



Old EA is dying. What's next?

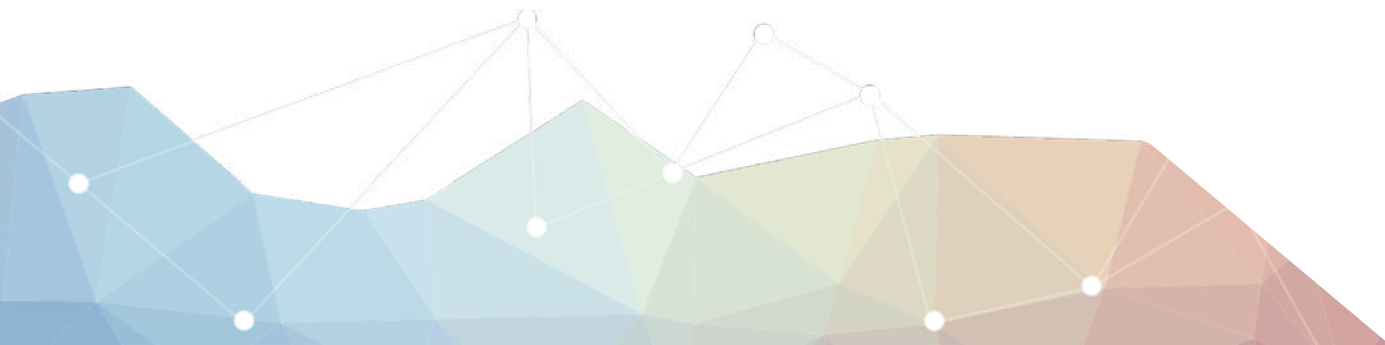
IRMUK London, 24 October 2018

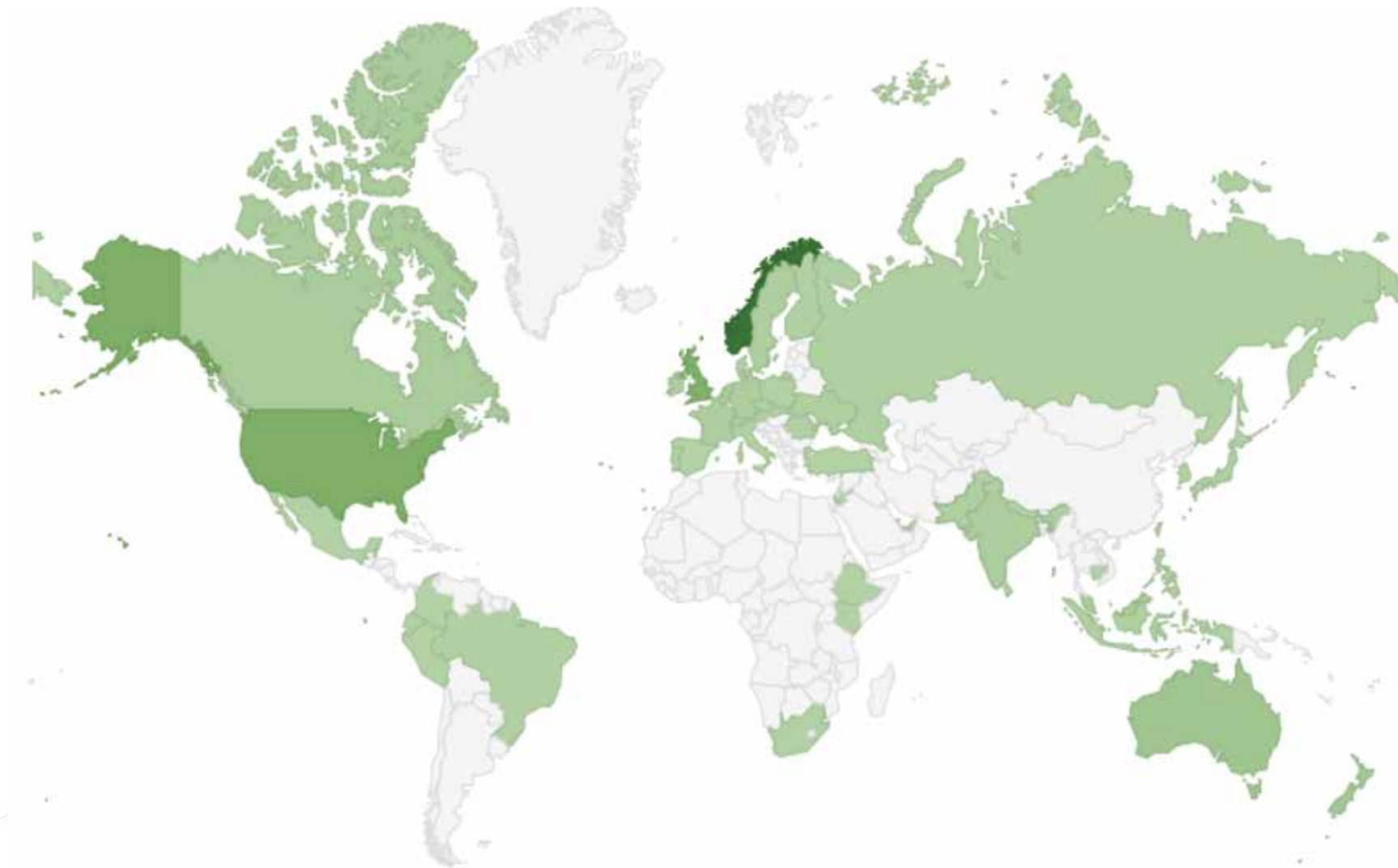
Petteri Vainikka // CMO // +358 50 584 5350 // petteri.vainikka@ardoq.com

72%

of organizations are starting,
restarting or renewing their EA
efforts (Gartner, December 2017)

Ardoq is New EA





Heatmap showing Ardoq usage across regions

Gartner peerinsights

FOR VENDORS WRITE A REVIEW MY ACCOUNT

All Markets > Enterprise Architecture Tools

Reviews for Enterprise Architecture (EA) Software

What are enterprise architecture (EA) tools and software?
Enterprise architecture tools capture, store, structure and analyze information pertaining to enterprise architecture and present the information to enterprise stakeholders. These tools provide support for strategic decision making by capturing vital enterprise context, along with content development and analysis capabilities across the business, information, technology and solution ... See More

Email this page
Download as PDF

Vendors and Products	Reviews	Overall Rating
Ardoq	5	5.0
Atoll Technologies	8	4.8
Avolution	55	4.7
BiZZdesign	48	4.6
LeanIX	20	4.6
BOC Group	14	4.6
Orbus Software	171	4.5
ValueBlue	4	4.5
Dragon1	3	4.3

customer choice gold 2017

Ardoq

★★★★★

Jan 16, 2018

Reviewer Role
Enterprise Architecture and Technology Innovation

Company Size
Gov/PS/ED 5,000 - 50,000 Employees

Best product ever, easy to use and innovative
— Business Architect in the Government Industry

Product is perfect for our organization, we have all kind information there from our database information to our process drawings. List of our costumers. I really love the product and the company are there for us. It is easy to get the contact with them and ask for changes. They are professional, not hold anything against. Product has gotten more and more...

[READ FULL REVIEW](#)

[Review source](#)

Ardoq

★★★★★

May 10, 2018

Reviewer Role
Enterprise Architecture and Technology Innovation

Company Size
1B - 3B USD

An exceptional EA Tool, but so much more ...
— Senior Architect in the Energy and Utilities Industry

I first started working with Ardoq about 2 years ago and have always found the team very responsive to whatever queries we have had about how best to use the tool for our different architecture needs. The tool is being continuously improved with new functions and features and usability is far and away the best of any other similar tool in the market that I have used.

[READ FULL REVIEW](#)

[Review source](#)

Ardoq

★★★★★

Dec 20, 2017

Reviewer Role
Enterprise Architecture and Technology Innovation

Company Size
1B - 3B USD

Automate visualizations and relations based on actual data
— Enterprise Architect in the Media Industry

Ardoq has been forthcoming and up front with both limitations and features that the tool provides. They are extremely responsive in terms of support, and discussing new and upcoming features.

[READ FULL REVIEW](#)

[Review source](#)

FORRESTER®

”The future for leading business-centric EA programs will be different, because the architecture has no considerable value unless it is embedded in an organization’s decision-making process”



It's the DATA we care about
and how it's CONNECTED



NEW EA IS

DATA-DRIVEN

AUTOMATED

UNDERSTANDABLE

CROWD SOURCED

REPRESENT YOUR
ORGANIZATION AS DATA

CREATE YOUR DIGITAL
TWIN OF AN
ORGANIZATION

BUSINESS REALITY NOT
THEORY

DATA-DRIVEN

Turning data into insights through crowdsourcing, automation, advanced analytics and visualizations

INPUT

Seamless data collection

Crowdsourcing data:
Ardoq Surveys



Automated data flow:
API Integrations



Graph analytics



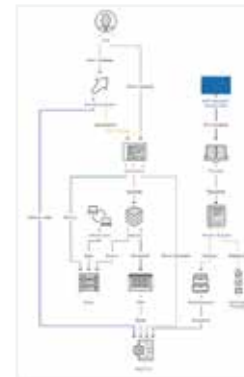
Chatbot interface



PROCESSING

Turning data into insight

Automated visualizations



OUTPUT

Distributing insight

Personalized dashboards



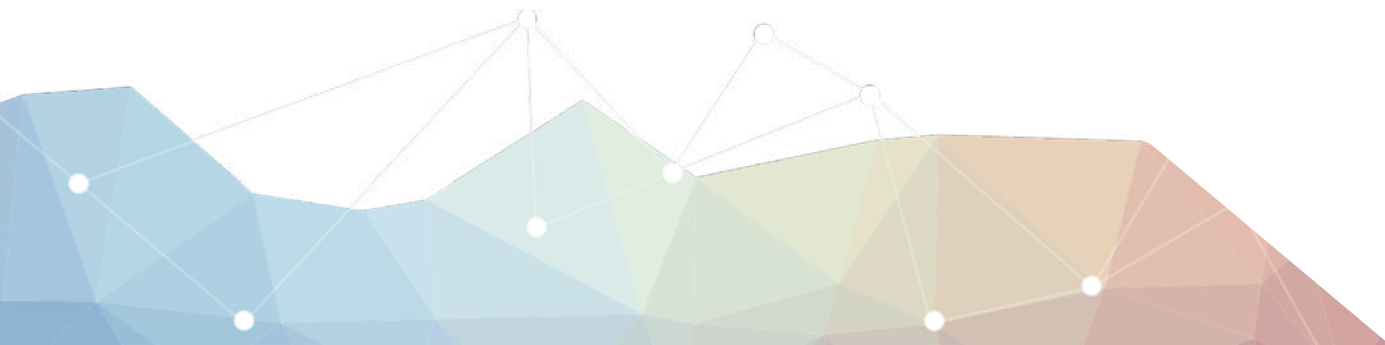
Living presentations



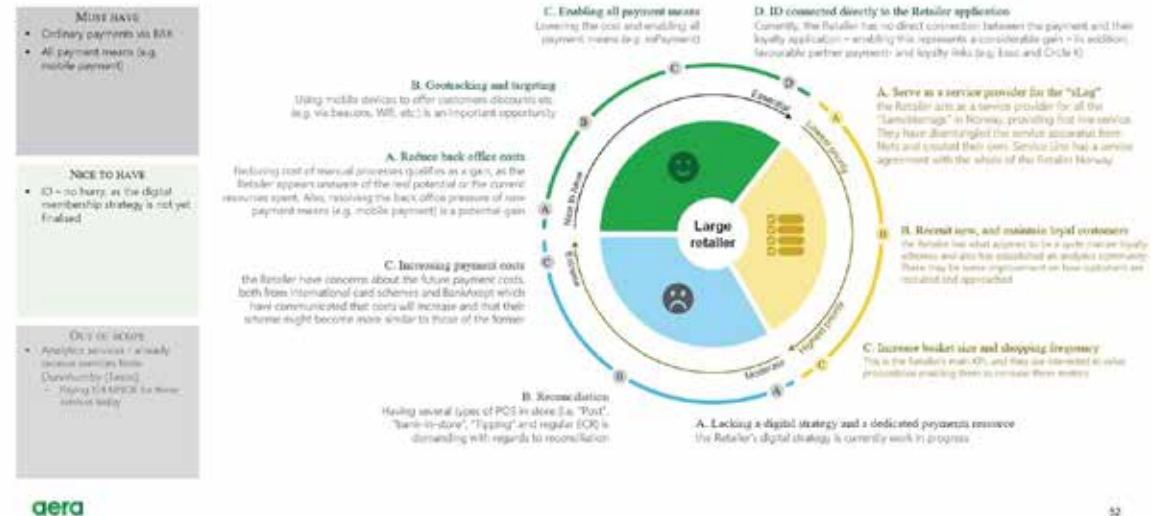
3rd Party apps



The role of EA is not to replace McKinsey



Business oriented: Value proposition design with leading retailers – typical view



Corporate Strategy

Business oriented: Value proposition design with leading retailers – typical view

MUST HAVE

- Ordinary payments via BIK
- All payment means (e.g. mobile payment)

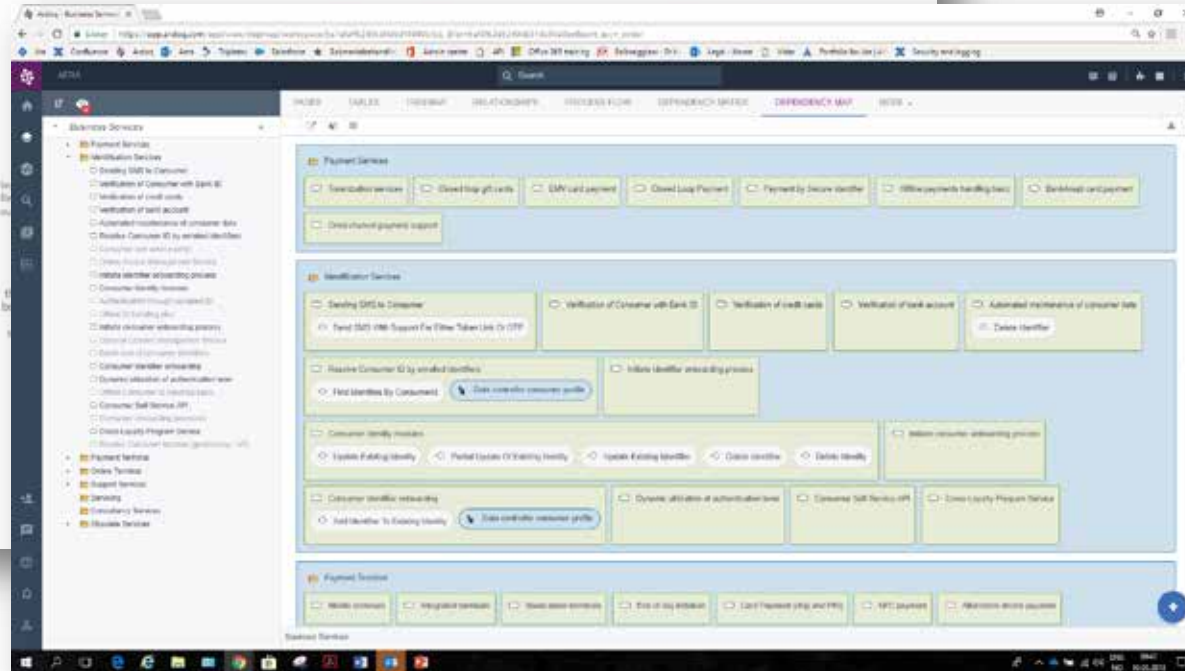
NICE TO HAVE

- IC – no hurry, as the digital membership strategy is not yet finalized

OUT OF SCOPE

- Analytics services / already provided services from Danfossby (Landing)
- Playing with AR/VR for more virtual reality

ard



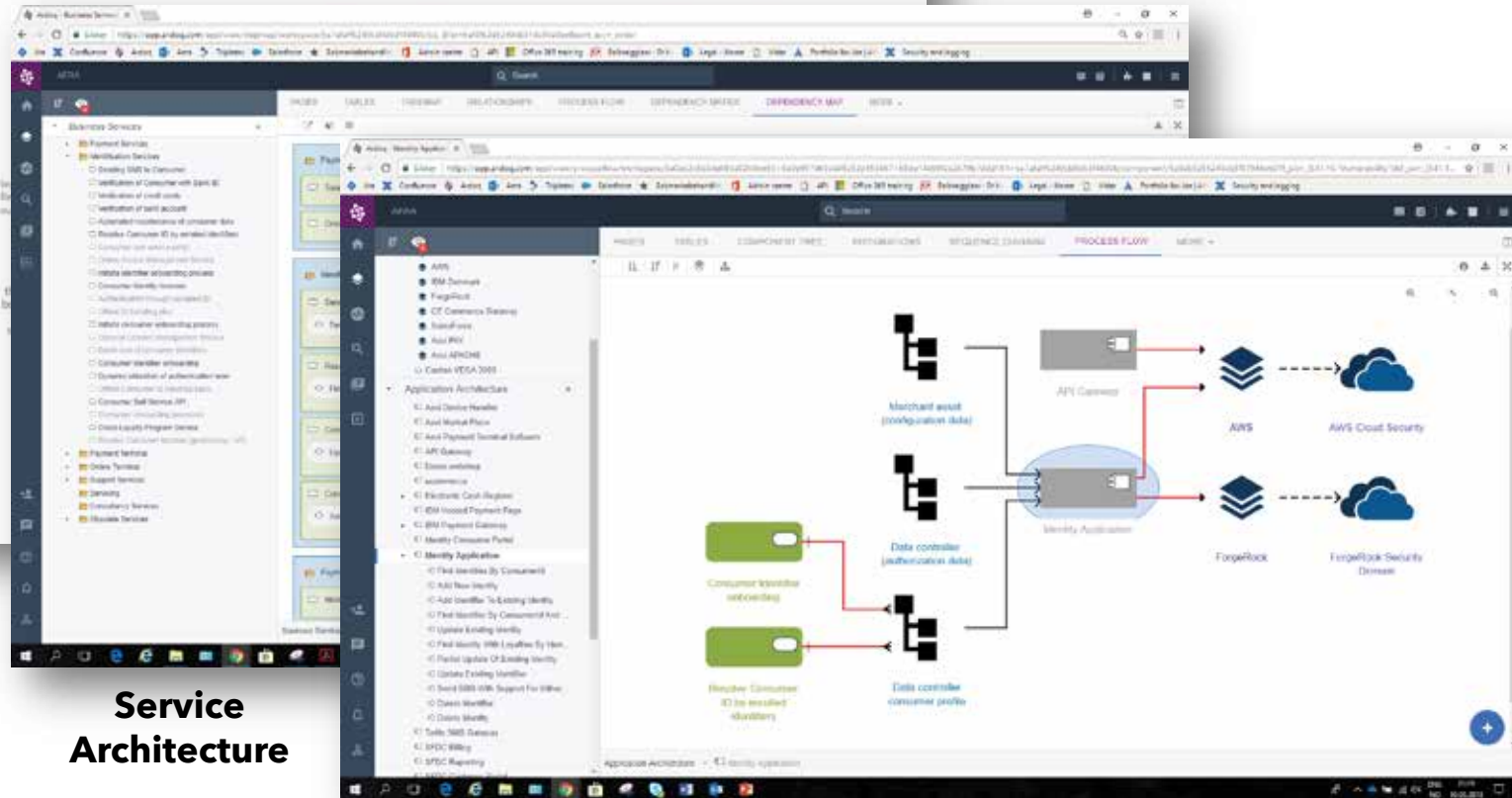
**Corporate
Strategy**

**Service
Architecture**

Business oriented: Value proposition design with leading retailers – typical view



Corporate Strategy



Service Architecture

Application Architecture

Business oriented: Value proposition design with leading retailers – typical view

MUST HAVE

- Ordinary payments via BAR
- All payment means (e.g. mobile payment)

NICE TO HAVE

- ID – no hurry, as the digital membership strategy is not yet finalized

OUT OF SCOPE

- Analytics services / already covered services from Datahubby (Landing)
- Playing with AR/VR for more virtual reality

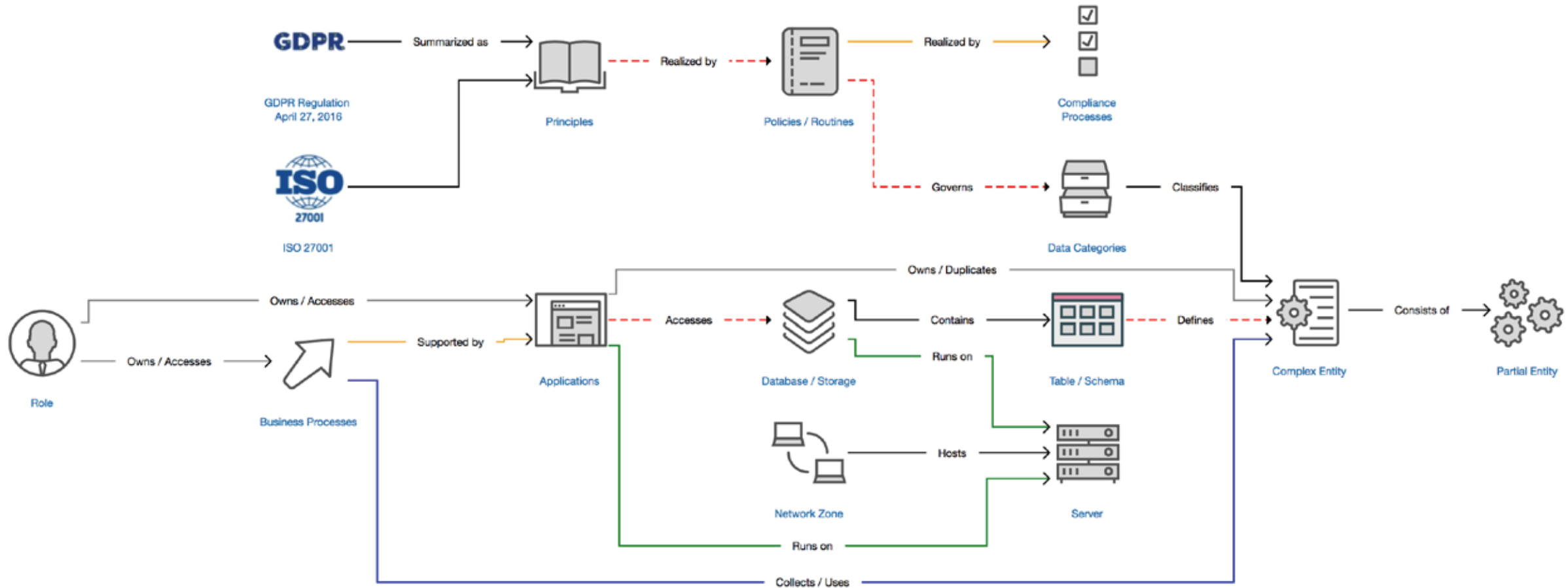
Corporate Strategy

Service Architecture

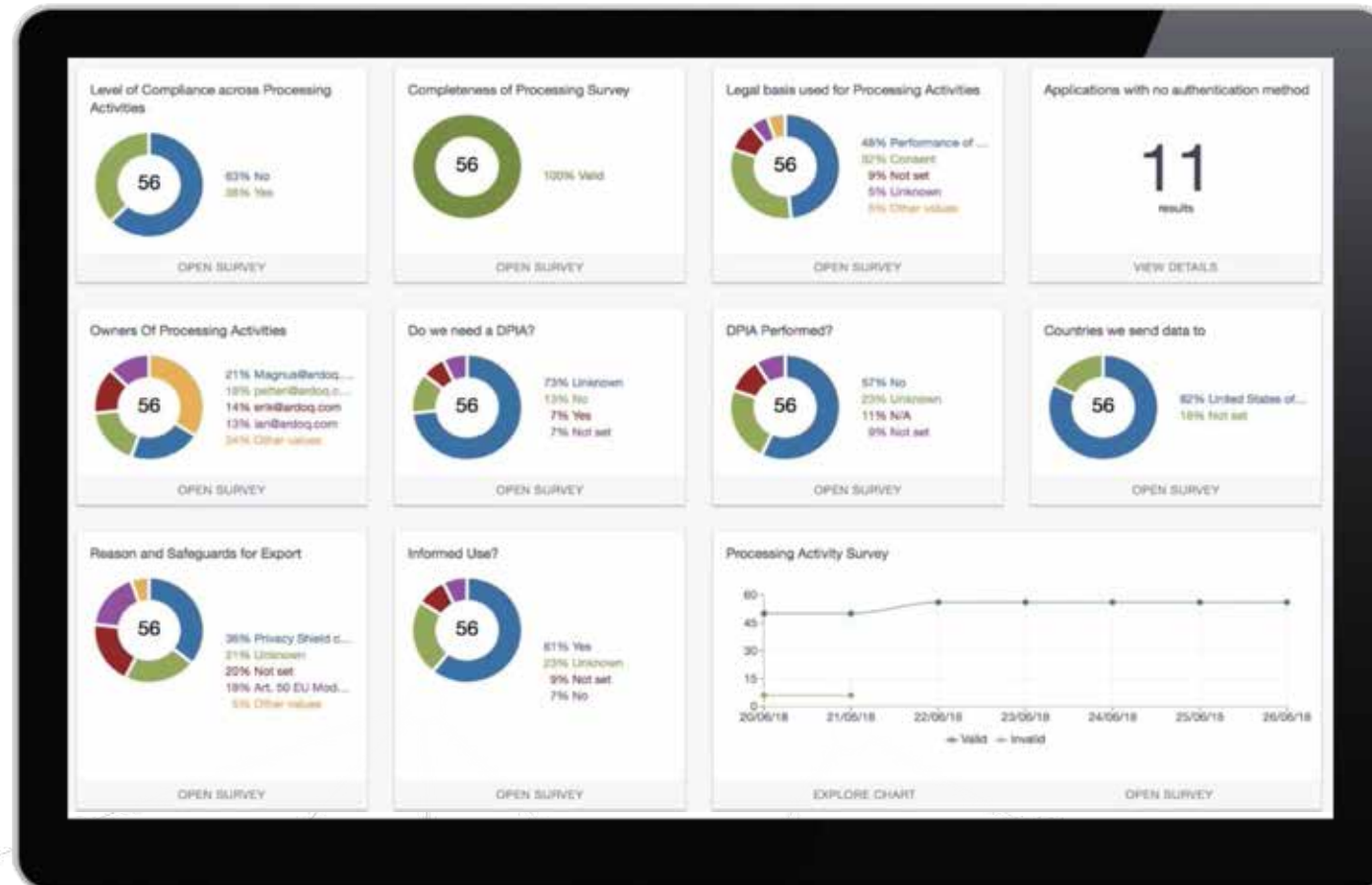
Application Architecture

Risk & Compliance Control

GDPR as graph data (metamodel)



Your business doesn't care about models or architecture





THE NEW RULES OF EA

New EA is calling for a revolution.
Discover its powerful new rules.



1

THE VALUE IS IN
ANALYTICS, NOT
ARCHITECTURE



2

**START WITH
A BUSINESS
PROBLEM**

New EA adapts the framework to the organization's unique situation.

Rigid frameworks have given way to the ability to:



Explore different
scenarios



Accommodate
changing needs



Adjust the model
on the fly

3

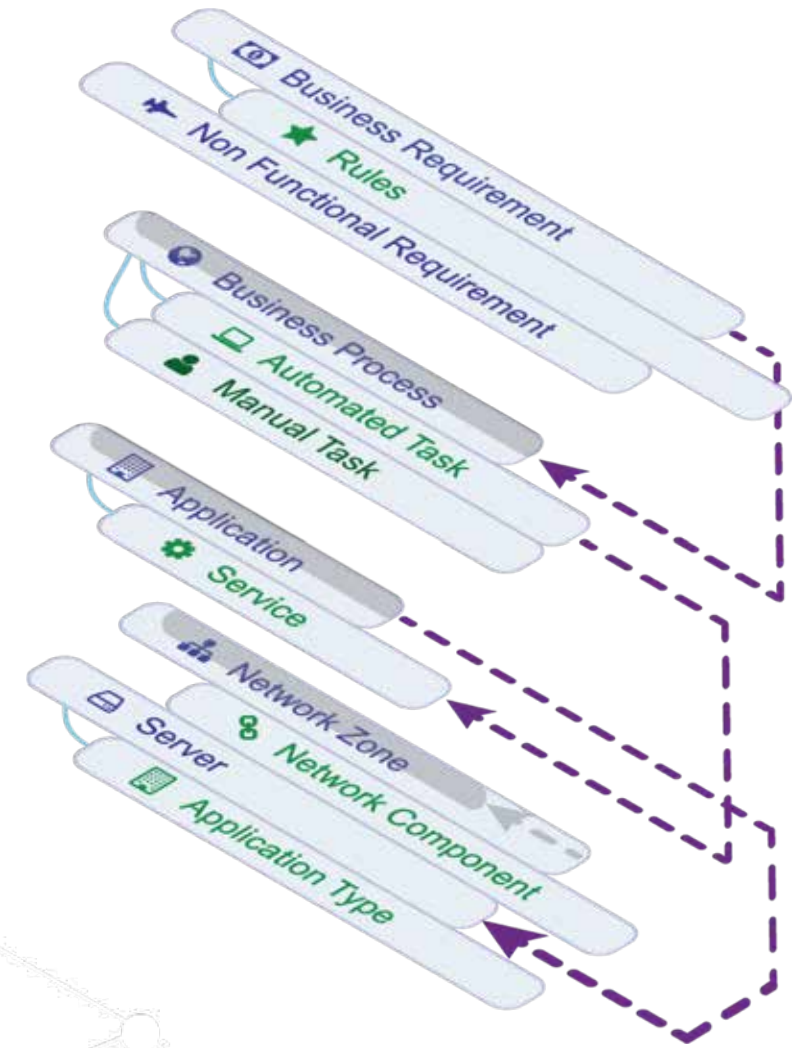
GET THE
RIGHT DATA
INTO THE
SYSTEM, IN
THE RIGHT
FORMAT

If I had more time, I would
have written a shorter letter.

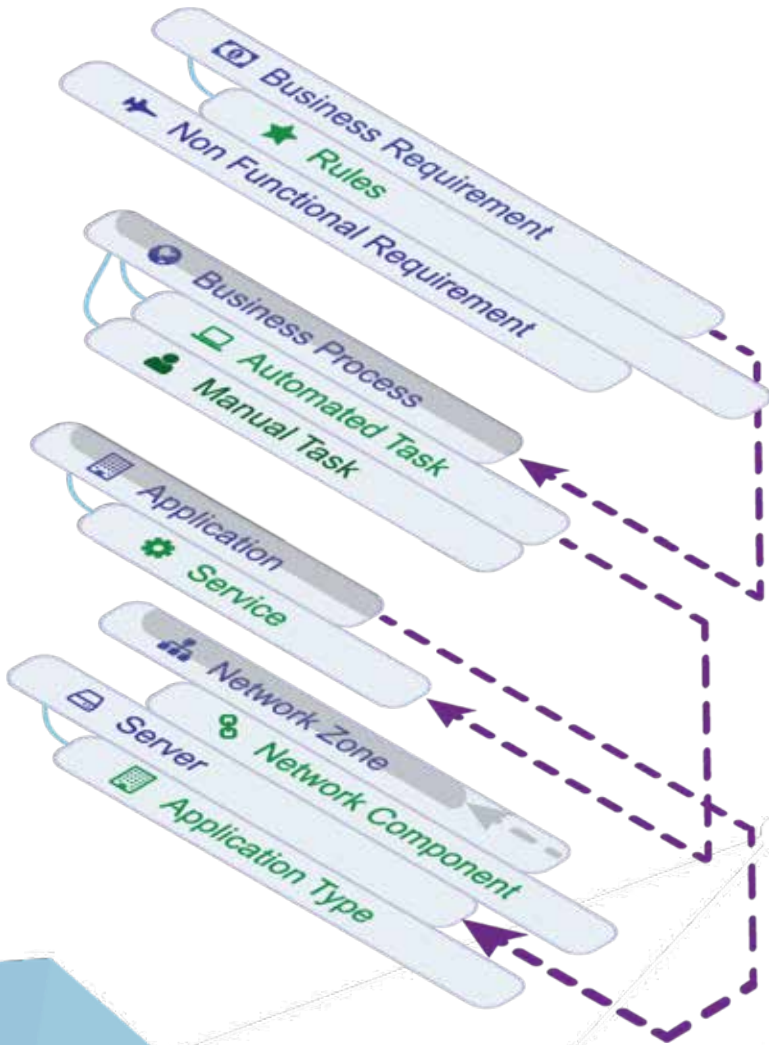
- Blaise Pascal, 1657



Split into domains



...then connect data dimensions that matter



- Deploy and operate multiple bite-sized and understandable models that fit the domain needs instantly
- Connect information across layers and models, evolve and expand your metamodel over time organically
- Syndicate for overview and more extensive dependency analysis
- Unleash graph querying to analyze complex impact relationships



4

CUSTOMIZABLE
UX



FILTERING & PERSPECTIVES


VISUALIZATIONS

DATA

APIS


SURVEYS

UI INPUT



REALISE YOUR DIGITAL ROADMAP

Collaborative Surveys / Advanced Processing Activities Survey / UX Development

For support. 

UX Development

What is the name of the Processing Activity?

UX Development

Briefly describe the Process Activity

In one to four sentences, describe what we do in for this activity. Keep in mind that this will help an auditor understand the activity and be able to judge whether the answers below fit this description.

Interviews with customer, meeting notes are taken, and might have name associated with them. Purpose is to improve the product. Consent is implied as the customer agrees to the meeting.

What is the Purpose of this Processing Activity?

This is the broad definition of the purpose for the activity. This also reflects our organization structure e.g. Sales, CS, R&D, Admin.

Product Development

What data is processed in this Processing Activity?

Use the naming convention - Data Subject:What data Example: Customer:Contact information

Double check that a fitting entry doesn't already exist.

Customer:Contact information Customer:Meeting Notes

CANCEL

SUBMIT

ARDOQ SURVEYS





NEW EA IS

DATA-DRIVEN

AUTOMATED

UNDERSTANDABLE

CROWD SOURCED

REPRESENT YOUR
ORGANIZATION AS DATA

CREATE YOUR DIGITAL
TWIN OF AN
ORGANIZATION

BUSINESS REALITY NOT
THEORY

Seeing is believing. Visit our booth.

Subscribe to the Enterprise Architect Blog
blog.ardoq.com

