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| Zachman Framework | What | How | Where | Who | When | Why |
| **Data** | **Function** | **Network** | **People** | **Time** | **Motivation** |
| Contextual | Optimation.co.nz  Optimation Services | Provide Services  Give solutions to businesses | Website Access  5 different locations, 3 in New Zealand and 2 in Australia | Web Development Team  Team of architects and engineers | Continuous service | To be the leader company in the IT service industry in New Zealand and Australia |
| Conceptual | Website Development Language: CSS, Java  Software Development | Created by a team to develop the best website and different services that the company needs | Main Company Server | Web Developers  IT Analyst | When new technology and demand from clients arises | To provide the best service to our customers |
| Logical | Java is used for back end development and CSS is used for UI | Software and analysis create services needed | Each location is connected to main server and they share information. | Web developers will code websites  IT analysts will design and implement systems | When customer talks about the problem they analyse the situation and act accordingly | Create the best solutions/product and provide best service |
| Physical | Website and Company Server  Office Hardware | IDEs  Services will be provided by our staff to the clients | Hosted in the main internal Server | Web Developers, Management Team | When clients approach for a solution for their problem | To provide the best solution to each for every client’s specific needs |
| Detailed | The company server is internal for safe testing. | IDEs are good for the development process with bug catching and deployment.  A staff will be delegated to help a client depending on their field of expertise | The company’s website is found hosted on the main server internally. | Web Developers to maintain the website platform.  Management Team to delegate the client work within the team | When Optimation delegates the work within the team appropriately to solve the clients problem | It is essential to help other business succeed for the business to succeed itself. |