ZEPPELIN
WE CREATE SOLUTIONS

Zeppelin in Zahlen 2017

6	8.004	2,75	35	190	223
Geschäftseinheiten	Mitarbeiter	Mrd. Euro Umsatz	Länder	Standorte	Mio. Euro Gesamtinvestitionsvolumen

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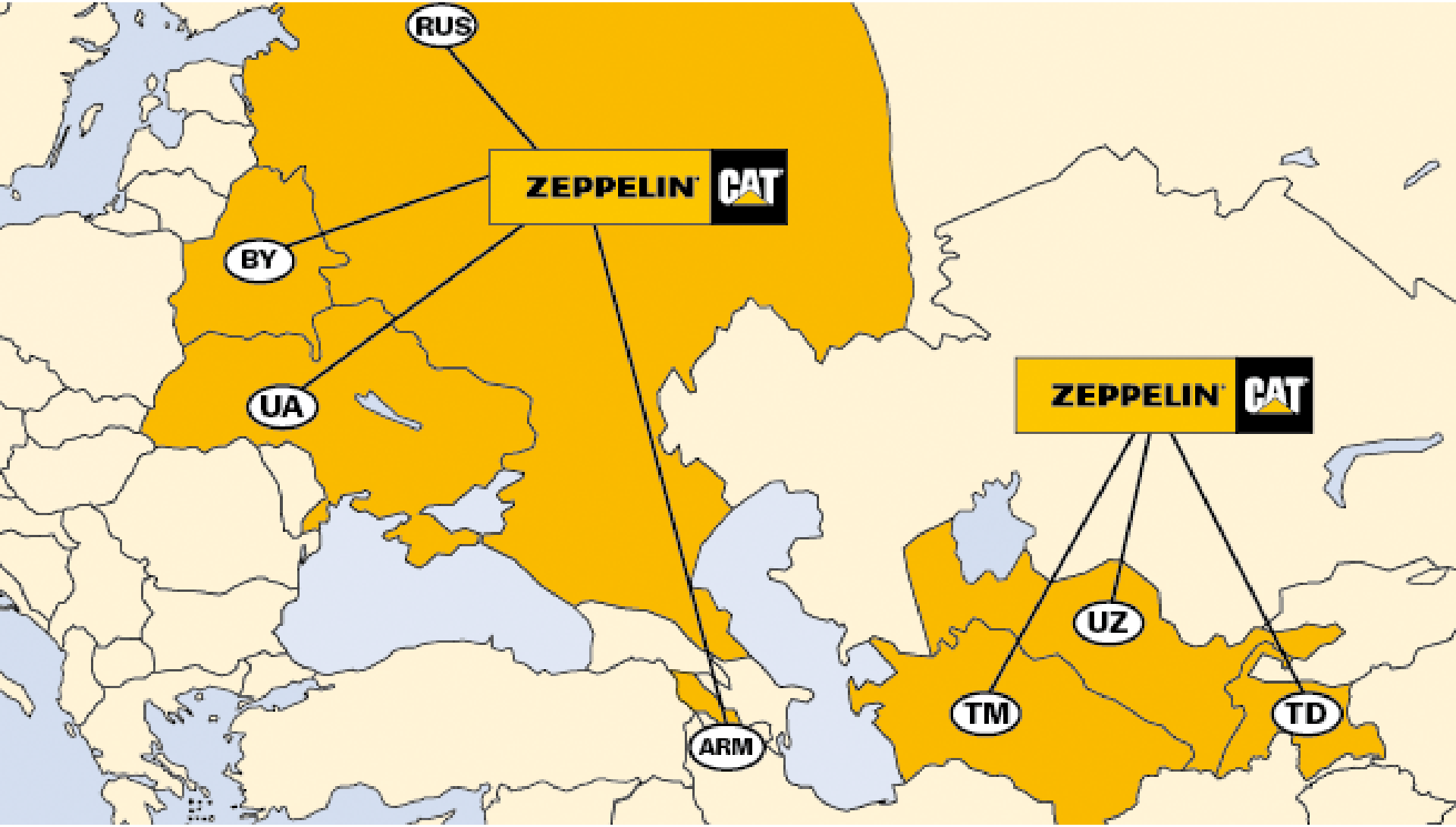
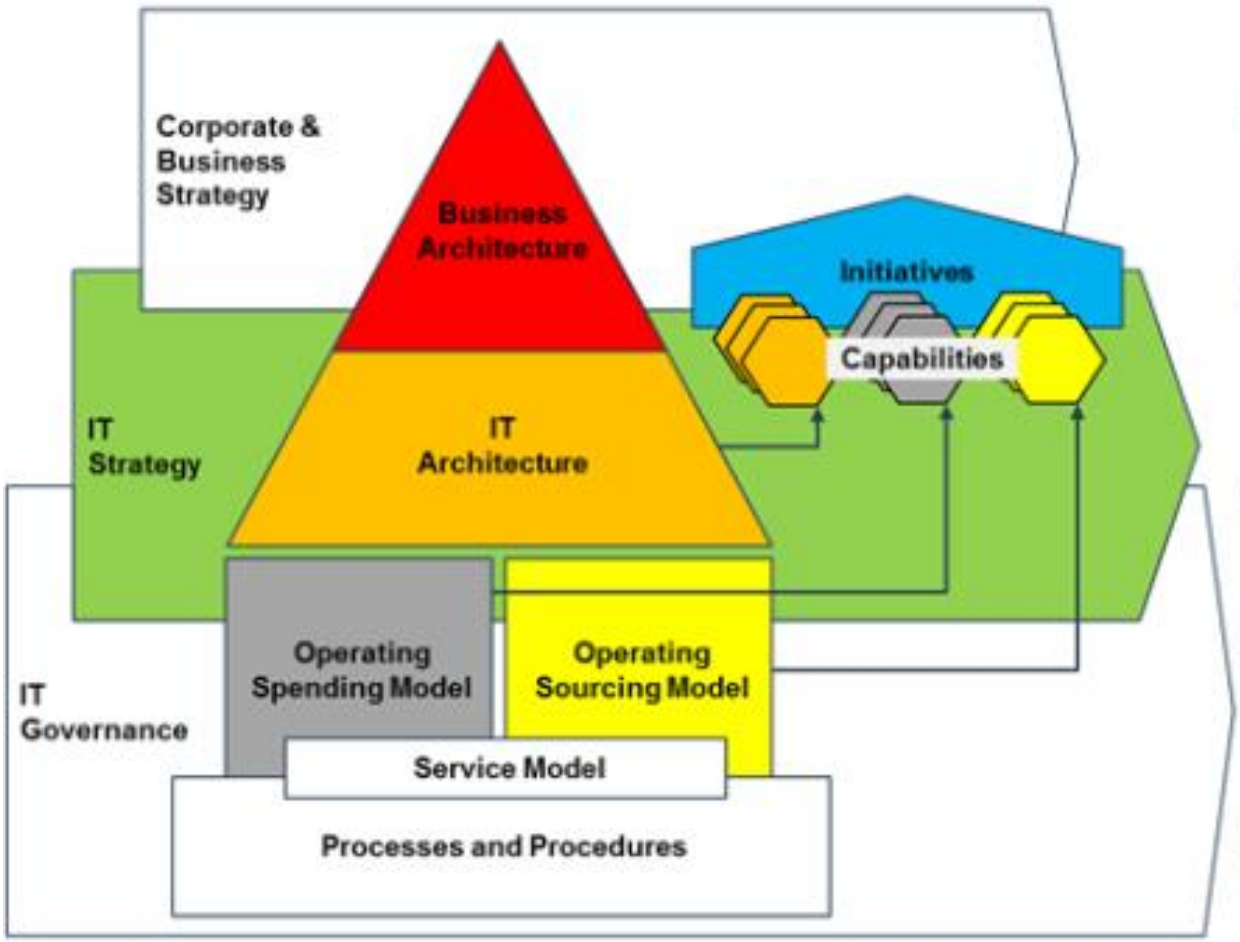


APPROACH TO IT STRATEGY

Framework



Strategy
Long tem strategic drivers, business objectives and required IT capabilities supporting this vision

Business Architecture
Business Context (Customer segments, Company Product type and Interaction Channels) and Business Processes required to run the company and sustain the business strategy

IT Architecture
Application, Information and Integration architecture (Modules/Services, Data, Interfaces) and physical infrastructure (Sites, Server, Devices) required to deliver functional capabilities to keep IT architecture aligned with the Business Strategy

Operating Spending Model
Capital and Operational Expenditure required to design, build and maintain the Operational Model and the Application/Infrastructure Architecture

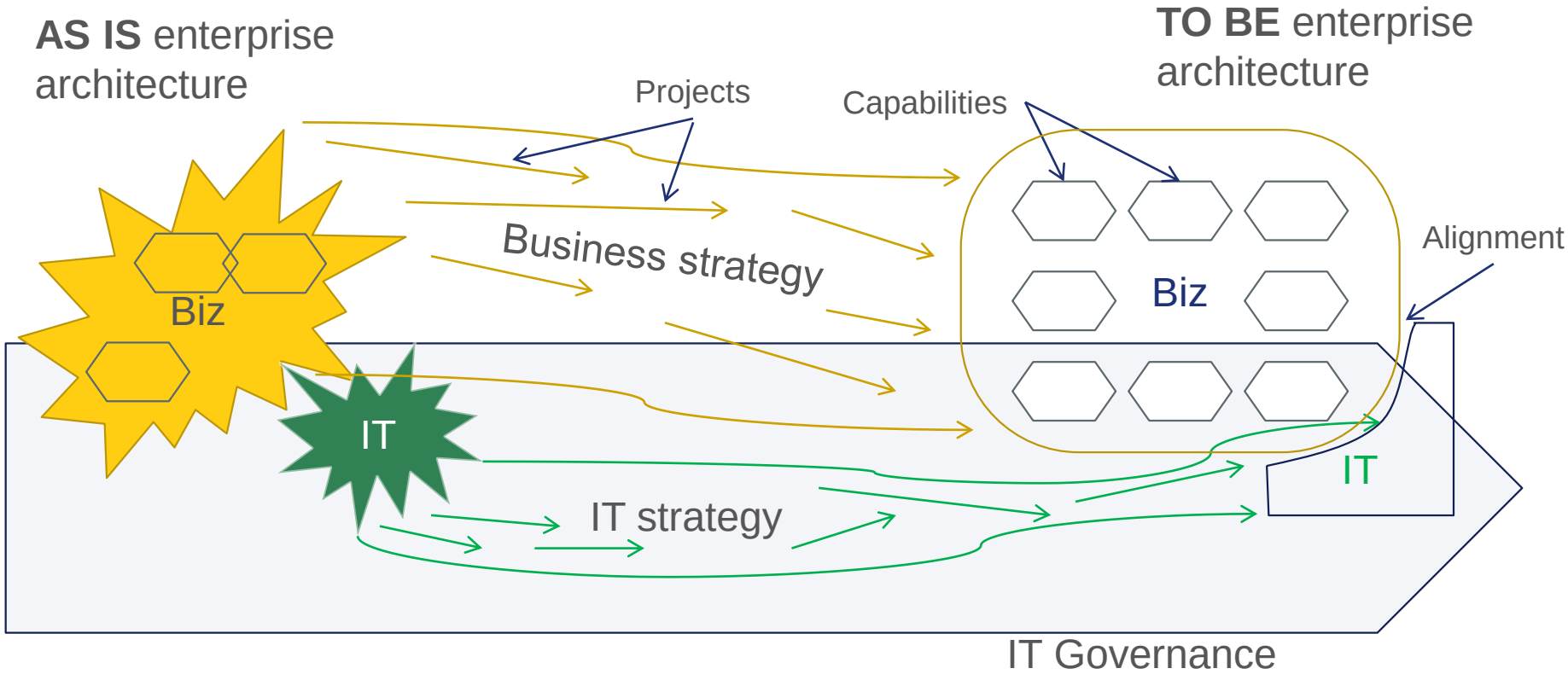
Operating Sourcing Model
IT Organization structure (Departments hierarchy, People, Skills, Suppliers) required to design, build and maintain the Application and Infrastructure Architecture and related processes to manage this IT Architecture

Initiatives
Set of IT project (including phases, risks, ...) required to deliver new Capabilities and related IT and Business Impacts estimation

APPROACH TO IT STRATEGY

Business strategy and IT strategy and governance

- Both Business and IT architecture have room for improvement
- Business strategy defines IT strategy
- Business initiatives/capabilities are supported by IT initiatives/capabilities
- IT Governance provides frame for IT strategy



APPROACH TO IT STRATEGY

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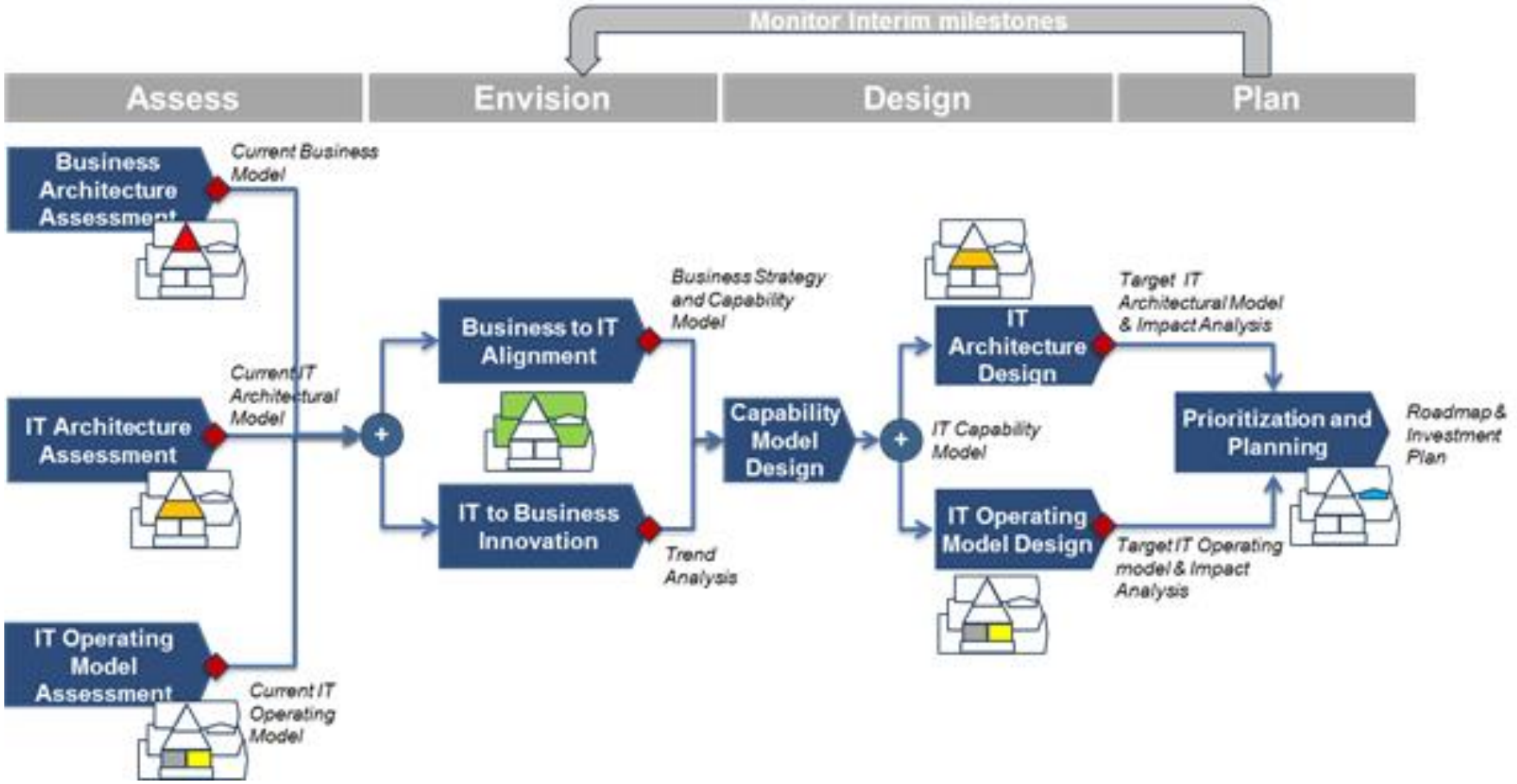
IT Strategy development process



Strategic options identification methods: SWOT, GAP, External and internal trends

APPROACH TO IT STRATEGY

Inputs and outputs of IT strategy review

Input: Business drivers and key principles

- Business goals and high-level requirements (1-3 years)
- Pain points
- IT Mission, Vision and Values buy-in
- Strategic options selection and goals definition
- Principles and assumptions

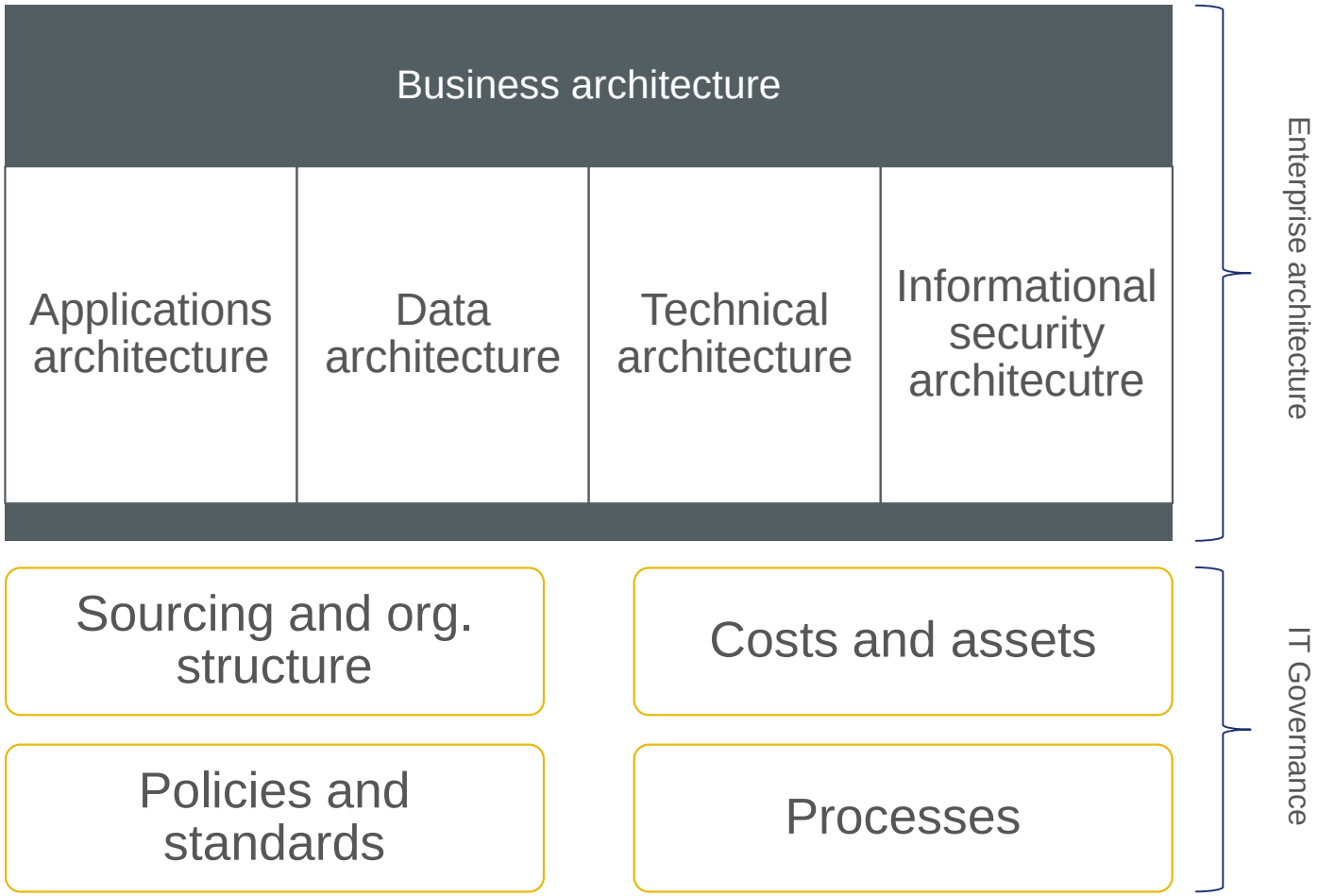
Output / Deliverables

- **IT Strategy** (brief, 5-8 years)
  - IT Mission, vision and values
  - Principles and assumptions
  - Goals, objectives and strategies

- **IT Strategic plan** (detailed, 2-4 years)
  - Based on portfolio MGM process
  - Covers all strategy components
  - Consists of programs and projects

APPROACH TO IT STRATEGY

Strategy components



COMMON EA FRAMEWORKS

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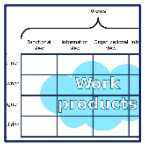
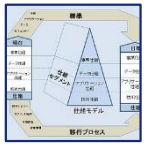


TEAF

FEAF



DODAF

Zachman

TOGAF

The EA Frameworks Comparison >>>

Quality of technical docs

Customizability

Collectivity

Simplicity of Learning

Having Technical Knowledge

Having a Successful Experience

Tools Supporting

Technical Support

TOGAF® 9: COMPLEMENTARY

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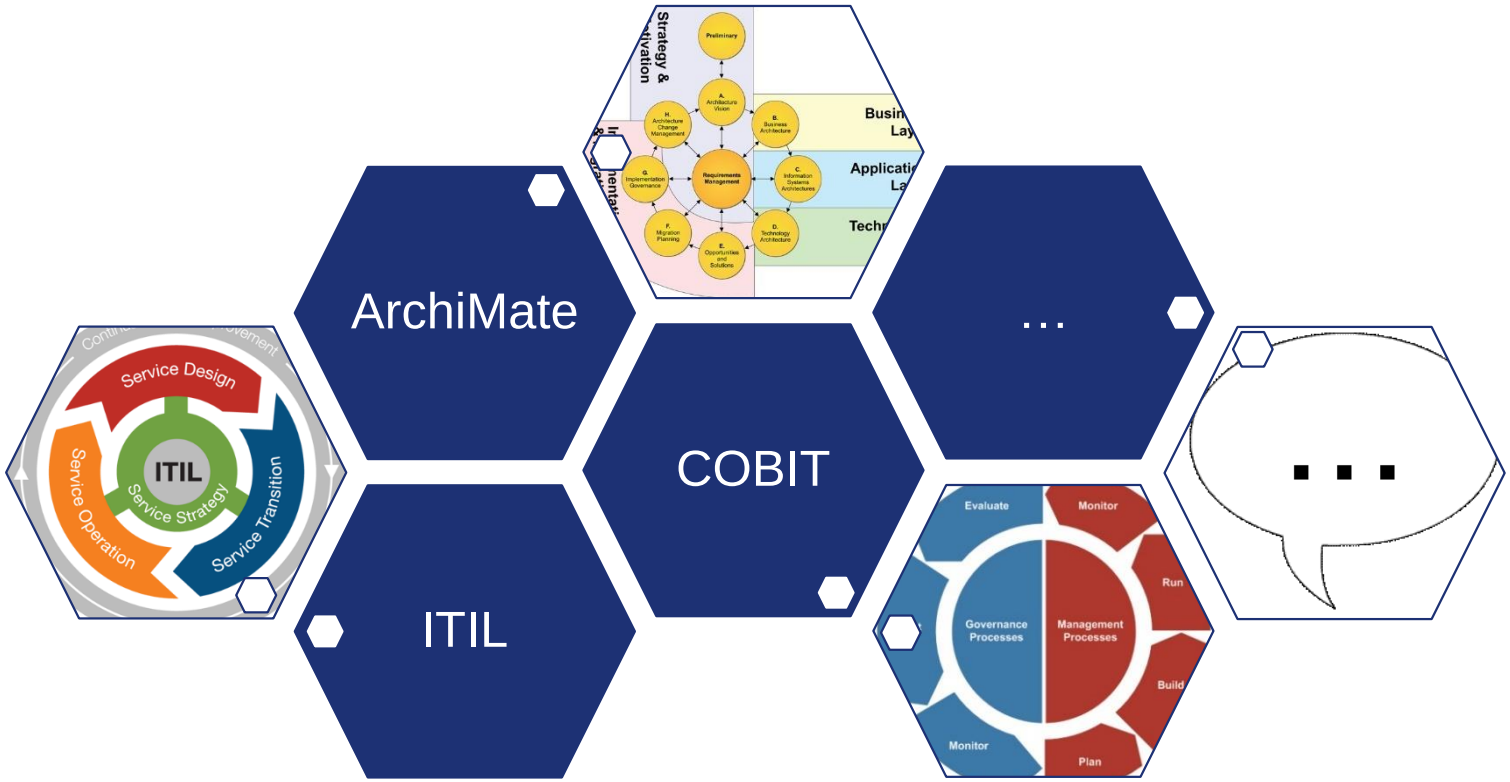
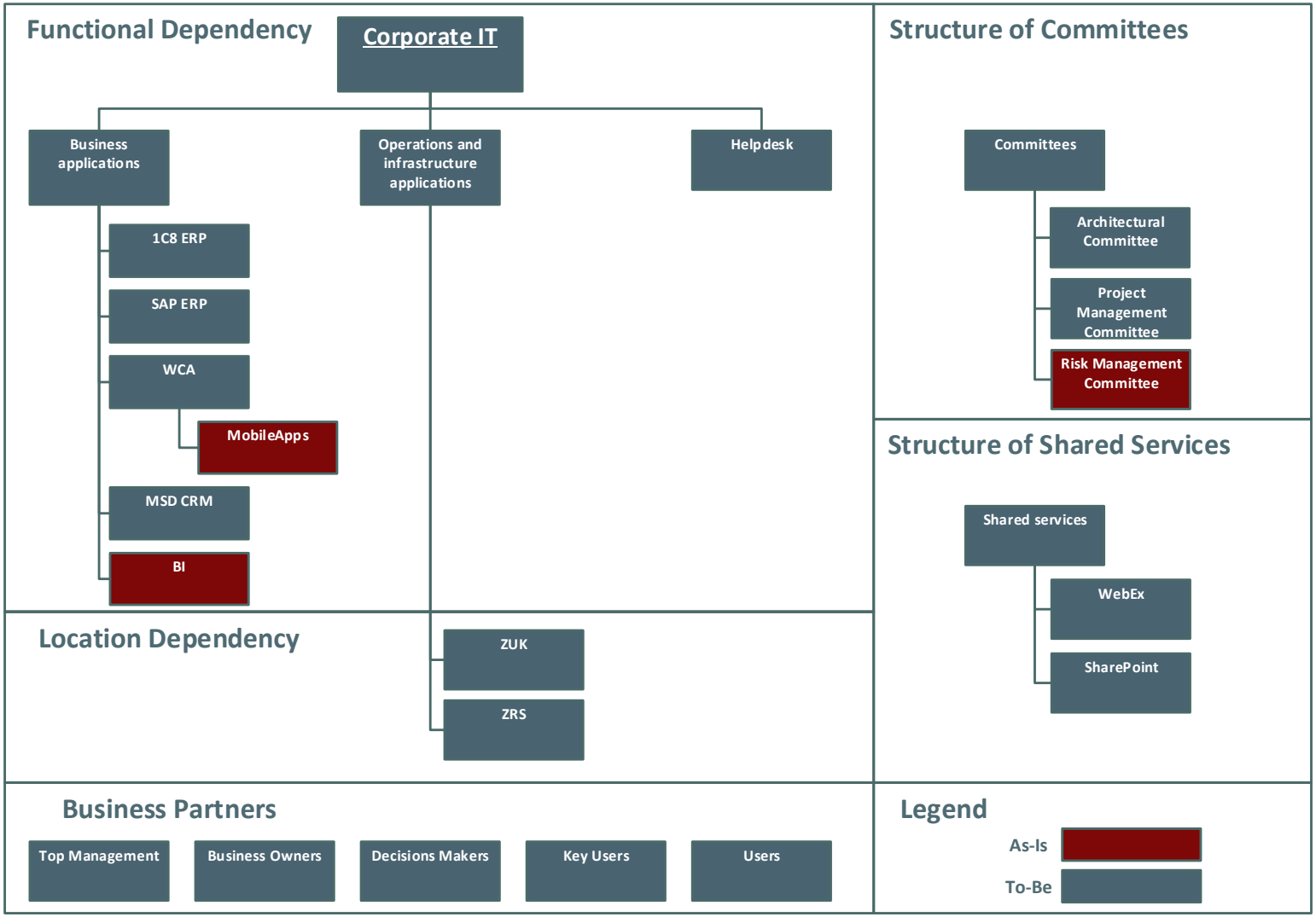


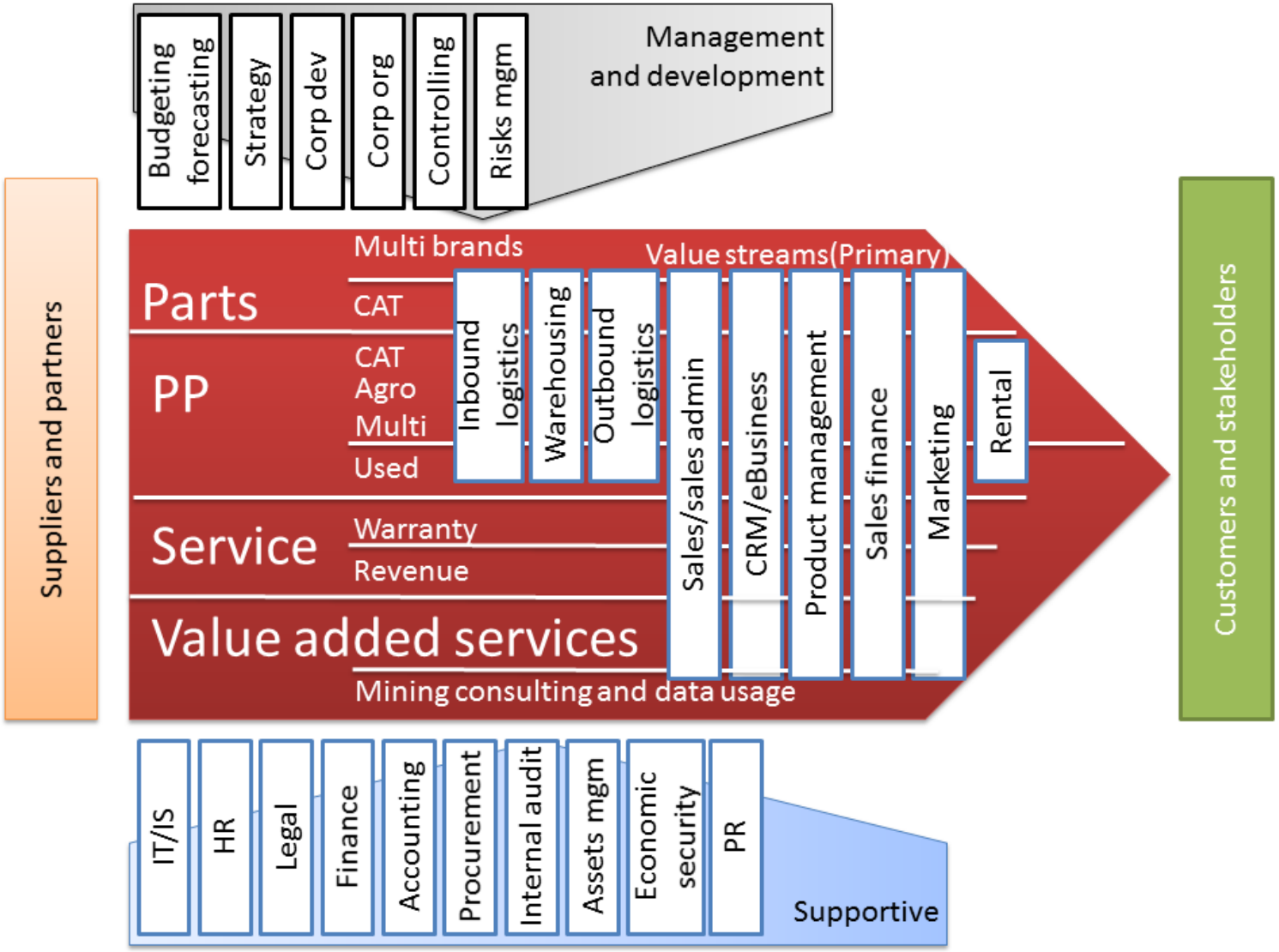
SBU CE CIS: OUR EXPERIENCE

ITAC Place in Corporate IT (SBU CE CIS)



SBU CE CIS: OUR EXPERIENCE

Business Architecture: Overview



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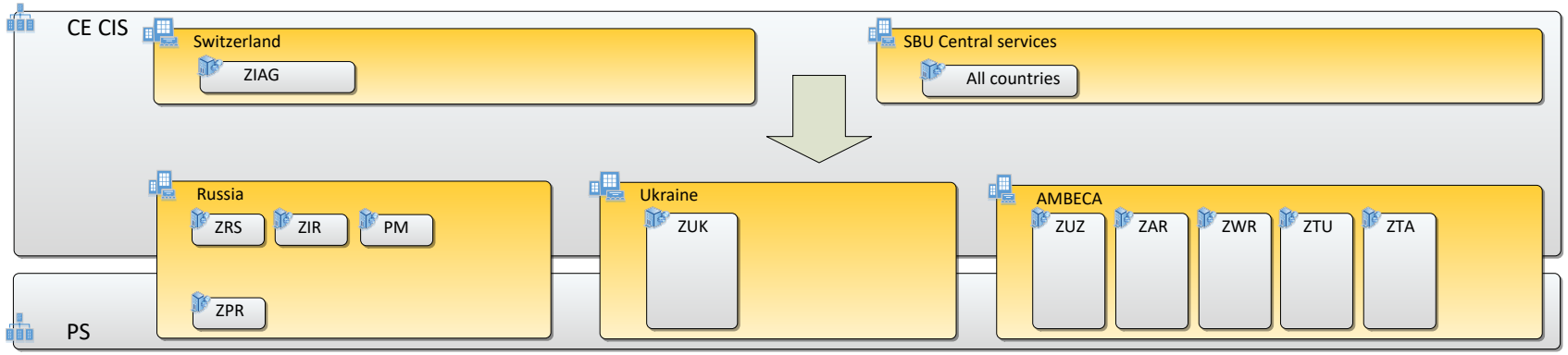
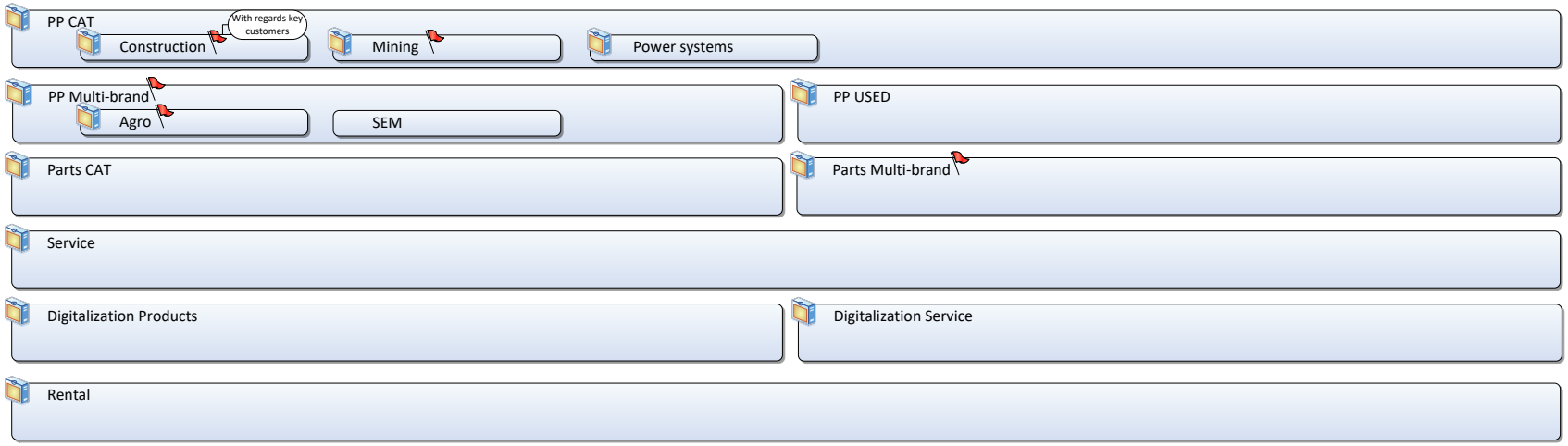
Business Architecture: Overview

Organization & Business Units



Products



SBU CE CIS: OUR EXPERIENCE

Business Architecture: Overview

Sales Channels

- Direct sales
- Internet web
- E-mail and focus program
- ISR phone
- Second level dealers/ agents
- Online machine configuration
- Low cost distribution channel

Suppliers

- CAT
- DEUTZ-FAHR
- Other

Partners

- CAT Finance
- Other

Stakeholders

- Regulators
- Government/tax authorities

Customers

- A
- B
- C

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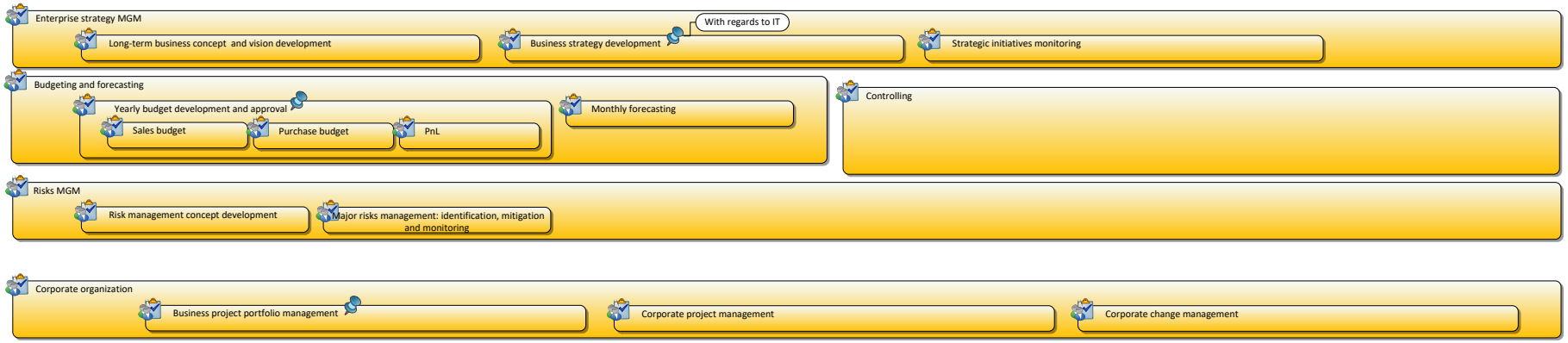
Business Architecture: Overview

Management Capabilities (Business Functions)



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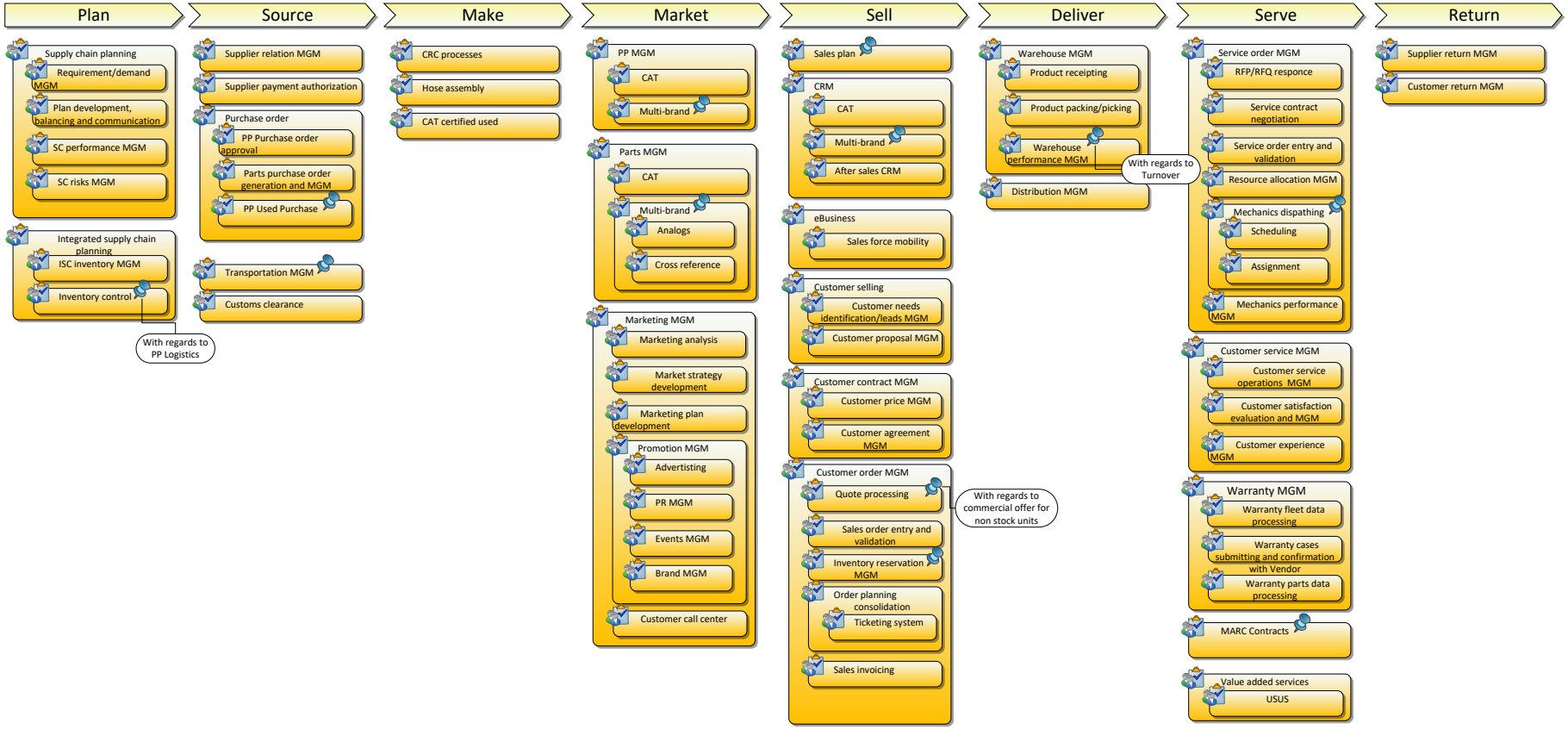
Business Architecture: Overview

Core Capabilities (Business Functions)



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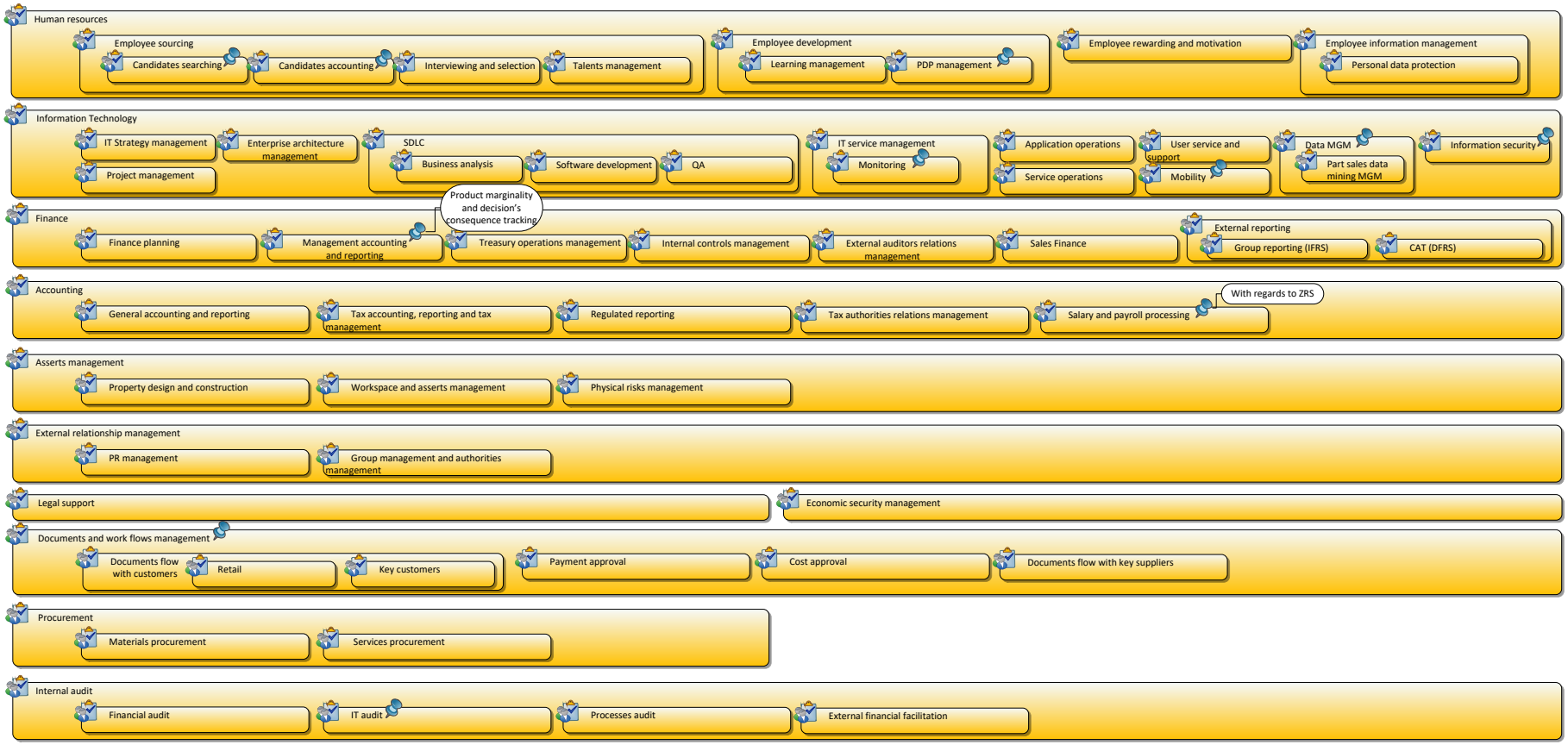
Business Architecture: Overview

Supportive Capabilities (Business Functions)



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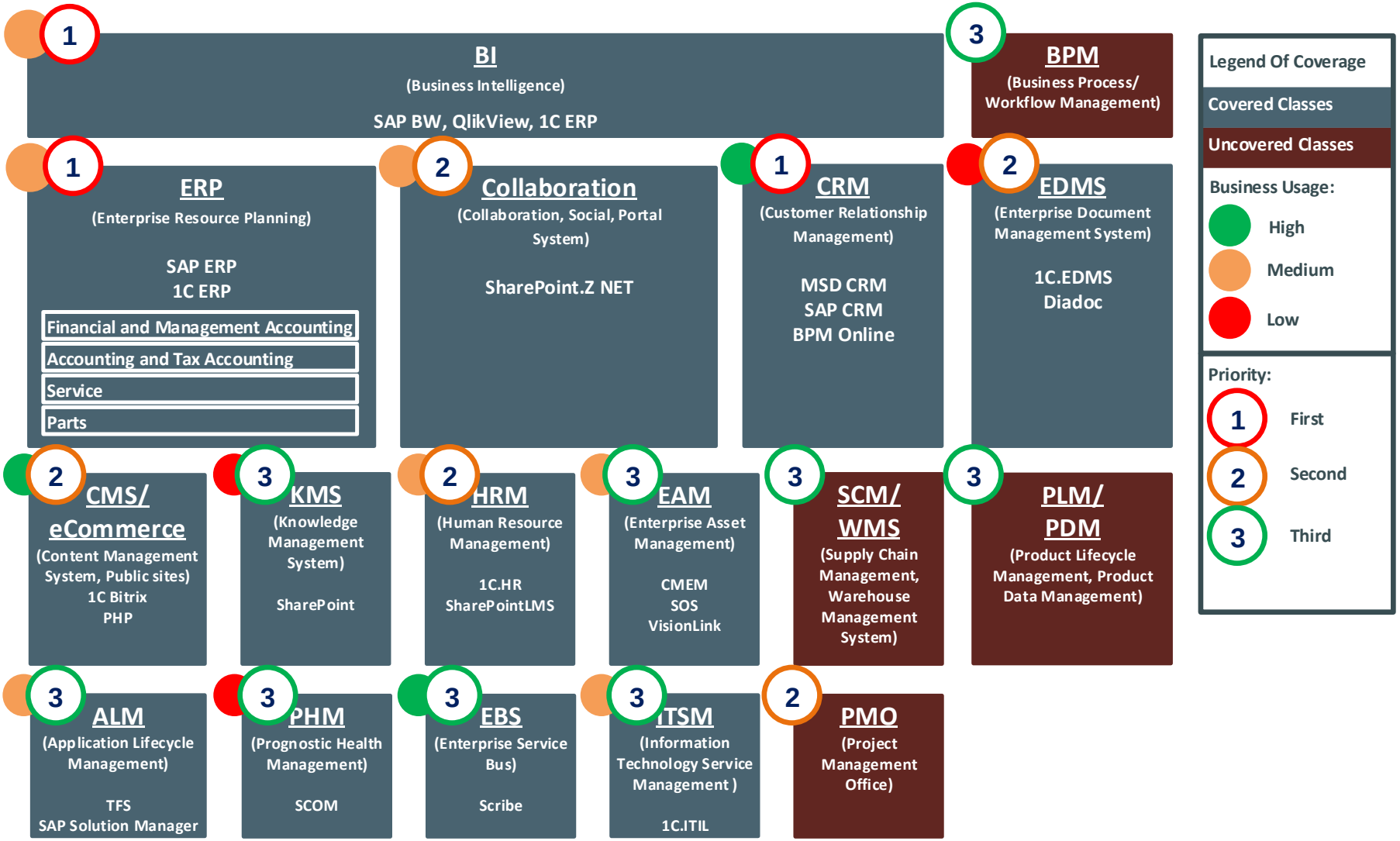
Coverage by Information System Domains



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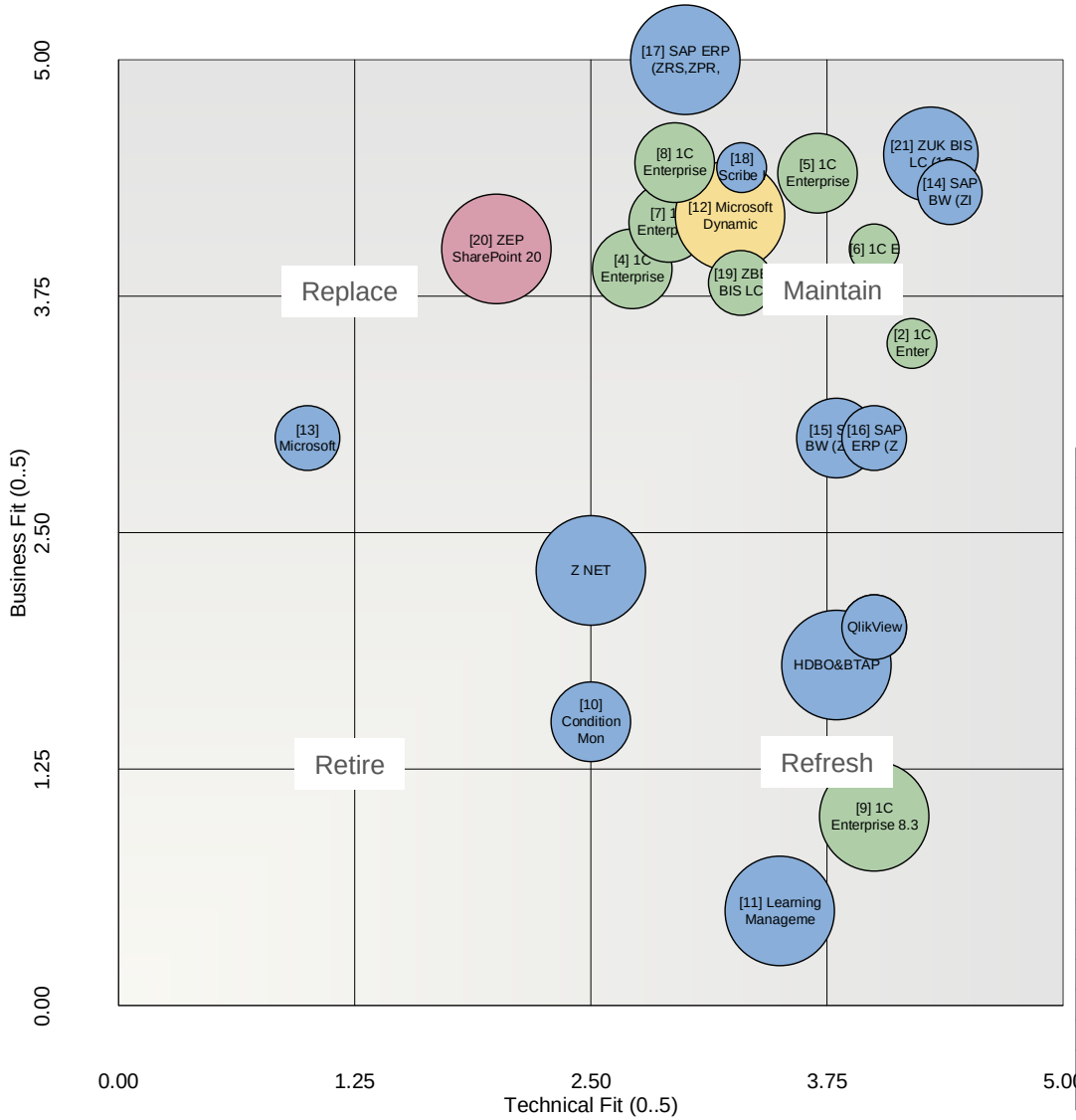
Business vs Technical Fit Matrix



Legend	Attribute	Corporate IT Direction	
X-axis	Technical Fit (0..5)	Corporate IT / BA	Corporate IT / IT Operations
Y-axis	Business Fit (0..5)	Corporate IT / BA / 1C8	Corporate IT / IT Security
Size	Active Users	Corporate IT / BA / BI	Corporate IT / SAP BA
Colour	Corporate IT Direction	Corporate IT / BA / MSD CRM	Corporate IT / Service Desk
Position	The position of the bubbles is exact.	Corporate IT / BA / WCA	Digital Business

Active Users	
<= 21.00	200.00 - 300.00
21.00 - 64.00	> 300.00
64.00 - 200.00	unspecified

Number	Full Name
1	1C Enterprise 8.2 ZIA HR # Salary and personnel management CORP 2.5
2	1C Enterprise 8.2 ZIR KA # Integrated Automation 1.1.61.2
3	1C Enterprise 8.2 ZRS HR # Salary and Personnel Management 2.5
4	1C Enterprise 8.2 ZTA BIS # Trade Management 10.2.11
5	1C Enterprise 8.2 ZTU BIS # Trade Management 10.2.11
6	1C Enterprise 8.2 ZUK HR # Salary and Personnel Management for Ukraine 2.1
7	1C Enterprise 8.2 ZUZ BIS # Trade Management 10.2.11
8	1C Enterprise 8.3 ZAR BIS # Trade Management 10.2.14
9	1C Enterprise 8.3 CE CIS EDMS # Docflow 8 CORP 2.0
10	Condition Monitoring of Engines and Machines dashboards (CMEM)
11	Learning Management System for CE CIS (LMS)
12	Microsoft Dynamics CRM 2011
13	Microsoft Visual Studio Team Foundation Server (TFS) 2013 Update 4
14	SAP BW (ZIA)
15	SAP BW (ZRS, ZPR, ZAG)
16	SAP ERP (ZIA) # SAP ERP 6.0 EHP 7
17	SAP ERP (ZRS,ZPR,ZAG) # SAP ERP 6.0 EHP 7
18	Scribe Insight # 7.9.1
19	ZBE BIS LC (1C Enterprise 8.2)
20	ZEP SharePoint 2013 Farm
21	ZUK BIS LC (1C Enterprise 8.2)