**Strategic Alignment Model**

**Strategic Alignment Model in Data Management Frameworks (DMBOK)**

In DMBOK (Data Management Body of Knowledge), **strategic alignment** refers to the integration of **data management activities with organizational strategy, business needs, and IT capabilities**. This ensures that data is not managed in isolation but as a **strategic enabler of business value**.

A diagram of a business strategy

AI-generated content may be incorrect.

**Overview of the Strategic Alignment Model (SAM)**

The SAM is built around the idea that organizations must achieve **strategic fit** and **functional integration** between **business and IT domains** to achieve high performance.

**Key Components Explained**

**1. Domains**

There are **four domains** in the model:

**Business Domain**

* **Business Strategy**  
  Focuses on how the organization competes in the market, its vision, goals, and value propositions.
* **Organization and Processes**  
  Refers to internal structures, roles, processes, and management practices used to deliver on the business strategy.

**IT Domain**

* **IT Strategy**  
  Defines how IT will support or enable business strategy, including infrastructure choices, applications, and capabilities.
* **Information Systems (IS) Infrastructure and Processes**  
  Encompasses the actual systems, technologies, and operational capabilities to support both business and IT needs.

**2. Central Connector: Information and Data**

The **Information/Data** hexagon in the center shows that data and information are the **linking assets** across business and IT.

* Business requires accurate and timely **information**.
* IT provides the **data infrastructure** to deliver that information.

**3. Strategic Fit (Vertical Arrows)**

* The **vertical alignment** shows how strategy (top) and operations (bottom) must align within both the **business** and **IT** domains.
  + In **Business**: Business strategy must align with organizational structure and operations.
  + In **IT**: IT strategy must align with information systems and operations.

**4. Functional Integration (Horizontal Arrows)**

* The **horizontal arrows** show alignment between **Business** and **IT**:
  + Business strategy must inform IT strategy.
  + IT strategy must support the business with appropriate systems and capabilities.

**Purpose and Application of the Model**

This model is used to:

* Diagnose **misalignment** between IT and business
* Define **governance roles** for business and IT leaders
* Guide **digital transformation** and enterprise architecture planning
* Enable **value realization** from IT investments

**Example Scenario**

A retail company wants to launch an online shopping platform:

* **Business Strategy**: Expand into e-commerce.
* **IT Strategy**: Invest in cloud hosting and mobile-first platforms.
* **Organization & Process**: Train staff for digital support roles, reorganize fulfillment processes.
* **Information Systems**: Implement an e-commerce engine, integrate with inventory and logistics systems.

Using SAM, the company ensures that its IT initiatives are directly supporting its new business direction.