STA GROUP BUSINESS ARCHITECTURE
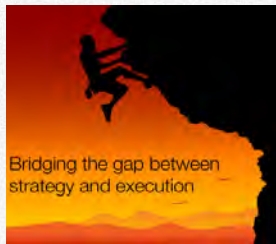
The following pages are an overview of STA's Business Architecture practice and its offerings.
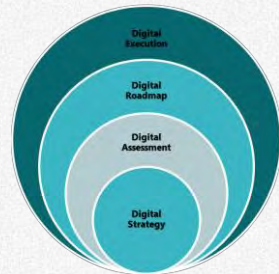
STA GROUP

Business Architecture Offerings

STA Group's Business Architecture Practice brings a wealth of experienced talent that can guide clients in resolving key issues companies face in this digital era through an innovative modeling approach and targeted offerings.
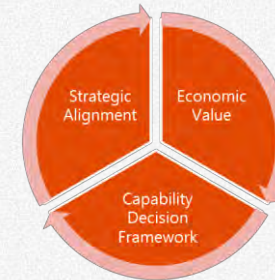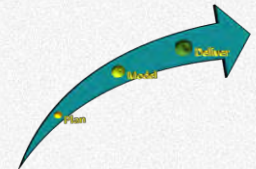

Consulting

Customer Experience & Digital Strategy

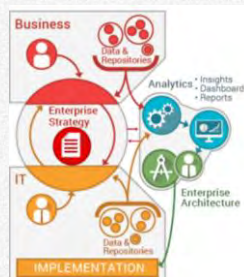*IT Strategy Execution*

Business / IT Portfolio Management

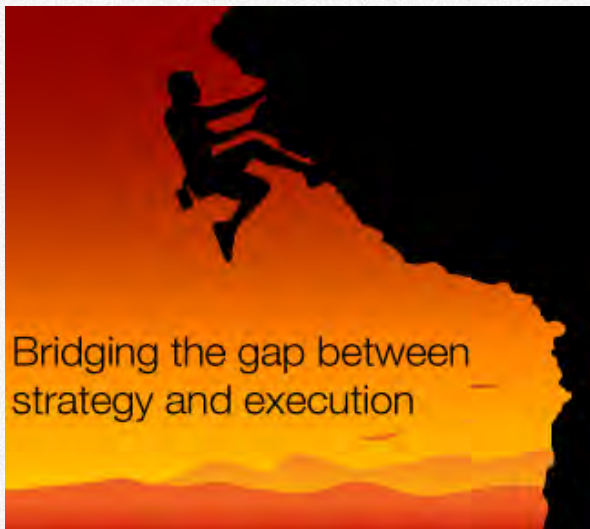*Legacy Modernization*

Enterprise Architecture Re-Design

Data Driven Architecture

STA Group & Capsicum's Jalapeno

Business Architecture

Bridging the gap between strategy and execution

We take a business-driven point of view on architecture. Understanding what your organization's capabilities are, and what your strategic vision holds, drives the enterprise architecture.

We've been providing high-end business and IT consulting services to Insurance, Healthcare and Financial Services since 2002. STA Group's industry-leading Business Architecture Practice delivers results with our proven, business-centric approach and deeply experienced team. We leverage our skills, solutions and holistic view of your organization to bridge the gap between strategy and execution. This is accomplished by partnering with your organization to develop reusable, structured views of your business as it is today and as it plans to be in the future.

Whether you are embarking on a significant business transformation to propel your competitive edge, launching a new division, or implementing a large technology shift, the STA Business Architecture Practice can help drive your project to successful completion.

We offer solutions and services to support your efforts as well as provide consulting and training to enable your Business Architecture Practice to be successful.

STA's Business Architecture practice delivers results with our proven, business-centric approach.

Customer Experience & Digital Strategy
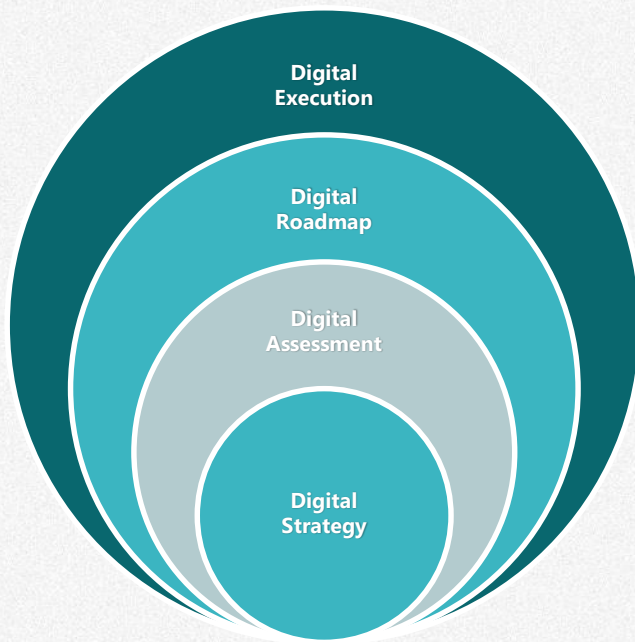
Companies looking to stay ahead of the competition curve understand the importance of satisfying customers throughout their customer journey.

With the advent of disruptive technologies and a growing sharing economy, company's struggle in jump starting their digital transformation efforts. Companies know the urgency but are paralyzed on how to bring their organization along to meet the expectations of their customers.
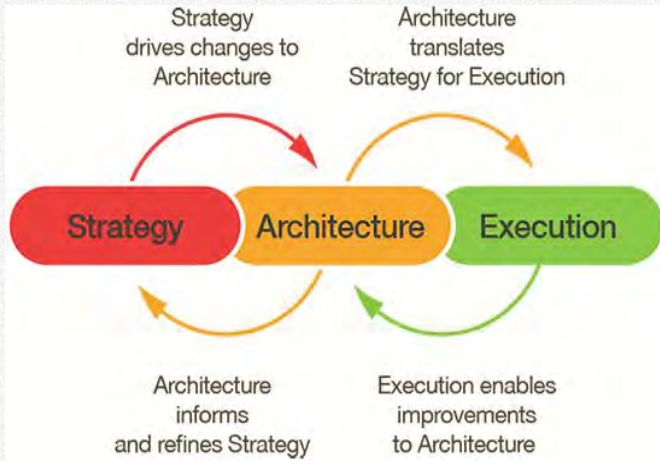
STA has experience helping clients understand the root issues that are paralyzing their digital transformation. We help clients assess their portfolio of initiatives and make sure their investments are balanced and in alignment to their digital transformation goals.

We work with clients in aligning their strategic goals to the capabilities necessary to compete in the digital marketplace. This allows us to perform a deep assessment of what gaps exits across people, process, information and technology that will serve as the foundation in understanding what investments are needed to meet a client's digital strategy.

To deliver faster results for clients, we leverage a semantic-based modeling framework using the global, cloud based Jalapeno platform (a Capsicum tool, www.capsi.com.au), that enables us to ingest key information about a client. We can then leverage this information to help identify areas of concern that need to be addressed to satisfy digital goals.

STA has the experience you need to help you successfully execute on your digital transformation efforts.

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Strategy Execution

Strategy drives changes to Architecture

Architecture translates Strategy for Execution

Strategy → **Architecture** → **Execution**

Architecture informs and refines Strategy

Execution enables improvements to Architecture

*Companies still struggle in bridging the business and IT communication gap.*

These communication gaps can lead to cost overruns, missed timelines and solutions that don't fit business needs. Unfortunately, this leads to barriers between Business and IT which is detrimental in the growing digital marketplace.

STA helps clients bridge this communication gap by working through every level of the organization to develop integrated views of the enterprise using repeatable approaches and industry standard frameworks. This enables more effective alignment of strategic goals and objectives with decisions regarding business capabilities, organizational structure, products, services, and key undertaking of business/IT initiatives.

To rapidly bridge this gap across business and IT disciplines, we leverage a semantic-based modeling framework using the global, cloud based Jalapeño platform (a Capsicum tool, www.capsi.com.au). Through this tool we can draw deeper relationships across functional area boundaries that can help client's understand key areas of concern that prevent business and IT not being on the same page.

STA has the experience you need to successfully bridge the communication gap between business and IT.

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Business / IT Portfolio Management

Strategic Alignment

Economic Value

Capability Decision Framework
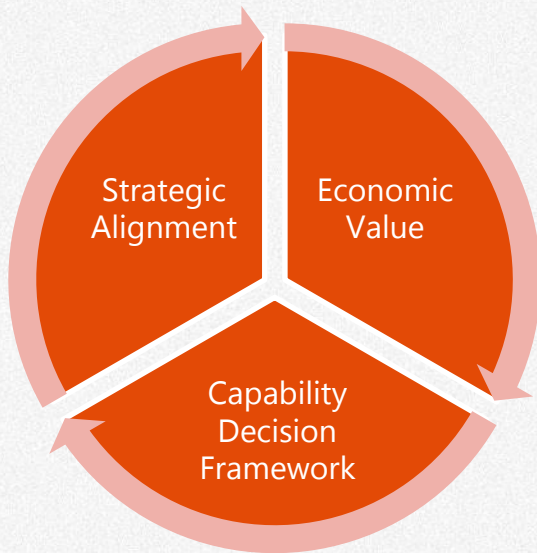
Companies looking to transform for the digital era need to have laser focus on what business/IT initiatives provide the best economical value.

Companies that are reinventing themselves for the digital era at times struggle to understand if the business and IT initiatives in flight are in alignment and provide the necessary cost/benefit to meet their strategic needs. This impacts companies looking to jump start their digital transformation, often becoming paralyzed in deciding which business and IT initiatives are necessary.

STA has strong experience working with clients in assessing their business and IT portfolios and making sure their investments are balanced and in alignment with their strategic goals.

STA works with clients to strategically align their portfolio structure and ensure proper prioritization that balances economic value with customer capability needs. This enables more effective IT strategy development and roadmapping that provides clients the focus they need to meet their investment goals.

To rapidly assess your portfolio, we leverage a semantic-based modeling framework using the global, cloud based Jalapeno platform (a Capsicum tool, www.capsi.com.au) to align your portfolio with critical capabilities to enable effective prioritization and roadmapping.

STA has the experience you need to successfully align your investment with your strategic goals.

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Legacy Modernization
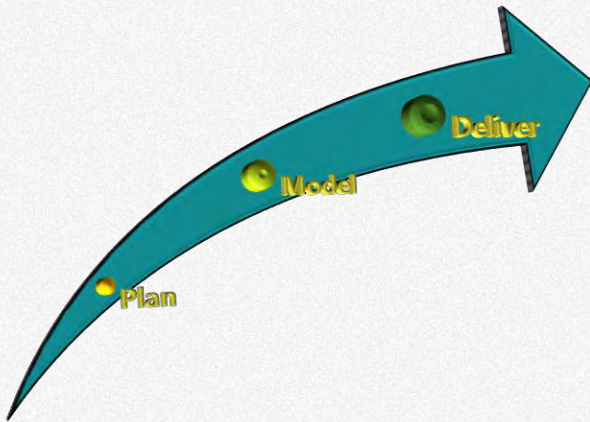
As organizations continue to evolve, many struggle to adapt their older technology to address today's needs.

The digital era requires companies to adapt their business models to meet new marketplace needs – but companies struggle to identify the parts of their business that need to change. STA has deep experience helping companies identify and perform these changes.

We have experience developing a business driven framework through an innovative tool that helps organizations understand what needs to change and the impact of making those changes STA can help companies align IT, business and customer experience teams together to develop high level design.

STA will work with leadership and IT to define the future state business technology and data architecture necessary to move the company past their legacy modernization barriers.

By implementing our proven approach, clients can identify and prioritize their most important business capabilities, and then identify the system changes required mature them.

Key components of modernization efforts include capability identification and maturity assessments, business and systems process depictions and topologies, and development of Current and Aspirational States. Once created, those deliverables are used to drive decision-making, and modernization roadmaps are developed.

The vision defined by working across architecture disciplines provides our clients with the confidence they need to transition from legacy applications to those that move them towards their ideal solution.

STA uses business-driven approaches to identify key drivers, and move companies into the digital future.

Plan

Model

Deliver

STA GROUP

Enterprise Architecture Re-Design

Fig.: TOGAF Architecture Development Method (ADM)
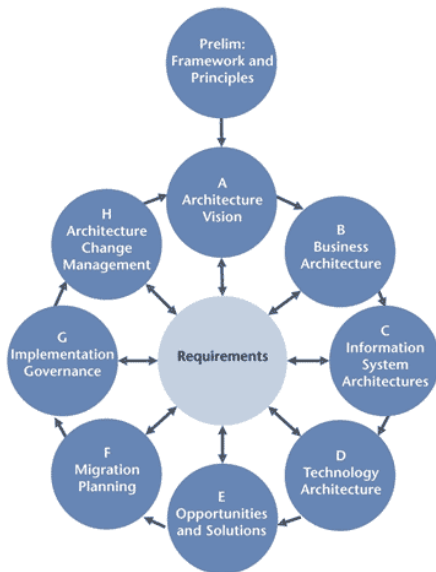
Enterprise Architecture is being relied upon more and more within companies strategic planning efforts.

Globalization and challenges to meet market demands has forced companies to execute at a faster pace than ever before. Often this means enterprise architecture artifacts, views and schemas are only partially created and/or incrementally kept up-to-date. Resulting in a collective enterprise architecture blueprint that does not tell the complete story of the business. Over time, this limits the ability of Enterprise Architecture to be an effective driver of change.

STA has deep experience working with companies to simplify their enterprise architecture while at the same time making it robust enough to properly support project based work.

We take your existing enterprise architecture (business, data and application) and refresh the content and connections. Enabling you to quickly adjust and properly update your architecture with each project, avoiding the need for larger scale architecture re-write.

STA leverages a semantic-based modeling framework using the global, cloud based Jalapeno platform (a Capsicum tool, www.capsi.com.au), to allow for enterprise architecture contributions from a wider range of business and technology roles. Enabling you to draw deeper connections between your business, application, and data architectures. Then rapidly updating these architectures for project based work.

STA has deep experience re-designing enterprise architectures to meet the challenges of our globalization era.

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Data Driven Enterprise Architecture
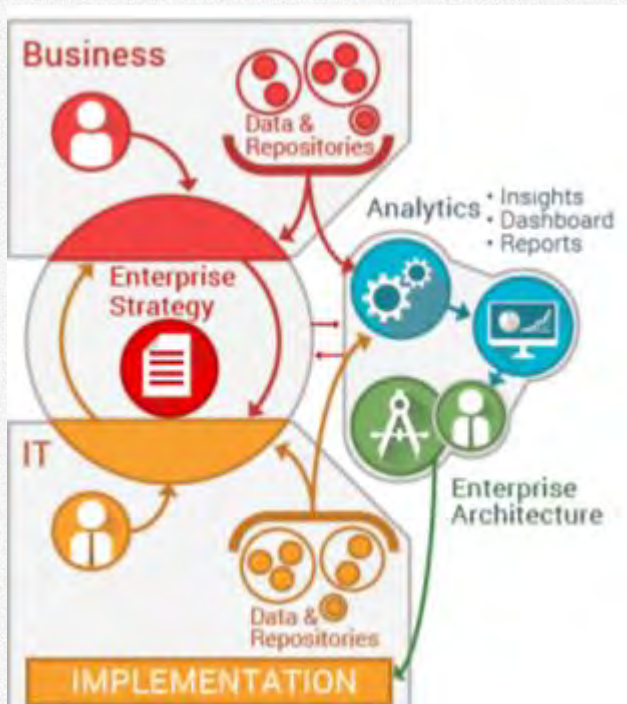
Resolving the gaps that emerge between executives and the organization's business/technology strategies requires an approach that enables a common and informed vision.

Our approach for empowering this vision is through the development of a common enterprise strategy supported by STA Group's unique approach of Data-Driven Enterprise Architecture. Data-Driven Enterprise Architecture drives the expedient resolution of business and technology gaps to accurately define business goals allowing more effective prioritization, organization and execution of downstream initiatives, programs, and projects.

As copious volumes of data are created and collected, it becomes increasingly difficult for organization's to mine, extract and correlate insightful information. This impacts the ability to find useful patterns and correlations that can be leveraged for building an enterprise strategy

and its corresponding business and technology architectures. To counter such challenges, a unique data analytics capability is required to quickly mine patterns across structured and unstructured data to identify and provide relevant insights to properly align the business and technology architectures.

Data-Driven Enterprise Architecture provides the following advantages:
- Reduction of subjectivity in architecture designs and interpretation
- Accurate reflections of the business intent within the technology architecture
- Increased efficiency, cost reductions and enhanced customer experience
- Development of a competitive advantage through incorporation of emerging technologies

STA Group's unique Data-Driven approach to Enterprise Architecture, combined with STA Group's industry recognized disciplines could help your organization solve both its business and technology challenges.

STA Group and Capsicum
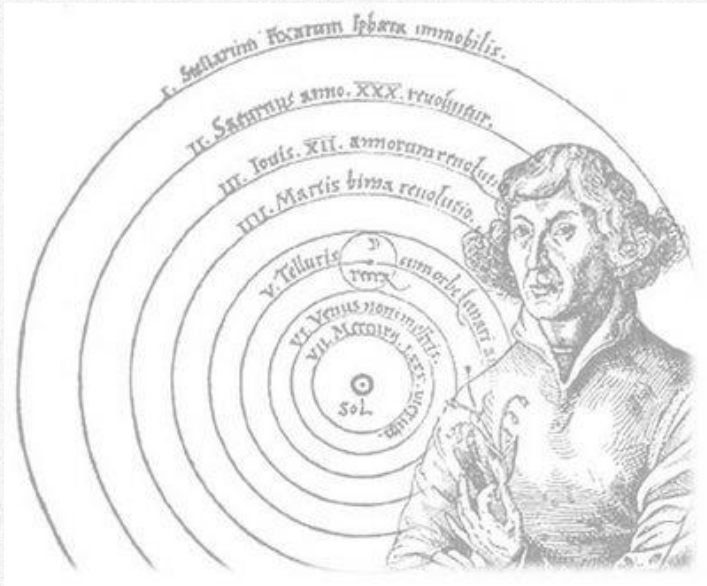
It is critical to have modeling solutions that would enable the architecture of a business to be consumed at the strategic business levels and by those who need to utilize the architecture to deliver solutions.

Business Architecture's value proposition is to play a key role in aligning strategic business goals and objectives with decisions regarding business capabilities, organization, products, services, and key IT initiatives.

We believe it is critical to utilize that modeling solutions that would enable the architecture of a business to be consumed at the strategic business levels and by those who refer to the architecture to deliver solutions.

The internet has undergone a Copernican-like revolution. Information is now modeled and delivered using semantic modeling principles.

Just as the internet has made a significant paradigm shift or sea change, architecture modeling will need to undergo a similar change to enable architecture to effectively meet its value proposition.

Capsicum's Jalapeno is a tool that enables semantic modeling of a business. This revolutionary modeling approach better enables the creation of architecture models that deliver on the business architecture value proposition of aligning strategic business goals and objectives with decisions regarding business capabilities, organization, products, services, and key IT initiatives.

Jalapeno creates architecture models that enable aligning strategic business goals and objectives with business capabilities, products, services, and key IT initiatives.

STA GROUP

STA Group and Capsicum

In May of 2016 STA Group entered into a partnership with Capsicum to become the consulting partner in the US for Jalapeno.

STA Group's Business Architecture practice has experienced business and enterprise architects that understand the strategic value of business architecture and how to deliver it.

Together with Jalapeno they can enable you in delivering the value from business architecture your enterprise needs. We can deliver resources that can mentor, guide, configure and deliver using Jalapeno.

We understand the power of the Capsicum Framework and how to apply it to an enterprise's architecture. By leveraging Jalapeno we can deliver faster results for clients. This enables STA Consultants to ingest key

information about your organization. We can then quickly use this information to help identify problems areas that need to be addressed to supercharge your ability to meet your digital goals.

Additional STA Group Jalapeno Offerings:
- Quick start
- Architecture conversion
- Capability Model Assessment
- Mentoring
- Staff Augmentation
- Enterprise Architecture Practices Integration

"We believe that applying Capsicum's architecture framework and cutting-edge Jalapeño modeling tool to our clients' businesses offers tremendous value through organizing, accelerating, and making visible their architectural assets."
- Peter Blackwood
STA Group Business Architecture Practice Director.