Enterprise IT

PROCESSES | SYSTEMS | BUSINESS MODELS

Bruce Hohne
1. Organizations are dependent on organizational systems.

2. Organizational systems automate and/or change key business processes.

3. An enterprise architecture is a roadmap of key organizational systems.
LENSES
- **Purpose** – its reason for existence
- **Boundary** – where it begins and ends
- **Components** – the pieces that make up the system
- **Environment** – things outside the system boundary
- **Inputs** – objects and information that enter system
- **Outputs** – objects and information that leave system

A system with five subsystems

Source: Alter (2006)
LENSES
a structured, measurable set of activities designed to produce a specific output ... It implies a strong emphasis on how work is done within an organization, in contrast to a product focus’s emphasis on what... A process is thus a specific ordering of work activities across time and space, with a beginning and an end...Processes are the structure by which an organization does what is necessary to produce value ...
MORE BUSINESS PROCESSES

Business processes requiring coordinated work from many functional areas
- Creating a new product
- Creating a coordinated plan for an entire business
- Fulfilling customer orders

Business processes typically within a functional area
- Engineering
  - Performing research about new methods
  - Determining how to produce products
  - Determining how to improve production processes
- Sales and Marketing
  - Identifying potential customers
  - Defining customer wants and needs
  - Identifying market opportunities
  - Making customers aware of the product
  - Persuading customers to buy the product
  - Performing the sales transaction
- Production
  - Purchasing materials
  - Assembling or fabricating the product
  - Delivering the product
  - Servicing the product and supporting the customer
- Accounting and Finance
  - Performing financial transactions
  - Creating financial statements
  - Paying taxes
  - Investing cash
  - Financing operations
- Human Resources
  - Determining hiring requirements
  - Hiring people
  - Introducing employees to the way the company operates
  - Paying employees
  - Administering employee benefits
  - Administering disciplinary actions and terminations

Subprocesses and activities occurring in all functional areas
- Communicating with other people
- Analyzing data
- Motivating employees
- Planning the work that will be done
- Keeping track of work being done
- Providing feedback to employees

Source: Alter (2006)
A set of interrelated components that collect (or retrieve), process, store, and distribute information to support decision making and control in an organization.

Source: Laudon, K., & Laudon, J. Management Information Systems. 8/e
INFORMATION SYSTEMS – ENTERPRISE APPLICATIONS

TRENDS

Web 2.0

Social Media

Analytics

Corporate IT

Wyeth

Amazon Web Services

Consumer IT

Google

Amazon

Apple

Facebook

DIGITAL BUSINESS MODELS

BI

ERP

CRM

DM

KM

SM

Grow

Save Money

Fox School of Business

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<table>
<thead>
<tr>
<th>Acronym</th>
<th>Definition</th>
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<tr>
<td>ERP – Enterprise Resource Planning</td>
<td>Enterprise wide systems that automate and integrate key organizational processes such as sales, purchasing, etc. (e.g., SAP)</td>
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<tr>
<td>DM – Digital Marketing</td>
<td>An emerging discipline in Marketing which integrates the application of ecommerce, social media, and direct sales (e.g., Google Ads).</td>
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<td>SM – Social Media</td>
<td>Organizational and consumer applications that focus on processes that have to do with interactivity (e.g., Facebook)</td>
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<td>KM – Knowledge Management</td>
<td>A concept and set of systems/processes to retain, transfer, and leverage organizational knowledge (e.g., Lotus Notes)</td>
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<td>CRM – Customer Relationship Management</td>
<td>A specific system that automates direct sales, sales force management, and customer relationship processes (e.g., Salesforce.com)</td>
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| BI – Business Intelligence | AKA Analytics / Big Data  
A set of capabilities and processes to get value from organizational data |
LENSES
ENTERPRISE ARCHITECTURE COMPONENTS

ENTERPRISE ARCHITECTURE LEGEND

Devices
Network
Applications
Data
ENTERPRISE ARCHITECTURE EXAMPLE

Source: Collabri Group LLC
ENTERPRISE ARCHITECTURE EXAMPLE

Source: IBM
ACTIVITY: ENTERPRISE ARCHITECTURE

Process
• Form groups (count off 1 – 2 – 3, 1 – 2 – 3, …)
• As a group, discuss the following
• 2-3 ± minutes discussion per question
• One person reports out the group’s answer

Questions
• What is the architecture of each eportfolio on the FOX MIS Community Platform?
• What did you learn about enterprise architecture from this activity?
A. What would you like to remember about enterprise architecture?

B. What do you have questions about?
**Process Thinking**
- A series of steps and flows
- Decompose

**Systems Thinking**
- Collection of processes and technological components
- Feedback loop
- Synthesize
1. Please stand and for the duration of the exercise.
2. You are not allowed to talk or use hand signals!
3. Each person will silently choose two other people in the room as their points of reference.
4. Stand in a place which is equidistant from your 2 points of reference.
5. Don’t reveal who your points of reference are to the others.
6. It doesn't make any difference how far apart you are – they key is to be equidistant from both your points of reference.