

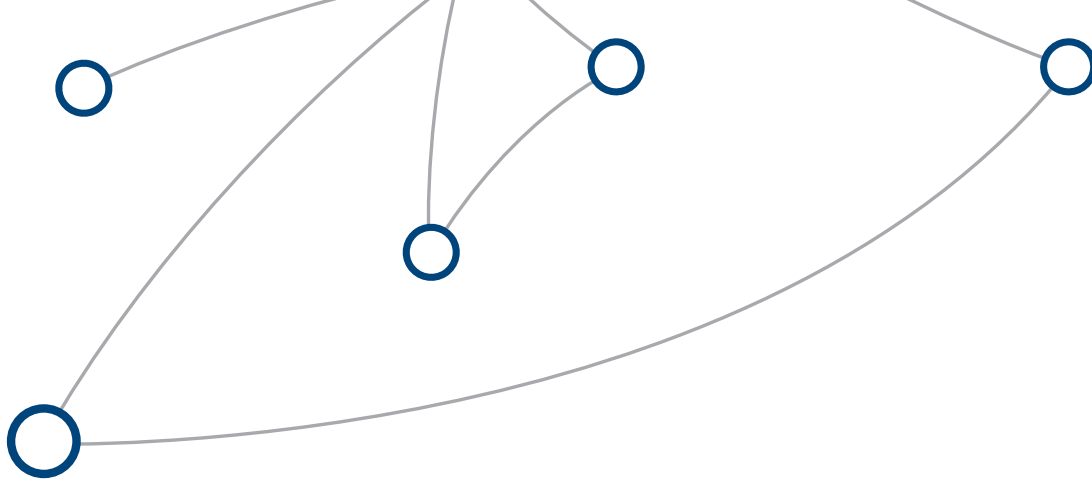


# Enterprise Architecture

Selling the vision  
to the business



holocentric®  
Shape Your Future



## Selling the vision to the business

Holocentric Modeler not only supports your organization and industry standard frameworks, it helps you communicate the enterprise vision to the organization, improving understanding and increasing buy-in.

Creating a robust enterprise architecture is only half the challenge. As an enterprise architect, you need a tool that supports your work while helping you communicate your vision to the rest of the organization.

Effective communication is vital to secure buy-in from various stakeholders who are affected by the architecture. Yet it is hard to communicate an enterprise-wide vision to the rest of the organization, because different parts of the organization see only their own perspective and define problems according to their specific operational paradigm.

### Communication is the key

Enterprise architecture is about synthesis – creating a framework where disparate systems work together to serve the business. To be successful, many different stakeholders need to agree to guidelines and understand how to implement them. Achieving this is all about translating needs between the business and IT.

Typically, parts of the business start to see an enterprise architecture as a roadblock, rather than a unifying platform for doing business. This is because people find it difficult to embrace what they do not understand.

Holocentric recognizes that communicating the architecture is fundamental.

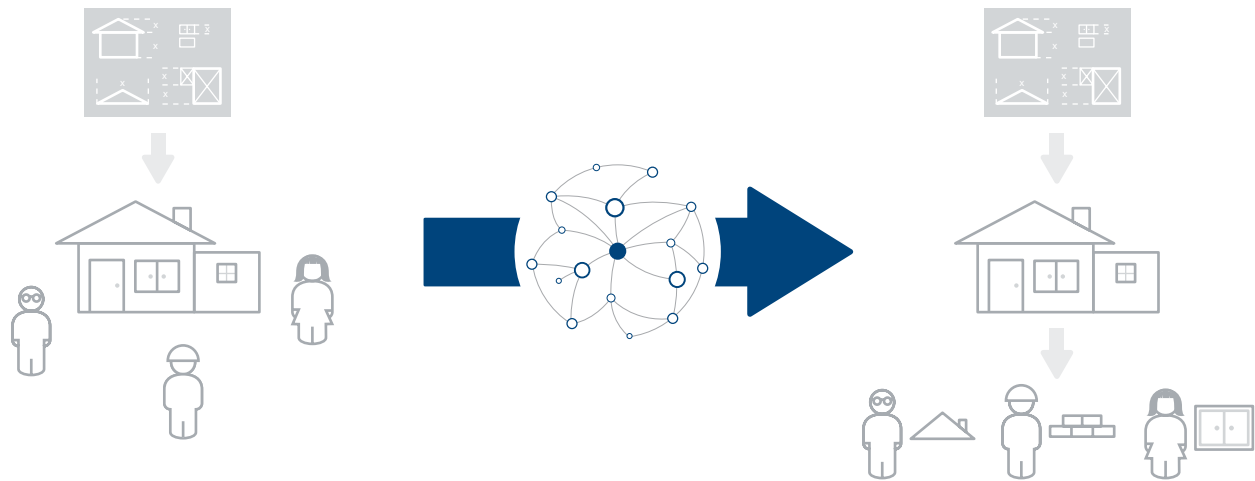
Holocentric helps you sell your enterprise architecture to the business, improving understanding and adoption.

Holocentric Modeler allows you to:

- **communicate the architecture** to the rest of the business in graphically rich views, using a language they understand
- get greater buy-in from important stakeholders
- create different views for different audiences
- use **UML** to communicate to an IT audience and different views for other parts of the business.

This **empowers you to sell your vision to the business**. Holocentric Modeler can also publish an enterprise architecture to an intranet, where stakeholders can interact with it and leave comments. Communicating the enterprise architecture in this way is more likely to get buy-in from different stakeholders. Each part of the organization appreciates their role in the larger picture and can see how the architecture contributes to coordinated integration of the business. It is much easier to implement standards when the business actually ‘gets it’.

This stops the enterprise architecture from becoming a threat or a confusing unknown, and helps it become part of the strategic landscape.



## Support for industry standards

The ability to effectively communicate an architecture is clearly important. But the architecture itself must also have credibility within your industry.

Holocentric Modeler provides support for leading industry specific frameworks such as eTOM, FEAF, TOGAF and Zachman. Yet it goes further, and also:

- manages the ‘framework of frameworks’ using the **model driven architecture** from the Object Management Group
- allows industry standard architectures to be **customized to suit individual contexts**, while still maintaining relationships
- removes limitations on how relationships are defined, allowing them to evolve as understanding does.

While reference frameworks provide invaluable guidance, they do not indicate what specific data should be collected from specific contexts. This ability to customize frameworks means you can leverage their power, yet fine tune them to suit how your organization works.

The Modeler also includes a scripting language so you can further customize the architecture to comply with corporate standards and practices.

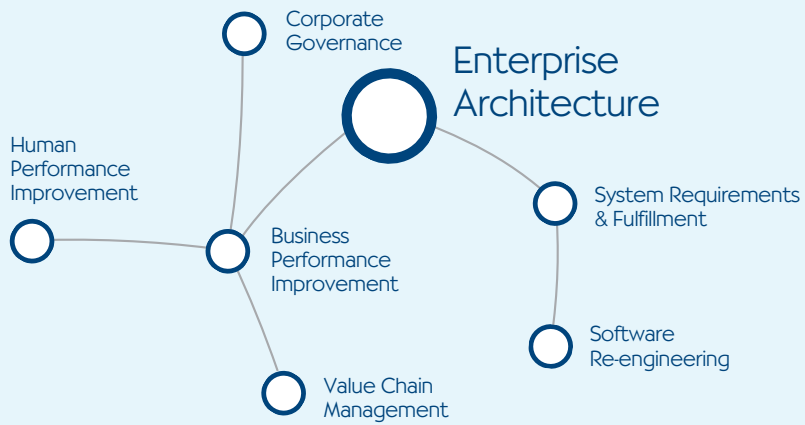
How you build your architecture also impacts your success. Holocentric Modeler allows you to build your architecture with either a top-down approach or a bottom-up approach. You can also reconcile the two approaches for further quality assurance.

**Don’t just design a great enterprise architecture – sell it.** Contact Holocentric to find out how.

### Holocentric Modeler helps you:

- communicate your enterprise architecture to the organization
- get greater buy-in from the business
- improve understanding among various stakeholders
- use reference frameworks and customize them to suit your business

## Holocentric Solution Areas:



# Shape Your Future



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