## Week 6: Boundaries create scope and opportunities for business modelling.

### Why do business models focus on infrastructures and processes?

### A business infrastructure is the combination of how the business is structured and the internal, documented processes. One of the most important aspect for a business is profit. To maximize it, they must strive to optimize the internal operation and increase the efficiency of communication between departments. These objectives can be achieved with a well-designed infrastructure and streamlined processes. Furthermore, it can helps business scaling to be more efficient without sacrificing on many aspects, provides better consistency to both business management and customer experience. Good infrastructures can helps with risk management, and streamlined processes will help to resolve the situations when those risks become reality more effortlessly. And last but not least, it also provides confidence for business to innovate faster and respond more quickly to market demands, giving it an edge to the competition.

### How can you become an Influencer for a social network business model?

### Social network, as the name implies, focuses heavily on connection and interaction between people. In this modern day and age, Internet has been helping to expand this network to reach almost every corner of the world. For businesses, online social network is a great way to increase brand exposure and lessen the gap with the customers. To become an influencer for a social network business model, the first and most important task is to have a brand account on as many major social network platform as possible. This helps your brand to reach more groups of customers and to be more flexible on types of content to produce, since each platform will focus on one or a few forms of content. After the initial step, you should push hard on producing marketing materials and content in as many formats as possible (blog posts, short-form/meme posts, long-form videos, short videos, etc.). This will boost brand exposure and increase the chance of going viral, creating a short-term trend. Lastly, you need to encourage customer interaction with call-to-actions (like share, follow, like, comment, etc.) and replying to users’ comments. Comments are very valuables since they are direct feedback and reviews provided by the customers, and sharing is a form of indirect, free brand advertisement.

**Week 7:** Modelling for Business Process Improvement is a critical task for service system design and improvement.

**Describe how Business Process Improvement methods work.**

Models built with ArchiMate can have three layers: *Business, Technology, Application*; and three aspects: *Active, Passive, Behavioural*.

The Business layer can include departments whose role related to money, law, resource, management, strategy and operation. Meanwhile, the Technology layer can include departments and components that helps to provide communication and means to work with data to aid the Business layer to be more interconnected and improve efficiency. Lastly, the Application layer helps to present the data and provide interaction between the Business and Technology layer. As we can see, these three layers represents the real world structure of an enterprise system.

Within each layer, there are three aspects. The Active aspects includes things that will be processed. The Passive aspects includes things that are more static, like processed data. The Behavioural aspect includes actions that will be done within the layer.

**What should your models show to assure business value realization?**

Enterprise Architects are people who are responsible for:

* Analyze, design and validate changes to the architecture following the principles and needs of the enterprise.
* Provide consultancy on architecture and solution design for departments within the enterprise.
* Formulating and enhancing the strategies of the enterprise.

In short, they are the people who proposes the overall structure and process of an enterprise to match its needs.

## Week 8: There are many standard services frameworks that act as service reference models.

### Why are these models so complex and confusing?

These models are complex because they are trying to convey a lot of details of a very complex matter, which is service. Service is built with lots of components, layers and processes within a business, all to ensure the product satisfy the customers. Since each person have unique identity and personality, to satisfy as much customer as possible, services need to be designed to provide satisfaction to as much personalities as possible. Sometime they can also be confusing since there are a lot of moving parts within a business to ensure the service is operated and maintained properly, and not every one of us can fully understand every layers and aspects of it, especially the ones that are not within our profession or departments. A model is a representation of real world, and real world business are not simple. Thus, service models can be very complex and for some people, might also be very confusing.

**How is ITIL used to assure technology services satisfy a customer?**

Usually, the development of a service starts with development and follows by improvement through feedback and response from customer. This way the business can be more focussed on the product, and improving it through feedbacks. ITIL, on the other hand, prioritize customer’s needs and feedback, listening and analyzing their input, and only enter development process once the requirements are well-defined. This feedback-driven approach helps to ensure projects that use ITIL to assure that there product will meet as many requirements and expectations from the customer as possible. It also bridge the gap between the development team and the customer, uniting business operation and IT department, enhancing communication between parties to help translate business strategies and goals into technical requirements. ITIL also provide the guidelines to ensure uninterrupted service operation for the customer when changes are released by IT department.

## Week 9: Standardized modelling of services assures consistency and interoperability of service systems.

### Describe how TOGAF models management requirements.

TOGAF models management requirements by defining the steps that must be done. These includes both architecture and implementation aspects for both technology layer and business layer. The initial step is to visualize the overall architecture of the business. After that, the next three steps is where the architecture is defined and designed, with business architecture being the first step, and then followed by the architecture for the information system and the technology that are used. After having a well-defined logical architecture, we will move to the implementation phase where we convert them into physical view and planning. First part of this phase is to identify existing business opportunities and possible solutions, and based on them to plan and perform logical to physical migration. The second part will focus on management for the process of implementation and quality improvement, ensuring they can be performed correctly and efficiently. After this, the life cycle will continue to ensure the management requirements are up to expectation.

### When and how are project management models used to improve services?

Project management models are used when we need to implement standardized service model by providing a structured approach to the matter. By standardizing the process, it will reduce the risk of the project being overdue, over-budget or having inconsistent quality. It will also help to increase efficiency and flexibilty, where a framework can be introduced and adapted to suit the requirements of each project, making the overall management to be more flexible since the workflow is more consistent across multiple projects. Furthermore, it also help business to identify areas for improvement and provide the process for change implementation for the project over time. These make project management model to be very suitable for services, since services are implemented through projects, and projects are used when we need implementation.

## Week 10: INFS604 has four Learning Outcomes. Go to the Descriptor in Canvas and say how you have achieved each.

## ArchiMate Model

