

Adding Value in a Changing Environment – A Case Study

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4 Key Messages

- Change is an opportunity
- Add value in a visible way
- Evolve a foundation
- Don't forget the importance of relationships

Agenda

- Environment
- Approach
- Foundation

Environment - External

Laws & Regulations

Authorities

Economies

Demographics

Markets



Competitors

Other Parties

Prospects

Communities

Shareholders

Customers

Environment - Internal

Corporate
Memory

Strategies Core Values
Policies Mission Vision

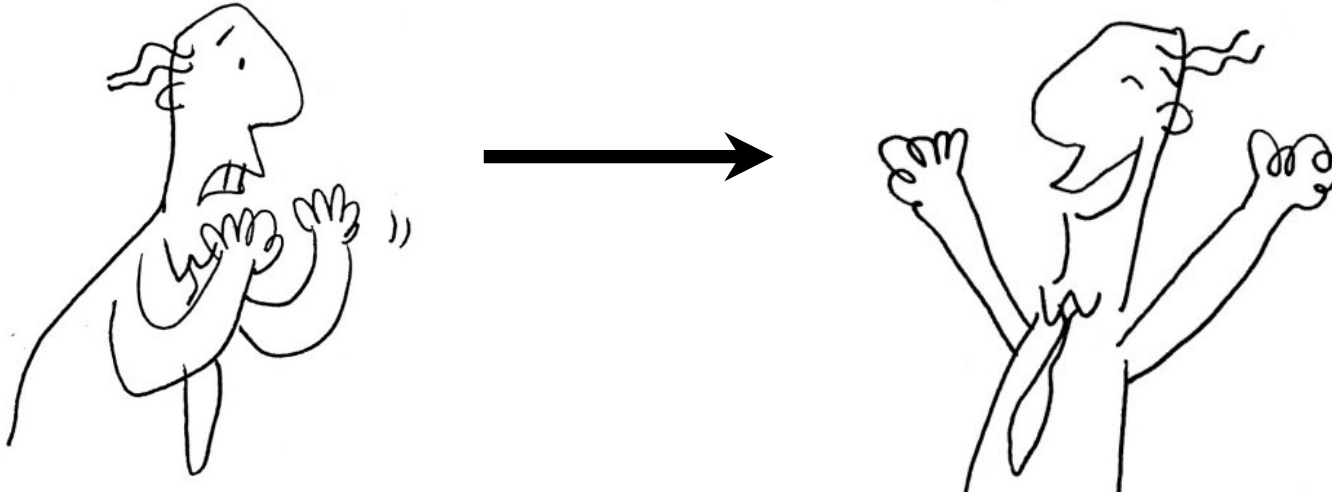


Parent Influences

Training Structures
Technology Processes

Cultures
Skills
Personalities

Environment - Change & Value



- Change is also about opportunities
- Opportunities for adding value

Environment - Change & Value

- Value is about delivery:

Staff	Shareholders
Customers	Community

- It's also about perception

Approach

2-Pronged:

- Direct
- Indirect

Expense Focus

- Determined enterprise implications of proposals
- Found enterprise level savings

Income Focus

- Provided perspective on reuse

Approach – Direct

**Strategy &
Policy Changes**

Governance Focus

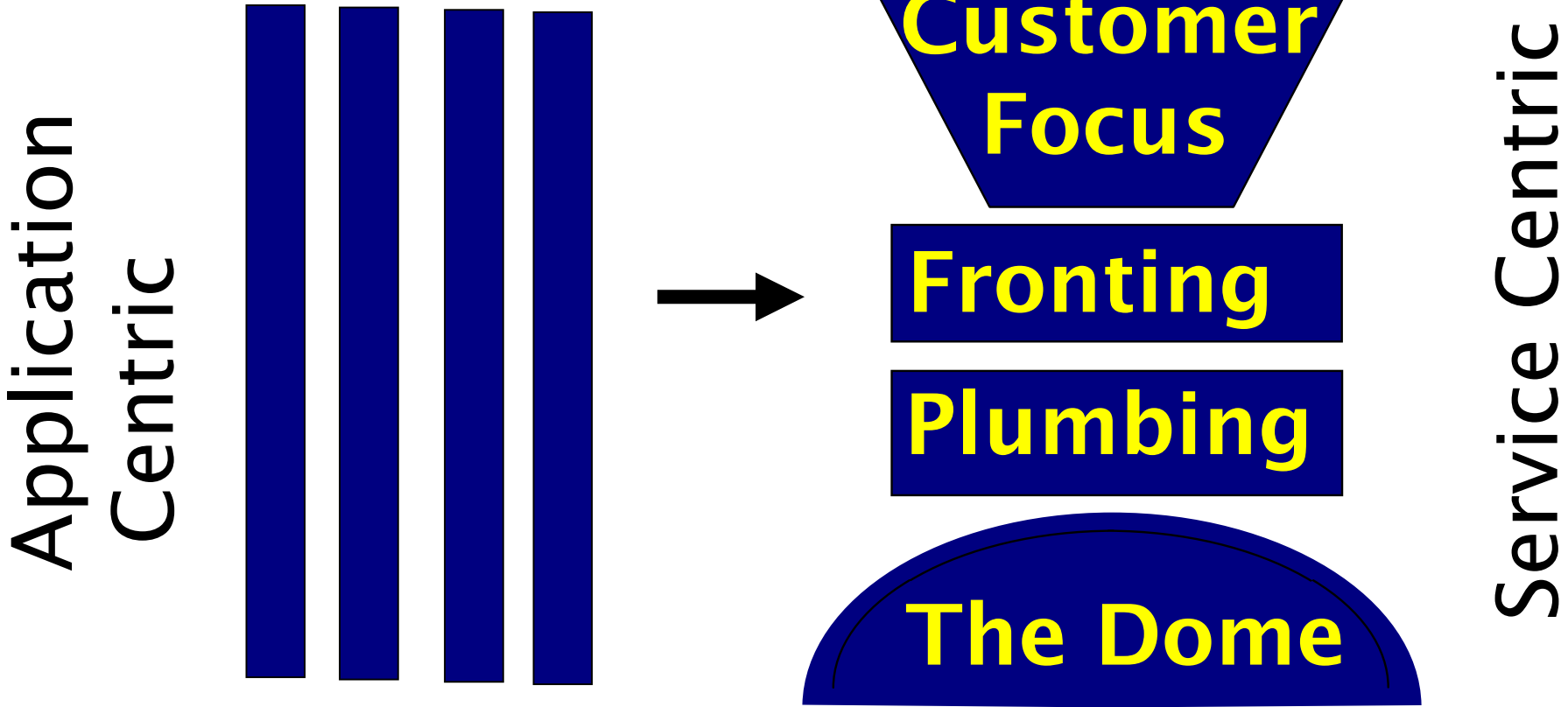
- Leveraged existing artefacts
- Applied knowledge of end-to-end

Customer Focus

- Provided Technical Architecture
- Supported application of IQ principles

Approach – Direct

Technology Changes



Involvement with messaging & services

Approach – Direct

Mergers & Take-Overs

Directly Affecting Us

- Due Diligence
- Which systems to use
- Determined business rules

Directly Affecting Others

- Opportunities & Risks

Approach – Indirect

- Centres of Excellence
- Review Groups
- Reporting Line
- Buying a Data Architecture
- Upgrades to DB2
- Engagement Model

Foundation

- Frameworks & Architectures
- Processes & Techniques
- Tools & Repositories
- Structures & Relationships

Foundation – Frameworks & Architectures

- Zachman Framework
- TOGAF
- Enterprise & Domain Architectures
- Financial Service Models (IFW)
- The Dome Diagram



Foundation – Process and Techniques

Software Engineering Lifecycle

- Gryphon
- Rational Unified Process
- Information Engineering

Project and Programme Mgt Process

Foundation – Tools & Repositories

- ERWin & Model Manager
- m1 & Clearcase
- Rational Rose and RequisitePro
- Lotus Domino.doc Repositories
- Other Repositories
- Analogies & Stories
- Visibility Through Intranet & Lotus Notes

Foundation – Relationships

- Relationships are recognised as critical to adding value
- Structures are used to improve effectiveness
- Westpac actively grows its relationship capability

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Contact Details



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