

Royal Caribbean ESA
[Zachman Framework]

	What	How	Where	Who	When	
Scope (Planner)	<ul style="list-style-type: none"> • Cruise Licenses • Running ships • Staff assignments 	<ul style="list-style-type: none"> • Manufacture ships • Sales • Emphasis on hospitality dept. 	<ul style="list-style-type: none"> • Most coastal ports • Ports in California, Florida, New York, Seattle, etc. 	<ul style="list-style-type: none"> • Assign staff to ships/ Departments • Payroll • Set departments 	<ul style="list-style-type: none"> • Weekly cruises • Peak operation in the summer 	
Business Model (Owner)	<ul style="list-style-type: none"> • Semantic modeling • ERP of main data collecting functions 	<ul style="list-style-type: none"> • Processing Modeling • Flowchart of interworkings of departments 	<ul style="list-style-type: none"> • Budgeting system for all ships and dept. 	<ul style="list-style-type: none"> • Entertainment Staff • Admin employees 	<ul style="list-style-type: none"> • Set port departures and arrivals dates 	
System Model (Manager)	<ul style="list-style-type: none"> • Implement marketing department • Start rewards program 	<ul style="list-style-type: none"> • Grant approval for sales • Balance with accounting dept. 	<ul style="list-style-type: none"> • Keep up with finance on facilities 	<ul style="list-style-type: none"> • Contracts for upper management • HR updates 	<ul style="list-style-type: none"> • Coordinate provisions drop off and maintenance dates 	
Technology Model (Engineer)	<ul style="list-style-type: none"> • Sales integration • GUI for website to have payment portal and room reservation 	<ul style="list-style-type: none"> • Utilize cloud computing • Implement servers with dept. databases 	<ul style="list-style-type: none"> • Initialize a HQ where mainframe and backup systems will run 	<ul style="list-style-type: none"> • Infrastructure and storage systems to collect customer and employee data 	<ul style="list-style-type: none"> • Set port departures and arrivals dates • 	
Detailed Representation (Designer)	<ul style="list-style-type: none"> • Show geographic ship operations • International Licensing 	<ul style="list-style-type: none"> • Create detailed erp • Make efficient operations and business procedures 	<ul style="list-style-type: none"> • Establish relationships with port owners • Run logistics often on technology 	<ul style="list-style-type: none"> • Shift scheduling 	<ul style="list-style-type: none"> • Set annual calander dates for approval by management 	
Functioning Enterprise (Builder)	<ul style="list-style-type: none"> • Cruise transportation and entertainment 	<ul style="list-style-type: none"> • Sell rooms and excursions in packages 	<ul style="list-style-type: none"> • Any partner ports 	<ul style="list-style-type: none"> • Admin, deckcrew, entertainment, employees 	<ul style="list-style-type: none"> • Year round • Scheduling based on sales numbers • Adapt accordingly 	