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Leveraging an Architecture Framework to drive Business Outcomes

BRKARC 2037

Kevin Wetzel, Delivery Architect
@Q24Logic

BRKARC-2037

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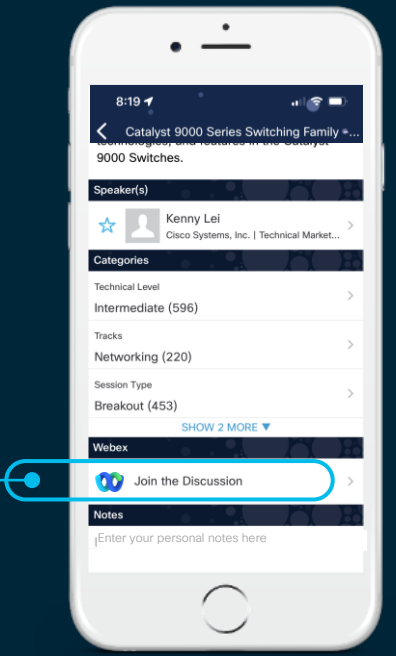

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Agenda

- Introduction
- Customer Use Cases
- Benefits to an Architecture Approach
- Architecture Framework Overview
- Aligning to “Business Outcomes”
- Conclusion

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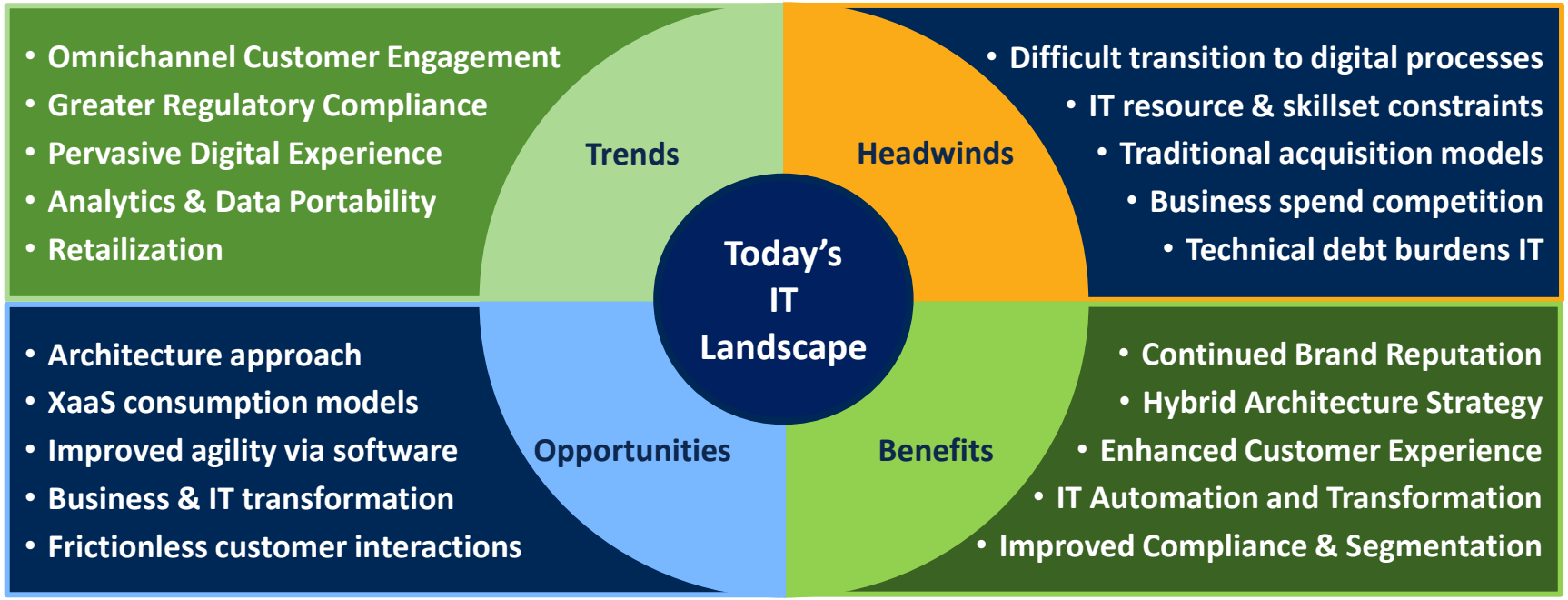
Introduction

Kevin Wetzel :

is a Delivery Architect within Cisco's Customer Experience (CX) organization focused on driving customer business value leveraging architecture methodology to align IT initiatives with Business Outcomes. He is a result driven IT professional with vast experience in innovation, convergence, operations, engineering, and security. He has 25+ years of experience as an Enterprise customer (Airlines, Manufacturing & Healthcare) and 7 years with Cisco CX (Finance, Airlines, Manufacturing & Healthcare). He's delivered in roles of engineering, architecture and management, over all infrastructure verticals (network, security, compute, storage, voice/collaboration, contact center and desktop). He supports project initiatives with solid financial expectations utilizing TCO and ROI information created through business and technology optimization.

Architecture Viewpoint



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Digital Landscape

Reference Architecture

Face of the Customer

Workforce Optimization

W@H

OMNI Channel

Deployment Models

Pop-up

Public

Brick & Mortar

Consumer Mobility

Mobile

Corporate

Cloud Services

Stealthwatch Cloud

Umbrella

Meraki

Webex

Azure

O365

AWS

DNA Spaces

CNF Settlement Free Zone

Social Monitoring

Wireless

5G / 4G

Data Center Core

VxLAN

UCS

Hyperflex

ACI

Nexus

SAN

Call Manager

SIP Proxy

Webex

Video

Data Center Security Stack

ISE

Stealthwatch

Tetration

NBAR

Innovation Foundation

- Zero touch deployment, wireless assurance and SW image management via DNA Center
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ServiceNow Integration

DNA Center

Automation

APPDYNAMICS

Cisco Tetration Analytics

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ThousandEyes

Corporate Profiles | Customer Personas

Communication Methods

Social | Online | Voice | Mobile

- Protection from Advanced Threats on endpoints
- Protection from compromised credentials
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Customer Experiences

- Mobile
- Virtualization
- Improved communication
- Data Portability
- Location Guidance / Tracking
- Greater Data / Experience Correlation

Application Security Stack

WSA

AMP

ThreatGri

ESA

CRES

SMA

ASA

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Customer Use-cases

Use Case #1: Nurse Call (Clinical communications and collaboration)

Key Business Imperatives

Clinical Communications, Patient Safety and Experience

Business Background

- Lifecycle issues with clinical wireless system impacting availability and patient care

Business Challenges

- Existing wireless infrastructure was designed for convenience
- Network infrastructure was at or near end-of-life

Cisco CX SIA Approach and Solution

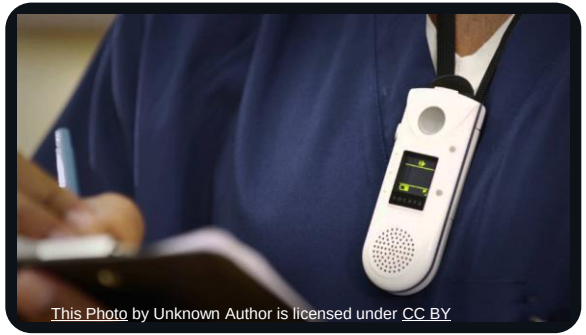
- Outcomes Architecture Approach
- Correlation of business capabilities were defined
- Total Cost of Ownership analysis developed
- Four-year Hospital Refresh program funded

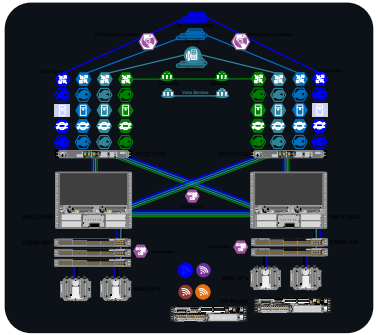
Capabilities:

- Security redesign (ISE)
- Bluetooth signaling & location services
- (WLAN) 9800/4800 infrastructure
- Deployment Automation (PNP) CAT 9K
- Analytics (DNAC)

IT Benefits

- Business support of full infrastructure refresh optimizes deployment costs and resource commitments





Business Benefits

- Significant improvement in clinical staff communications
- Reduction in service and patent safety risk
- Cost containment benefits from TCO analysis
- Reduction in business interruptions through “full Stack” infrastructure refresh

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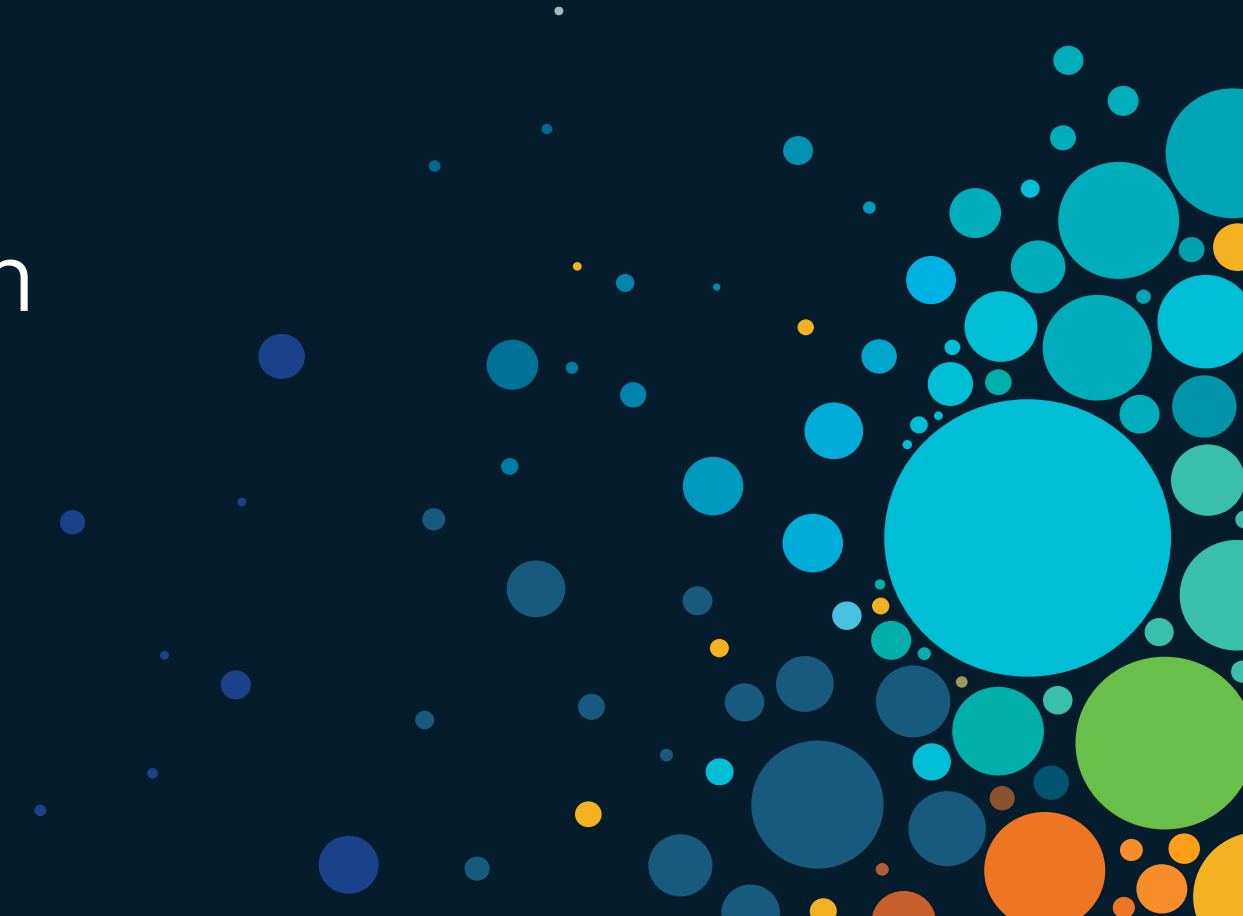
Benefits to an Architecture Approach



Technology Approach

Silo'ed Perspective	Wrong Technology Lost Opportunity
Lifecycle Management	Prolonged Service Delivery Shadow IT
Process Antiquated	Increased Resource Burden Increased Complexity
Skill-Set Gaps	Service Degradation Efficiency Loss

Use Case #1 – Nurse Call

- Direct Wireless Dependency
- Infrastructure largely at LDoS
- SME selected/tested 2 Products
- Both products met current needs

Product A	Product B
$100	$60

- SME was recommending Product B based upon acquisition costs

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Architecture “Outcomes” Approach

Service Discussion	Breaks Technology Silos Focus on Capabilities
Focus Business Outcomes	Greater Capability Def Transformational
Extends Beyond Technology	People – (Constraints/Skills) Process – (Efficiencies/Auto)
Increased Transparency	Identifies Service Gaps Improved TCO Definition

Use Case #1 – Nurse Call

- Engaged EA Team
- Identified New Business Outcomes
- Expanded Wireless Capability Req’s

Product A

$100

- All Req Capabilities Supported

Product B

$60

- 70% of Capabilities Supported
- Add’l Prods Req

- Product B created added complexity
- Increased acquisition costs & TCO

$10M TCO Savings over Product B

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Use Case # 1 Outcomes

Technology Approach

PROs

- Testing of Current state successful with both products
- Tested with existing tools

CONs

- Only acquisition costs were understood
- Total Cost of Ownership was mis-understood

Architecture Approach

PROs

- Increased business awareness
- Included full technology stack
- Identified technology gaps
- Cost awareness / avoidance

CONs

- Added time to complete

Benefits Achieved

- Business Sponsorship
- Service Chain identified other technology LDoS issues
- Technology Gaps were proactively filled
- Executive and Board support for a Hospital Refresh Program
- Security Improvements
- Funding significantly beyond what LCM approach could attain
- Increased stability of business applications
- **Reduction of business interruptions**

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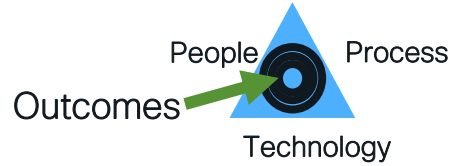
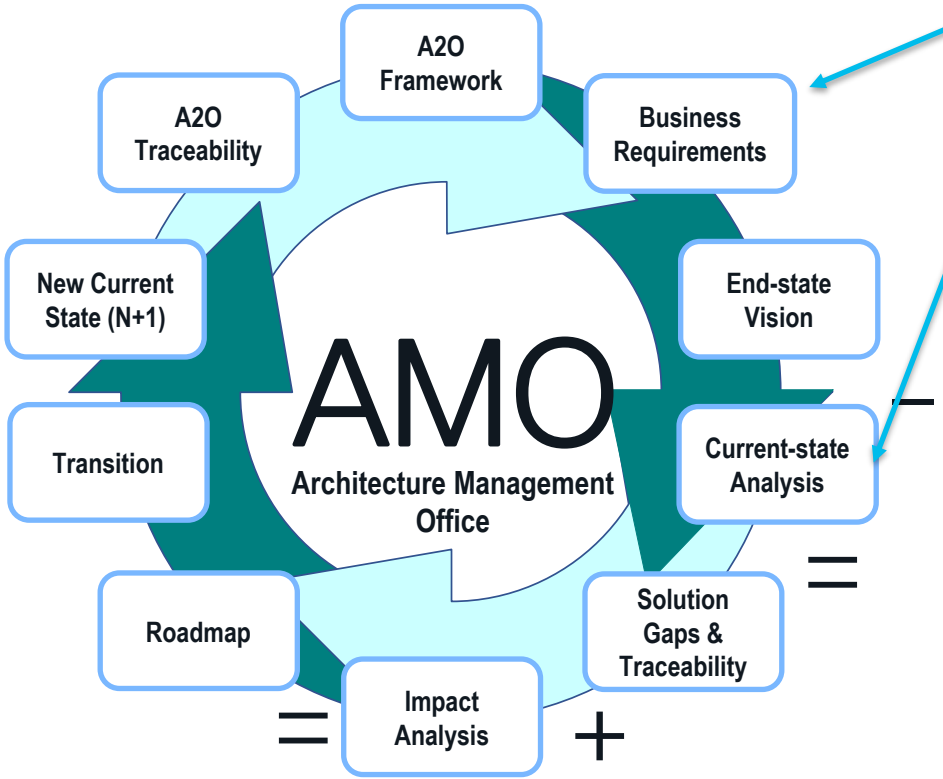
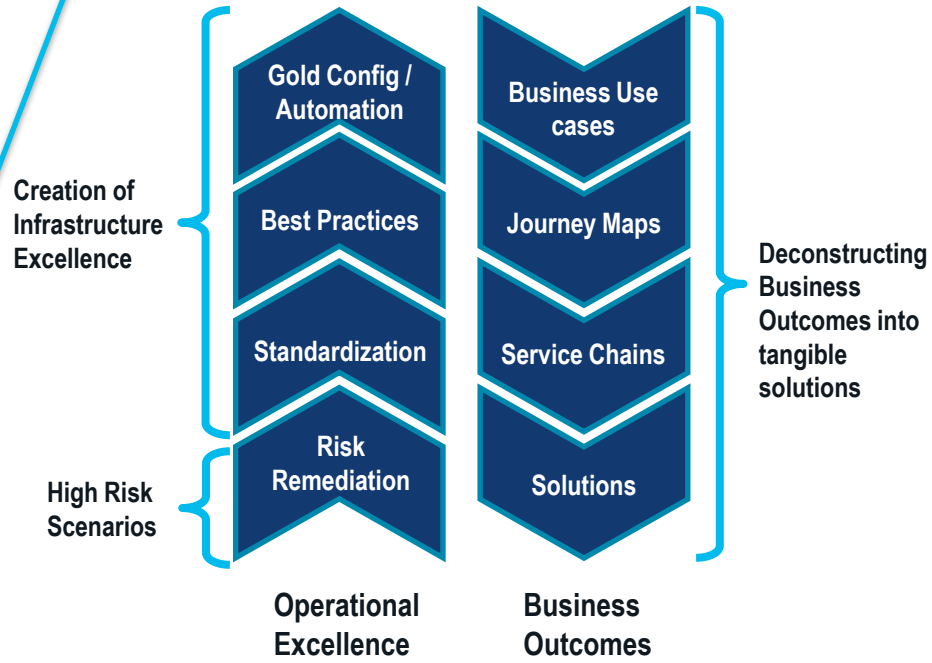
Architecture Framework Overview

Architecture Overview

Katherine Harvey
BRKARC-2038







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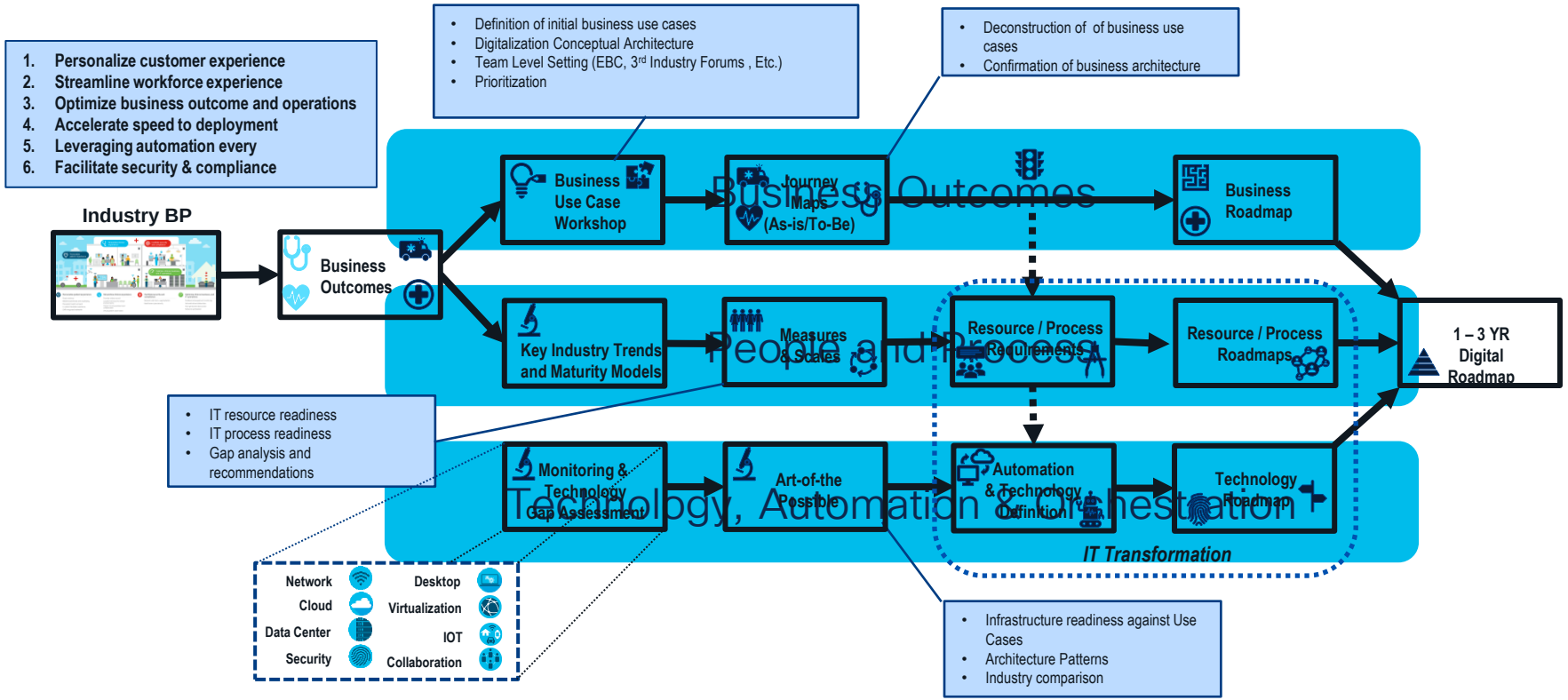
Aligning to “Business Outcomes”

Aligning to Business Outcomes



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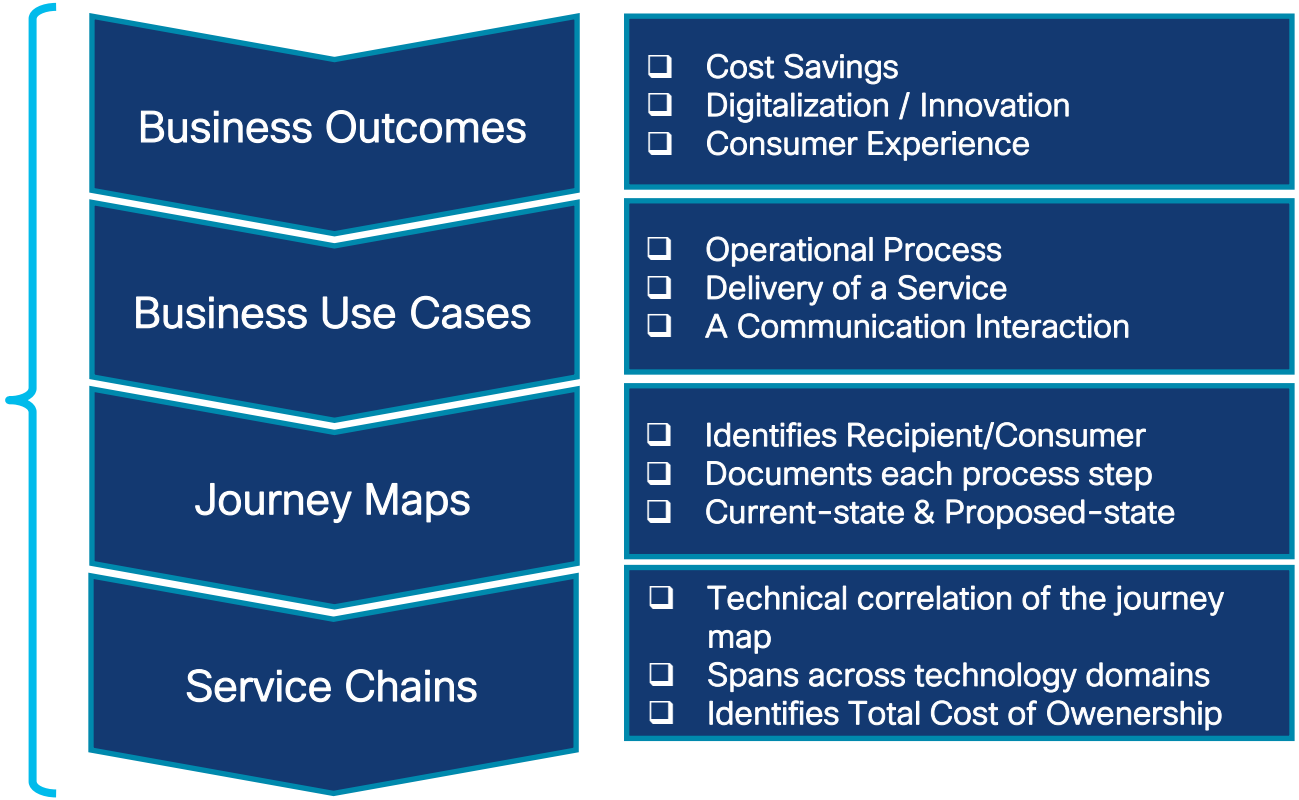
Deconstructing Business Outcomes

Deconstructing Business Outcomes into Technical Solutions



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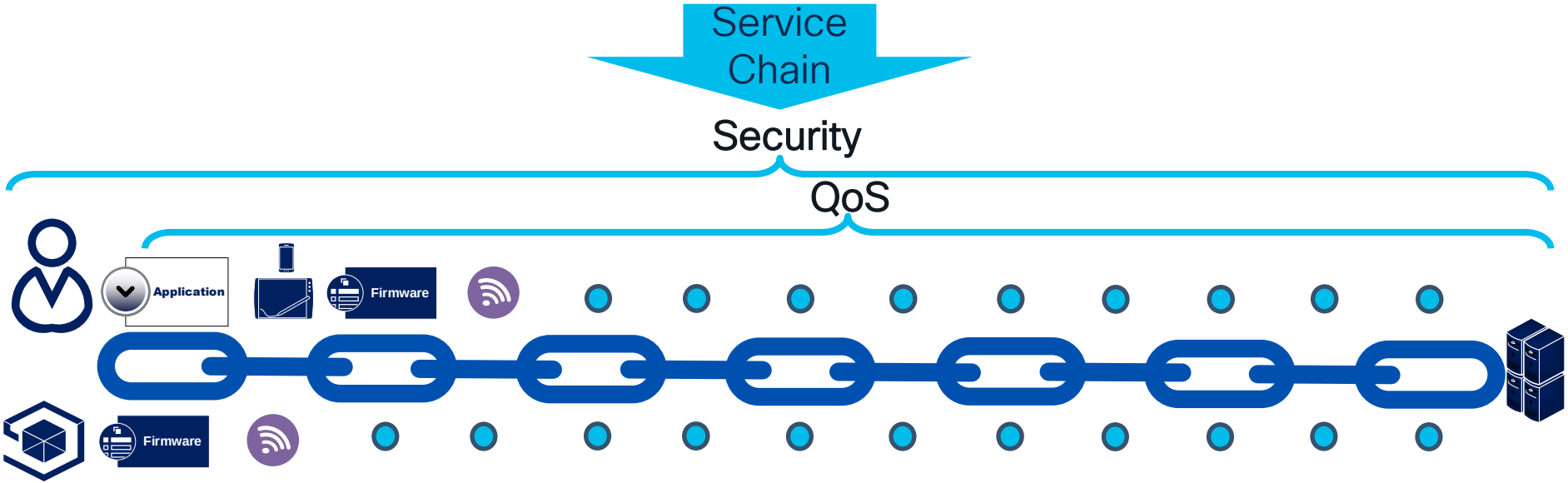
Creating a Persona Journey

Business Outcome → Business Use Case → Persona Journey
Persona = Consumer of a process associated with a Business Use Case → External Consumer
Internal Consumer
IOT Device → Goals
Emotions
Activities
Tools Used
Expectations
Obstacles



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Conclusion

“Value” of an Architecture Approach

IT Value

- Business Sponsorship
- Service Chain Clarity
- TCO Clarity
- Increased funding for a full stack implementation
- Strengthened Business Relationships

Business Value

- Quicker to Market
- Understanding of technical requirements to achieve Business Outcomes (Map)
- Clarity of Value associated with IT spend
- Reduction of Business Interruptions

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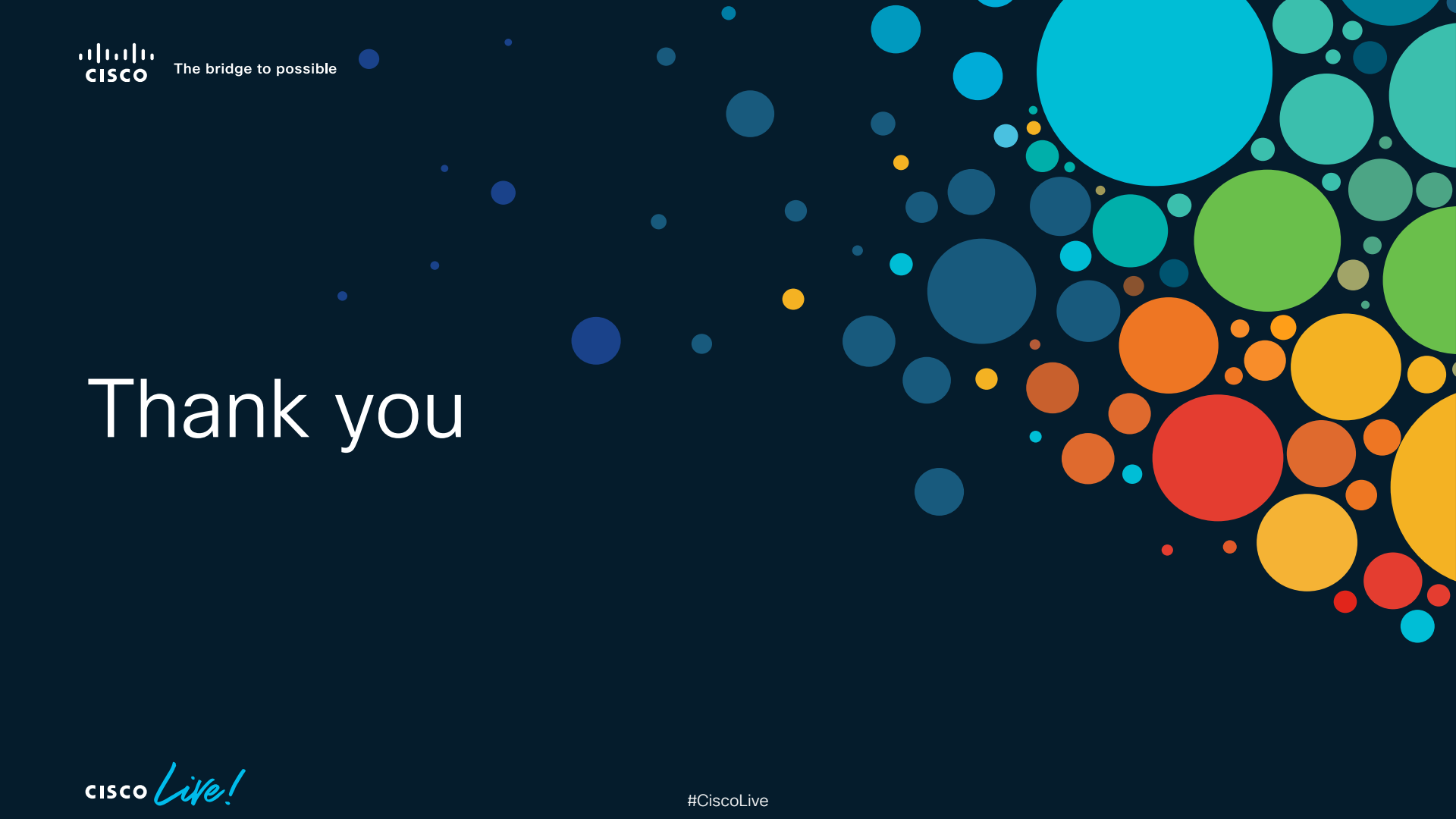
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