Digital Business Transformation

Industry	Telecom	Client	Botswana Telecommunication Company (BTC)
Role	Enterprise Architect		
Key Result	BTC prepared its business transformation from a traditional telecom to a digital service marketplace. A target-state information architecture was developed as a foundation for future changes, providing the client with a clear plan for system and information transformation.		

Situation	Task	Action	Result
BTC, a telecom company, was undergoing a digital transformation to evolve from a traditional mobile operator into a digital service marketplace. Competitive pressure intensified the urgency to adapt, as rivals had already started offering digital services beyond core telecom offerings. BTC was expanding into new digital industries (eHealth, FinTech, Cloud) and needed a minimal viable architecture (MVA) and information architecture vision.	As an Enterprise Architect, I was tasked with analyzing the current state of the company's information architecture and designing a target-state model that would support the new business strategy. Analyze the current state and define target information architecture and roadmap.	Conducted a landscape assessment, studying how the client's business was structured. Designed the target information architecture, organizing and streamlining their key information entities. Created customer journeys and capability maps to visualize business processes and required capabilities. Developed a target-state information model — the Information Architecture — showing how data entities would be structured and related in the future state of the business. Proposed a clear change roadmap for phased transformation to achieve the target state.	**A Clear Plan for Transforming the Information Architecture:** The client received a comprehensive Information Architecture for the enterprise's future state. This clarified how their business would function, what information entities would be involved, and how they would interact — paving the way for system and data-level transformation. **Foundation for Future Digital Services:** An architectural basis was created that will enable BTC to successfully develop as a provider of digital services in new industries (eHealth, FinTech, Cloud).