

Position Paper

The Real Value of Architecture: **It's not just about the models.**

When people hear the word architecture, many think it is only about models, but the models are just the artifacts from having gone through a "design thinking" process. It is the architectural (design thinking) process that is of real value:

- insights gained through the deconstruction of a complex situation into understandable and manageable components
- articulation of how those components interoperate and affect one another
- discovery of patterns
- feedback and re-articulation that includes many individual perspectives
- finally, alignment/consensus to a common understanding that meets the business needs.

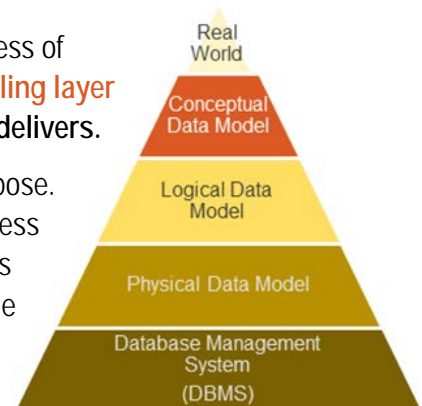
Don't get us wrong -- the models have value, but only if they capture the right understanding derived through a comprehensive architectural process.

Words of caution: Simply doing architecture or creating architectural models, doesn't guarantee solutions will provide business value unless they are linked to the business needs.

What's needed to ensure success: An *architectural framework and methodology* that can be customized and employed across various domains to improve and accelerate an organization's ability to derive real business value through architecture.

Leveraging Technology's Information Architecture framework includes the process of logical and physical data modeling, but **adds a conceptual or semantic modeling layer to bridge the gap between what the business actually needs, and what IT delivers.**

Each type of model captures a different perspective, and serves a different purpose. Logical and physical data modeling alone are not sufficient to capture the business meaning of the data. Not understanding the semantic meaning of your business information, and not linking it to your operational data, are key contributors to the divide that many organizations experience between business and IT.



Contact: To discuss this position or thoughts about Information Architecture and data modeling, call or email info@leveragingtechnology.com 585.454.4250 x100.

About Leveraging Technology: We are a business consulting firm that fully understands how all aspects of the information technology lifecycle can impact business results. We employ a practical approach to transforming the design and architecture of your information technology environment to drive businesses performance.