

Design Your Business, Model Your Architecture

Discuss the value of ArchiMate™ with its founding father
and a prominent Belgian ArchiMate user

1st of July 2014 (19h00-21h00)

Vlerick Business School, Campus Gent

This networking event is free of charge, but registration is required. You can register at <http://www.itworks.be/register.php?id=ARCHIDU2>

In cooperation with:



Business Process ICT-Architects

FULL PROGRAMME of this evening event:

18.30h - 19.00h Welcome, registration and networking opportunity with other participants

19.00h **Design Your Business, Model Your Architecture** (Marc Lankhorst, BiZZdesign)

Marc Lankhorst managed the development of the enterprise architecture modelling language ArchiMate at the Telematica Instituut (later called Novay), in cooperation with representatives from government, industry and academia. Like TOGAF, ArchiMate is now an Open Group Standard.

In this presentation, Marc Lankhorst talks you through the history and development of ArchiMate, as he was involved in this success story from the very beginning. Marc also explains its background, goals and principles, and shares some success stories. Marc will also show how you can facilitate strategy implementation by relating strategic discussions on business models (e.g. using Alexander Osterwalder's Business Model Canvas) to enterprise architecture designs.

Of course, Marc hopes to convince the participants of the value of ArchiMate for their own practice. Well-founded instruments help managers and architects to predict the effects of their actions, spot opportunities, and minimize risk, and the increasing use of such models and standards is a sure sign that our discipline is maturing.

19.45h **ArchiMate at the Colruyt Group** (Brechtel Dero, Colruyt Group)

To show and discuss how ArchiMate is used in companies today, we have invited Brechtel Dero, Head of the Department IT Architecture of the Colruyt Group, to bring a customer testimonial. The Colruyt Group is a prime example of process thinking. The business and IT architecture disciplines at Colruyt have become much more mature due to a more formal approach to enterprise architecture and solution architecture, and thanks to a pragmatic but effective architecture governance at both project and board level.

Recently, ArchiMate was added to the business and IT architect's toolbox. ArchiMate is now the Colruyt Group's de-facto modelling standard for the consistent and unambiguous presentation of architecture landscapes and solution architectures.

Brechtel Dero, Head of the Department IT Architecture of the Colruyt Group, will explain the role of ArchiMate in IT architecture, how the modelling technique was introduced at Colruyt Group and the lessons learned so far.

20.30h **Discussions and Debate**, followed by drinks and snacks to discuss and network

We invite participants to bring also their practical experiences and questions about enterprise architecture modelling and ArchiMate to this event, so that we can stir a discussion and debate about the value of ArchiMate for your own work.