Zappofon Case Study Exercises

You will be working in Groups on some of the following Case Study Exercises. NB each exercise is intended to be quite short (around half an hour) and not all the exercises will be attempted on any one course (i.e. only a subset of the following exercises will be worked on during any particular course).

Ex 1

Referring to the Zappofon Case Study Description identify some Business Benefits which you expect Zappofon to gain from undertaking Enterprise Architecture using TOGAF.

Ex 2

Referring to the Zappofon Case Study Description identify some Business Drivers from Zappofon for the Enterprise Architecture work.

Ex 3

Identify 3 Architecture Principles from the standard set which would be the most relevant to Zappofon. Define one new Architecture Principle for Zappofon.

Ex 4

Identify up to 10 Stakeholders in Zappofon, document their concerns and create a Stakeholder Power / Interest Matrix.

Ex 5

Following on from Exercise 5 identify relevant viewpoints for each Stakeholder and create a Stakeholder Map Matrix.

Ex 6

Describe an Architecture Vision for Zappofon. Express this as a very high level Baseline Architecture, very high level Target Architecture and the benefits of moving from the Baseline to the Target.

Ex 7

Following the pattern of Porter's Value Chain create a Value Chain Diagram for Zappofon.

Ex 8

Identify a set of Business Architecture Artifacts which you think would be most relevant for Zappofon. Create at least one sample Business Architecture artifact.

Ex 9

Identify a set of Data Architecture Artifacts which you think would be most relevant for Zappofon. Create at least one sample Data Architecture artifact.

Ex 10

Identify a set of Application Architecture Artifacts which you think would be most relevant for Zappofon. Create at least one sample Application Architecture artifact.

Ex 11

Identify a set of Technology Architecture Artifacts which you think would be most relevant for Zappofon. Create at least one sample Technology Architecture artifact.

Ex 12

Propose 5 potential projects for Zappofon. Allocate a risk factor and a value factor to each one (accepting that these factors will be fictional for the purpose of the Case Study). Plot the projects onto a Business Value Assessment Matrix

Ex 13

 Estimate the potential value of the Enterprise Architecture for Zappofon (using Rough Order of Magnitude numbers). Document your assumptions.

Ex 14

Decide whether you would like to do the Baseline Architecture first or the Target Architecture first for Zappofon and give at least two reasons for your decision.