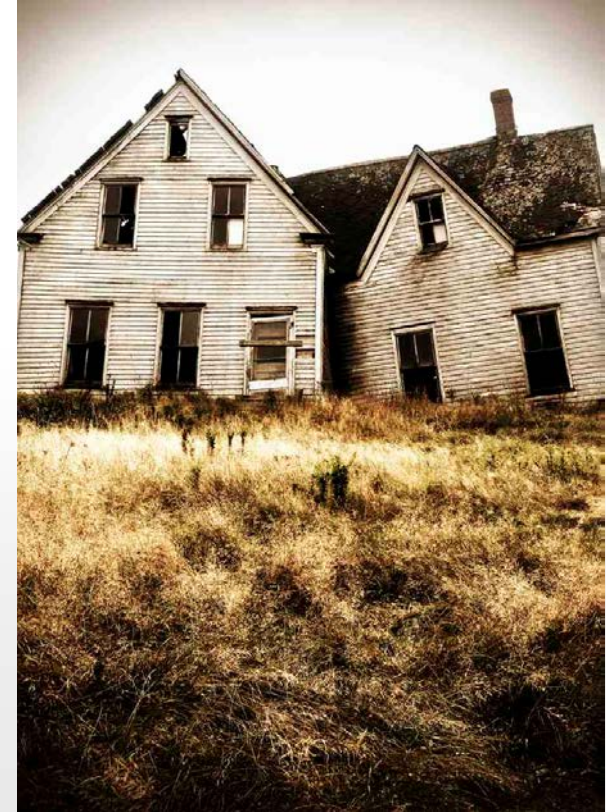


WHY WE NEED AN ARCHITECT

BETH RICHARDSON AND GABE EAPEN



If a builder builds a house for someone, and does not construct it properly, and the house falls and kills its owner, then that builder shall be put to death.
~ Hammurabi, King of Babylon (1780 BC)



WHO NEEDS AN ARCHITECT?

- **Investors** want to understand our vision to provide more resources
- **YOU** need to understand technical details to manage correctly
- **Engineers** need to understand the big picture to avoid costly mistakes

WHAT IS OUR VISION?

- Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.
~ Jack Welch



INVESTORS WANT TO KNOW WHAT WE ARE UP TO...

- An engineering team with their heads in the weeds are not going to be able to accurately ***answer big picture questions***
- An architect knows how to speak politically and ***reassure our investors*** that we know where we are going and the best way to get there
- An architectural plan shows investors that we have a ***cohesive and valuable technical vision***



ENTERPRISE LONGEVITY

- Designs of purely arbitrary nature cannot be expected to last long.
~ Kenzo Tange



YOU WANT TO KNOW WHAT WE ARE UP TO...

- You and your executive team cannot lead a technical team effectively if you do not know the **technical vision**
- An architect provides a **clear set of goals** for the application development team and clear metrics for ensuring we are on track with those goals
- An architect can help you make **estimates** about how much time and resources a project will cost

HOW TO BUILD A BETTER CITY

- City planning finds its validation in the intuitive recognition that a burgeoning market society can not be trusted to produce spontaneously a habitable, sanitary, or even efficient city, much less a beautiful one.
~ Murray Bookchin



ENGINEERS WANT TO KNOW WHAT THEY ARE UP TO...

- Project needs an agent for the needs of management, investors, engineers, and your users to ***protect against shortcuts, poor decisions, and derivations*** from requirements.
- Provide ***leadership and technical acumen*** to our team
- Ensure that we can meet application goals that require ***consistent decisions at all levels*** of the application infrastructure and design process

WHAT IS IMPORTANT?

- “The highest-level breakdown of a system into its parts; the decisions that are hard to change; there are multiple architectures in a system; what is architecturally significant can change over a system’s lifetime; and, in the end, architecture boils down to whatever the important stuff is.” –Martin Fowler

