

## Paul Ramsay

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**From:** WWISA New Zealand Chapter [info@wwisa.org.nz]

**Sent:** Sunday, 13 April 2003 9:31 PM

**To:** WWISA New Zealand Chapter

**Subject:** WWISA New Zealand Chapter - Update Number

Welcome to the latest Worldwide Institute of Software Architects (WWISA) New Zealand Chapter newsletter.

In this issue we look at:

- what's next in Wellington and Auckland
- enterprise architecture in Canada's oldest company
- "portals - schmortals" (and other things your Grandma never told you)
- John Zachman's enterprise architecture seminar.

### WHAT'S ON IN WELLINGTON?

The next meeting in Wellington will be held on:

Monday 26 May 2003

12:00pm - 1:00pm

Equinox Room  
Level 5  
Equinox House  
111 The Terrace (or 222 Lambton Quay)  
Wellington

The speaker will be Richard Leeke, Senior Consultant, Equinox Limited.

Richard has over 21 years experience in the information technology industry, across a broad range of business, application and technical areas. At Equinox, Richard has developed specialist capability in software testing. This includes developing and implementing complex integration, load and regression test strategies for client server and Internet based applications.

Richard will be looking at "Architecting for performance" and drawing on a range of real-world war stories and practical observations.

### AND ALSO IN AUCKLAND?

The next meeting in Auckland will be held on:

Thursday 26 June 2003

(there is no meeting in April due to the Easter holidays)

5:30pm - 7:30pm

Rational Software  
Level 16  
151 Queen Street  
Auckland

Darko Bohinc is co-ordinating this meeting and can be contacted at darko@bohinc.net.

14/04/03

## AN INTERNATIONAL PERSPECTIVE

We often get requests to join our mailing list from around the world. So when Mark O'Gorman, Enterprise Architect from The Hudson's Bay Company (Hbc) signed up recently, we asked him to tell us about Enterprise Architecture in Canada's oldest corporation and largest department store retailer:

Established in 1670, The Hudson's Bay Company has more than 550 stores across Canada, including 11 distribution centres and 70,000 employees. Operating under four distinct banners, the Bay, Zellers, Home Outfitters, and Hbc.com, Hbc realized sales nearing \$8 billion (Canadian).

The Bay banner consists of approximately 100 department stores, serving middle to upper income Canadians who are fashion and value conscious, delivering private and national brands through urban and suburban store formats. Zellers is Mom's store, with 330 mass merchant store locations, serving lower to middle income Canadians who are looking for value without compromising style, and are looking for convenience, fashion-right affordable products, and reliability. Home Outfitters is a big box, 38 specialty store format, delivering bed, bath and kitchen products to middle to upper Canadians who want products for the home. Hbc.com is the on-line store, supporting the Company loyalty program - Hbc Rewards, as well as the catalogue management. Hbc has something for everyone. Additional information about Hbc is available at <http://www.hbc.ca>.

Formed three years ago, the IT Architecture group is primarily responsible for connecting the business and IT strategies, as well as defining and communicating the supporting enterprise architectures. In addition, the group assists IT teams in making the architectures real through project document review and inter-team alignment.

The Enterprise Architecture team at Hbc is small, consisting of the Chief Architect and an Enterprise Architect; therefore, the department relies heavily on communication, collaboration, and support of project team members as virtual extensions to the architecture team. The department works on an exception basis, reviewing documents for areas which stray from the stated direction. Material exceptions are discussed with the business, project owners, or project teams to determine options, tactical exceptions, and in some cases justified enhancements to the stated architecture.

Measuring architectural contributions and linking them back to specific business goals is one of the greatest challenges, as well as staying connected to the many business, project, and development teams in an organization of approximately 500 IS associates. Primary attention to communication, using presentations, internal newsletters and a departmental web site is the greatest opportunity for ensuring the architecture framework, principles and policies provide the necessary decision framework.

The department does not currently use any special architecture tool suites; however, this may change as it evolves. The Project Management Office, which oversees IS projects, also works very closely with the Enterprise Architecture team. We have imbedded the architecture review process within the Project Management process, which provides a direct connection to the projects and maintains the link to architecture, from inception to completion. In addition, we work closely with our Contract Management and Acquisitions group, which further enhances our field of vision.

The following is some advice for other groups that are beginning to formalize IT architecture:

- Do deliver iterations of the artifacts, making frequent small changes based on the responses, rather than large, infrequent delivery. This will keep architecture alive and top-of-mind for management and the project teams. (We like to call this approach to architecture and planning, organic.)
- Do stay connected to the teams doing the actual work, avoiding an "ivory tower" approach. The communication should be bi-directional, giving the teams an opportunity to contribute and connect, as well as allowing the architectures to become more real.
- Do keep communication open, using any vehicles available to you. We use PowerPoint presentations, delivered to all levels. Being invited to department and project team meetings is a good way to communicate to the masses. Internal newsletters and web sites provide a way to focus attention and to give a place for people to reference later. Regular updates to the executive teams and participation in strategy offsite meetings are also important.

- Don't try to "boil the ocean" when developing strategies or architecture. Treat them as living, breathing artifacts guiding decisions while allowing adjustments when required.
- Don't try to do it all at once, instead start small, focusing on an essential business area or a small set of key strategies. The goal is to get the information out, invoke dialog and learn as an organization.

## PORTALS - SCHMORTALS

Neil Brown gave an entertaining and highly informative presentation on the topical area of portals at our last meeting in Wellington.

A full copy of Neil's presentation can be found on the Chapter website at <http://www.wvisa.org.nz/Downloads/WWISAPortalsPresentation.pdf> and covers:

- What is a portal?
  - Definition
  - Real world analogy
  - Vendor view
  - Analyst view
  - Core services
  - Secondary services
- Business view
  - Drivers
  - Scope
  - Benefits
- Architectural view

Neil's presentation was also covered in Computerworld New Zealand under the heading "Portals know their users: architect".

A full copy of the article can be found on the Computerworld website at <http://www.computerworld.co.nz/webhome.nsf/UNID/9A970E0A21986B2BCC256CFD0072C84C?OpenDocument>.

## ZACHMAN ENTERPRISE ARCHITECTURE SEMINAR

John Zachman is coming to New Zealand to present his seminar on "Enterprise Architecture - A Framework for Faster, More Effective Enterprise Systems".

The seminar will be held in Auckland on Monday 21 - Tuesday 22 July 2003 and attendance is strictly limited to 60 delegates.

**There is a 10% discount off the individual delegate rate for WWISA members.**

Further details and a registration form can be found on our chapter website at <http://www.wvisa.org.nz/OtherEvents.asp>.

## MAILING LIST

If this newsletter has been forwarded on to you and you'd like to be added to our mailing list, just enter your details on our chapter website at <http://www.wvisa.org.nz/MailingList.asp>.

You'll then be registered to receive notice of upcoming meetings, workshops and other significant chapter events.

**Our mailing list is used for no other purposes, and your right to privacy is respected at all times.**

Likewise, if you wish to be removed just send an email to [info@wwisa.org.nz](mailto:info@wwisa.org.nz).

## BOOKMARKS

Don't forget to check out our chapter website (<http://www.wwisa.org.nz/Links.asp>) which includes links to a wide range of software architecture and related sites.

## QUOTABLE VALUE

"Risk taking is essential to progress, and failure is often a key part of learning."

- Marvin Carr

Kind regards ... Paul

Paul Ramsay  
WWISA New Zealand Chapter

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