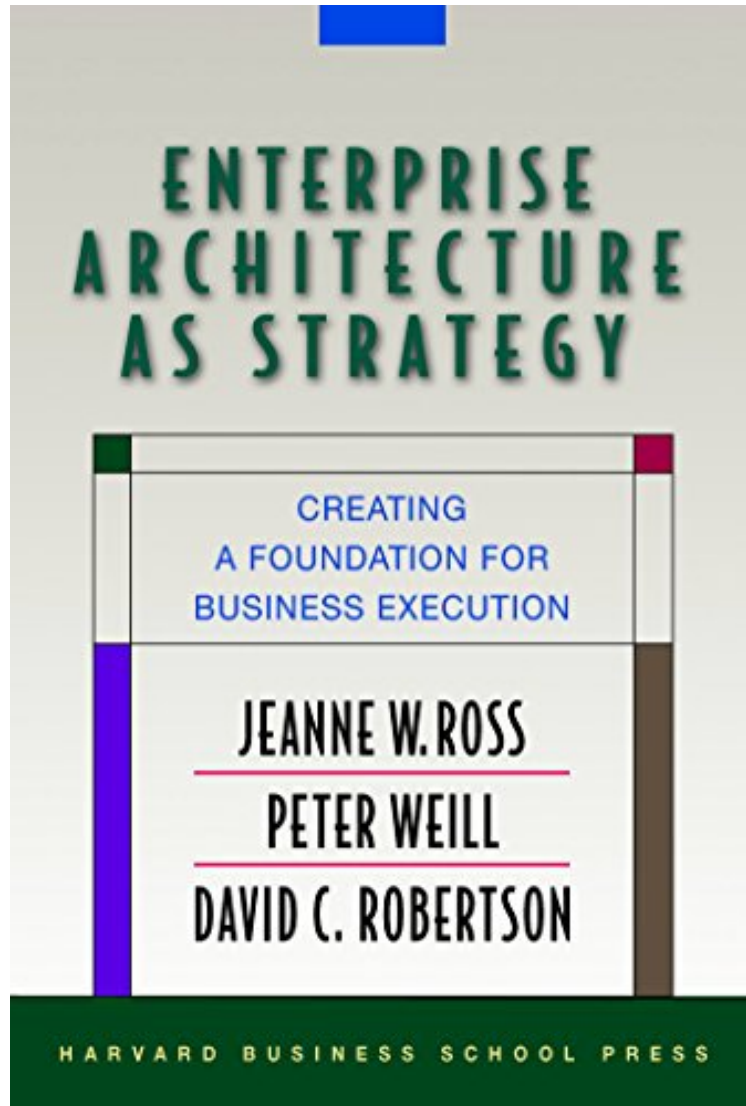


(Free pdf) Enterprise Architecture As Strategy: Creating a Foundation for Business Execution

## Enterprise Architecture As Strategy: Creating a Foundation for Business Execution

*Jeanne W. Ross, Peter Weill, David Robertson*  
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**Jeanne W. Ross, Peter Weill, David Robertson : Enterprise Architecture As Strategy: Creating a Foundation for Business Execution** before purchasing it in order to gage whether or not it would be worth my time, and all praised Enterprise Architecture As Strategy: Creating a Foundation for Business Execution:

0 of 0 people found the following review helpful. Finally a book that evangelizes Enterprise Architecture as an enterprise (business) activity instead of merely an IT initiativeBy IwanI read this book after Lou Gerstner's book on Elephants (Who says Elephants Can't Dance?) which was perfect. Gerstner shows how he needs all the influence he

can muster to change IBM to become the profitable behemoth it once was. More importantly he shows that this change needs to be facilitated by the upper management. Ross shows in her book how Enterprise Architecture and corporate change for that matter can only succeed when it is facilitated by the upper management, hence Gerstner's book is very illustrative for Ross' point. The book is clearly based on real life cases, unfortunately only outlining success stories. But it is based on what can be achieved and more importantly what has been achieved. Making this not an Ivory Tower EA mumbo-jumbo book you find so often. Clearly dated, the stories, cases, are not at the last maturity level she mentions, and the companies she discusses are all looking for massive business integration by implementing ERP systems. Not something many of us would base our business on these days (2014). New evolutions like Cloud and SOA are not in there. But the story holds true.

1 of 1 people found the following review helpful. This is an amazing book  
By L. Johnson I've been interested in and studying the craft of Enterprise Architecture for the past three years and only recently purchased this book because I had read many of the others, this was a mistake. This book, in my opinion, should have been read first to gain an understanding of why there is a need for EA in the first place. Topics such as selection of the Operating Model, development of the Enterprise Architecture and the Engagement Model are covered in-depth. What I appreciated even more is this book is the result of years of significant research and backed up by hard numbers. And the numbers never lie. I would also recommend reading "IT Savvy" after completing this book.

3 of 3 people found the following review helpful. Enterprise Architecture Starts Here  
By Sharad Gupta This is a must read for anyone interested in the Enterprise Architecture domain. Enterprise Architecture As Strategy cuts to the core of the enterprise architecture. Enterprise Architecture is still an emerging practice and there is a lot of literature out there on this subject, but this book does what other books could not do - which is to put the enterprise architecture in the center of a business. Enterprise architecture enables a business to sustain its core competencies and to capitalize on market opportunities in a changing marketplace. The key concept used in the book is the "Operating Model" concept. An enterprise cannot effectively define its enterprise architecture without understanding its operating model. The central idea of the book is to understand the operating model of an enterprise, which is defined as understanding how an enterprise delivers goods and services to its customers. The operating model of an enterprise then guides the business process and process integration standardization requirements. The book defines four operating models - diversification, unification, replication, and coordination. Operating models should be defined by the business and, once defined, they provide a bedrock to the enterprise architecture efforts.

Does it seem you've formulated a rock-solid strategy, yet your firm still can't get ahead? If so, construct a solid foundation for business execution with an IT infrastructure and digitized business processes to automate your company's core capabilities. In *Enterprise Architecture as Strategy: Creating a Foundation for Business Execution*, authors Jeanne W. Ross, Peter Weill, and David C. Robertson show you how. The key? Make tough decisions about which processes you must execute well, then implement the IT systems needed to digitize those processes. Citing numerous companies worldwide, the authors show how constructing the right enterprise architecture enhances profitability and time to market, improves strategy execution, and even lowers IT costs. Though clear, engaging explanation, they demonstrate how to define your operating model, your vision of how your firm will survive and grow, and implement it through your enterprise architecture. Their counterintuitive but vital message: when it comes to executing your strategy, your enterprise architecture may matter far more than your strategy itself.