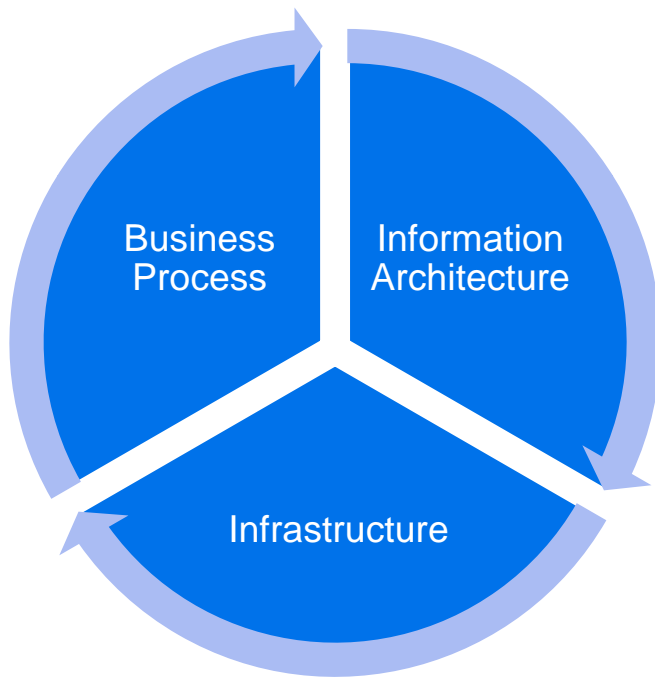


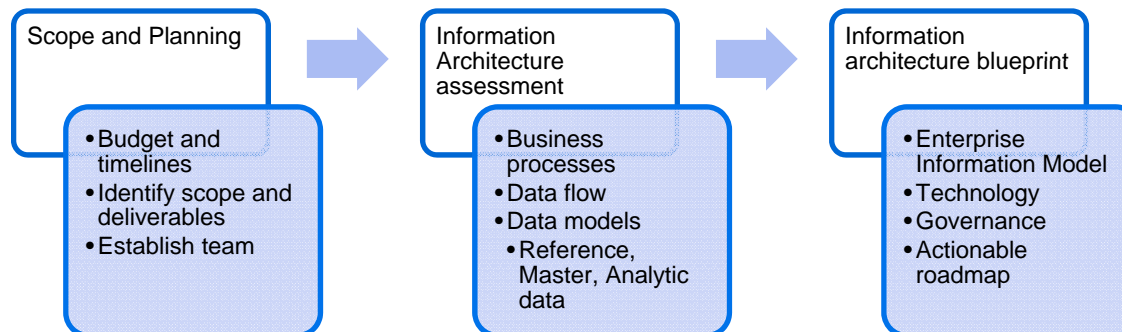
Approach to developing the SOA Foundation



- Understand business process and areas for improvement
 - ▶ Understand overall business objectives
 - ▶ Understand specific business pain points
 - ▶ Understand priorities
- Define infrastructure services needed to support business processes
- Define Information Architecture needed to support business process needs

Blueprinting the information architecture

- The three areas of focus for blueprint the enterprise information architecture are:
 - ▶ Reference data
 - Examples: salutation, job title, contact type, partner type, region, state/province, country, currency, language/locale, and industry
 - ▶ Master data
 - Examples: customers, contacts, products and orders
 - ▶ Analytic data
 - Examples: marketing data mart, forecasting, customer Lifecycle value and customer satisfaction



Approach to identify enterprise data needs

Sample timeline and deliverables

