

# PRESS RELEASE



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## **Former META Group Enterprise Architecture Strategies Team Launches Firm to Provide Personalized, Relationship-Based, EA Mentoring Services**

*DeBoever, Paras, and Westbrook announce EAdirections at Enterprise Architecture Conference in San Diego*

**San Diego, Calif. - October 23, 2006** – At today’s tenth anniversary Enterprise Architectures Conference (EAC) in San Diego, three former members of META Group’s EA team announced the formation of **EAdirections**, a company whose mission is to improve the effectiveness of enterprise architecture (EA) teams by creating deep, mentoring relationships driven by independent research. Larry R. DeBoever, George S. Paras and Tim Westbrook formed **EAdirections** in response to market demand for practical, objective and immediate real-world EA advice at an affordable cost. The founders had previously worked together to create the highly successful Enterprise Architecture Strategies (EAS) service at the META Group. In 1997, they proposed the idea of establishing EAC to Shared Insights (formerly DCI).

John Zachman, President of Zachman International, commenting on the announcement said, “I have known George, Tim and Larry for many years and I have always appreciated their work on the management practice of enterprise architecture. While I focus on my framework and the nature of EA, they focus on helping people manage the processes on how to make EA effective. Our approaches are very compatible.”

“Our goal is simple - we want to make EA teams more effective,” said Larry DeBoever. “Our approach is to integrate ourselves with each of our clients, creating deep and continuing relationships, so that we can provide specific, in-context coaching, related to their unique challenges. Our clients tell us that personal and ‘trustworthy’ relationships are hard to find from most other advisory and services firms.”

“We are framework-agnostic,” declared Tim Westbrook. “We have years of research that clearly shows a consistent set of critical success factors for virtually all EA efforts regardless of the specific methodology or framework selected. Our strength is the ability to work with any organization in the world, assess these critical success factors, and provide unique guidance on how to quickly improve EA effectiveness.”

George Paras noted “Both novice and established EA practitioners need objective and unbiased advice to guide them along their EA journeys. Each step forward brings new challenges as the depth, breadth and scope of EA uniquely evolves in each organization. Our combined experience in organizations of all sizes, in every industry and in government, with issues from strategic to very specific, gives us the insight to help our clients execute today while planning several steps ahead for tomorrow.”

Their leadership of EAS produced the most rapid growth of any offering from META Group, as reported in META Group’s SEC and financial reports. Their vision and work at EAS underlies and drove much of the current thinking in the EA discipline. Their thought leadership is found in several of the leading EA frameworks and methods, including TOGAF’s ADM, NASCIO and the Gartner/META EA process. They have personally educated, coached and inspired thousands of IT and business professionals in the benefits of and best practice approaches to EA.

The founders noted that they formed EAdirections to fill a gap in the marketplace for meaningful EA advisory services at an affordable price. The company announced the immediate availability of two offerings. The Teaming Relationship provides intense, ongoing, proactive support of an EA effort by a designated expert from this powerful trio. The Teaming Relationship is targeted at ‘new’ or ‘restart’ EA projects. The Coaching Relationship provides on-going support to an EA team at very low-cost and is targeted at established EA teams. Both services include on-site meetings and regularly scheduled interactions. EAdirections also provides education, assessment and facilitation services. Our services are available to end user organizations, technology vendors, and public sector clients.

### **About EAdirections**

EAdirections is focused on improving the effectiveness of enterprise architecture (EA) teams by creating deep, mentoring relationships driven by independent research. The founders of EAdirections launched the highly successful Enterprise Architecture Strategies (EAS) service at the META Group in 1996 and also launched the Enterprise Architectures Conference (EAC) in 1997 in partnership with Shared Insights (formerly DCI). EAC is now in its 10<sup>th</sup> year. EAdirections offers advisory services, assessments and education. The company is headquartered in Cincinnati and can be found on the web at [\*\*www.EAdirections.com\*\*](http://www.EAdirections.com).