Business Value (vertical axis, arrow pointing up)

High value & easy to show value

Low value &/or hard to show value

Architectural Value (horizontal axis, arrow pointing right)

Many Architectural Tradeoffs
Hampers Architecture Strategy

Few Architectural Tradeoffs
Drives Architecture Strategy

Easy to drive maturity

Difficult to drive maturity

Invest

Track &/or small effort

Avoid &/or minimize role

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Engagement Value Matrix.graffle v1.1

Breaking Down "Business Value"

Business Effectiveness

- Focus on Strategy
- Aligned with business goals
- Well defined KPIs
- Effective Partnerships (internal/external)
- Clear & Consistent Governance
- Effective Data Driven Decisions
- Optimized Processes
- User/Usability Focused
- Adoptable Services
- Regulatory Compliance

Fiscal Efficiency

- Clear Policies & Authority
- Streamlined Workflows
- Reducing Redundancies
- Rationalized Service & Project Portfolios
- Well Executed Projects
- Leveraging Existing
- Appropriate Outsourcing
- Clear value statements (commodity vs. strategic)
- Leveraging Partnerships

Increased Agility

- Reduced Complexity
- Configuration not Code
- Standardized Infrastructure
- Adaptable Re-usable Services
- Timely & Appropriate Decision Making
- Agile Resource Alignment
- Well-known & Clear Dependencies
- Exploiting Opportunities
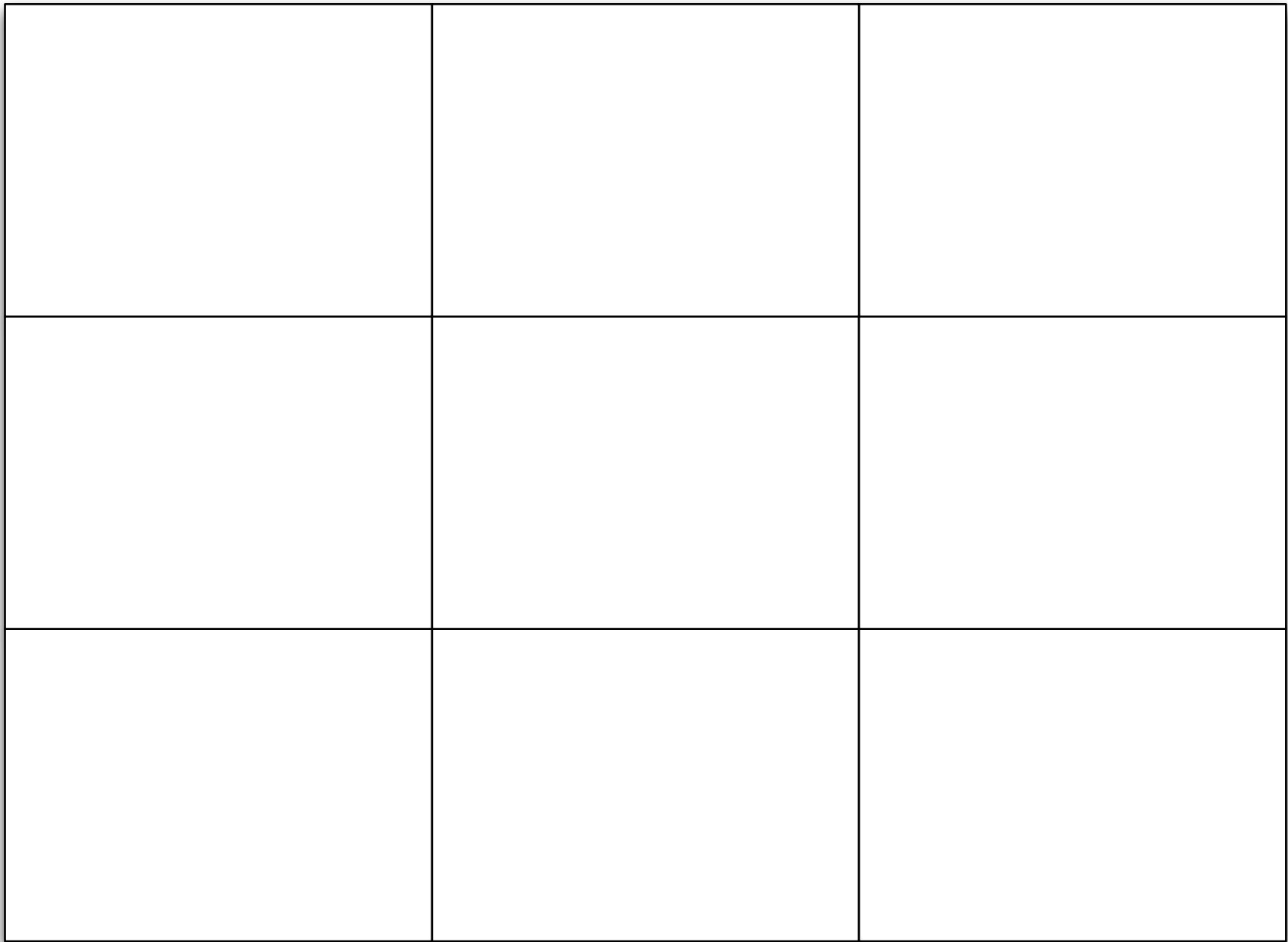- Finding New Revenue

Breaking Down "Architecture Value"

Architecture Strategies*

- Reusable & Well Leverage Infrastructure
- Clear, Quick & Consistent Governance
- Reduced Redundancy
- Clear Link to Business Strategy
- Optimized Processes
- Well Defined & Appropriately Sourced Data
- Configuration Over Code

*Note: these are local strategic value statements.

High value &
easy to show
value

Business Value

Low value &/or
hard to show
value

Many Architectural Tradeoffs
Hampers Architecture Strategy

Architectural Value

Few Architectural Tradeoffs
Drives Architecture Strategy

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Engagement/Activity	Business Value Analysis