

**4-Day Enterprise  
Architecture Certification**

27-30 June 2017 Sydney;  
2-6 October 2017  
Auckland

**1-Day Executive EA  
Overview**

27 June 2017 Sydney; 2  
October 2017 Auckland

**4-Day course:** AU\$3,499 +  
GST

**Early:** AU\$2,799 + GST if  
booked before 31 Dec 2016

**1-Day course:** AU\$1,250 +  
GST

**Early:** AU\$999 + GST if  
booked before 31 Dec 2016

**Group Booking Discount**

2-3 Delegates	10%
4-5 Delegates	20%
6+ Delegates	25%

[Contact us to discuss further.](#)

*"The enthusiasm, energy and breadth of experience remain, as ever, infectious and mesmerising. This week has been money very well spent."*

**Rob Austen, Managing  
Director, Austen  
Consultancy Services**

*"Excellent first hand explanation. Very powerful."*

**Marco van Leeuwen, Process  
Architect, Van Lanschot  
Bankiers**

*"An excellent and inspiring seminar - we will return to work and start immediately. I can recommend this seminar with enthusiasm."*

**David Harrison, Senior  
Consultant, Ordnance  
Survey**

**Presenters**



**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.



**Cort Coghill**, is a Director of FEAC Education Operations. He is also one of the very few Zachman Certified - Enterprise

Architect Educators (Level 3) in the world, setting Cort apart as one of the foremost experts on the Zachman Framework, in both education and project work.

**In-House Training**

For an in-house presentation of this course, please contact us on:  
T: +61 (0)2 8005 6696  
E: [info@gtqinternational.com](mailto:info@gtqinternational.com)

# Zachman Enterprise Architecture Workshop: Level 1 & 2 Certification and Exec EA Overview

John Zachman and Cort Coghill

## Overview

Enterprise Architecture is fundamental for enabling an enterprise to assimilate internal changes in response to the external dynamics and uncertainties of the information age environment. It 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 four day seminar and workshop, based on the Zachman Framework V3.0, incorporates actual modelling experience. The modelling 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 course will prepare the participants 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) is included in the registration fee. The "Zachman Certified – Enterprise Architect" examination, is a two hour, on-line examination that upon passing, results in the award of Enterprise Architect Associate (Level 1) Certification. This examination can be taken any time after the course. Delegates will then subsequently be awarded the Enterprise Architect Associate (Level 2) Certification upon submitting a case study.

This is a very exclusive certification program. 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 important experience!

## Learning Objectives

- A sense of urgency for aggressively pursuing Enterprise Architecture
- A comprehensive definition (description) of Enterprise Architecture
- Differentiation of Enterprise Architecture from Systems Implementation
- Creating Enterprise Strategy Models which form the basis for Enterprise Architecture
- Differentiation of Ontology from Methodology
- Utilizing Enterprise Architecture for operational decision making
- A strategy for reducing "time-to-market" for systems implementations to virtually zero
- Strategy for integration beyond jurisdiction (Interoperability)
- Architectural Principles for meeting enterprise requirements
- Ensuring traceability across the artifacts for impact analysis and change management
- BPM, SOA, BI, MDA, ITIL, etc. in the context of the Zachman Framework

## Course Outline

### Setting the Context for Enterprise Architecture (EA)

- 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

### 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. The just released V3.0 will be discussed.

- Definition of Enterprise Architecture
- The Zachman Framework – Architecture Is Architecture Is Architecture
- Ontologies Versus Methodologies

*Workshop: What's Wrong with My Architecture?*

*Workshop: Creating Enterprise Strategy Models Using Row 1 Primitives*

*Case Study: Creating Composite Strategy Models Using Business Motivation (BMM) and Balanced Scorecard*

### 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)

*Workshop: Deconstruct Business Process Model (BPMN) using Framework Principles*

*Case Study: Creating Multiple Target Models*

*Case Study: Component Modeling Using UML 2.0 for Business Domain*

### 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: Creating Metrics and the Necessary Enterprise Models for Meeting Enterprise Goals*

*Workshop: Identify Framework Cells for Given Enterprise Problem Definitions*

### Strategies for Constraining the Modeling to Fit the Time Constraints

*Mock Test: Preparation for the On-Line Certification Examination*

## Audience

The seminar is designed for enterprise professionals of every discipline including non-information disciplines as well as information disciplines.

- Chief Information Officers
- Information Systems Management
- Data, Applications, Technology Management
- Enterprise Architects
- Data, Applications, Technology Architects
- Business Architects
- Business, Systems Analysts
- Consultants
- Strategic Planners



For a free copy of the Zachman  
Framework™, V3.0  
[www.gtqinternational.com](http://www.gtqinternational.com)