



Dragon1

Visual Design, Administration & Interactive
Communication of EA Visualizations
- for decision support -

Vendor Briefing

Company: Gartner

Date: 12 July 2013

Goals for this call

- Inform you about Dragon1 Inc.
- Answer any questions about our core business
- Inform your clients about Dragon1 when they face EA and Supply Chain challenges

Note:

- These slides trigger us to tell more, we did not put everything in the slide deck
- Please ask us anything you would like to know more about during the call
- Supporting slides with references cases and examples of application of Dragon1 in specific areas available



Agenda

- Who are we and what do we do?
- Our Proposition
- The Market for EA tools
 - Our Key differentiators
- Dragon1 for Supply Chain
- Client success
- Wrap-up/questions



Who are we?

Dragon1 Inc.

Web based **Dragon1** EA Tool



Software development



Software training



Tool consultancy



Webshop user licenses

Open **Dragon1** EA Method



Method development
Body of knowledge



Dragon1 Wiki



Templates & Checklists



Books



Who are we? – Organization & People

Organizational structure

Dragon1 Inc.

- Privately held company. Responsible for development of the Dragon1 open EA Method and web based Dragon1 EA and BPM software tools.
- Focus has been on Benelux

People

- Mark Paauwe, Founder and CTO
- Talitha Paauwe, Founder and CEO
- Team of 4 developers
- Strong ties with academic world, Mark is conducting PhD research on EA Principles and EA Visualizations at Radboud University Nijmegen



What do we do? – Mission, Vision & Strategy

Mission

- Enable EA practitioners to engage CxO's & the business. Business outcomes are key focus of EA. You need business people and business language to achieve this.

Ambition

- Become the new visualization standard for architectural and organizational issues at strategic level.

Core business

- EA method development (open Dragon1 EA Method)
- Publishing (Books on Dragon1)
- Software development (web based Dragon1 EA/BPM Tool)
- Selling Dragon1 User licenses

Company strategy

- Geographical expansion
- International focus on sales and marketing
- Innovation of tools and method remain key driver
- Dragon Software User Group

Go to market

- Indirect channel strategy (via top 15 consultancy firms, who geographically cover the world and local partners and resellers.
Our focus next 2-3 years)



Our Proposition (1)

8 webapps in 1 web based EA/BPM tool
for CxO's, Managers & Architects



Visual Designer

Models Atlas

Architecture Repository

Resource Center

Catalog

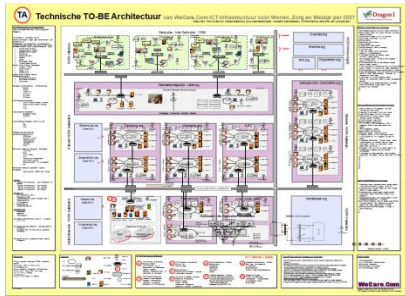
Visual Design, Administration & Interactive
Communication of EA Visualizations
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Our Proposition (2)

Dragon1 enables 'surfing' through visuals



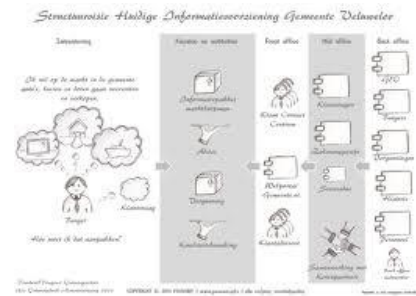
Dragon1 = Powerful design, visualization, communication and publication of views, models and meta models



IT-Blueprint



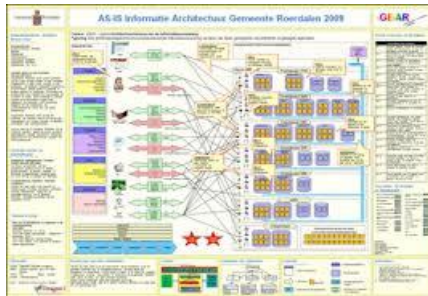
Business Concept Design Sketch



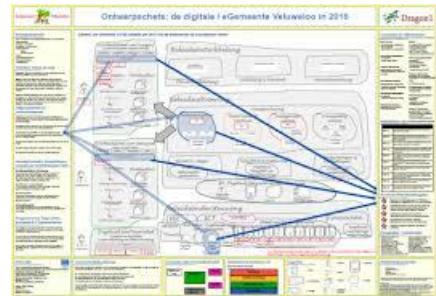
Front-, Mid-, Back- Office Sketch



Layered EA Blueprint



Information Architecture



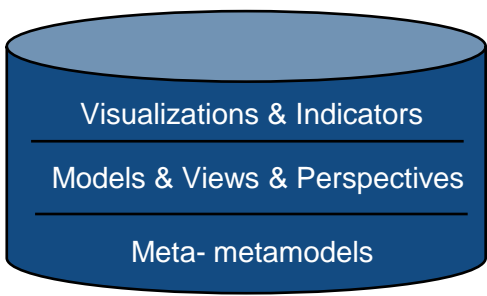
Enterprise Impact of Change



eGovernment Artist Impression



Architecture Design Book



Our Proposition (3)

- Dragon1 is a web based EA / BPM tool
 - for CxO's, business managers and architects
- Dragon1 has 8 web applications
 - Resource Center
 - Architecture Repository
 - Visual Designer
 - Models Atlas
 - Catalog
- Dragon1 facilitates working with TOGAF, ArchiMate, BPMN, UML using content packages in an M-3-database meta model
- Future Developments
 - Management Dashboard
 - Fuzzy Search
 - 3d Viewer



Our Proposition (4)

Dragon1 EA / BPM Tool editions and the problems they solve:

Dragon1 – Home Premium

- Start working with architecture. Inventory and administration. Get things in order

Dragon1 – Professional Edition

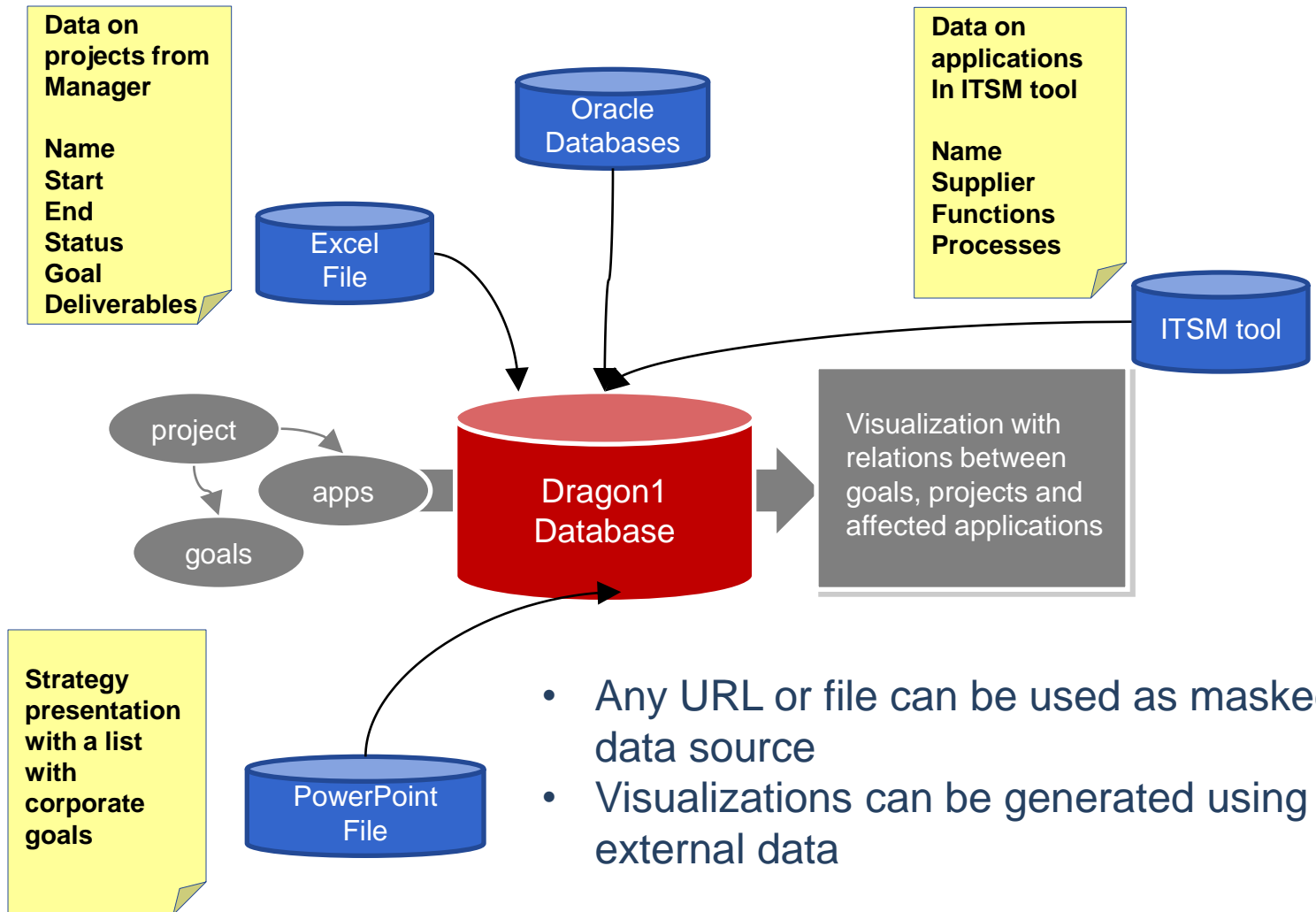
- Design & Visualize, Communicate and Manage a new business model. Targeted on Business Architects & Business Managers

Dragon1 – Enterprise Edition

- Design & Visualizing Strategic change and innovation programs in control, play scenarios. Targeted on Enterprise Architects, CIO's en CFO's



Our Proposition (5) Dragon1 Big Data Views



Dragon1 and what client problems it solves?

What problem do we resolve for customers?

- Making enterprise architecture visualizations which are suitable for communication with business executives
- Reducing the length of architecting processes, implementation of concepts, business transformation
- Raising support for Enterprise Architecture within the organization
- Making EA understandable for all stakeholders within the organization
- Reuse and manageability of EA products, (metadata and changes in architectures)
- Combine EA with management information: Architecture Visualization as Decision support for (functional) leaders (Report Views)

Capabilities of the tool

- Of course Dragon1 offers consistent architectures, management of models, analyzes and support of the different architecture standards. All EA tool capabilities you are familiar with, only with a different outcome.

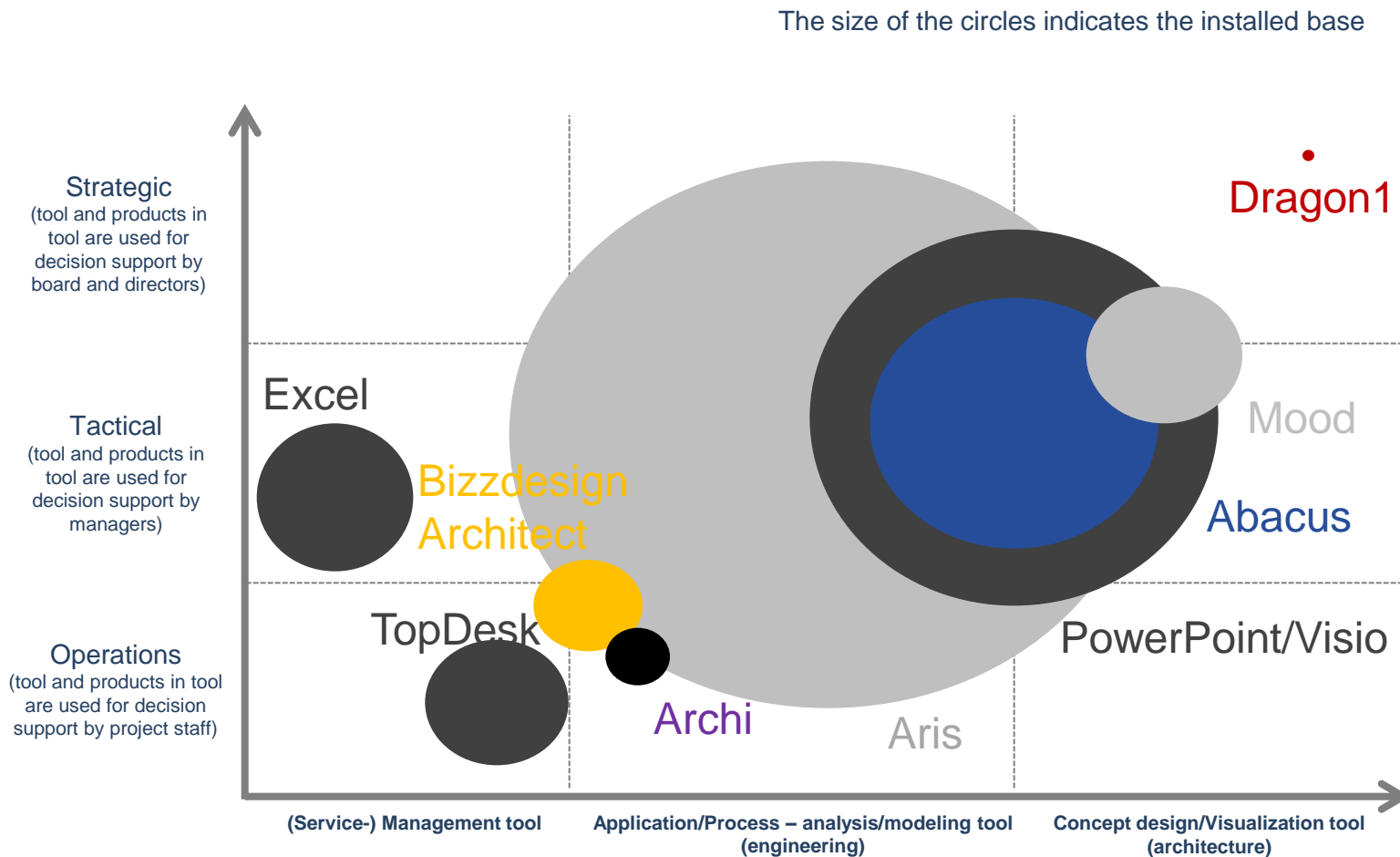


How Dragon1 can help

- Architecture Visualization as Decision support for (functional) leaders (Report Views)
- Visualize Demand driven value networks a consist set of concepts (total concepts)
- Design and implementation-specification of these concepts
- Communicate holistic view of whole enterprise/ecosystem interactively
- Cross functional processes
- 'Play scenarios of integral transformation integrally and support projects



Market for Enterprise Architecture tools: Dragon1 software compared with competitors



Market: Competitive differentiators

- Most tools and methods for EA originate in IT
- Dragon1 from a different mold: CxO's & Business
- Unique in the market:
 - Principles most important concept in EA
 - This way of working gives more control on successful implementation of concepts
 - Only tool that supports creation of principle visualization
 - Enables executives to understand workings of concepts, preconditions and impact on organization
- Cost of tool half of other tools, due to SaaS model and strategy to make it interesting to use Dragon1 to different users/roles, not only architects



Tool: Key Differentiators

- Difference in target users compared to other tools
 - Architects, but also Analysts, Engineers and Managers are invited to administer data, model information and communicate plans, architecture and design and reports with the tool
- Difference in functionality compared to other tools
 - The ability to actually play migration scenario's
 - The ability to create informal visualizations linked to formal models.



Tool: Key Differentiators

- Difference in technology compared to other tools
 - M-3 level in the database
- Difference in methodical approach compared to other tools
 - Dragon1 stimulates working with unverified & verified assumptions ensuring the creation of usable architecture products independent of time-pressure on teams
 - Dragon1 facilities to administer and visualize principles in a way-of-working manner.



Tool Key differentiator in detail: Dragon1 contains a visual enterprise architecture method

- Some unique concepts in Dragon1 are:
 - Administer and design architecture as a (consistent) total concept of a structure
 - Visualize a structure as a system with a (coherent) constructive, operative and decorative dimension.
 - Visualize a concept-principle as the way a concept works and produce results.
- Be an architect as in a creative designer and construction supervisor of total concepts



Supply Chain challenges

- Interplay of organization, technology, performance management and knowledge
- High level of IT dependence
 - ERP, BI, SC planning, visibility and event management, data integration tools, transportation management tools, value added network communications, booking portals....
- High level of data integration required

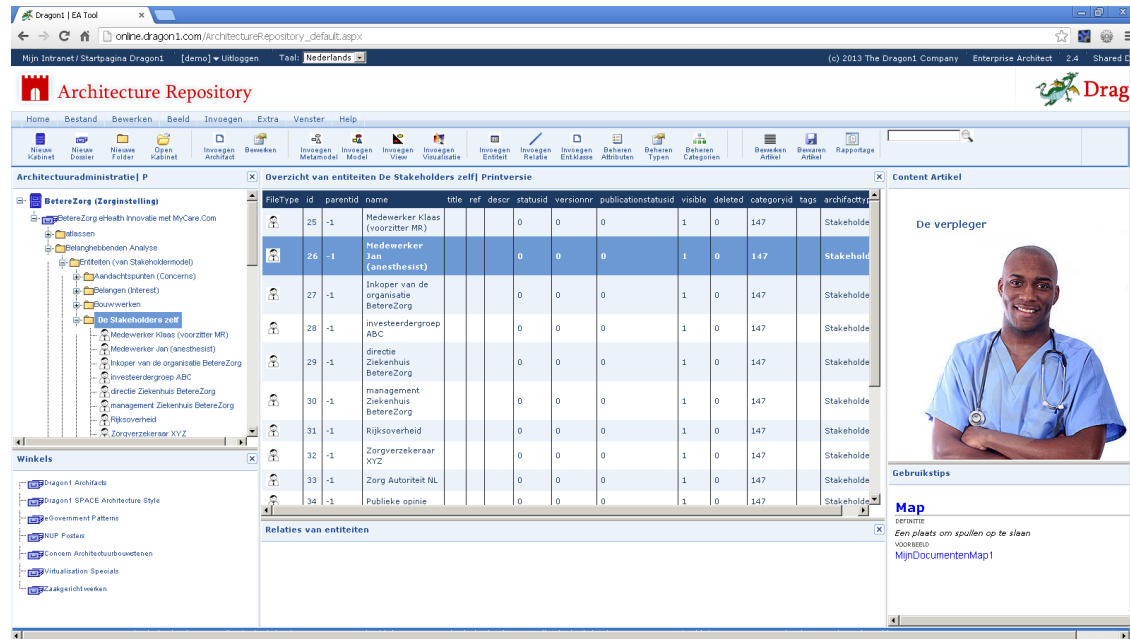


Supply Chain challenges (2)



- Move away from siloes, inside-out focus
- Leaders of functional areas must work together
- Synchronize networks
- Integration of processes and data
- How to design and implement advanced SC capabilities (e.g. network design and optimization, advanced analytics, decision governance, and collaborative product-process design)
- Apply demand driven principles

Dragon1 for Supply Chain



Architecture Repository

Home Bestand Bewerken Beeld Invoegen Extra Venster Help

Nieuw Kabinet Nieuw Dossier Nieuw Folder Open Kabinet Invoegen Aanklik Invoegen Metamodel Invoegen Model Invoegen View Invoegen Visualisatie Invoegen Entiteit Invoegen Resultaat Invoegen Backlinks Behouden Aanklik Behouden Typen Behouden Categorieën Bewerken Aanklik Bewerken Aanklik Rapportage

Architectuuradministratie P

BeterZorg (Zorginstelling)

- BeterZorg Health Innovatie met MyCare.Com
- klassen
- Belangrijke Analyse
- Entiteiten (van Stakeholdermodel)
- Landelijke Resources (Concours)
- Belangen (Interest)
- Documenten
- De Stakeholders zelf
- Medewerker klas (voorzitter MR)
- Medewerker Jan (anesthesist)
- Inkoper van de organisatie BeterZorg
- Investeergroep ABC
- directie Ziekenhuis BeterZorg
- management Ziekenhuis BeterZorg
- Rijksoverheid
- Zorgverzekeraar XYZ

Winkels

- Dragon1 Architektuur
- Dragon1 SPACE Architecture Style
- Government Patterns
- RUP Proxies
- Concours Architectuurontwerpen
- Virtualisation Specials
- Zaakgericht werken

Filetype	id	parentid	name	title	ref	descr	statusid	versionnr	publicationstatusid	visibler	deleted	categoryid	tags	architecture
Stakeholder	25	-1	Medewerker klas (voorzitter MR)				0	0	0	1	0	147		Stakeholder
Stakeholder	26	-1	Medewerker Jan (anesthesist)				0	0	0	1	0	147		Stakeholder
Stakeholder	27	-1	Inkoper van de organisatie BeterZorg				0	0	0	1	0	147		Stakeholder
Stakeholder	28	-1	Investeergroep ABC				0	0	0	1	0	147		Stakeholder
Stakeholder	29	-1	directie Ziekenhuis BeterZorg				0	0	0	1	0	147		Stakeholder
Stakeholder	30	-1	management Ziekenhuis BeterZorg				0	0	0	1	0	147		Stakeholder
Stakeholder	31	-1	Rijksoverheid				0	0	0	1	0	147		Stakeholder
Stakeholder	32	-1	Zorgverzekeraar XYZ				0	0	0	1	0	147		Stakeholder
Stakeholder	33	-1	Zorg Autoriteit NL				0	0	0	1	0	147		Stakeholder
Stakeholder	34	-1	Publieke opinie				0	0	0	1	0	147		Stakeholder

Relaties van entiteiten

Content Artikel

De verpleger

Gebruikstips

Map

getuige

Een pleets om spelen op te sleen

voortep

MijnDocumentMap1

- Use the Architecture Repository web application to administer and model (relate entities) the supply chain that exists out of organizations, services, processes, means, data, contracts, rules, etc...
- Define your own (cross organization) concepts, entities, types and attributes
- Have architects collaborate importing, entering, sharing and reusing concepts (knowledge), reference models and data (cabinets, dossiers & folders)
- CDM

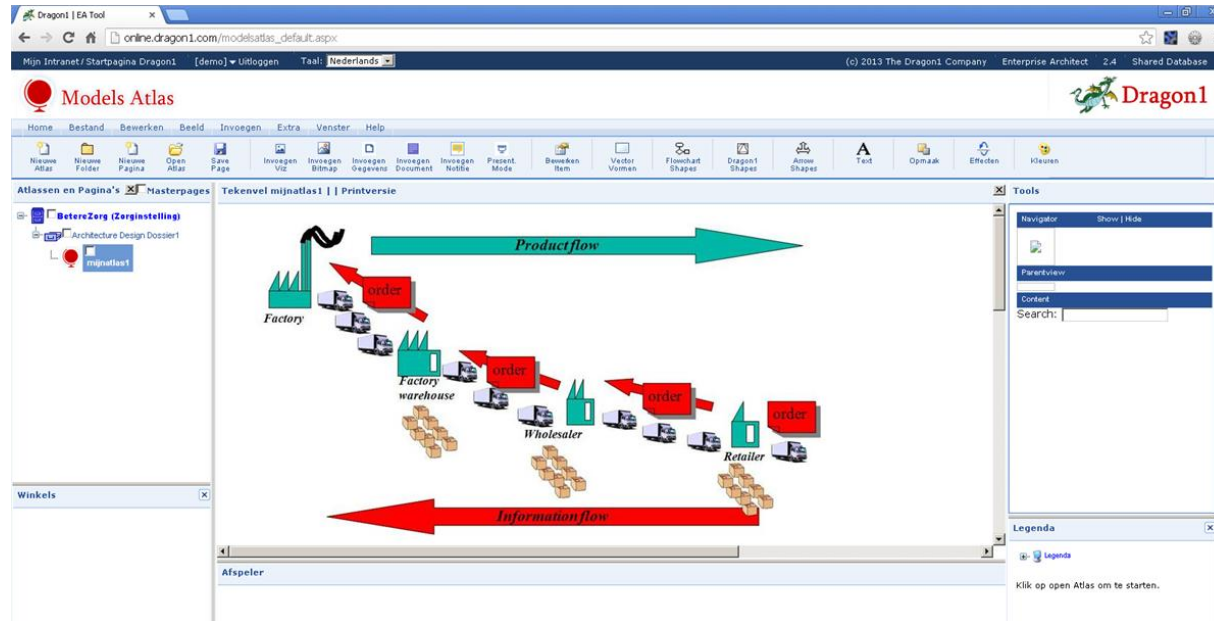


Dragon1 for Supply Chain



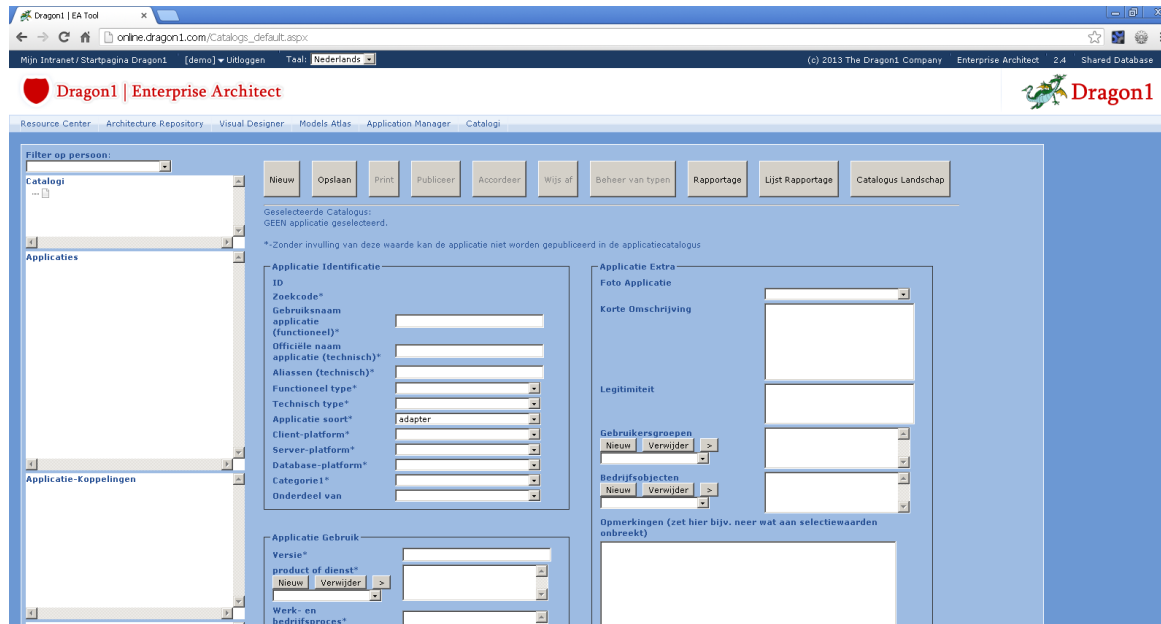
- Design a consistent logistical services solution, uniting all service requirements from different stakeholders from different organizations.
- This visualization is a perspective (total of 20 morphed views) of 5 models based on 1 meta model.
- Unite several cabinets or dossier of different organizations into 1 cabinet or 1 dossier.
- Import & reuse Archimate, BPMN and Visio.

Dragon1 for Supply Chain



- Have supply chain visualizations generated based on a user defined view types.
- Make it interactive with pop ups or click through to other models.
- Use indicators with colors to show in the visualization where rules are not met.
- Play the scenario: have the view build up in frames and layers.
- Have architects collaborate visualizing data.
- Create real-time views with documents & data indicators
- BPR, Lean

Dragon1 for Supply Chain



Dragon1 | EA Tool

online.dragon1.com/Catalogs_default.aspx

Mijn Intranet/ Startpagina Dragon1 (demo) Uitloggen Taal: Nederlands

(c) 2013 The Dragon1 Company Enterprise Architect 2.4 Shared Database

Dragon1 | Enterprise Architect

Resource Center Architecture Repository Visual Designer Models Atlas Application Manager Catalogi

Filter op persoon:

Catalogi

Applicaties

Applicatie-koppelingen

Nieuw Opslaan Print Publiceer Accordeer Wijs af Beheer van typen Rapportage Lijst Rapportage Catalogus Landschap

Geselecteerde Catalogus:
GEEN applicatie geselecteerd.

*Zonder invulling van deze waarde kan de applicatie niet worden gepubliceerd in de applicatiecatalogus

Applicatie Identificatie

ID

Zoekcode*

Gebruiksnaam applicatie (functioneel)*

Officiële naam applicatie (technisch)*

Alklassen (technisch)*

Functioneel type*

Technisch type*

Applicatie soort*

Client-platform*

Server-platform*

Database-platform*

Categorie)*

Onderdeel van

Applicatie Extra

Foto Applicatie

Korte Omschrijving

Legitimiteit

Gebruikersgroepen

Nieuw Verwijder

Server-platform*

Bedrijfsobjecten

Nieuw Verwijder

Opmerkingen (zet hier bijv. neer wat aan selectiewaarden ontbreekt)

Applicatie Gebruik

Versie*

product of dienst*

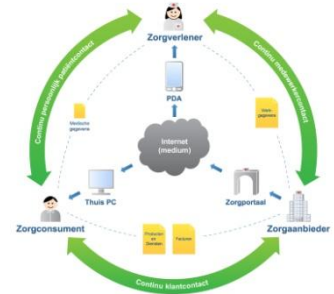
Nieuw Verwijder

Werk- en bedrijfsproces*

- The Catalog web application supports high speed detailed data import and manual entry by engineers, service managers and analysts.
- User can define their own web forms and catalog types (for stock info, process info, service info, etc...)
- Large sets of data-instances can be combined and viewed at type-level with generated visualizations using f.i. color schemes.

Why Dragon1 for Supply Chain?

- Highly improved Governance and ROI of the enterprise



- More collaboration between architects (and functional areas)
- Shorten time of design and implementation
- More predictability in design of solutions and business change
- Give executives direct control over direction and focus of programs (strategic steering instrument)
- Architects embrace the different approach of Dragon1



Client success

Clients in Banking, Insurance, Government, Consultancies, Energy, Public Transport, Telecoms, Healthcare

How is Dragon1 EA / BPM tool used?

- Strategic planning
- Program and portfolio management
- Business Information Planning
- Enterprise transformation & collaboration
- IT Infrastructure outsourcing
- Application Rationalization
- EA management
- Review and auditing
- Document Management & Publication

Detailed Reference cases are available for:

- KPN (telco – business & IT transformation roadmap)
- Municipality Maastricht (municipality – e-services architecture design)
- Crédit Agricole (bank – roadmap for digital business)
- UWV (government – architecture design digital workplace)



Reference Case 1 – KPN (telecom)



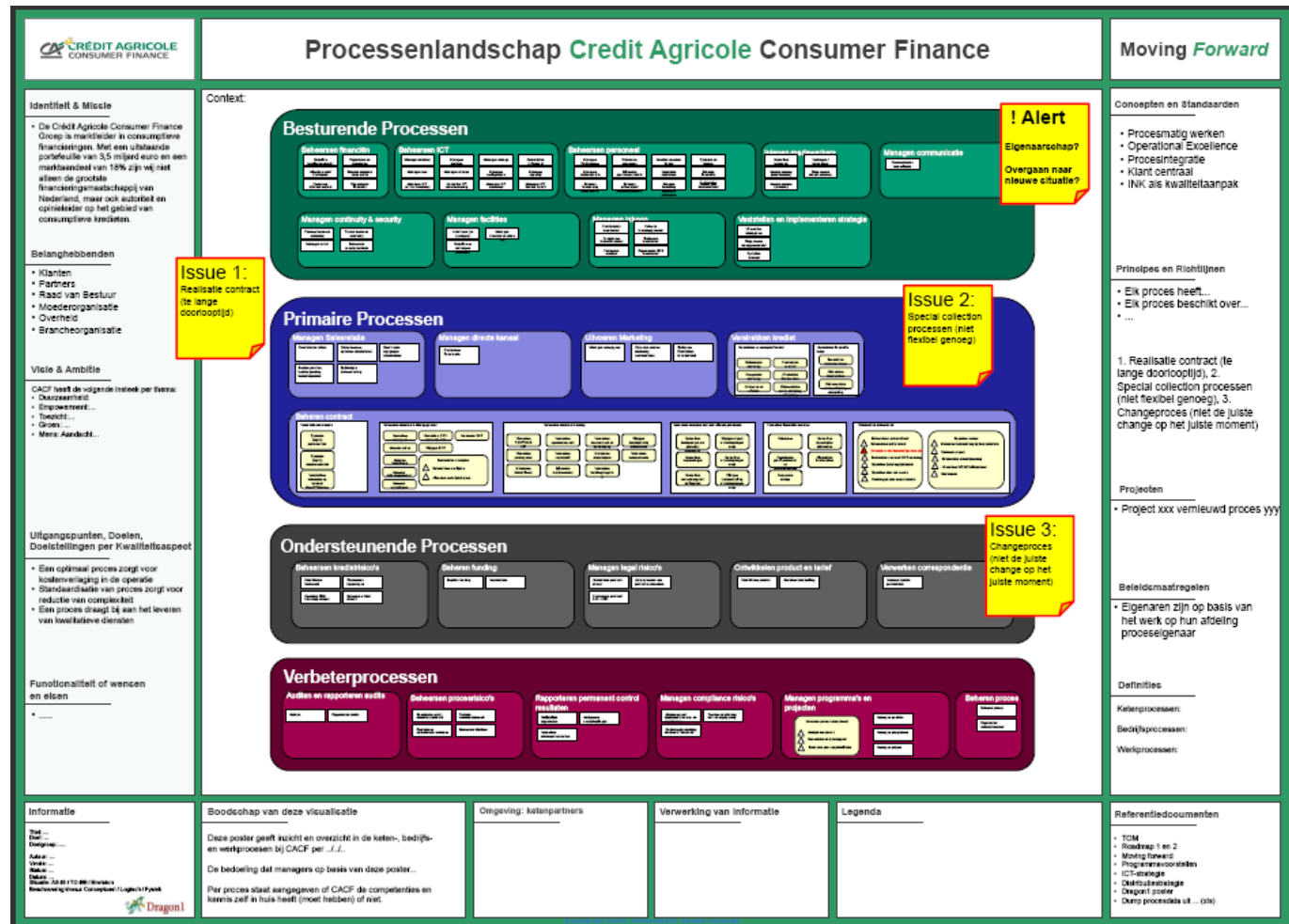
- Problem description: At KPN delivery streets are used to provide on time and above expectation product and services to customers in an orchestrated way (automation of actions and managing suppliers) after ordering a product or services. The problem of KPN is encountering that they have 4000-product-parameters and four hardcoded delivery streets for this. KPN aims to shift to one dynamic delivery street and shutdown the others. Unfortunately at directors-level, architects are not succeeding in getting the directors to choose to switch and shut down the delivery street (having cost 240 mio euro development).
- Strategy and activities: By making a business & IT transformation roadmap that is understandable for board and directors how the business in the future benefits from only dynamic delivery-street (i.e. visualizing the business case) will stimulate to make a choice as directors based on this visualization to choose for this one dynamic solution.
- Solution: With the Architecture Repository and Visual Designer in the Dragon1 EA Tool together five persons created partial architecture visualizations that were placed together on 1 A0 size architecture roadmap poster.
- Investment: 30k → Savings: > 1 mio euro
- ROI: This year the hard-coded delivery-streets are planned to be shutdown.
- Products: See screenshot of Roadmap

Reference Case 2 – Crédit Agricole



- Problem description: At the bank Crédit Agricole the board had the challenge of making projects collaborate more on realizing the future digital business. Projects were lacking a common overview and insight of the total concept at business and IT, the alignment and a blueprint, to concretize the vision into something realizable in projects.
- Strategy and activities: By having eight persons working together with the tool and administering and visualizing their domains a multilayered roadmap could be created. The roadmap acted as single source of information for all of the projects. All the important deliverables on the roadmap were also in the project documents.
- Solution: With the Architecture Repository and the Visual Designer in Dragon1 EA Tool various visualizations were made, one of which is a 4 layered roadmap containing all the important deliverables in projects.
- Investment: 40k
- ROI: > 500k (preventing projects to grow apart of building non-integratable solutions)
- Products: See example screenshots on the next pages of the created architecture products in the Visual Designer

Example of a simple but powerful and communicative processes landscape



7. Wrap up / questions / discussion

- Dragon1 makes EA and BPM understandable for business stakeholders
- Helps organizations cope with complexity
- Stimulates to develop holistic view of organizations and their ecosystems
- Makes EA an integral part of business management

Further information:

- www.dragon1.com
- www.dragon1.org
- <http://wiki.dragon1.org>



Thank you
for your
attention.



Dragon1 Architecture Foundation

Dragon1 Architecture Foundation

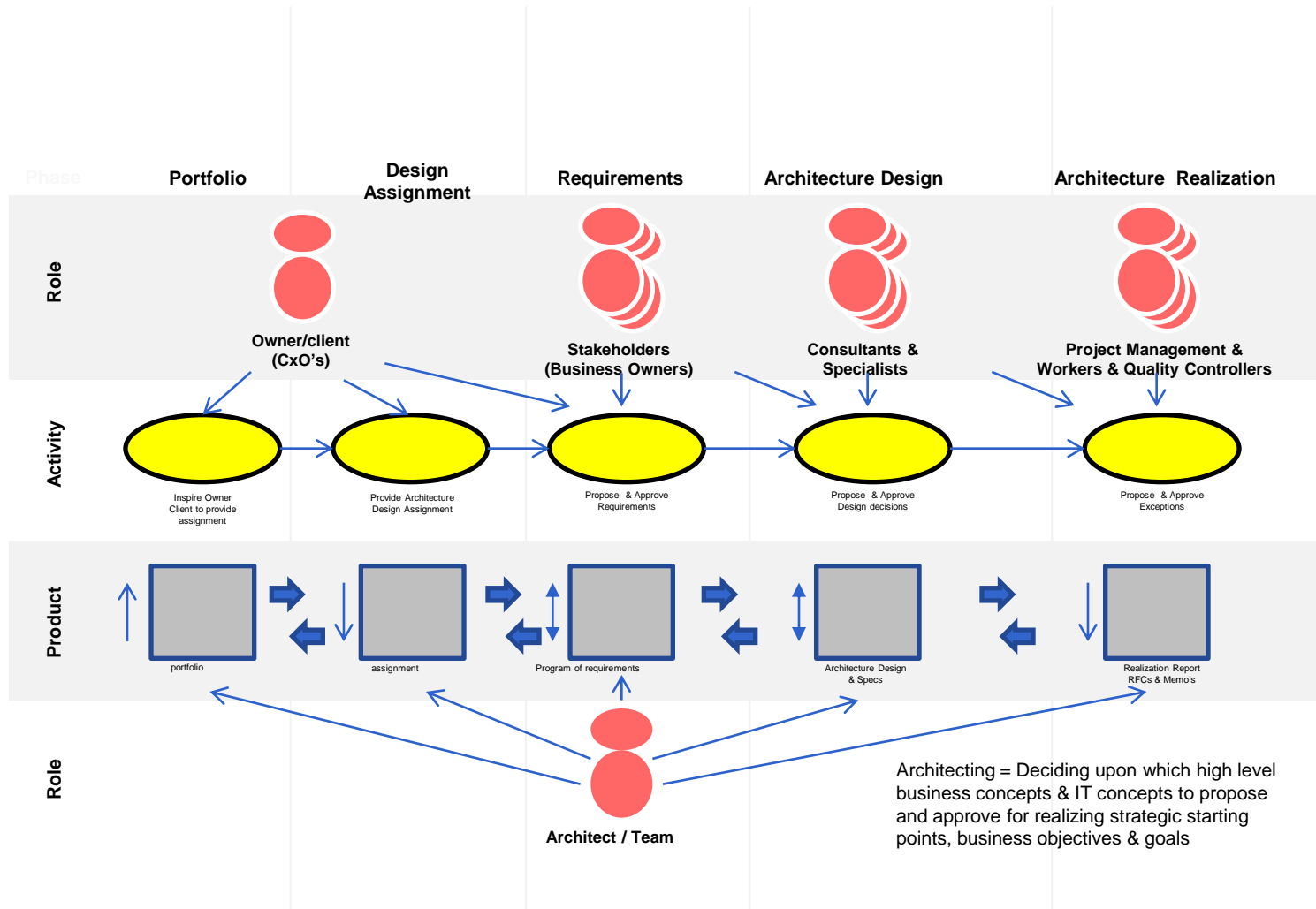
- Responsible for Dragon1 Enterprise Architecture Method (The Open Group has recognized Dragon1 for open CA Program)

Partner Program

- Accredited Consultancy Organizations (ACO's)
 - - Can sell and provide Dragon1 consultancy services
- Accredited Training Organizations (ATO's)
 - - Can sell and provide Dragon1 training courses and certification
- Accreditation through the Dragon1 Architecture Foundation
- User group



Dragon1 Method: (Part of the) Dragon1 Architecture Process



Method: Relationship between Strategic Aspects and Architecture Concepts

Every concept needs to be related to starting points, business goals or requirements for justification

Management Report view

Stakeholders

- 1.
- 2.
- 3.

Identity, Culture, Mission, Vision on Themes
Strategic Starting Points

- 1.
- 2.
- 3.

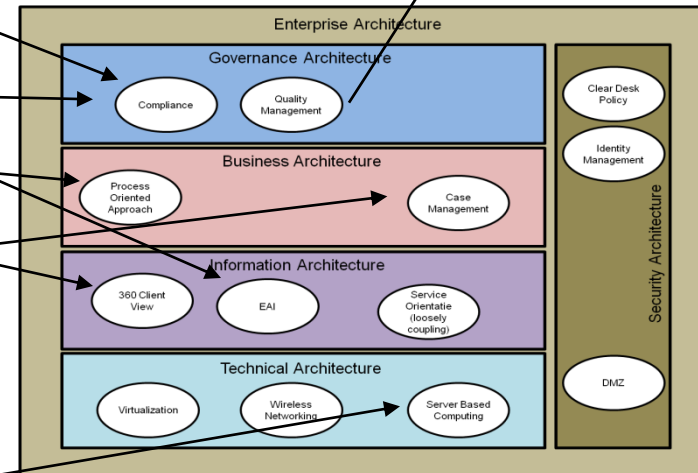
Business Goals

- 1.
- 2.
- 3.

Business Requirements

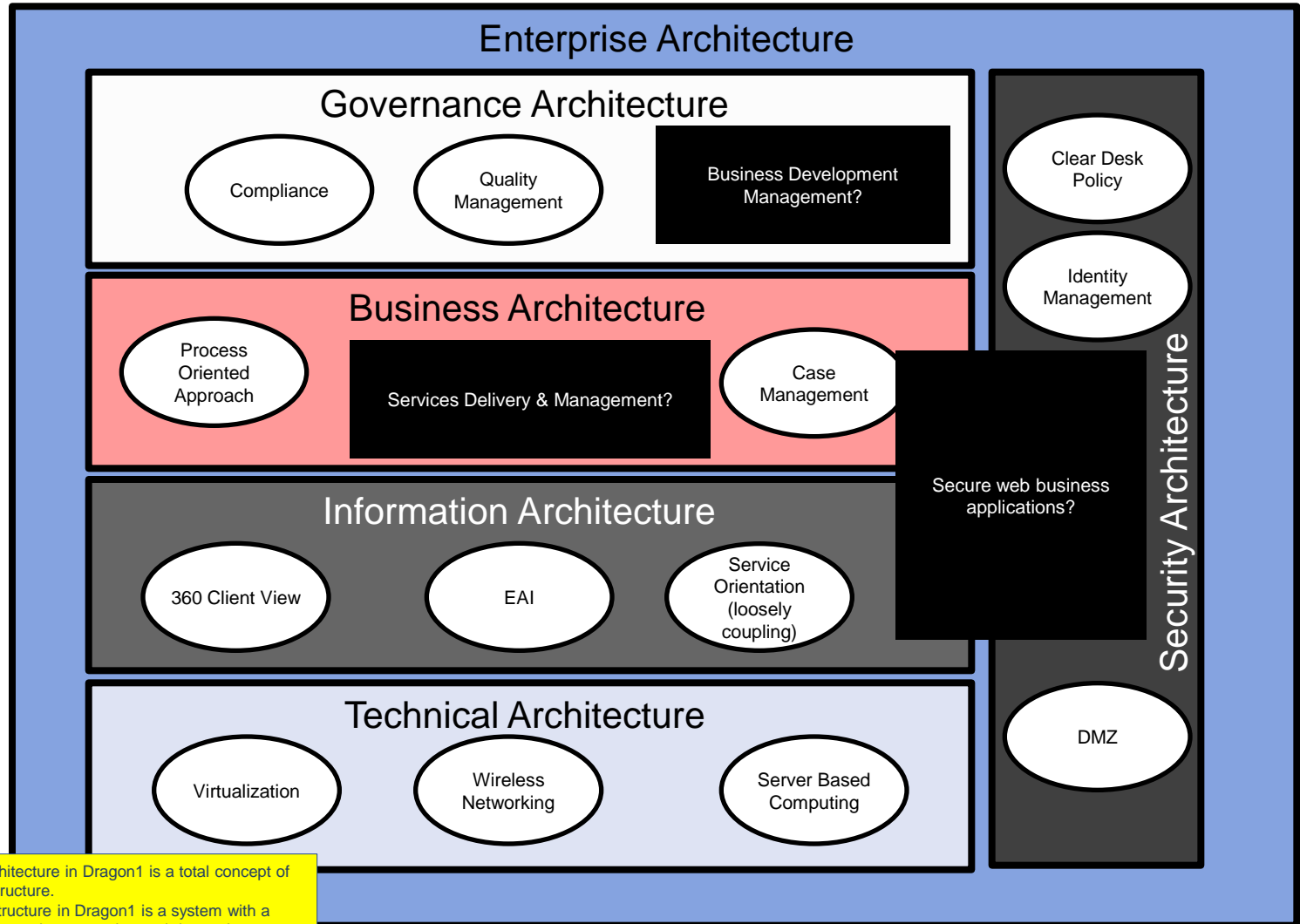
- 1.
- 2.
- 3.

An architect (the creative designer of total concepts) may only propose a concept to be used in an architecture to the owner-client, if best practices or PoCs are known and if costs and time of application of the concept are known.



Method: AS-IS Enterprise Architecture Framework 20xx Organization X

Neutral Management Overview



Architecture in Dragon1 is a total concept of a structure.
A structure in Dragon1 is a system with a constructive, operative and decorative dimension.
An Architecture Framework shows types of architectures and the (larger) concepts.