

TECHNOLOGY TRANSFER PRESENTS

**JOHN
ZACHMAN
CORT
COGHILL**

ZACHMAN

ENTERPRISE ARCHITECTURE

CERTIFICATION

MODELLING WORKSHOP

ONLINE LIVE STREAMING

JUNE 21-25, 2021



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ABOUT THIS SEMINAR

Enterprise Architecture is fundamental for enabling an Enterprise to assimilate internal and external changes in response to the dynamics and uncertainties of the Information Age environment. Enterprise Architecture not only constitutes a baseline for managing change but also provides the mechanism by which the reality of the enterprise and its systems can be aligned with management intentions.

This workshop, based on the Zachman Framework V3.0, and incorporates actual modeling practice. The workshop is based on actual Enterprise experience and is designed to give the participants hands-on experience creating both “Primitive” (architecture) models as well as “Composite” (implementation) models.

The workshop prepares delegates for both levels of the Zachman Certified- Enterprise Architect program: Zachman Certified™ – Enterprise Architect Associate (Level 1) and Zachman Certified™ – Enterprise Architect Professional (Level 2).

The certification fee both Level 1 & Level 2 are included in the registration fee. The “Zachman Certified – Enterprise Architect” examination is a two hour, online examination that upon passing, results in the award of Enterprise Architect Associate (Level 1) Certification. Delegates will then subsequently be awarded the Enterprise Architect Associate (Level 2) Certification upon submitting a Case Study.

If you want to understand the “Complexity & Contradiction” in Enterprise Architecture and are struggling to manage a non-adaptive enterprise and dysfunctional systems, this will be an essential experience! Learn how an ontology allows you to make use of multiple frameworks (e.g. architecture, sales, software development, innovation, etc.) in an enterprise.

WHAT YOU WILL LEARN

- Identify the sense of urgency for aggressively pursuing Enterprise Architecture
- Identify a comprehensive definition (description) of Enterprise Architecture
- Differentiate between Enterprise Architecture from Systems Implementation
- Differentiate an Ontology from Methodology
- Utilizing Enterprise Architecture for operational decision making
- Identify the elements for creating a strategy for reducing “time-to-market” for systems implementations to virtually zero
- Create a strategy for integration beyond jurisdiction (Interoperability)
- Identify architectural principles for meeting enterprise requirements
- Develop traceability across the artifacts for impact analysis and change management
- Employ primitive problem patterns to address complex issues facing any enterprise

WHO SHOULD ATTEND

The workshop is designed for Enterprise Professionals of every discipline including non-information disciplines as well as information disciplines. Although it is addressing technology issues, it is not a “technical” seminar. It addresses the subjects that both Enterprise Professionals and Information Professionals must understand to operate effectively in collaboration in the Information Age environment.

Further, the seminar is appropriate for both management and non-management professionals. For management it clarifies the issues for decision purposes and enables more meaningful dialogue with and among the technology community. For operations professionals, it establishes the context for developing improved approaches and implementation strategies.

TYPICAL DELEGATES INCLUDE

- CIOs
- Enterprise Architects
- Chief Architects
- Business Architects
- IT Architects
- Process Architects
- Application Architects
- Solution Architects
- Software Architects
- Technology Architects
- Data Architects
- Business Analysts
- System Analysts
- IT Strategists
- Business Strategists
- Strategic Planners
- Program Managers
- Information Systems Management
- Business Process Managers
- Data, Applications, Technology Management
- Consultants

PRE-REQUISITES

- Domain/Business knowledge
- Experience in running and managing a department or business unit
- Ability to map the domain specific language (terminology) to the architecture specific language
- Architecture specification principles such as abstraction, refinement, composition, modelling etc.
- Experience in creating models (free hand or using a tool like MS Office or UML/BPMN)

OUTLINE

1. Setting the Context for Enterprise Architecture (EA)

- The contribution of IT People to an Information Age Enterprise
- Global Environment: Escalating Complexity and Escalating Change
- Applying the Concept of Mass-Customization to the Enterprise

2. Introduction to Enterprise Architecture (The Zachman Framework V3.0)

The Zachman Framework is perhaps the most referenced in the industry. This session provides participants with a unique opportunity to learn first-hand about its concept and utility, directly from the man who developed it. Discussions include version 3.0 of the framework and its evolution.

3. Definition of Enterprise Architecture

- The Zachman Framework – Architecture Is Architecture Is Architecture
- Ontologies Versus Methodologies

Workshop: Row 1 Models: Defining enterprise scope and developing the enterprise lexicon

Workshop: Row 2: Defining business concepts and business value

Workshop: Row 3: Developing enterprise logic to support technology and implementation decisions

4. Enterprise Engineering

- Models from My Bookshelf - 75 years of experience (Implementation, Composite Models)
- The Elegance of Primitives (Their essential contribution)
- Enterprise Entropy - Removing Internal Cost of

Operations

- Enterprise Engineering Design Objectives Alignment, Integration, Reusability, Flexibility, Interoperability
- Reducing Cycle Time from Order to Implementations (Mass-Customization)
- Implementation Practicalities
- “Federated Architecture” (Integrating Beyond Jurisdictional Boundaries)
- Migrating from Legacy to Architecture

Workshop: Using Primitives to create horizontal Integration and Vertical Transformation

Case Study: Application Rationalization Using Primitives

Workshop: Identify Framework Cells for Given Enterprise Problem Definitions

Workshop: Using Primitives to solve for enterprise entropy

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 1600</p> <p>The fee includes all seminar documentation.</p> <p>SEMINAR TIMETABLE</p> <p>2.00 pm - 6.00 pm (Italian Time)</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p>GENERAL CONDITIONS</p> <p>DISCOUNT</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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JOHN ZACHMAN • CORT COGHILL
ZACHMAN ENTERPRISE
ARCHITECTURE CERTIFICATION

June 21-25, 2021

Registration fee:
€ 1600

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

job title

organisation

address

postcode

city

country

telephone

fax

e-mail



Stamp and signature

Send your registration form with the receipt of the payment to:
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SPEAKERS

John Zachman is the originator of the “**Framework for Enterprise Architecture**” which has received broad acceptance around the world as an integrative framework, or “periodic table” of descriptive representations for Enterprises. He is not only known for this work on Enterprise Architecture, but he is also known for his early contributions to IBM’s Information Strategy methodology as well as to their Executive team planning techniques. Mr. Zachman retired from IBM in 1990, having served them for 26 years. He is Chief Executive Officer of the Zachman Institute for Framework Advancement (ZIFA), an organization dedicated to advancing the conceptual and implementation states of the art in Enterprise Architecture. He also operates his own education and consulting Business, Zachman International.

Cort Coghill Director of FEAC Education Operations, he is an industry professional with over 27 years of witnessing enterprise and project success as well as disorder. He has served in diverse roles during his career to include the U.S. Armed Services, U.S. Federal Civil Service and presently in the commercial sector in the Research and Development field. As a Zachman Certified Enterprise Architect (ZCEA) and EA educator he possesses a broad appreciation for the challenges faced by individuals and organizations in trying to plan and collaborate for success. As a certified project manager, he engages on a broad range of projects both in size and scope. Mr. Coghill is a long time Faculty member at The FEAC Institute, where he teaches both FEAF and DoDAF Certifications. He is one of the very few Zachman Certified Enterprise Architect Educators (Level 4) in the world.