts, live theater, and international travel with the purpose of visiting family, learning about different cultures, and seeing this amazing Earth.

Asurion's continuous innovation is helping 290M customers globally stay connected while driving loyalty to our partners' brands

Corporate Overview

- Founded in the mid 1990's, Asurion has been serving the communications and retail industries for over 20 years
- Based in Nashville, Tennessee, Asurion has over 17,000 associates worldwide
- Serving more than 290 million consumers globally through our operations in 18 countries:
 - Australia
 - Brazil
 - Canada
 - China/Hong-Kong
 - Colombia
 - England
 - France
 - Israel
 - Japan
 - Korea
 - Malaysia
 - Mexico
 - Philippines
 - Peru
 - Singapore
 - Taiwan
 - Thailand
 - United States
- Asurion is privately-held with annual revenues in excess of \$5.8 billion
- Our management team comes from best-in-class companies with experience across mobile, wireline telecom, logistics, insurance, service contracts, consulting, customer care, marketing, retail and more
- Asurion partners with the worlds leading mobile carriers, retailers cable satellite and cable providers.

Expanding Global Presence

North America

- Global Headquarters
- 15 Corporate Owned Call Centers
- Logistics Center

South America

- 2 Corporate Offices



Europe

- 3 Corporate Offices
- 1 Corporate Owned Call Center

Asia Pacific

- 13 Corporate Offices
- Logistics Center
- 2 Corporate Owned Call Centers

The Journey

Where We Started
Prep and Planning
Packing and Picking
Go! Go! GO!!
Travel Slide Show

Finding the Right Tooling



Where We Started

Tool in place was not a good fit

- Process
- Defaults
- More than we needed
- Governance

Needed to determine WHAT we needed the tool to do... aka What were we planning to do with the data

Champion Sponsorship
Alignment



Our Focus:

EBA Meta Model:

current and near-future state

Maturity of practice and tooling needs:

Librarian

Change Management

Amount of Data

Visualizations

TOURIST TRAP: Organizational Change needed to adopt a Full Discipline
TOURIST TRAP: Organizational Maturity level may only need Excel and Power Point

Preparation, Planning and the Packing List

Requirements

- Functions
- Feasibility
- Viability
- Stability
- Scalability
- Interoperability
- Maintainability
- Supportability

Number of Products

Review Process

Additional information:

- Tool growth/road map
- Minimal viable tool

Include Champion
Sponsor's Needs



Functionality of use as well as types of objects and relationships

Don't forget visualizations, reporting, change control, archiving, permissions, publishing, branching/protected copies of data

TOURIST TRAP: you may not know all the tools that might fit your needs

TOURIST TRAP: tools have multiple scales: may not need full scale - on premise - mega tooling; might get by with trial period of minimal, cloud, just enough tooling

TOURIST TRAP: rushing through prep and planning does not pay off, but don't dilly-dally. Start!

More on Preparation, Planning, and the Packing List

Excel or Google Docs
Embedded formulas
to get to the
'calculated answer'

A word about requirements and criteria

- Not just gut feel, need some beans to count
- Criteria for each requirement
- Rating and Weight for each criteria and for each Category
- Key criteria noted: initial screening, must haves, differentiators

A word about finding tools

- Went searching high and low for tool candidates: Gartner; BAInstitute; LinkedIn; Friends; Summit Participants

A word about Review Process

Four Step Review Process:

- 1) Review online materials, sales materials
- 2) Vendor light demo, look-see
- 3) Vendor-directed demo, time for them to show off
- 4) 'Test' hands on product, onsite, ease of use, quick startup, security...

A word about 'gut feel'

- Add 'gut feel' or subjective perspective as criteria
- Will this tool be easily adopted
- Will this tool be long term or short term

Packing and Picking the Proper Tool

Prep and Planning Pays

Use the Packing List

Allow for

- New criteria to crop up
- New tools to crop up
- Security Review
- Financial Review
- Vendor Management/Supply Chain process

Involve and Inform
Champion Sponsor

Bean Counters Shine Time!



TOURIST TRAP: data may be overwhelming. What's the real difference between a 4 rating and a 5?
TOURIST TRAP: need to make a quick decision in this fiscal year!

Go! Go! GO!!

Plan the Transition
Considering

- Orientation
- Data Transformation
- Education
- Operationalization

Show progress

Consider doing
Champion Sponsor's
Interest Area First

Partner with Provider to Bring the Tool In House



TOURIST TRAP: It might not go smoothly. There is a need for discovery-failure.
TOURIST TRAP: There may be more than one way; allow for practice before making rules.
TOURIST TRAP: if you do training without knowledge, it might not sink in.
If you wait for knowledge to do training, you may want to start over

User Groups!!

Ensure contracts are upwardly **adaptable** as needs change

Agile ability to move in different direction, while **staying true** to Business Architecture meta model

Communicate to Champion Sponsor about the successes and challenges-with-next-steps

Remember to analyze progress yearly or when there is a major change to what you do

Stop and Look!

How far we've come; are we better off?

Where are we going next??



TOURIST TRAP: You get behind again if you stop planning for the next change of direction

Post Cards

Where We Started
Prep and Planning
Packing and Picking
Go! Go! GO!!
Travel Slideshow

What did you hear or see that you'd like to remember...



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