Week 9 Lab session
Lab Report #5
Winter 2025

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ITM706 Enterprise Architecture

Acknowledgement

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- https://pubs.opengroup.org/architecture/archimate3-doc/

Digital Customer Intimacy strategy

- InsureCo has defined a longer-term Digital Customer Intimacy strategy based on Big Data, IoT, and social media.
- The relationships between strategy, capabilities, envisaged outcome, and stakeholder drivers is shown in the next slide.
- InsureCo intends to use more detailed customer data to improve customer interaction and satisfaction, and to customize insurance premiums based on insights into the customers' behavior.
- The Digital Customer Intimacy strategy requires InsureCo to develop a number of new capabilities and resources, including digital customer management and data-driven insurance (data acquisition, and data analysis).

Strategy Viewpoint
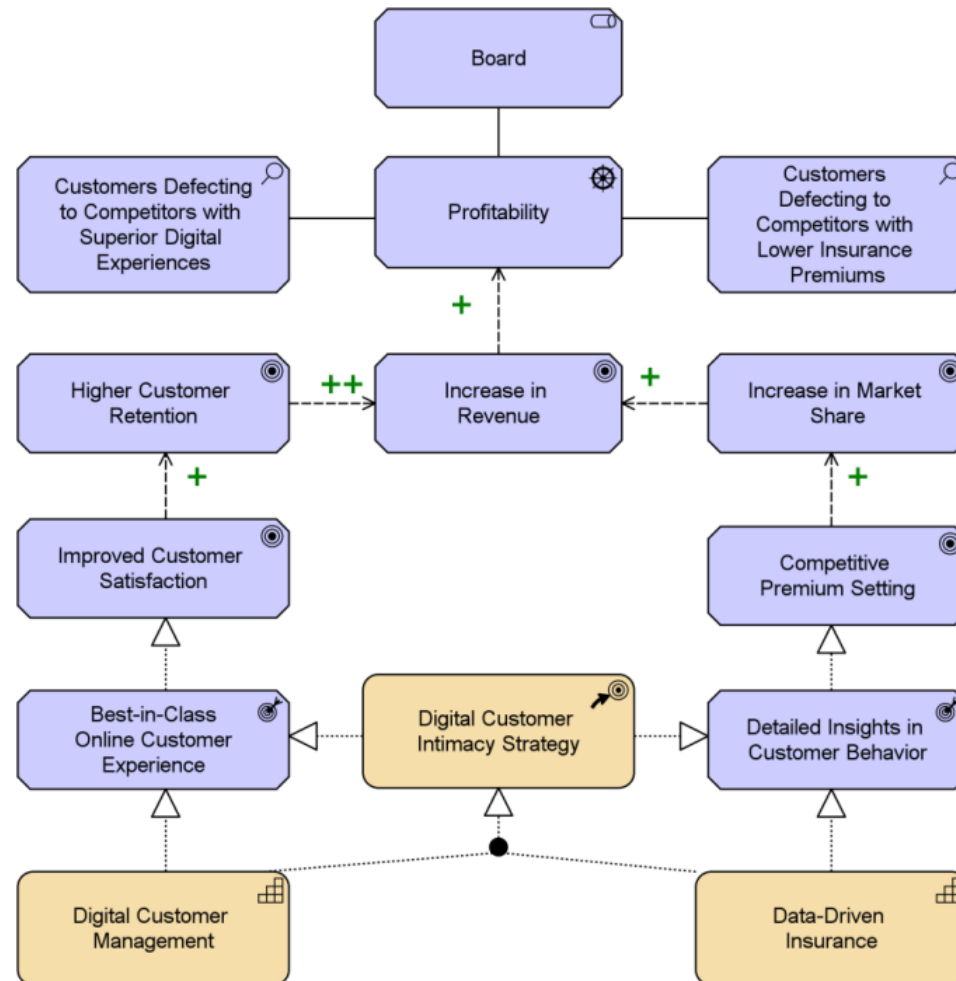
Data Driven Car Insurance

- The outcome "Detailed Insights in Customer Behavior" will be supported by acquiring customer driving behavior data, which will be fed into a solution for automated data analysis.

- This will require the development of organizational competencies in "Data acquisition" and "Data analysis".

- The business intelligence gained will be used in setting insurance premiums for individual customers and the development of new insurance products.

Social Media Presence

- The outcome "Best-in-class online customer experience" will be supported by social media presence and high-quality contents.

- This will require the development of organizational competencies in "Digital Customer Management".

- The high-quality content and advise will improve customer satisfaction.

Project Justification View

- Create a model using Archimate motivation modelling
- Use the following link as an example:
  - https://www.youtube.com/watch?v=2gbdn_apuVE
  - Watch 33 minutes of the training video
  - This training video is provided by Sparx Systems
- Use motivation elements from slide #3
  - Stakeholders, Drivers, Assessments, and goals

1. DriverAdvantage App

- To achieve its goals, InsureCo plans to develop a mobile application to monitor drivers' behavior.
  - Usage-based insurance savings.
  - The safer you drive, the more you could save!
- Using this app, the company will collect and analyze driving data such as acceleration, braking, speeding, cornering, and time of day, and assigns a driving score for each trip.

DriverAdvantage App project justification

- This app is important for competitive premium setting

- Use the requirement, constraints and principles described in the next slide

- You are free to make assumption and use new motivation elements to make the scenario more interesting

Principles, Requirements, and Constraints

- Principles:
  - "Adhere to industry standard for app development"

- Requirements:
  - "Develop DriverAdvantage App to collect data"
  - "Create marketing campaign to incentivize customers"

- Constraints:
  - "New App to be funded from this year's IT budget"
  - "New marketing solution must be implemented within 6 months"

2. Digital Customer Management

- Various social media presence in combination with the requisite social media competencies of the organization will realize the envisaged "Best in-class online customer experience".

- This will also require the development of organizational competencies in "Digital channel management".
  - Read about social media channels here: https://sproutsocial.com/insights/social-media-channels/

# Digital Customer Management project justification

- This is important for improved customer satisfaction
- Use the requirements, constraints and principles described in the next slide
- You are free to make assumption and use new motivation elements to make the scenario more interesting

Principles, Requirements, and Constraints

- Requirements
  - "Create high quality social media content"
- Principles
  - "Social media team should be defined as a new organizational role"
- Constraints
  - "Videos must be outsourced"

Stakeholder, Assessment, Driver, Goal

- Some elements (Stakeholder, Assessment, Driver, Goal) you need for the project justification are above the red line in the next slide.

- They are already defined by the board and architects who have completed the strategy view.

- Connect them in a meaningful way from what you learn in the video.

- Two projects are defined in the lab slides.

- The Requirement, Constraint, and Principle elements defined for each project should be connected to the relevant Goal using 'Realization' relationships.
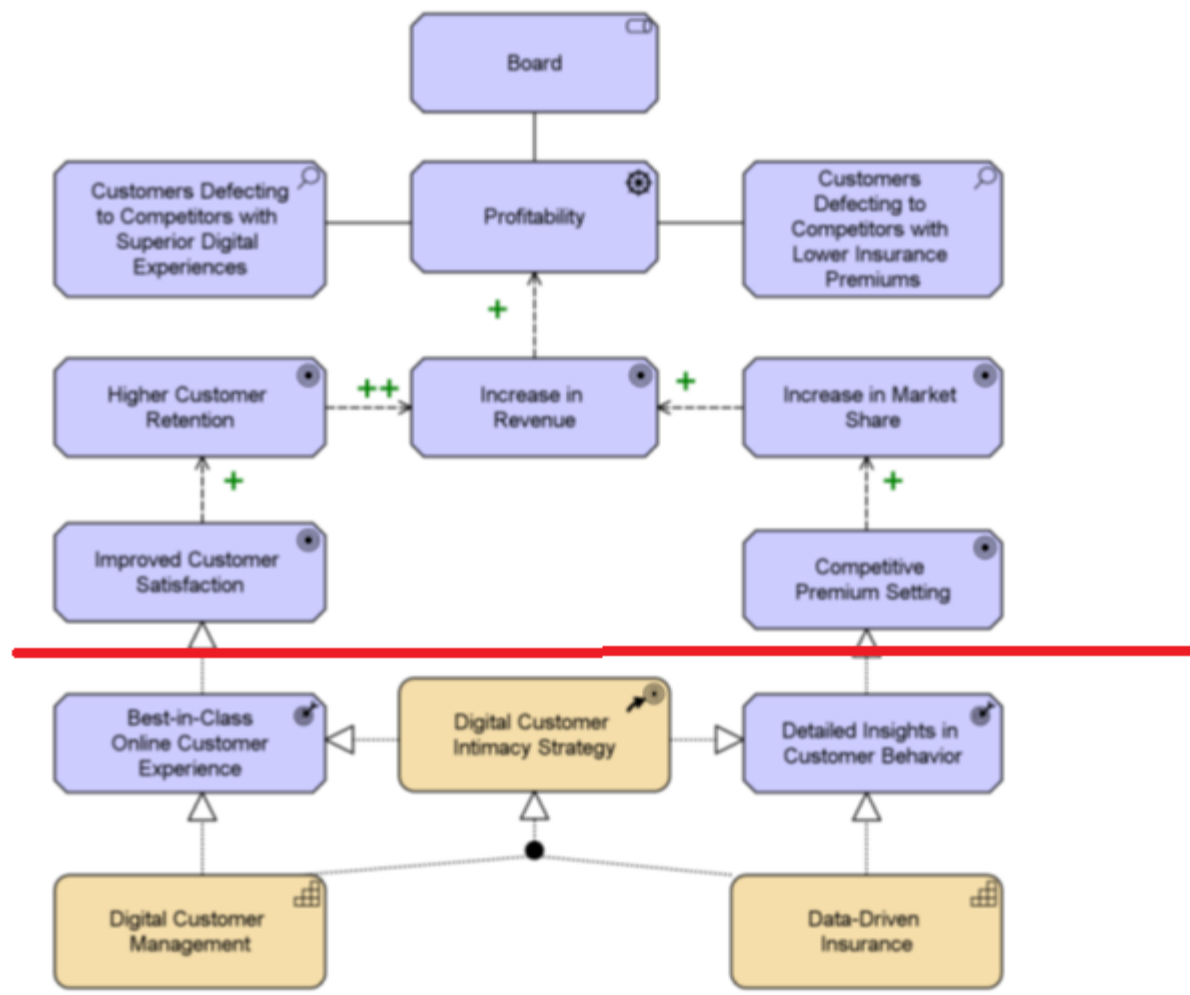
How to Submit

- Submit three files:
  - One: Your report
    - **Add (W25) to all element names in the model**
    - Add **Note** (100 words to describe the motivation model) and **Diagram Note**
    - Use the report builder from the publish ribbon (Publish→ Report Builder→ Generate Documentation) to construct a PDF document.
    - Submit the **document generated by the report builder** and an **image of your diagram**.
  - Two: Your **EA project file (.qea)**

Start   Design   Layout   Develop   Simulate   Execute   Construct   Specialize   **Publish**   Settings   Find Command...

Search Portals Report Builder Custom Document Templates Preview Mode HTML Print Save Reusable Assets Publish As... CSV Package Control Export Package Import Package Publish Import

Explore   Diagram Image   Model Exchange   Technologies

Report

Generate Documentation

Generate Documentation from Selected Objects

Simple Diagram Report

Document

Open a Document File

Create a New Document File

Browser

Project   Context

Page ×

Create from Pattern   Add Diagram   Guidance

Model
  Assign1

Open

Personal Project

Open File

Create New

Team Repository

Cloud Connection

Server Connection

Custom Data Source

URL

Manage Projects...

Recent

Assign1

Pinned

Browser Inspector