Inter-Enterprise Architecture
-- For Common Service and Cloud Adoption

Yan Zhao, PhD,

Chief Architect, ArchiTech Consulting LLC

yan.zhao@architechllc.com

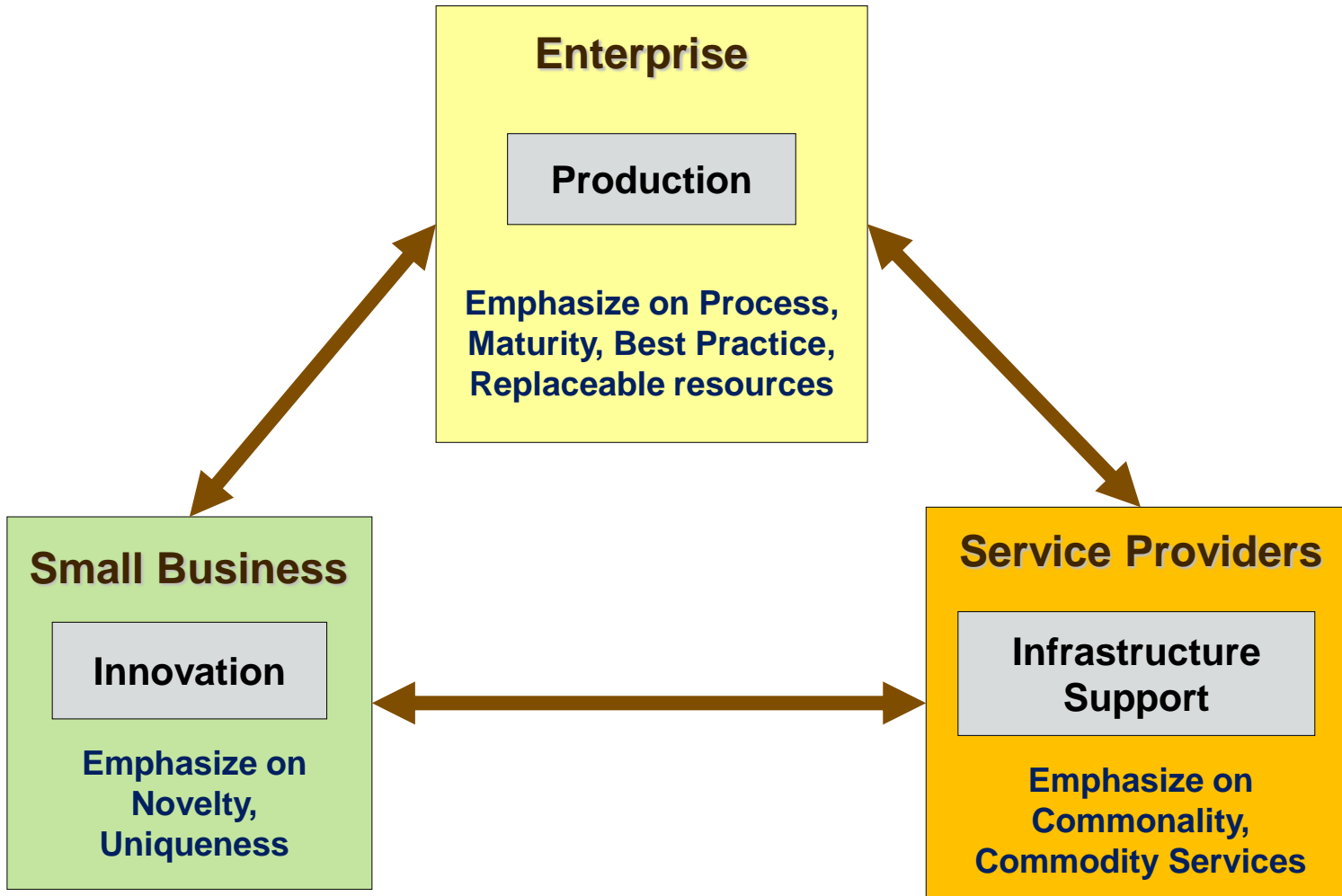**www.architechllc.com**

Feb. 9, 2011

Content Summary

- The need for Inter-Enterprise Architecture (IEA)
- Enterprise landscape evolution
- The Impact of cloud computing and social media
- The notion of IEA
- The relationship of IEA with other concepts
- The challenges that the enterprises are facing
- Possible IEA adoption for transition
- Conclusion

The Need for Inter-Enterprise Architecture

- **The evolution of enterprise landscape**
  - *Influence and dependency beyond enterprise boundary*
    - Global networking and boundary-less information flow
    - Common service commoditization
    - Necessity in partnership and collaboration
  - *Technology enablement encourages the changes*
    - Service orientation
    - Cloud computing
    - Social media and networking
- **The need for enterprise to understand its business environment**
  - *The context, partnership, and interaction mechanisms*
    - For business proposition and game planning
    - For awareness of the growing mutual influence and dependencies (more correlated than ever before)
  - *Inter-enterprise restructuring are happening*
    - To fit the new economy and changing paradigm
    - To evolve the roles and responsibilities of the players
- **Enterprises are being affected not only internally, but also externally**
  - *Not only good-sized enterprises need architecture, small ones need it too*
- **If EA is like a city plan, IEA is more like a plan for the metropolitan**

Enterprise Landscape Evolution

Enterprise

Production

Emphasize on Process, Maturity, Best Practice, Replaceable resources

Small Business

Innovation

Emphasize on Novelty, Uniqueness

Service Providers

Infrastructure Support

Emphasize on Commonality, Commodity Services

The Impact of Cloud Computing and Social Media

- **The impact of Cloud Computing**
  - Infrastructure service commoditization
  - Role and responsibilities redistribution
  - Business specialization
  - Encourage collaboration beyond business organization boundary
  - Small and mid-sized companies tend to adopt public cloud services
  - Big companies start from private cloud implementation
- **The impact of social media**
  - Boundary-less information penetrating business organizations
  - Informative .vs. confusion
  - The needs for knowledge management
  - New opportunities to benefit businesses: marketing, sales, CRM, customer service, etc.
  - New business social mechanisms can be integrated into enterprise business architecture and strategic plan
- **New business models and service models should be created**
- **New tools should be invented to support the new business and service models and their execution mechanisms**

Notion of Inter-Enterprise Architecture

- **The scope**
  - Business domains: healthcare, education, financial service, retail, etc.
  - Service domains: service providers, service consumers, service facilitators
- **Context and environment**
  - Identify the context for the targeted business organization or organizations
  - Identify associated business environment
- **Role and responsibilities**
  - Identify the roles and responsibilities of the players
- **Structure, components and relationships**
  - Identify the structure and describe the influential components
  - Identify and describe the relationships between the components and to the targeted business organizations
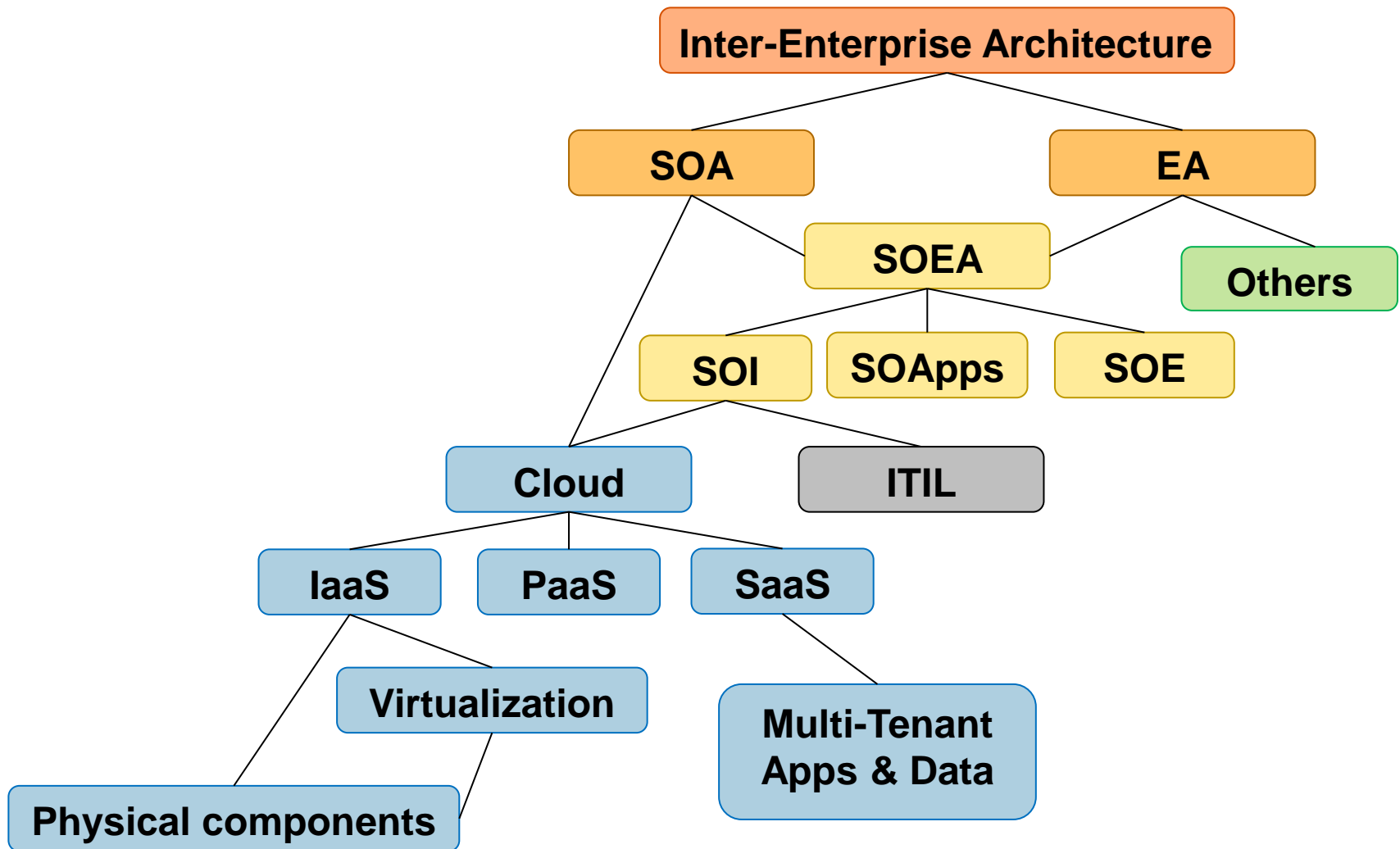- **Interaction mechanisms**
  - Identify media, channels, and mechanisms for interaction
- **Business process and Information flow**
  - Describe business and inter-business process flow
  - Describe information flow through identified media and channels

The Scope and Relationships of
IEA, EA, SOA, SOEA, SOE, SOI, Cloud Computing, ITIL

IEA for Cloud Computing

- **Demonstrate the evolving landscape**
  - The emerging new players for service provisions, consumption, and facilitation
  - The roles and responsibilities of all players, as well as the targeted organization
- **Describe new business environment**
  - An environment of partnership, collaboration, and mutual dependencies
  - The business dynamics
- **Describe inter-business structure**
  - New business models and service models with involved parties
  - Components, relationships, process and data flow
  - Interaction channels, media, and mechanisms
- **Guide cloud computing adoption**
  - Business cases, concept of operation
  - Solution options
  - Technical implementation options, flexibility for changes in vendors and technologies.

The Challenges Enterprises are Facing

- **Understand the impact of new paradigm**
  - Separate common services from unique functions
  - Maximize loosely coupled services to reduce complexities and lessen the impact of changes
- **Organization structure**
  - Loosely coupled service organizations break stove pipes and promote collaboration
  - Dynamic relationships between service providers and service consumers
- **Organization culture**
  - Transform vertical connections to horizontal collaborations
  - Change management style from *command and control* to *motivation and facilitation*
- **Adoption of new tools**
  - Enable effective common service adoption
  - Enable collaboration inside and beyond enterprise

Possible IEA Adoption for Transition

- **Guide transition to new paradigm**
  - Be aware of reforming industry, and new business environment
  - Help situation studies, strategic planning, and decision making
  - Architecture formation by intent, not by accident
  - Evolution of organizational structure, culture, and operation model to suit common service adoption and cross organizational collaboration
- **IEA practice makes cloud computing and social media adoptions more effectively**
  - In new inter-business solutions via cloud computing
  - In adapting to new inter-business relationship and dynamics via social media
- **Examples of IEA for cloud service adoption**
  - Shopping Mall on Cloud
  - Library on Cloud
  - Special business domain oriented cloud
  - IEA should guide public cloud adoption, not other way around

Conclusion

This presentation discussed:

- The changing business environment and landscape associated with internet revolution, including cloud computing and social media
- The needs for IEA: the useful blueprint for enterprise is beyond enterprise boundary
- The notion of IEA, and its relationships with other efforts
- The possible adoption: IEA should guide public cloud implementation, not other way around
- The Open Group is a good forum to explore IEA, due to its global nature and cross-industry participation.
- The economic down turn is a good time to rethink, and to plan ahead