Chapter 1: Architects Role and Growth Path
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</table>
Chapter 2: IT Strategy and Advisory
Chapter 3: Enterprise Architecture and Modernization

**EA Means Architecting the Enterprise for Change**

**Enterprise Architecture Is**
A Discipline for proactively and holistically leading enterprise responses to disruptive forces by identifying and analyzing the execution of change towards desired business vision and outcomes

**EA Delivers Value By**
Presenting business & IT leaders with signature ready recommendations for adjusting policies and projects to achieve target business outcomes that capitalize on relevant business disruptions

**EA is Used**
To steer decision making towards the evolution of the future state architecture

**Scope of Enterprise Architecture Includes**
The people, processes, information and technology of the enterprise, and their relationships to one another and to the external environment

---

Guiding Architecture Principles

- Guiding Principles
- Business Principles
- Application Principles
- Data Principles
- Infrastructure Principles
- Integration Principles
- Security Principles
Service lifecycle and SOA Roles

Sales Capabilities

<table>
<thead>
<tr>
<th>Sales Strategy</th>
<th>Business Development</th>
<th>Marketing</th>
<th>Product Management</th>
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<td>Pricing</td>
<td>Advertising</td>
<td>Promotion</td>
<td>Campaigns</td>
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<td>Traits Demos</td>
<td>Sales Collaterals</td>
<td>Consultative Selling</td>
<td>Lead Management</td>
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<td>Opportunity Management</td>
<td>Contract Management</td>
<td>Margin Payback</td>
<td>Quotations</td>
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<td>Proposals</td>
<td>Negotiations</td>
<td>Deal Management</td>
<td>Customer Onboarding</td>
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<td>Order Fulfillment</td>
<td>Loyalty Management</td>
<td>Cross-Selling</td>
<td>Contract Management</td>
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<td>Service</td>
<td>Help Desk</td>
<td>Incident Management</td>
<td>Funnel Management</td>
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<td>Reporting</td>
<td>Sales Force</td>
<td>Commissions</td>
<td>Partner Management</td>
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</table>
Lead Handoff Process (Marketing to Sales)

Business Capability Map (level 3) — Lead Handoff Marketing to Sales
Enterprise Architecture Mission Statement
### APM Conceptual Framework

- **01 End User Experience**
  - Applicability
  - Multiple Protocol Analytics
  - Synthetic Process & Robots
- **02 Runtime Application Architecture**
  - Transaction Path Snapshots
  - Bottom Up / Top Down
  - Monitor Cloud Apps
- **03 Business Transactions**
  - User-defined Transactions
  - URL / Page Definitions
  - 8 - 12 High Level Groups
- **04 Deep Dive Component Monitoring**
- **05 Analytics & Reporting**
  - Collect Raw Data
  - Commonality of Metrics
  - Averages & Percentiles

### Channels

<table>
<thead>
<tr>
<th>Channels</th>
<th>Mobile/SMS Banking</th>
<th>Internet Banking</th>
<th>ATM/POS/Kiosk Banking</th>
<th>Handheld Devices</th>
<th>Call Center</th>
</tr>
</thead>
</table>

### Consumer Banking and Wealth Management

- **Banking Products**
  - Savings & Checking
  - Term Deposits
  - Retail Loans
  - Mortgages
  - Insurance
  - Mutual funds
  - Financial planning
  - Structured Products
  - Card management
  - Customer Information
  - DEMAT and online trading
  - Locker/Strong Room

### Corporate Banking and Trade Finance

- **Corporate Banking and Trade Finance**
  - Current Account
  - Foreign Exchange
  - Trade Finance
  - Derivatives
  - Syndicated Loans
  - Risk Management

### Functional

<table>
<thead>
<tr>
<th>Functional</th>
<th>Standing Instructions</th>
<th>Sweepset Posting</th>
<th>Payment Systems</th>
<th>Material</th>
<th>Bill Payments</th>
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</thead>
</table>

### Business components

- **Business components**
  - Treasury
  - Asset Liability Management
  - Liquidity Management
  - Bank Management
  - Risk Management
  - Financial Management
  - Customer Management
  - Legal
  - Compliance

### Accounting

<table>
<thead>
<tr>
<th>Accounting</th>
<th>General Ledger</th>
<th>Multi-Currency</th>
<th>Transactions</th>
<th>Finance and Accounting</th>
<th>Audit and Compliance</th>
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### Basic Features

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<tr>
<th>Basic Features</th>
<th>14†</th>
<th>Multi-lingual</th>
<th>GUI</th>
<th>Single sign on</th>
<th>Workflow (BPL)</th>
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<tbody>
<tr>
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<td>Integration Framework</td>
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</tbody>
</table>
Enterprise Architecture

Business Architecture
- Application Components
- EAI Components
- Services
- Processes
- Events

Application / Integration Architecture
- Requirements
- Rules
- Processes
- Vision
- Critical Success Factors

Data Architecture
- Master Data Management
- Data Integration
- Data Architecture
- Business Intelligence
- Data Quality

Technical Architecture
- Infrastructure
- Telecom
- Security
Business Architecture

- Strategy view
- Capabilities view
- Knowledge view
- Process view
- Organizational view
<table>
<thead>
<tr>
<th>Systemic Components</th>
<th>Resource</th>
<th>Integration</th>
<th>Application Tiers</th>
<th>Client</th>
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<td>EAI servers</td>
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<td>Monitoring servers</td>
<td>FTP servers</td>
<td>EII servers</td>
<td>WAP servers</td>
<td>Web browsers</td>
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Chapter 4: SOA and Integration
Chapter 5: Solution Architecture and Design
Generalized

Specialized

clsphone
+ phonenum
+ addphonedetails

clslandline
+ wiredconnection
+ addlandlinedetails()

clslandline

clsmobile
+ simcardconnection
+ addmobiledetails()
Chapter 6: Emerging Technologies
Chapter 7: Methodologies Frameworks and NFR's
<table>
<thead>
<tr>
<th>Abstraction/Perspective</th>
<th>Data - What</th>
<th>Function - How</th>
<th>Network - Where</th>
<th>People - Who</th>
<th>Time - When</th>
<th>Motivation - Why</th>
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<td>List of Processes</td>
<td>List of Locations</td>
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<td>List of Events</td>
<td>List of Business Goals &amp; Drivers</td>
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<td>Application Architecture</td>
<td>Distributed Systems Architecture</td>
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<th>Schedule</th>
<th>Strategy</th>
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(Project size indicated by size of circle)

Value

Risk

Business Value Assessment Matrix

- On target
- On risk
- On trouble
Chapter 8: Interview Preparations