The Business Architecture Summit 2021
Business Architecture as a Driver for Strategic Transformation

Time (CST)	Presentation
8:00am – 8:10am	**Welcome and Introductions** Tim Jennissen, Cargill
8:10am – 9:10am	Keynote Presentation, Part 1 **Business Capability Model: For a Business-Outcome-Driven Enterprise Architecture** Ray Carlson, Kyndryl
5-minute break	
9:15am – 9:45am	**Building Architecture with Value Streams** Scott Erlanson
15-minute break	
10:00am – 11:00am	**The Strategy Journey** Julie Choo
11:00am – 12:00pm	**Networking and Lunch Break**
12:00pm – 1:30pm	Keynote Presentation, Part 2 **BCM: Driven Digital and Cloud Transformation** Ray Carlson, Kyndryl
15-minute break	
1:45pm – 2:45pm	**Architecting 4 Good (A4G) – Spotlight on MRC** Garrett Gleason, Mary Auer, Laurie McElmeel, Juliet, Wendy, Howard, et al
2:45pm – 3:00pm	**Summit Closing Remarks** Linda Finley, Cargill

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Business Capability Model: For a Business-Outcome-Driven Enterprise Architecture
Ray Carlson, Kyndryl

A disconnect remains between the way many organizations pursue enterprise architecture (EA) and the impact of EA on the business, which prevents EA from delivering business value. Business Capability Modeling (BCM) addresses this issue by providing a transformational method that elevates an organization's ability to quickly understand the implications of strategy on business capabilities and the resulting impact on technology architecture component. This session provides an overview of a BCM-based approach that has been a key enabler of over $500M in global business and IT transformation across the financial services, insurance, healthcare, and life sciences industry.

Key Benefits of the BCM Approach
- Provides an enterprise-aligned transformation plan with clear linkages between the business objectives, operational business architecture and technology investments
- Ensures legacy IP is fully leveraged across the business, information, application, and technology architecture
- Enables a 40% reduction in the time and effort required to execute enterprise migration and modernization programs.
- Accelerates the journey to microservices and cloud native architectures.

BCM: Driven Digital and Cloud Transformation
Ray Carlson, Kyndryl

A significant percentage of digital and cloud transformation initiatives fail to meet their business objectives. Many reasons can be ascribed to such failures, chief among them being the complexity of managing change across people, process, and technology. While there are many causes of failure or under-delivering expected value in digital and cloud transformation, the industry leading suggested reasons are symptoms of a common problem, the absence of a design technique that allows you to create the necessary linkages between the fundamental elements of the strategic, operational and technology architecture required for digital and cloud transformation. BCM-based Business-Outcome-Driven EA is a consulting approach and a set of assets that effectively addresses the problem. This session will provide a detailed BCM—based approach to digital and cloud transformation as well as hands on BCM Fundamentals training.

- BCM-enabled Digital Transformation
- Business Capability Intelligent Cloud Migration
- BCM Fundamentals, from Strategy to Execution

The Strategy Journey
Julie Choo, Stratability Academy

As Business Architects, we aim to fill the "strategy to execution gap" leveraging tools & techniques like capability models, Business Model Canvas, customer journey maps, initiative maps, Design Thinking, and many others. But how do you effectively tie these together into a cohesive framework that accelerates and clarifies how we get a strategy developed and delivered? Julie Choo will walk us through the five phases of The Strategy Journey and how you align these tools into a methodology to address three core scenarios many businesses face today: Business Design for Disruption, Transformation Operating Models with Service Design and Managing the Transformation Journey.

Building Architecture with Value Streams
Scott Erlanson, Cargill

Value streams provide a means to add a unique focus and dimension to your work as architects, supplying valuable context to your organization's business capability model. Perhaps more importantly, they can help to help to address one of the biggest questions of architecture – why?

This session will explore the whats and hows of value streams, paired with thoughts on how they can help to elevate the understanding and appreciation of our work as architects.