



# AITP

Presents

## ENTERPRISE ARCHITECTURE SIG EA SIG



The Business Motivation Model (BMM) –  
Aligning Technology Investments with the Business  
**Presented by: Armando Ortiz**

The BMM is a framework for performance measurement, providing common output measurements throughout a corporate entity. It allows companies to better manage the businesses of the enterprise at a strategic level, by providing a means for using a company's EA to measure the success of IT investments and their impact on strategic outcomes.

The BMM accomplishes these goals by establishing a common language by which company EAs can describe the outputs and measures used to achieve and business objectives. The model articulates the linkage between internal components and the achievement of business, stakeholder, and customer-centric outputs. Most importantly, it facilitates resource-allocation decisions comparative determinations of which programs and organizations are more efficient and effective. The BMM focuses on three main objectives:

- Help produce enhanced performance information to improve strategic and daily decision making
- Improve the alignment and better articulate the contribution of inputs to outputs, thereby creating a clear "line of sight" to desired results
- Identify performance improvement opportunities that span traditional organizational structures and boundaries

The BMM structure is designed to clearly express the cause-and-effect relationship between inputs and outputs. This "line of sight" is articulated through the use of a prescribed hierarchy and controlled definitions of elements such as Mission and Vision, Goals and Objectives, and Strategy and Tactics.

Strategic and Annual Planning, for both IT and the business, are markedly improved by the common use of the BMM across the enterprise. Within IT especially, the clear and persistent linkage of investments in technology to business imperatives is foundational to the success of any EA program.

**NOV 2ND, 2007 FRIDAY - RSVP: BY OCT. 26TH**

7:30am Networking & continental breakfast/Coffee - Meeting begins at 8:00 and ends at 10:00 AM Cost FREE

**LOCATION: COMPUTER SCIENCES CORPORATION  
2021 SPRING ROAD, OAK BROOK, IL 60523**

**RSVP: RICH.BARNIER@AITPCHICAGO.COM**

The **AITP Enterprise Architecture (EA) SIG** provides a forum for the exchange of ideas among Chicago area IT leaders related to the Enterprise Architecture and Strategy within their organizations.

### AUDIENCE

The SIG's focus is to provide Senior IT Leaders (Chief Architects/CIOs/CTOs/ VPs/Directors of Architecture, Planning) and EA practitioners with a means to share lessons and seek guidance from their peers in other Chicago area businesses.

### Mission

- Provide business-driven focus to Enterprise Architecture, planning and strategy functions and share pragmatic insights, best practices, leading trends on EA
- Forum for member's to share, collaborate and advance the implementations of EA in their organizations
- Provide a peer networking opportunity among the EA and strategy practitioners

This Shared Interest Group (SIG) serves those who have responsibility for the advancement of EA strategies, best practices and technologies within their organizations. We meet the first Friday of every other month at different locations.

### The Co-Chairmen of this SIG Group are

- Sri Navalpakkam - Enterprise Architects Inc.
- George Paras – EADirections
- Armando Ortiz – Management Consultant

### Facilitators:

- Rich Barnier - AITP Sponsor
- Jim McCarthy – Revere Group.

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