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Subject Code: XBIS 2044 N (e.g. XCAT1234)		Subject Name (e.g. Fundamentals of Computing): Enterprise Architecture	
Course (e.g. Bachelor in Computing) : Bachelor in Enterprise Information System			
Lecturer Name: Cindy De Vosse			
Assessment Due Date: (dd/mm/yy)	6 th July 2022	Assessment Title:	Enterprise Architecture

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Introduction

The business model visualizes the business model, highlighting all key strategic factors.

NoGender.com is a famous company that sells fast fashion apparel and has more than 10 years of history in Malaysia. It is a large retail company that needs TOGAF to analyze the current status and solve the complex current system which makes it more understandable. NoGender.com is an online-based store and also has physical stores around the country. Since the pandemic happened, it has become more popular, sales are increasing and people switched their consumption patterns so NoGender.com is currently handling high transaction volumes across multiple business units.

1.0 Assumption

1.1 IT department

1.1.1

Data is really important since it can help to analyze the business trend, generate profits, make decisions, and more. Data can also enable easy access to data wherever and whenever it's required for business operations so that the decision maker can make smarter and right decisions for uninformed decisions.

1.2 IS department

1.2.1

Having the external data sources' support, NoGender.com would not need to hire experts to maintain the IT infrastructure and by using it to predict the latest trend.

Outsourcing IT support would cost less than having their own IT support and could enjoy a higher level of expertise which is not available in their company. External IT support includes information reporting, and software as a service (SaaS).

Information reporting systems and software as a service are the main tools for information systems to analyze the current trend. The flows of information are going fast nowadays so a more advanced and fast processing management reporting system is needed to handle the data when the system can process faster than humans.

1.2.2

As an enterprise with 20 warehouses, NoGender.com has an information system to allocate the inventory, and transfer particular items to particular stores on time.

1.2.3

NoGender.com database servers are managed by oracle.

1.3 Marketing

1.3.1

NoGender.com sales mostly come from online sales which are 70% and 30% from offline sales.

1.3.2

Besides selling on NoGender.com, Shopee, and Lazada, they also have direct selling stores.

1.3.3

The main advertisement platforms are Instagram, Facebook, Youtube, magazine, and promote their information to particular internet users through big data.

1.3.4

Recycled materials are used on certain clothes and pants.

1.3.5

Slow fashion apparels are available at NoGender.com and it is also available in higher and lower qualities.

1.4 Logistics

1.4.1

The product is designed by NoGender.com themselves but produced by OEM, MD Textile Sdn Bhd Sg Buloh, located at Sungai Buloh, Selangor.

1.4.2

As a matter of cost-effectiveness, they have signed up with Pos Laju, J&T, Ninjavan. These 3 companies are responsible for providing door-to-door delivery service to NoGender.com customers.

1.5 Customer services

NoGender.com takes customer service very seriously since its main route is online buying and selling. They will provide 24 hours customer service and give some discount promotion to the customer.

BMI●Business model canvas

<div><div></div><div>Key partners</div></div> <ul style="list-style-type: none">- OEM- Courier Services (Pos Laju, J&T, Ninjavan)	<div><div></div><div>Key activities</div></div> <ul style="list-style-type: none">- Design- Trends and Forecasting- Human Resources Management- Marketing- Advertisement- Sales (Online sales and direct selling stores)- Logistic (Carry goods from the manufacturer)- Customers service	<div><div></div><div>Value propositions</div></div> <ul style="list-style-type: none">- Fast fashion but wallet-friendly- Competitive in the market- The fashion accessories are easy match, reduce the hassle of dressing- Eco-friendly to the environment	<div><div></div><div>Customer relationships</div></div> <ul style="list-style-type: none">- Free shipping for orders over than RM150- Free return if the inventory is broken- 5% Discount on the last day of every month- If a customer buys at a direct selling store they will have a 5% discount.- Customers can give rating or review through NoGender.com or write the feedback forms at the direct selling store.	<div><div></div><div>Customer segments</div></div> <ul style="list-style-type: none">- Focus on the younger market- Price-conscious customer- Highly sensitive to latest fashion trend- Mainly focus on female's market (75%)- Male's market (25%)
	<div><div></div><div>Key resources</div></div> <ul style="list-style-type: none">- DBMS- ERP		<div><div></div><div>Channels</div></div> <ul style="list-style-type: none">- Direct selling stores and warehouse- Online- Shopee- Lazada- Instagram- Facebook- Youtube- Magazine	
<div><div></div><div>Cost structure</div></div> <ul style="list-style-type: none">- Production- Marketing- Logistic- Salaries- IT infrastructure- Human Resources cost			<div><div></div><div>Revenue streams</div></div> <ul style="list-style-type: none">- Product Sales	

2.1 Key partner

2.1.1 OEM

When the design is finalized, MD Textile Sdn Bhd Sg Buloh will be in charge of producing the product that was designed by NoGender.com.

2.1.2 Courier Services

Pos Laju, J&T, and Ninjavan are responsible for providing door-to-door delivery service to customers.

2.2 Key Activities

2.2.1 Design

The design department is responsible for it, they need to react to fashion and design the new products as soon as possible.

2.2.2 Trends and Forecasting

In addition to designing the most popular product as quickly as possible, they also need to anticipate future trends in order to gain an advantage in the market. Only in this way, they could have the ability to consistently predict and change their sales strategy on time.

2.2.3 Human Resources Management

NoGender.com has 300 employees, the firm has to manage it.

2.2.4 Marketing

The market and customer behavior are changing faster and faster, and they need to have a nose for it.

2.2.5 Inventory allocation

As the retailer which obtained 20 stores, inventory allocation will become a serious problem for NoGender.com. A good inventory allocation strategy can promote operational efficiency, reduce cost, etc.

2.2.6 Sales

NoGender.com mainly focuses on e-commerce, one of the objectives of a large-scale retailer is to reduce the costs of sales and operational costs. Area with less sales mostly store the not readily marketable fashion accessories. It makes the warehouse management of NoGender.com more reasonable. Lastly, it helps business warehouse management be more flexible.

2.2.7 Logistic

NoGender.com only carries goods from the manufacturer to warehouses, because it can demonstrate its sincerity and reduce production costs.

2.2.8 Customer service

Customer service provides 24 hours services.

2.3 Value Proposition

2.3.1 Fast fashion but wallet-friendly

The prices are controlled in a range from 30 to 50 ringgit for an item. They are not selling the cheapest in the market but more choices are given to the customer in terms of quality.

2.3.2 Competitive in the market

As a very cost-effective brand, it is competitive in the market. Many customers feel comfortable when using NoGender.com products.

2.3.3 Eco-friendly to the environment

When fast fashion clothes are produced in many quantities weekly or monthly, there is some significant drawback to the environment. The reason being is people tend to try different styles and it is fun that you see a different yourself every day or every week. Using recycled material is the way to reduce environmental pollution because it is eco-friendly, pure, natural, organic, green, reduces emissions, sustainable development and so on (Alex. A,2022). But having recycled material on the clothes will be costly for a fast fashion cloth but what NoGender.com is trying to advocate is that by succeeding in the green eco-system, your support is one step closer to the goal.

2.3.4 Reduce the hassle of wearing clothes

NoGender.com not only focuses on fashion and sales but also provides value-added products to customers. Such as it could reduce the hassle of wearing clothes daily because the clothes are easy to match.

2.4 Customer Relationships

NoGender.com mainly focuses on online selling, they cannot provide services to customers at all, so they always use special offers to maintain their relationship with customers. For example, if customers order over RM150, NoGender.com will be giving free shipping services and so on.

2.5 Customer Segments

It mainly focuses on the younger market and unisex market. But it still focuses on the female market.

2.6 Channels

As fashion accessories can't defect easily, they choose to sell products through various channels. The advertising part is more concentrated on the internet.

2.7 Key resources

2.7.1 DBMS

The brand managers of NoGender.com use the relational database management system to maintain and build their data over successive years (Priya. P). By having the old and new information, the decision maker can easily find any information and will be able to know the strength of the company and the type of items that are liked by most of the customers.

DBMS helps to enhance the performance of the business and increase business value. Those unfiltered data like the transaction of sales and type of apparel can be analyzed in another form of data representation with better data integrity.

2.7.2 ERP

To control the quality of the product, NoGender.com use ERP as the tool for the supply chain management. This is because ERP can really help NoGender.com simplify and optimize its supply chain management processes for smoother and more profitable outcomes that can really help to save a lot of cost and time. (Kristin. P, 2021)

ERP automates demand planning where the point of sales (POS) is the main role to tell the hot item and the stock availability for a particular item which provides real-time information that can achieve better production in quantity control and better product delivery. This information is for day-to-day basis activity that can fulfill the satisfaction and demand of the customer.

2.8 Cost Structure

2.8.1 Production

MD Textile Sdn Bhd Sg Buloh is their partner and will be responsible for producing all their products. MD textile also fulfills NoGender.com demands as it can produce many apparels in a short time, quality is sustainable, and budget friendly.

2.8.2 Marketing

The way of marketing them is more focused on spotlighting the featured items and hot selling items that NoGender.com has produced particular items in many quantities to accommodate the demand of customers.

2.8.3 Logistics

The cost of the fuel and trucks is covered in logistics. The pay for the truck's drivers is also counted as logistics.

2.8.4 Salaries

Salaries are the one that makes the human resources keep working. The salaries of each worker from different departments are given based on their current position.

2.8.5 IT infrastructure

Purchasing software like ERP, DBMS, and database charges monthly. The outcome of those softwares are greatly utilized for the operations and sales of NoGender.com.

2.8.6 Human resources cost

Part of the salaries that are distributed to all the employees with their position and some other allowance and privilege are also given.

2.9 Revenue

The revenue of NoGender.com mainly comes from product sales.

3.0 An in-depth study and explanation of the framework that you will be evaluating.

3.1 Introduction

Nowadays information systems are the backbone of an enterprise instead of just a tool. The existence of information systems brings benefits or opportunities to the enterprise. So, the implementation of information systems in an enterprise is definitely not an easy task. Therefore, enterprises especially NoGender.com, a large enterprise, always need a framework to plan or visualize their IS implementation plans.

3.2 What is TOGAF

TOGAF stands for The Open Group Architecture Framework. TOGAF is one of the most popular frameworks on the market, which was introduced by The Open Group in 1995 (White, 2022). According to White (2022), it focuses on how to help enterprises to reduce errors,

maintaining timelines and aligning IT among enterprises to save the cost and produce quality results.

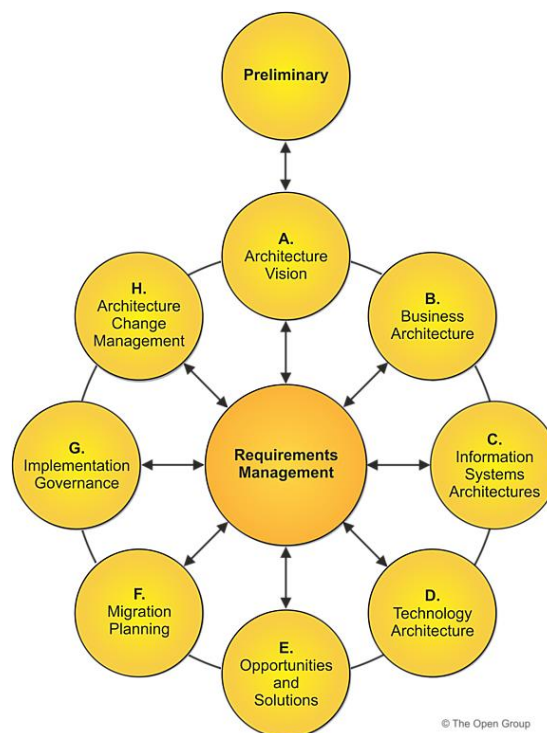
TOGAF 6 components consist of Architecture Development Method (ADM), ADM Guidelines and Techniques, Architecture Content Framework, Enterprise Continuum and Tools, TOGAF Reference Models and Architecture Capability Framework (White, 2022).

This study is focusing on ADM, ADM is the core of this framework which mostly provides enterprises a 'guideline' to developing an enterprise architecture.

3.3 Explanation of TOGAF ADM

Figure 1

The TOGAF ADM



Note. The graph shows the phases of TOGAF. From The Open Group, n.d (<http://www.opengroup.org/togaf>)

The diagram above is the demonstration of steps or phases of TOGAF ADM. Each of the phases has different goals, objectives as well as work content.

3.3.1 Preliminary Phases

This phase is used to determine the Architecture Capability that is desired by the organization. After that, organizations have to establish the Architecture Capability. In order to hit the goals, organizations usually identify 5W+1H to the design principle.

3.3.2 Phase A — Architecture Vision

Focusing on the scope or boundaries of the business and then defining the scope of the architecture project is the objective of this phase. Besides that, it also has to define high-level business requirements. It means what a system or a solution should do and why (Kaushal, 2022).

3.3.3 Phase B — Business Architecture

This phase is to define all the business processes that are corporate with the strategy and business objective. To implement a better strategy, the enterprise environment is crucial to meet the current situation. So, they need to document the existing elements of the business strategy.

3.3.4 Phase C — Information Systems Architecture

This phase can be split into Data Architecture and Application Architecture. It aims to integrate technology and data that is used by organizations into architecture.

3.3.5 Phase D — Technology Architecture

Technology Architecture provides a guideline that mainly focuses on hardware and software. This phase provides a more concrete view that enables the phase of migration planning. It has a detailed description to develop the target technology architecture which converts the existing system into services terminology using the foundation architecture. It also defines the resources of technology architecture that are relevant to the architecture continuum, industry architecture and organisation architecture.

3.3.6 Phase E — Opportunities and Solutions

The objectives of Phase E are to generate the initial version of Architecture Roadmap based on the information gathered from previous phases. Then, they can identify whether they need an incremental approach. Besides that, they also need to design the implementation and migration plan.

3.3.7 Phase F — Migration Planning

This phase aims to finalize the work done in previous phases, then ensure the work products built are coordinated with the current environment and goals. Lastly, enterprises should make sure those stakeholders understand the plan and costs of work.

3.3.8 Phase G — Implementation Governance

Implementation Governance ensures that the actual work implementation is in line with the Target Architecture and verifies any request for change.

3.3.9 Phase H — Architecture Change Management

This phase has to ensure the architecture development cycle is maintained and the cyclic nature of this phase is met by restarting phase A. Besides that, it also should ensure that the Architecture Governance Framework is executed.

3.3.10 Requirements Management

This is an unordered phase. The objective of this phase is to examine the process of managing architecture requirements throughout the ADM.

3.4 Iterative Approach to the TOGAF ADM

According to the research, the TOGAF ADM is iterative rather than a waterfall approach. The iterative is over the whole process, phases, and within phases. (*The TOGAF Standard, Version 9.2 - Applying Iteration to the ADM*, n.d.).

4.0 Implementing TOGAF to NoGender.com

4.1 Preliminary

Enterprise architecture must suit to the culture, objective, and business goal that can increase the efficiency of operations and produce high-quality work.

Architecture being developed must be aligned with the business strategy that minimizes failure and error of the business and system. The function of DBMS is not easy to operate so when setting up it must be aligned to the goal of NoGender.com to achieve the objective.

Architecture being developed must be able to provide a safe place for the organization to access it that should be avoided natural disasters, malicious software, hacking, and cracking. Data is relevant to NoGender.com so the risk of attackers intruding into the server must be minimized.

Application architecture must integrate with the relevant department to ensure that the systems can be greatly used for relevant operation. ERP and DBMS are the tools to collect and analyse all the data from different platforms which include POS, Shopee, advertisement, Lazada, and NoGender.com's website.

To achieve a more accurate and smarter decision, NoGender.com has to implement the Decision Support System which is towards the modernization of IT.

4.2 Architecture Vision

The stakeholders of NoGender.com may have no IT background. An architecture that can explain and be understood by all stakeholders is high-level business requirements. The following image demonstrates the new value chain of NoGender.com.

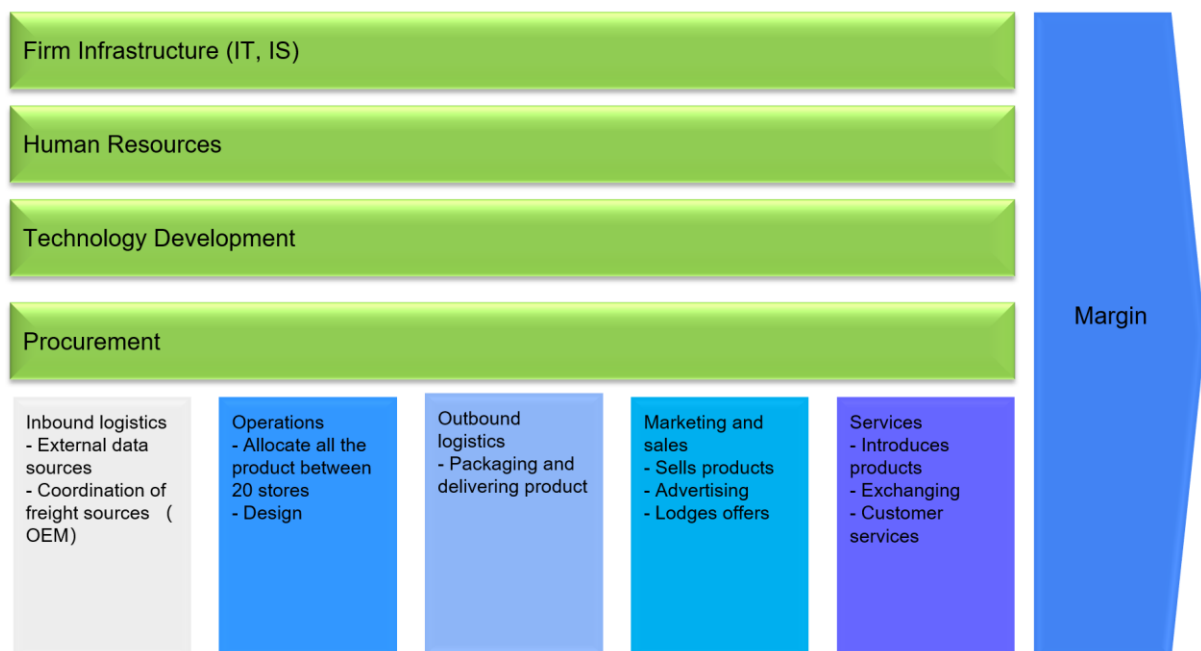


Figure 2 Value Chain

Explanation of the activities:

Firm Infrastructure: Facilitate data into DBMS and then to ERP.

Human Resources: Recruit employees, evaluate the performance of employees, and assign the correct job to the correct people.

Technology Development: The technology of the systems should perform to the needs of the organisation.

Procurement: Apparels are bought and to be sold in the market.

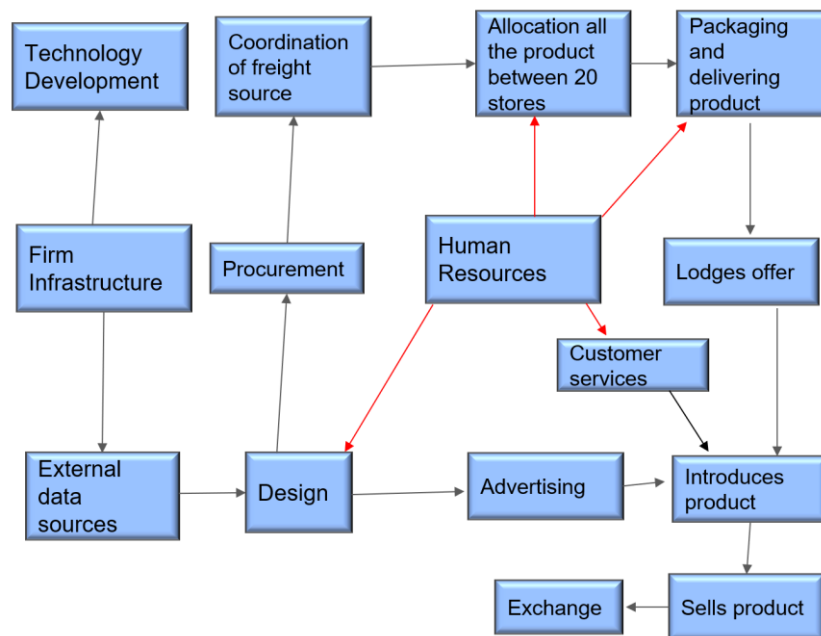


Diagram 3 Current Business Flow Chart

Diagram 3 shows how the business operates from implementing IT and IS infrastructure to selling products.

The architecture vision, and scope must be based on the value chain, hence it can make sure the architecture can bring exact benefits to the organization.

NoGender.com already had an existing information system to support its partial operation. Now, they found that the existing information systems couldn't satisfy their needs. They are supposed to implement more information systems in the organization to maximize the potential benefit.

Now, they found that the existing information systems couldn't satisfy their needs. They are supposed to implement more information systems in the organization to maximize the potential benefit. From the application and data architecture perspective, new architectures should use the best data and information to fit the needs of NoGender.com. From Technology Architecture perspective, distributing IT infrastructure that supports the organisational vision for information management, application management, as well as the IT infrastructure provided using a cost-effective approach.

Lastly, the new and existing systems should not be conflicted.

4.3 Business Architecture

NoGender.com starts to analyze their current business strategy for understanding the gap between goals and the current situation. The main activities of NoGender.com are design, forecasting, sales, marketing, logistics, etc. As mentioned before, the existing information systems of NoGender.com are ERP and DBMS which are managed by Oracle, and external data resources for helping forecast the marketing or design. There are no problems for those systems, but NoGender.com still wants to align and implement more and more systems to enhance their competitiveness.

Now, they have to implement some new applications to the existing system, for deeply helping with their marketing, designing, forecasting, advertising and human resources management. Then, implement a new system to help human resource management, and enhance customer relationships. In short, it can help decision-makers more easily and enhance the efficiency of the organization.

4.4 Information System Architecture

There are a few applications architecture needed by NoGender.com:

4.4.1

Firstly, NoGender.com is supposed to implement DSS that can simulate the decision making. The result given by this system is based on the particular products of quantity sells, finance of the firm. Those data as a resource for this system. Then the result can be a reference for the design, marketing, advertisement and forecasting department. This system can help the forecasting of NoGender.com more accurately. In a nutshell, these departments more or less need accurate information and prediction to finish their job. Therefore, these departments can focus on specific customer segments or predictions for maximising the cost effectiveness of the firm.

4.4.2

Besides that, NoGender.com is going to implement a mobile application named "NoGender" since their online sales main routes are "NoGender.com" website, Shopee, and Lazada. There is no mobile application for customers which is not mobile user-friendly. In the new application, the customers can buy the accessories they want and can do consulting through customer services. Then a whole new system will be implemented to this application also, it is "virtual dress fitting", which means customers can take a photo by themselves then "drag" the accessories to their photo as virtual dress fitting. The most important, the data from this application will also be an important part of simulation decision making application.

4.4.3

As a company with 300 staff, it will be very efficient if there is an information system for helping human resources management. Now, the new system will mainly interact with the staff and human resources department. Staff now can apply for leave, complain from this application. Human resource department can manage the human resources allocation and complaints from this application.

4.5 Technology Architecture

4.5.1

NoGender.com can be so successful nowadays because of the implementation of the technology within the organisation. The objective of NoGender.com is to target the younger generation's market and engage people to have high sensitivity to the latest fashion. Due to the rapid change of the fast fashion market, NoGender.com has upgraded their IT infrastructure that can accommodate the needs of customers.

Understanding the taste of the customer is pretty critical to create more types of apparels, meanwhile, NoGender.com has to collect more data within the organisation and outside the organisation. According to the research of Maura Goldrick, many industries are using advanced analytics at scale to produce unique insights that fuel performance improvement. When designing a product, the uniqueness of it must be able to demonstrate its feature to the customer.

4.5.2

POS system as the main component of the technology architecture that sends and informs the stock of the inventory and the sales of the day which interact with ERP and DBMS.

Using the technology of the barcode, the sales of a particular item can be clearly shown. The number of the barcode should not be duplicated from another item. To avoid this happening, the marketing teams should use DBMS to make sure the code is unique to all the items. Meanwhile, data accuracy is really important to avoid miscalculations.

To enhance the relationship of customers, the usage of social media must be utilised to the maximum. The comments are the main data that must be analysed manually and in DBMS and seek the gap of the product and repair as much as we can. The work of each department must be assigned correctly to minimize time and maximise the efficiency. Meanwhile, ERP also acts as a tool to categorise the works of each department to ensure no replication of work occurs. Real time information should be presented throughout the data from the POS system and the data will be processed in DBMS and to the ERP system.

4.5.3

Data confidentiality is crucial to operate ERP and DBMS. Meanwhile, the counter measure of security must not be overlooked to ensure those systems can run smoothly. Backup and recovery are deployed in the DBMS and ERP to avoid data losses which can affect the operation so a daily backup must be carried out.

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