PF2™

Pragmatic Family of Frameworks

Pragmatic 365

CONNECTING THE DOTS

Introduction

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- Research (non-profit)

Creates this

Best Practice related to Enterprises

Pragmatic Best Practice

PEFF PPED POEO POET POES PTMC PEAF PEEF

Other Best Practice

IT4IT™ MSP® PRINCE2® ITIL® TOGAF® Zachman® COBIT® MoV® DevOps AgileSHIFT®

Uses this

PragmaticEC

ENTERPRISE CONSULTING

- Consulting
- Training
- Mentoring
- Publishing

To mature this

Direction

Transfor-mation	Operation	Support

Enterprises

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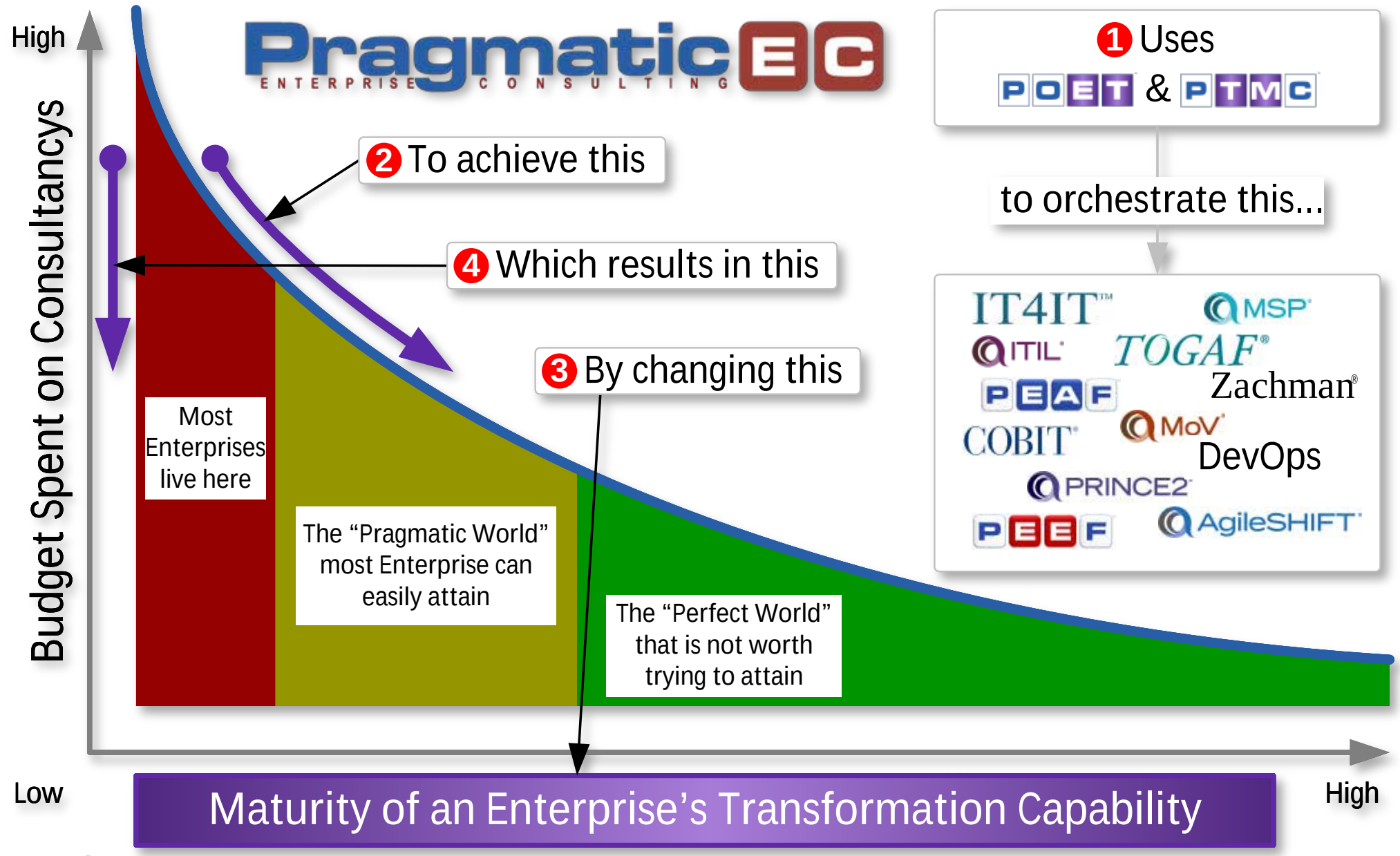
The Transformation of Transformation™



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- ü **350 Companies**
- ü **130 Government Bodies**
- ü **60 Academic Institutions**
- ü **3,700 Individuals**

- ü **43 Consultancies**
- ü **13 Training Providers**
- ü **11 Tool Vendors**

As at Q1/2021

Instructor led or Free Self-study

PEAF FUNDAMENTALS

PEAF FOUNDATION

PEAF CERTIFIED

Day 1

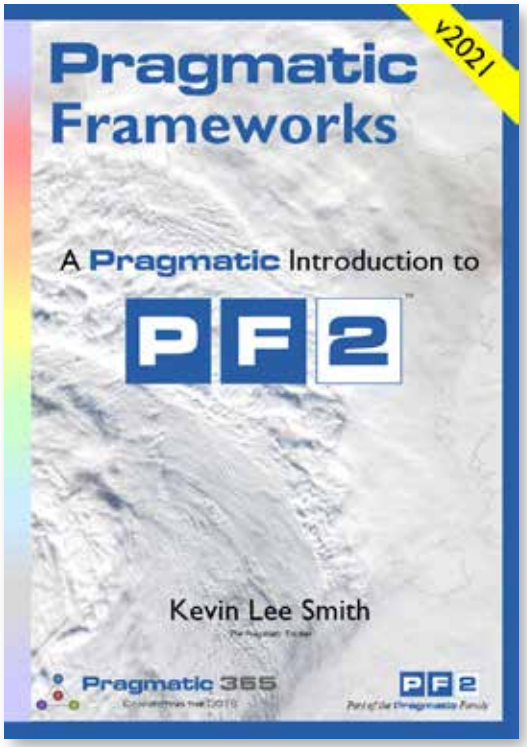
Day 2

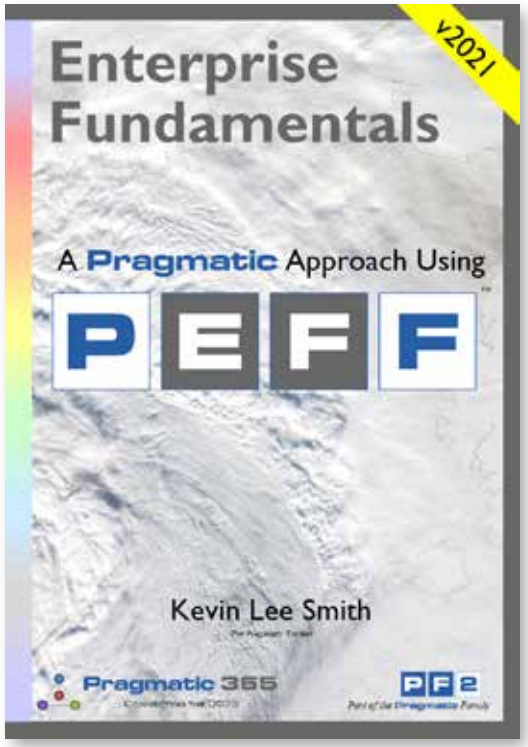
Day 3

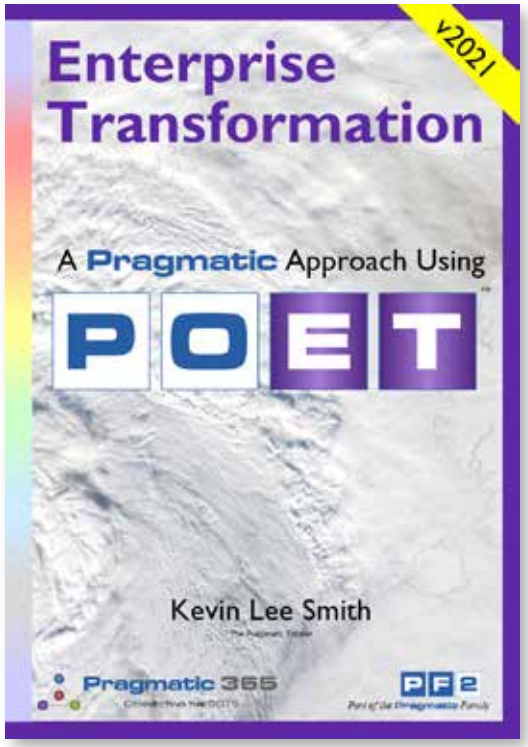
Module 1

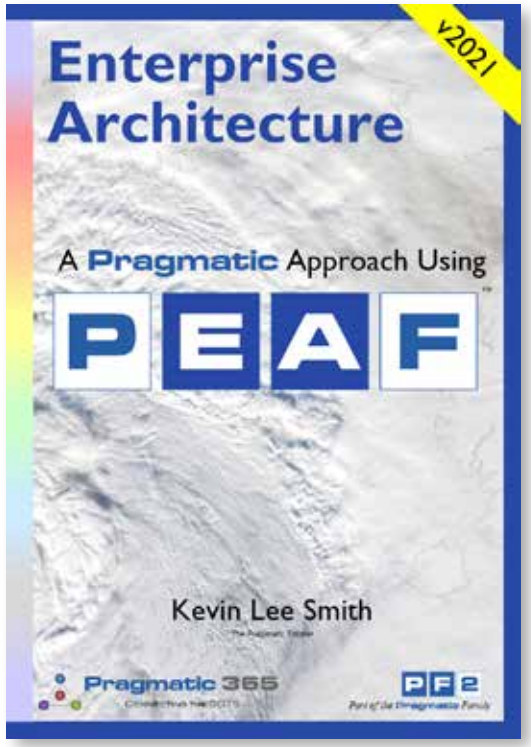
Module 2

Module 3









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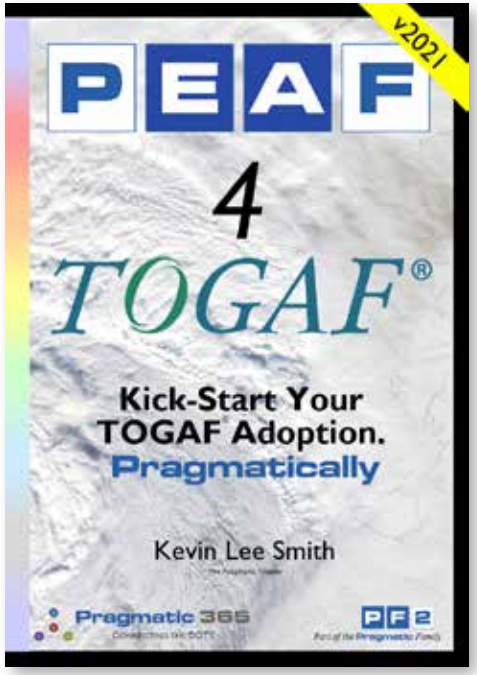
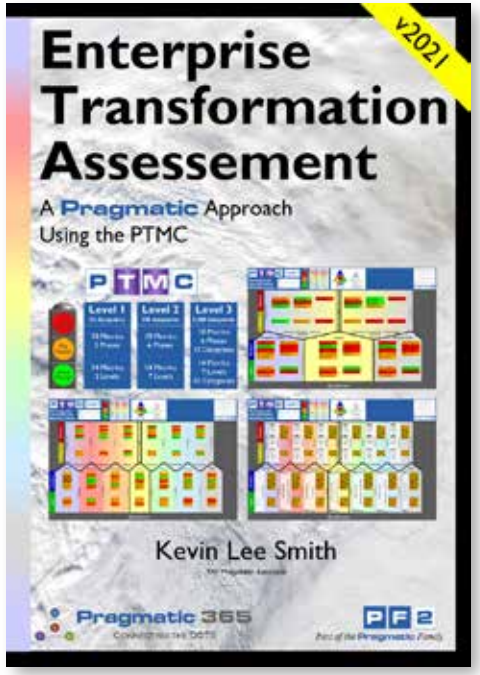

v2021
PEAF
4
TOGAF®
Kick-Start Your
TOGAF Adoption.
Pragmatically
Kevin Lee Smith
Pragmatic 365
PF2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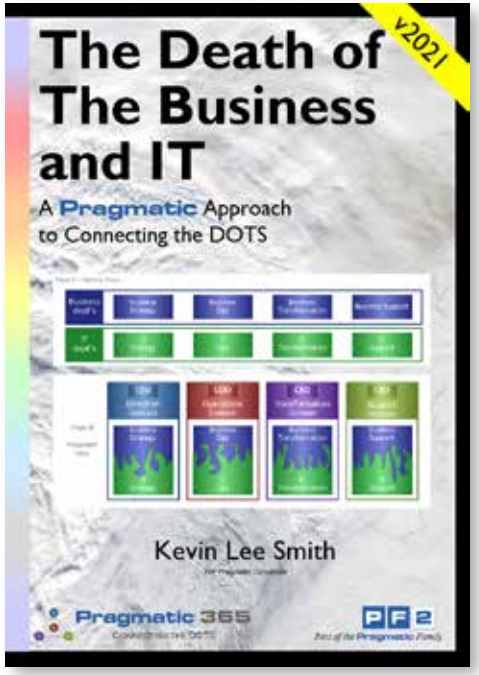
Enterprise
Transformation
Assessement
A Pragmatic Approach
Using the PTMC
PTMC
Kevin Lee Smith
Pragmatic 365
PF2


v2021
The Death of
The Business
and IT
A Pragmatic Approach
to Connecting the DOTS
Kevin Lee Smith
Pragmatic 365
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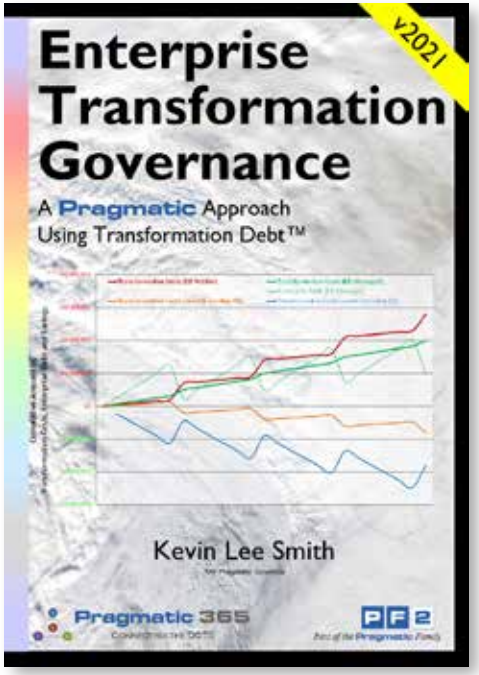
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Enterprise
Transformation
Governance
A Pragmatic Approach
Using Transformation Debt™
Kevin Lee Smith
Pragmatic 365
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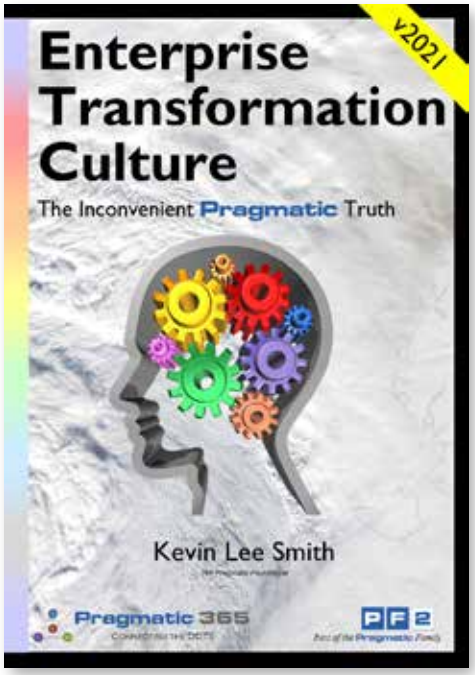
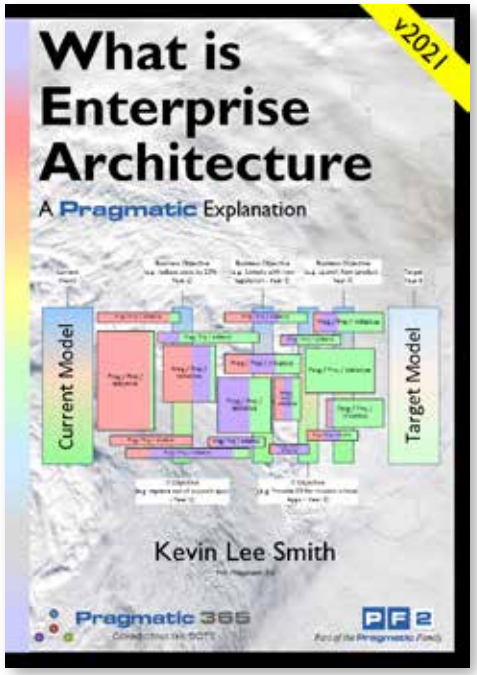

v2021
Enterprise
Transformation
Culture
The Inconvenient Pragmatic Truth
Kevin Lee Smith
Pragmatic 365
PF2

v2021
Enterprise
Architecture
Tools
A Pragmatic Approach
to Selection and Adoption
BiZZdesign
casewise
iGrafx
inspired
iteratec
mega
MOOD
orbus
qualiware
SAP
Dragon1
Kevin Lee Smith
Pragmatic 365
PF2


v2021
What is
Enterprise
Architecture
A Pragmatic Explanation
Current Model
Target Model
Kevin Lee Smith
Pragmatic 365
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Free Self Study Course

Foundation

Leads to

Certified

Instructor Led Course

Foundation

Leads to

Certified

Provides

Toolkit Files

Supplementary Files

Option

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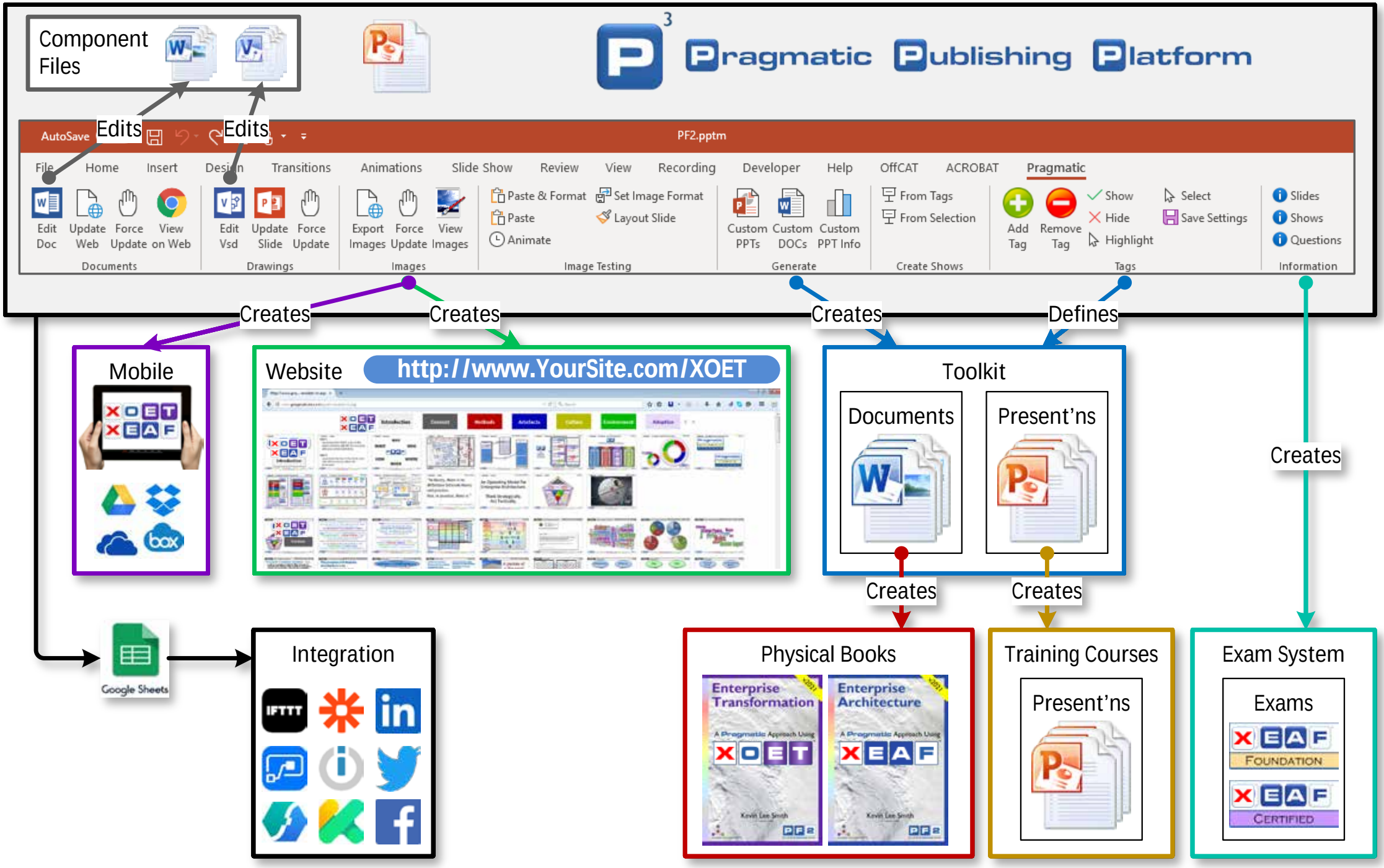
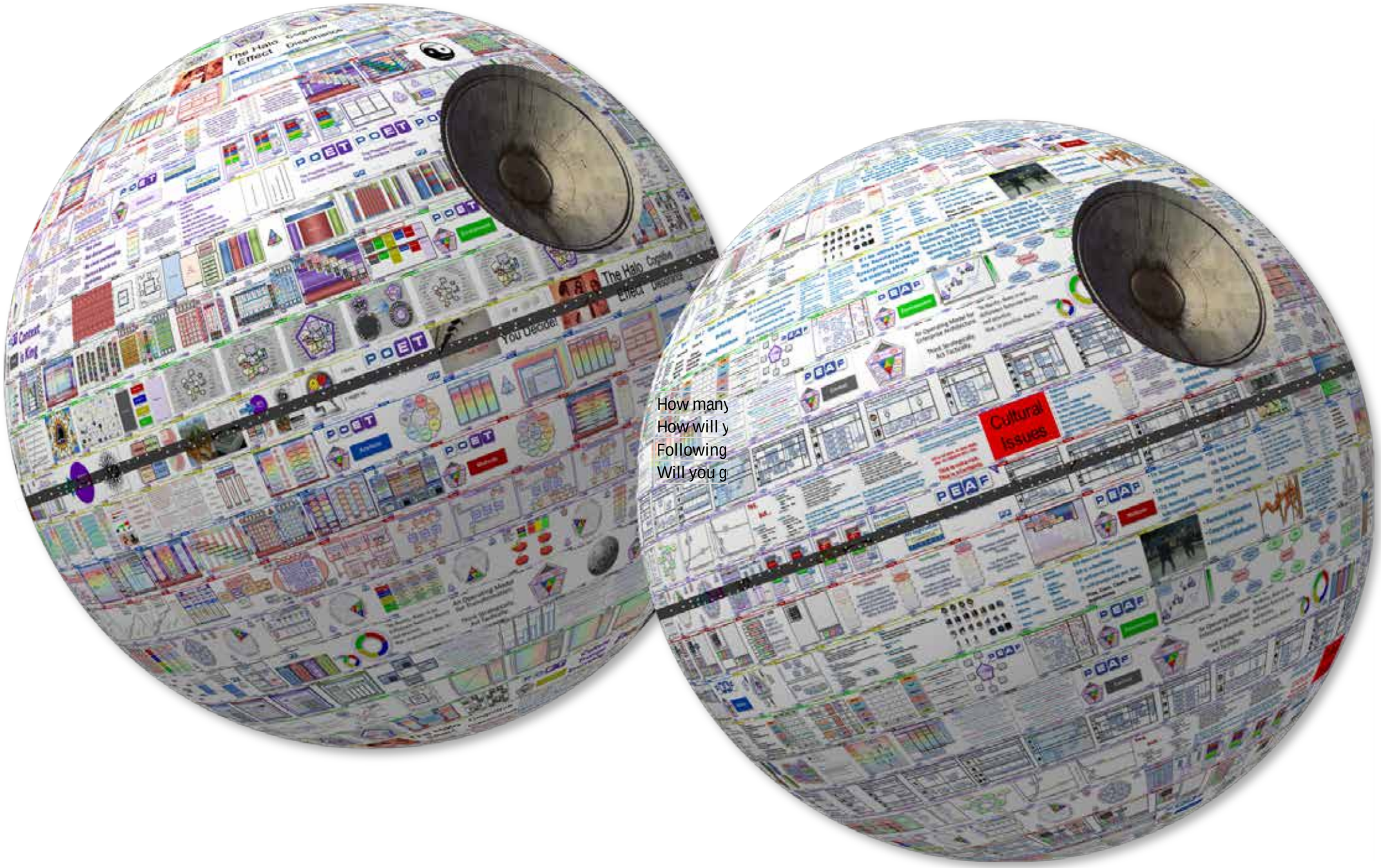

Component Files
Edits
Edits
Pragmatic Publishing Platform
AutoSave
PF2.pptm
File Home Insert Design Transitions Animations Slide Show Review View Recording Developer Help OffCAT ACROBAT Pragmatic
Edit Doc
Update Web
Force Update
View on Web
Documents
Edit Vsd
Update Slide
Force Update
Drawings
Export Images
Force Update
View Images
Images
Paste & Format
Paste
Animate
Set Image Format
Layout Slide
Image Testing
Custom PPTs
Custom DOCs
Custom PPT Info
Generate
From Tags
From Selection
Create Shows
Add Tag
Remove Tag
Show
Hide
Highlight
Select
Save Settings
Tags
Slides
Shows
Questions
Information
Creates
Creates
Creates
Defines
Mobile
Website
http://www.YourSite.com/XOET
Toolkit
Documents
Present'ns
Creates
Creates
Creates
Google Sheets
Integration
Physical Books
Enterprise Transformation
Enterprise Architecture
Training Courses
Present'ns
Exam System
Exams
FOUNDATION
CERTIFIED

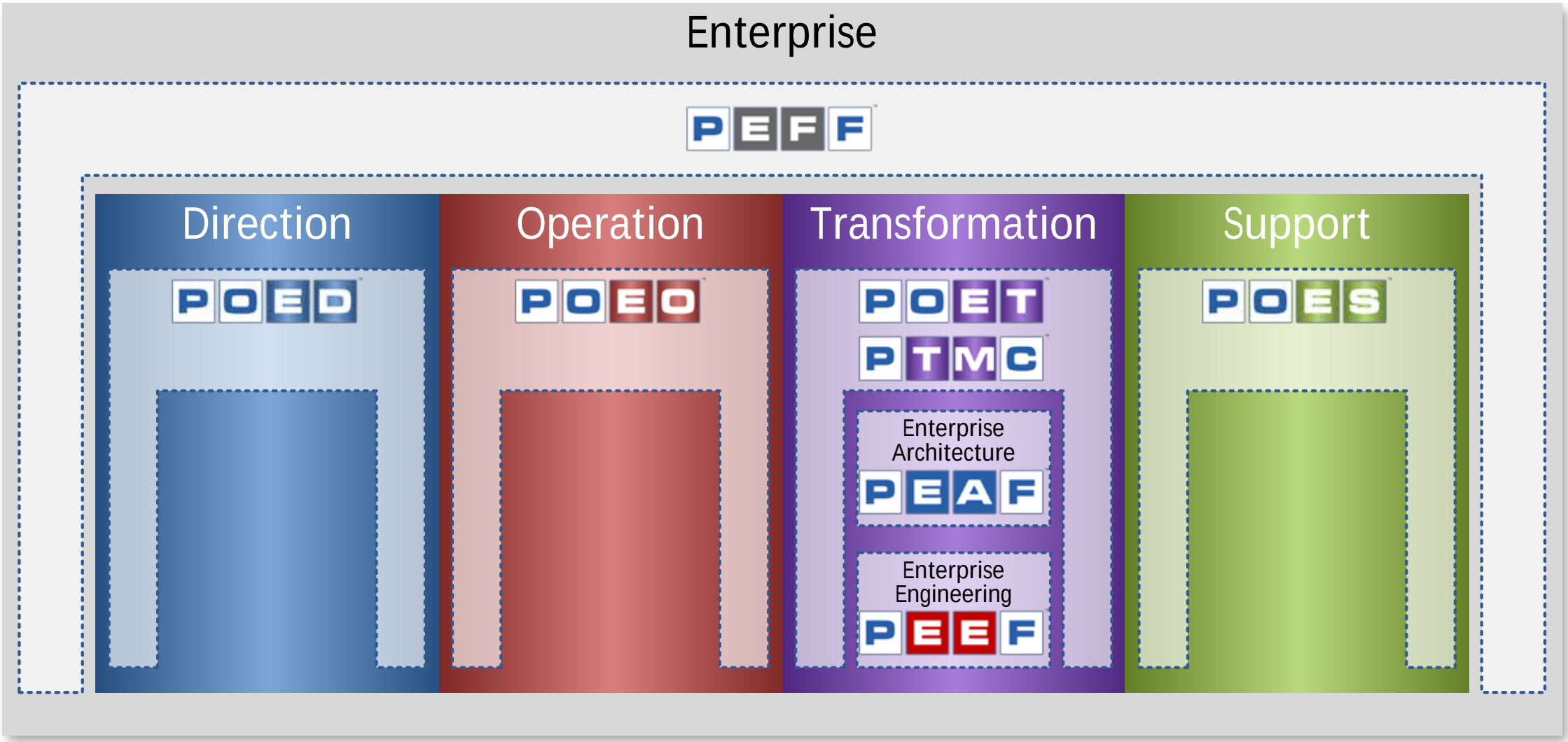
Frameworks



How many
How will y
Following
Will you g

Connecting the DOTS

The Pragmatic Family of Frameworks



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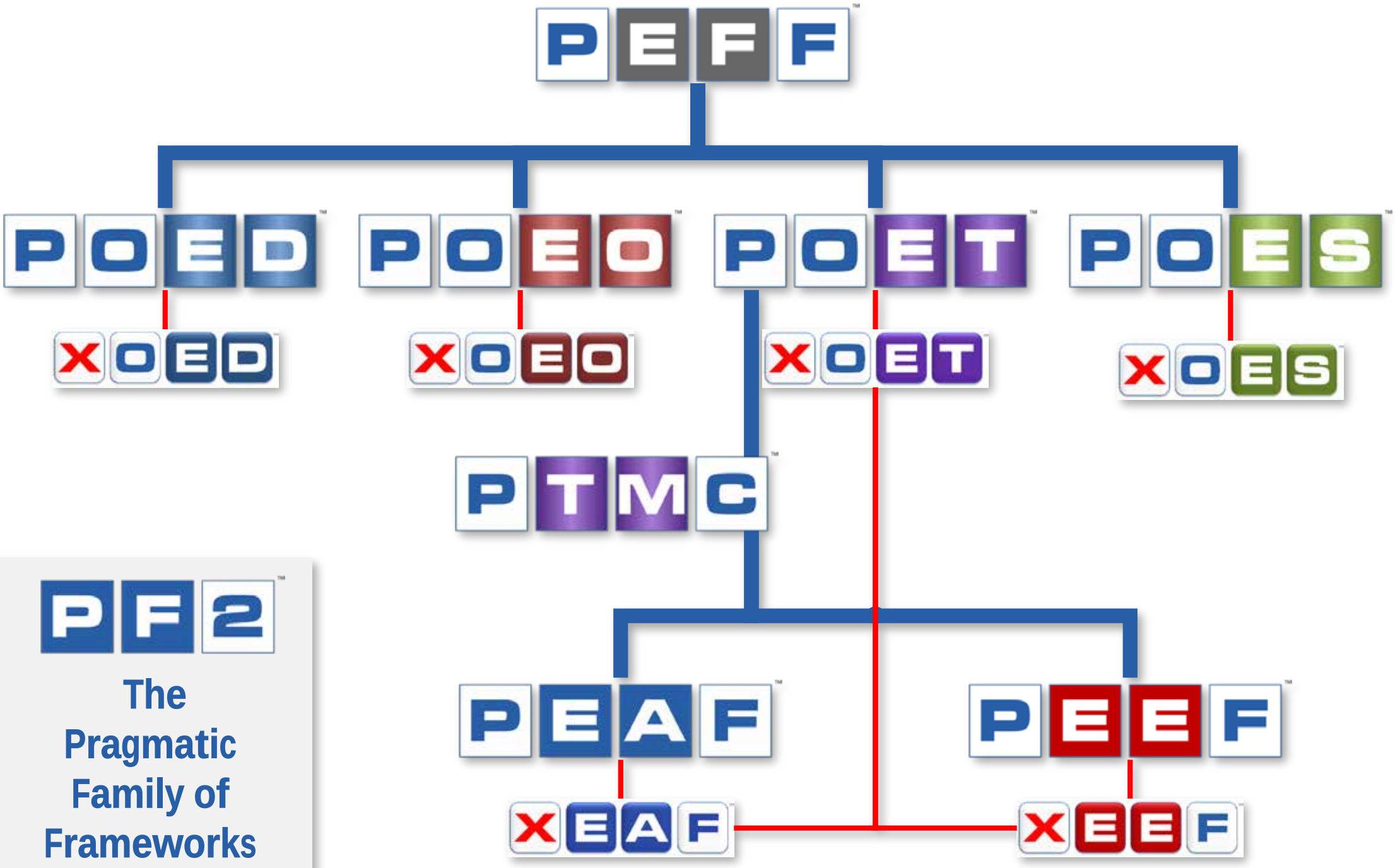

PF2

The Pragmatic Family of Frameworks

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The Pragmatic Family of Frameworks

Applicable to the whole Enterprise	Applicable to the Enterprise's Transformation Capability	Apllicable to the Enterprise's Enterprise Architecture Capability	Applicable to the Enterprise's Enterprise Engineering Capability
PEFF	PEFF	PEFF	PEFF
	POET	POET	POET
		PEAF	PEEF

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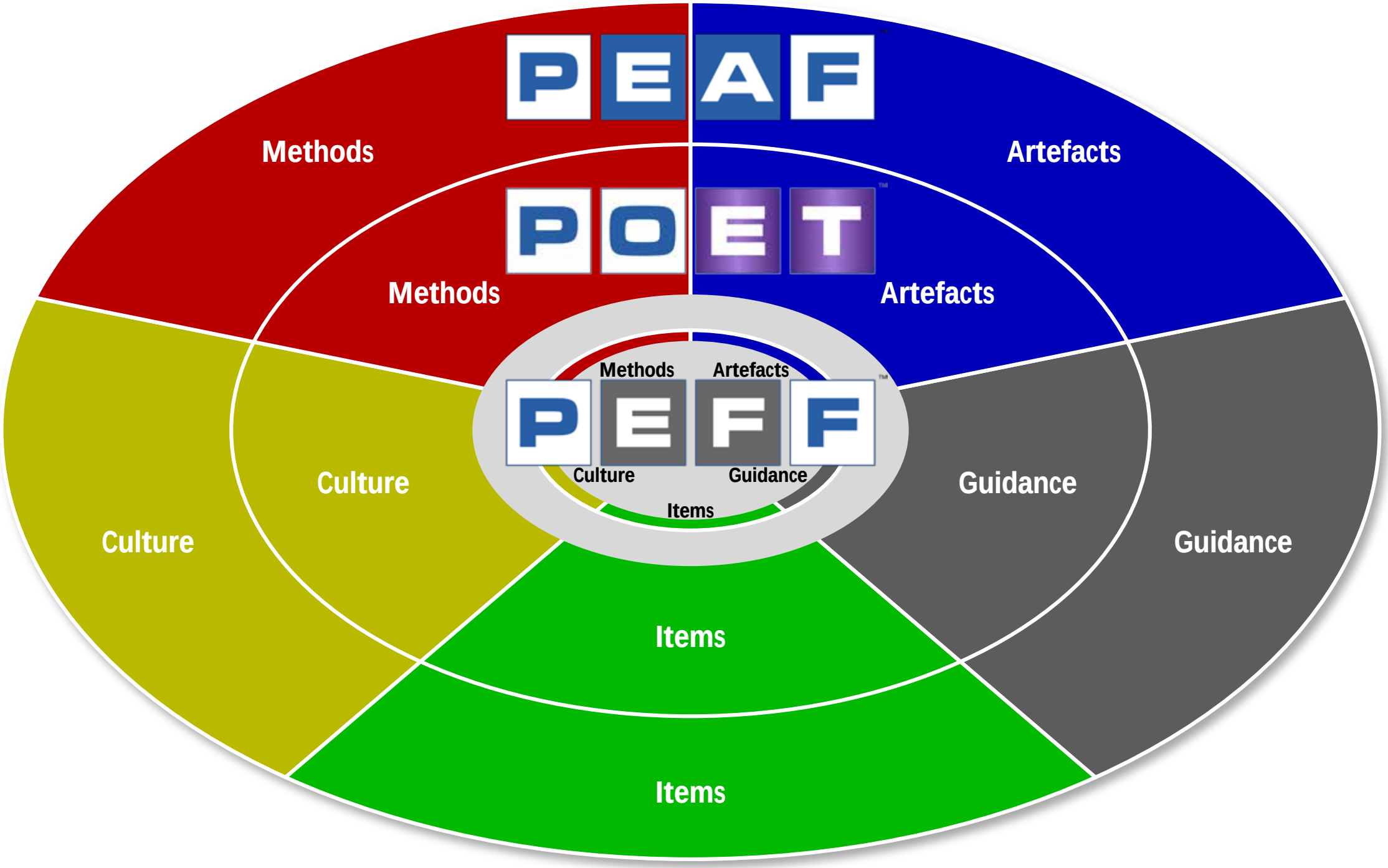

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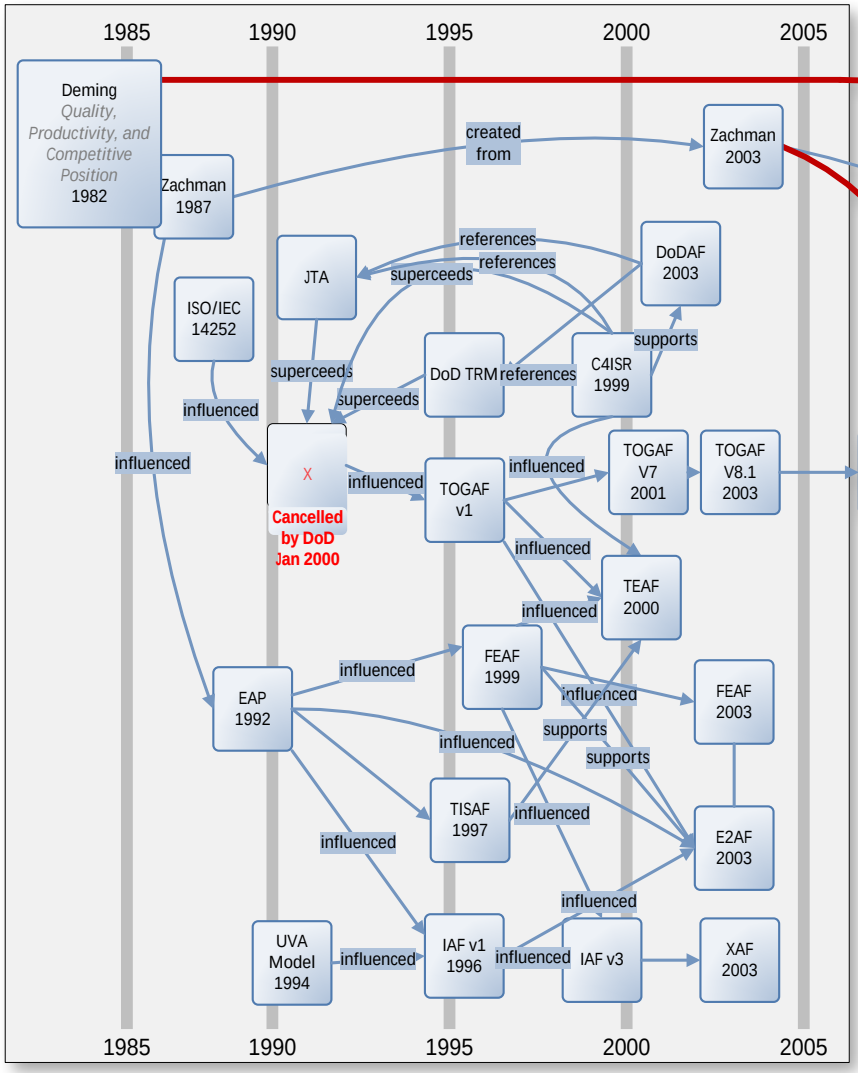

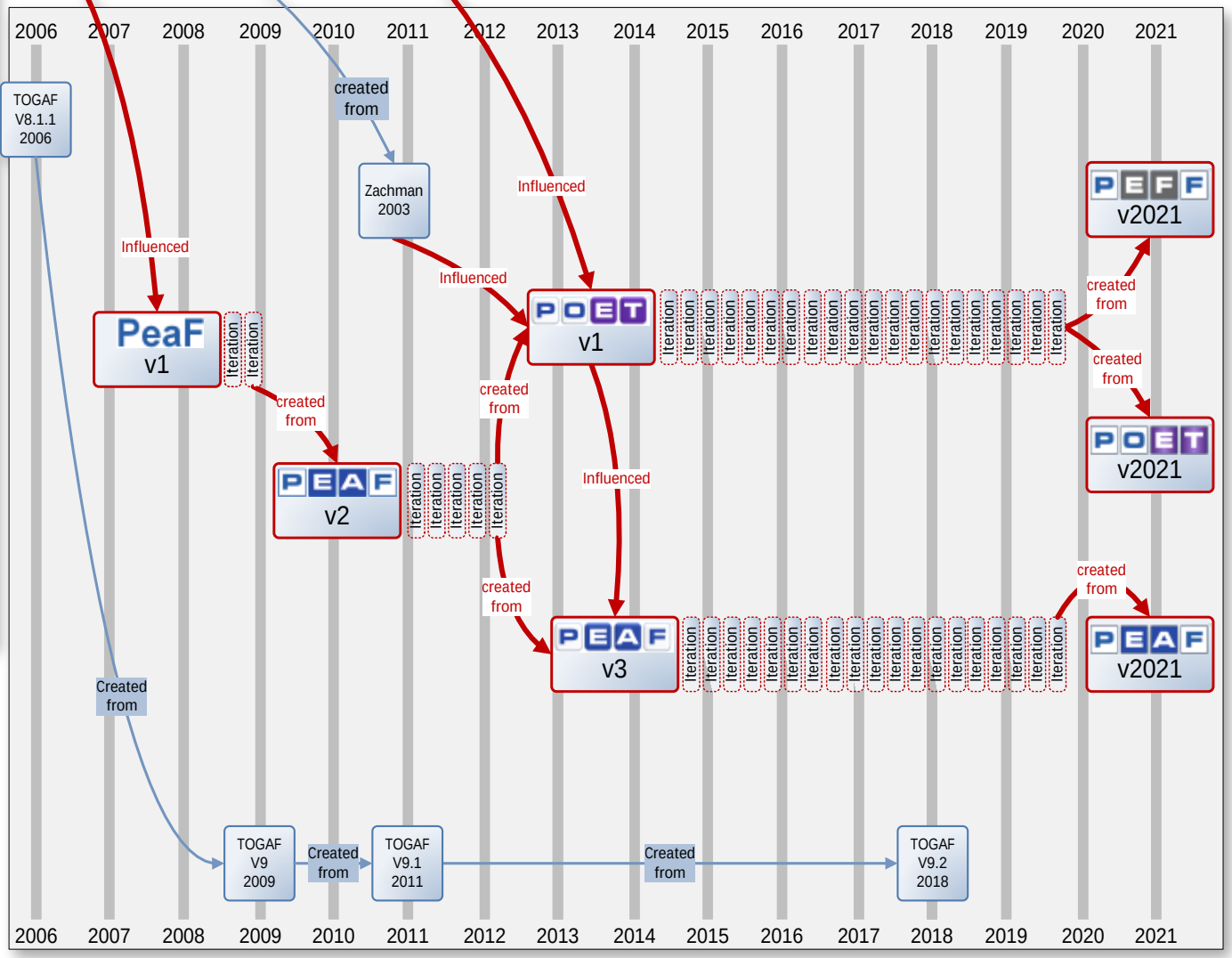

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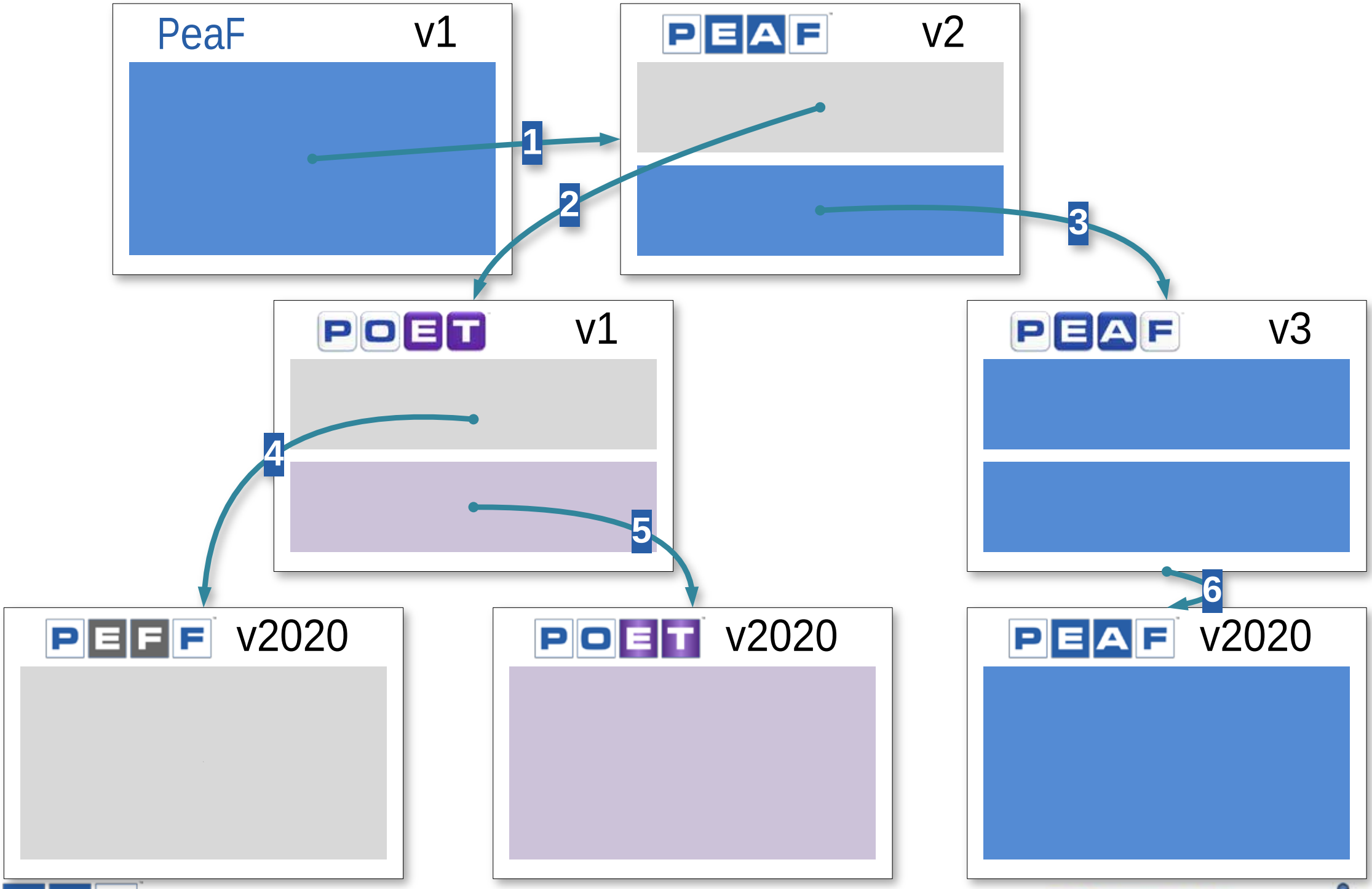
PeaF
v1
PEAF
v2
1
2
3
POET
v1
PEAF
v3
4
5
6
PEFF
v2020
POET
v2020
PEAF
v2020

Enterprise Fundamentals

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PEFF allows Executive Management to take a coherent and holistic view of **the whole of their Enterprise**, allowing them to put in place fundamental structures, thereby increasing its Effectiveness and Efficiency,

by providing a coherent and holistic set of Language, Ontologies, and Adoption steps, to enable informed decision making about what to change and how.

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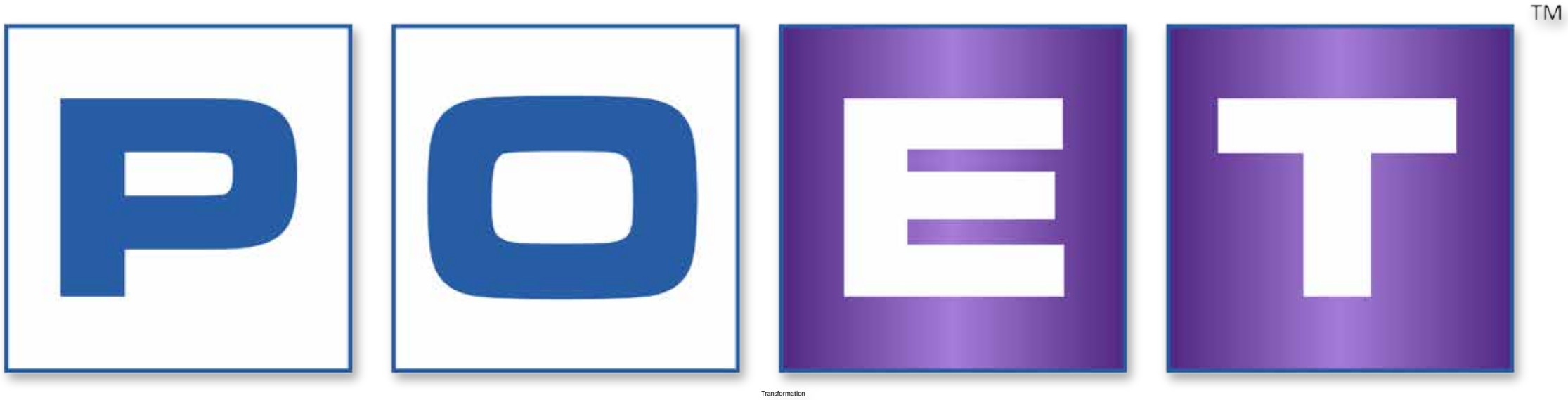
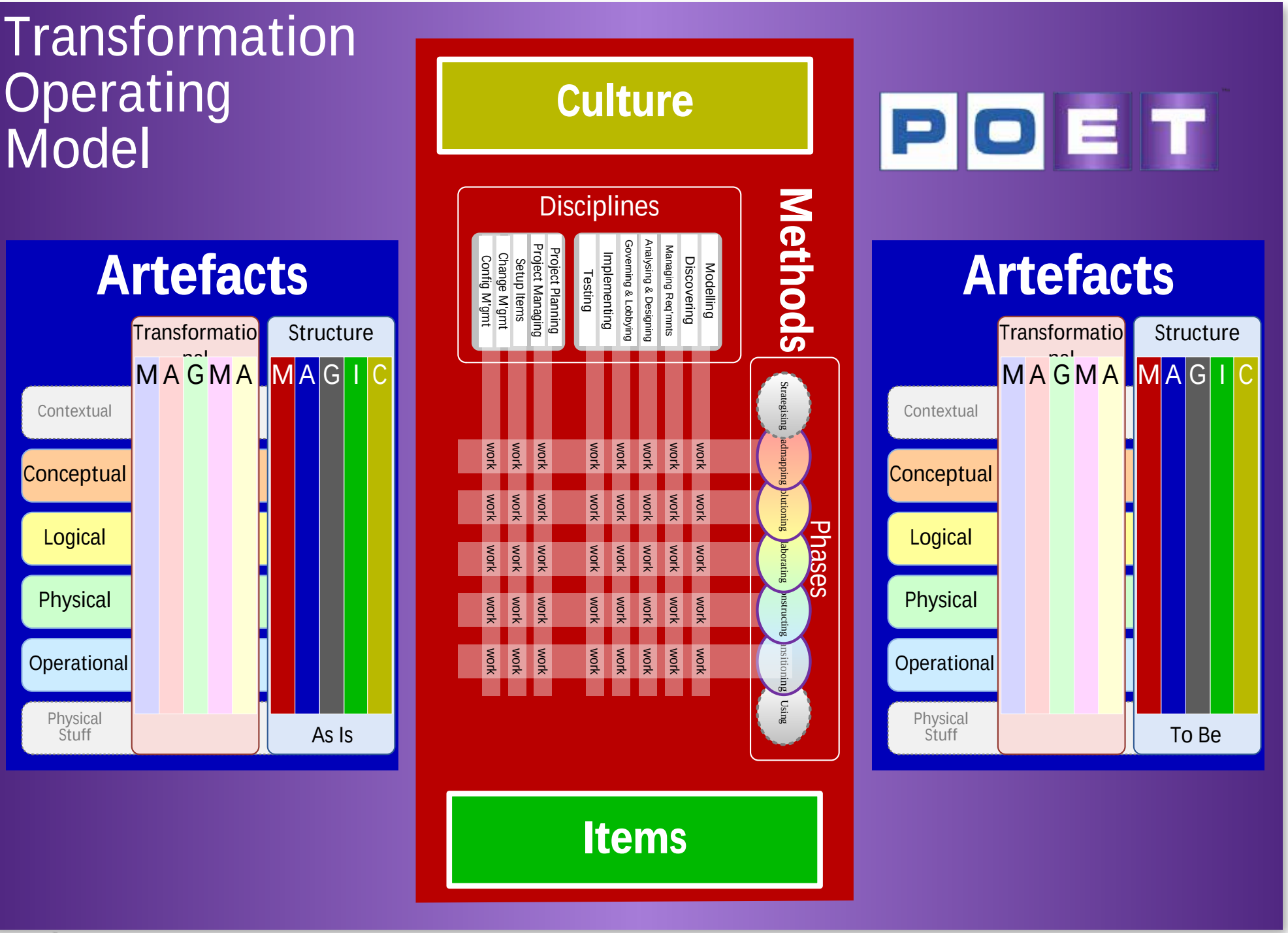


Enterprise Transformation

Transformation Operating Model



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POET allows Executive Management to take a coherent and holistic view of **the whole of the Transformation part of their Enterprise**, allowing them to pragmatically increase its maturity, and thereby increasing its Effectiveness and Efficiency,

by providing a coherent and holistic framework (Methods, Artefacts, Guidance, Items and Culture) to enable informed decision making about what to change and how.

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Enterprise Architecture

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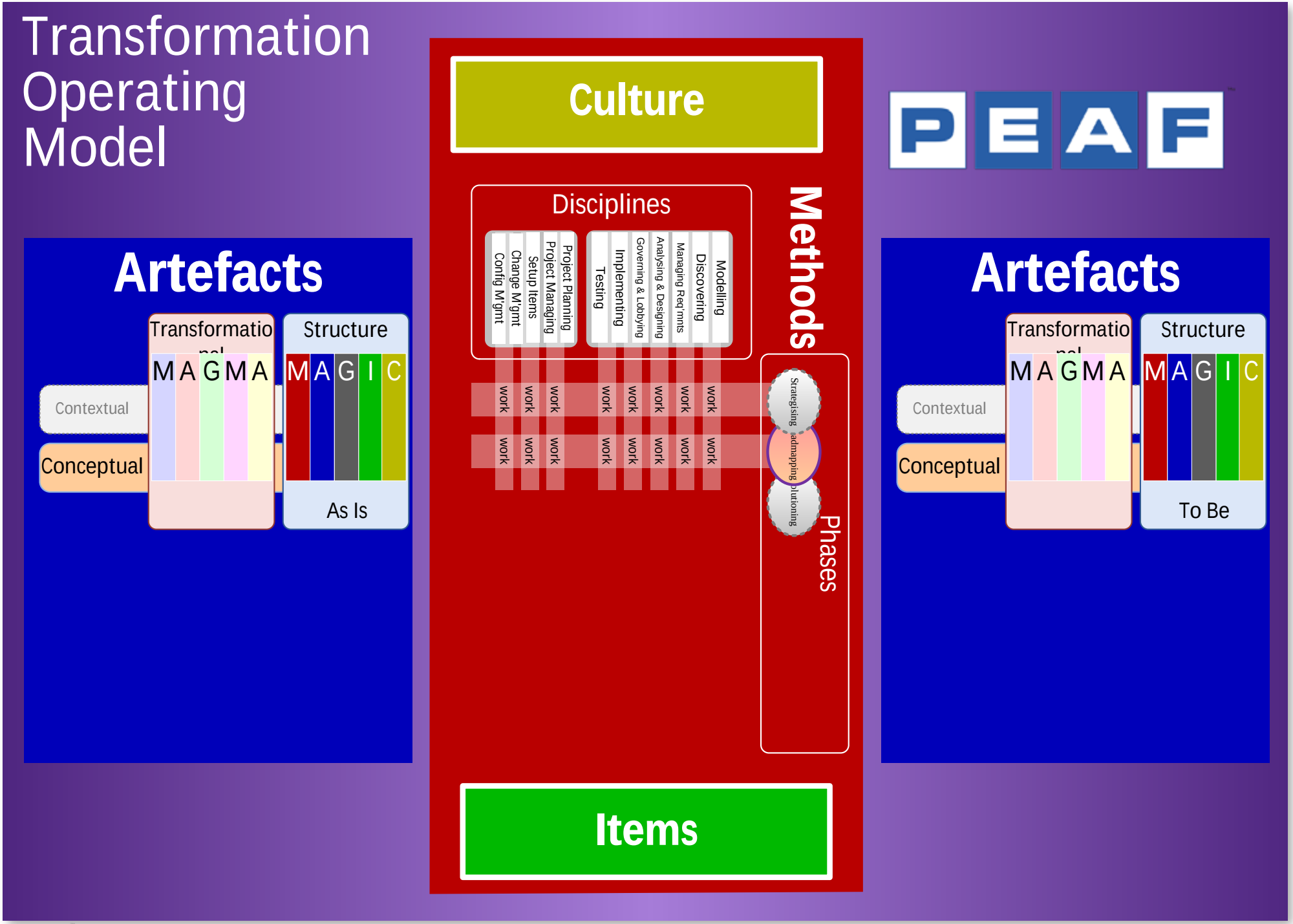
Transformation Operating Model



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PEAF allows Executive Management to take a coherent and holistic view of **Roadmapping (EA)**, allowing them to pragmatically increase their maturity, and thereby increasing the Enterprise's Effectiveness and Efficiency,

by providing a coherent and holistic framework (Methods, Artefacts, Guidance, Items and Culture) to enable informed decision making about what to change and how.

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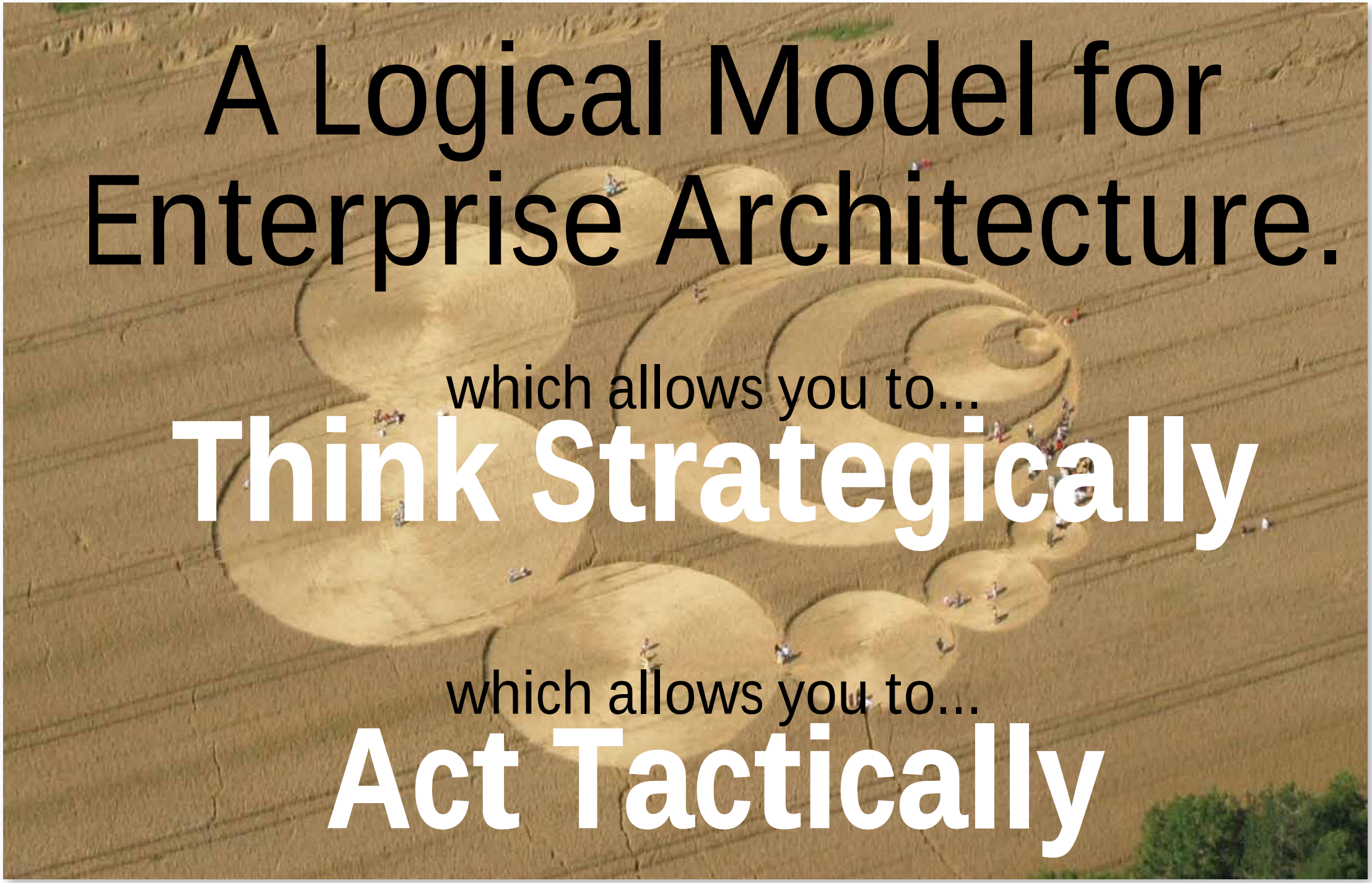
A Logical Model for Enterprise Architecture.
which allows you to...
Think Strategically
which allows you to...
Act Tactically

Transformation Maturity

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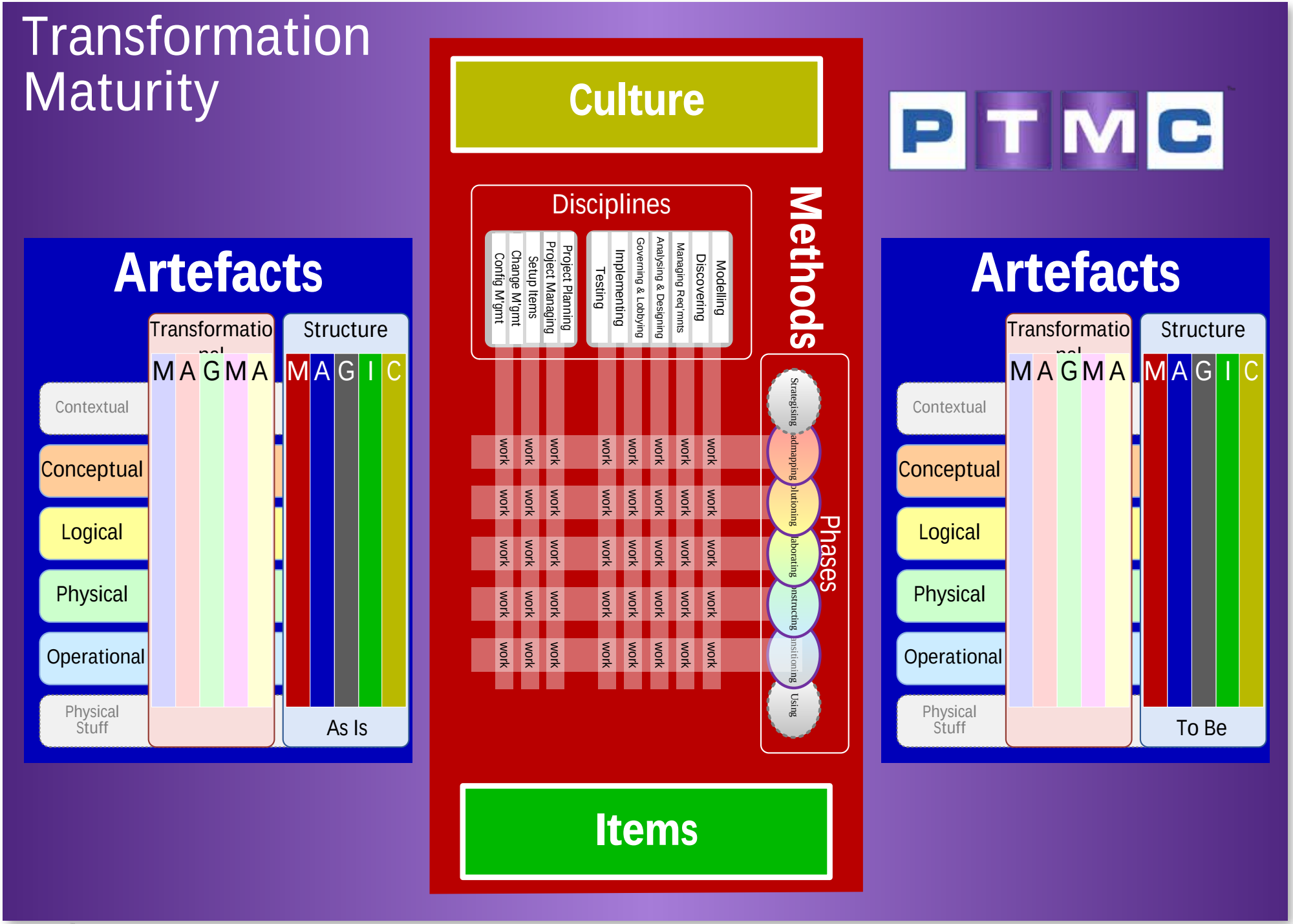
Transformation Maturity



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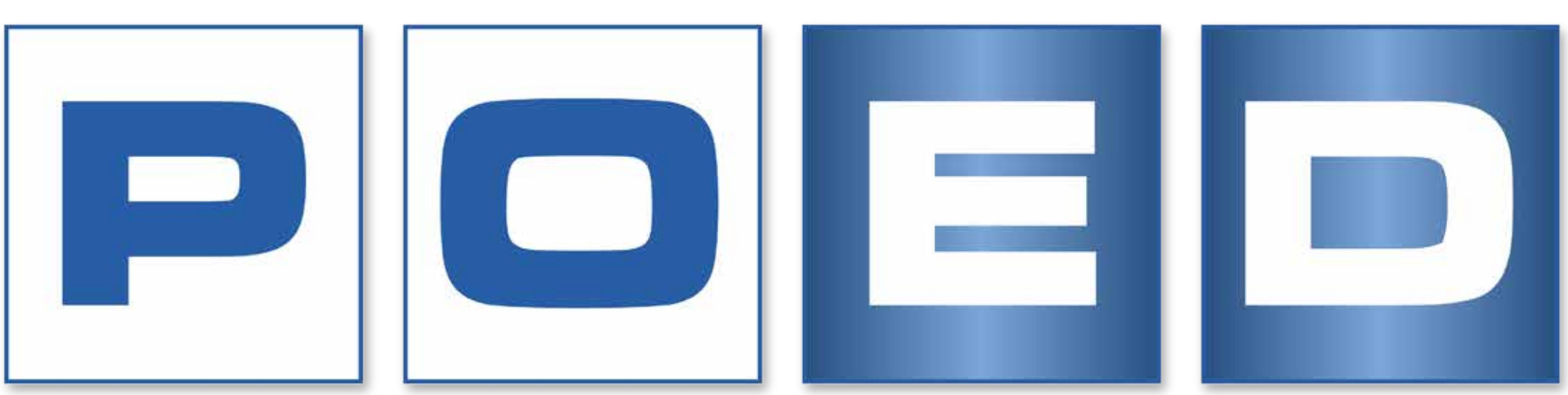
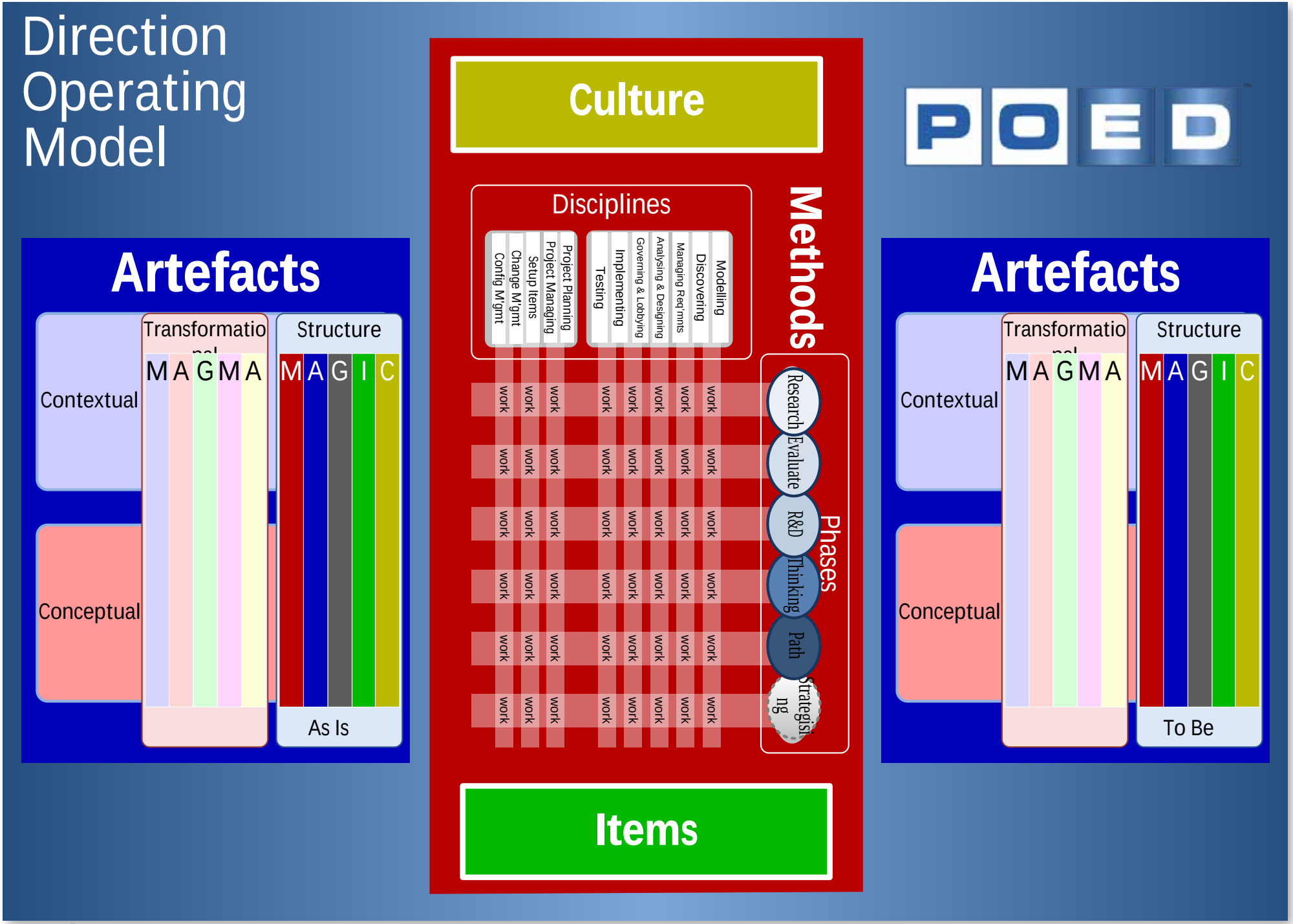


Enterprise Direction

Direction Operating Model



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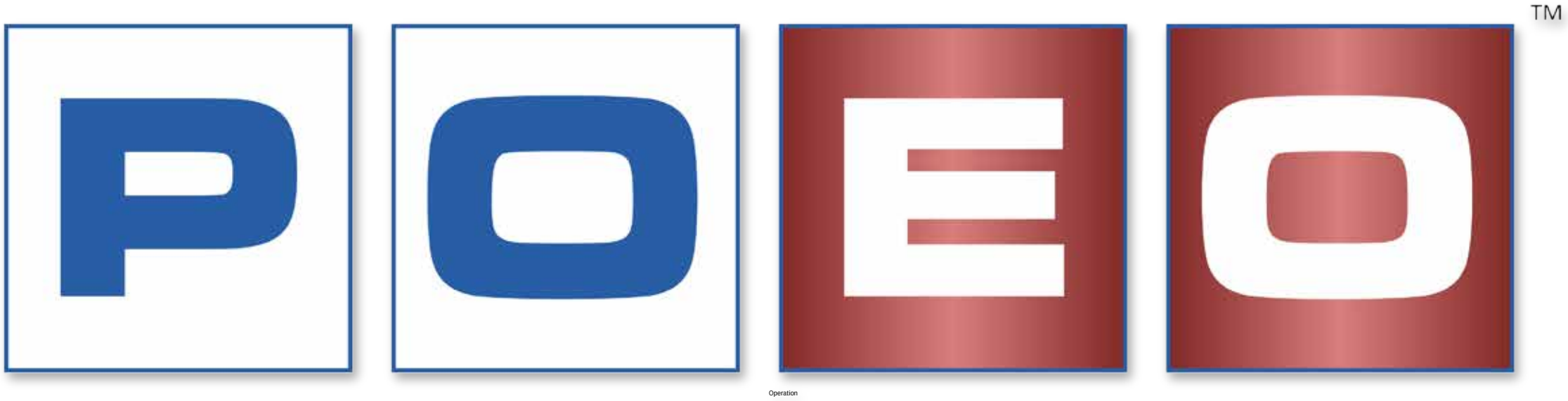
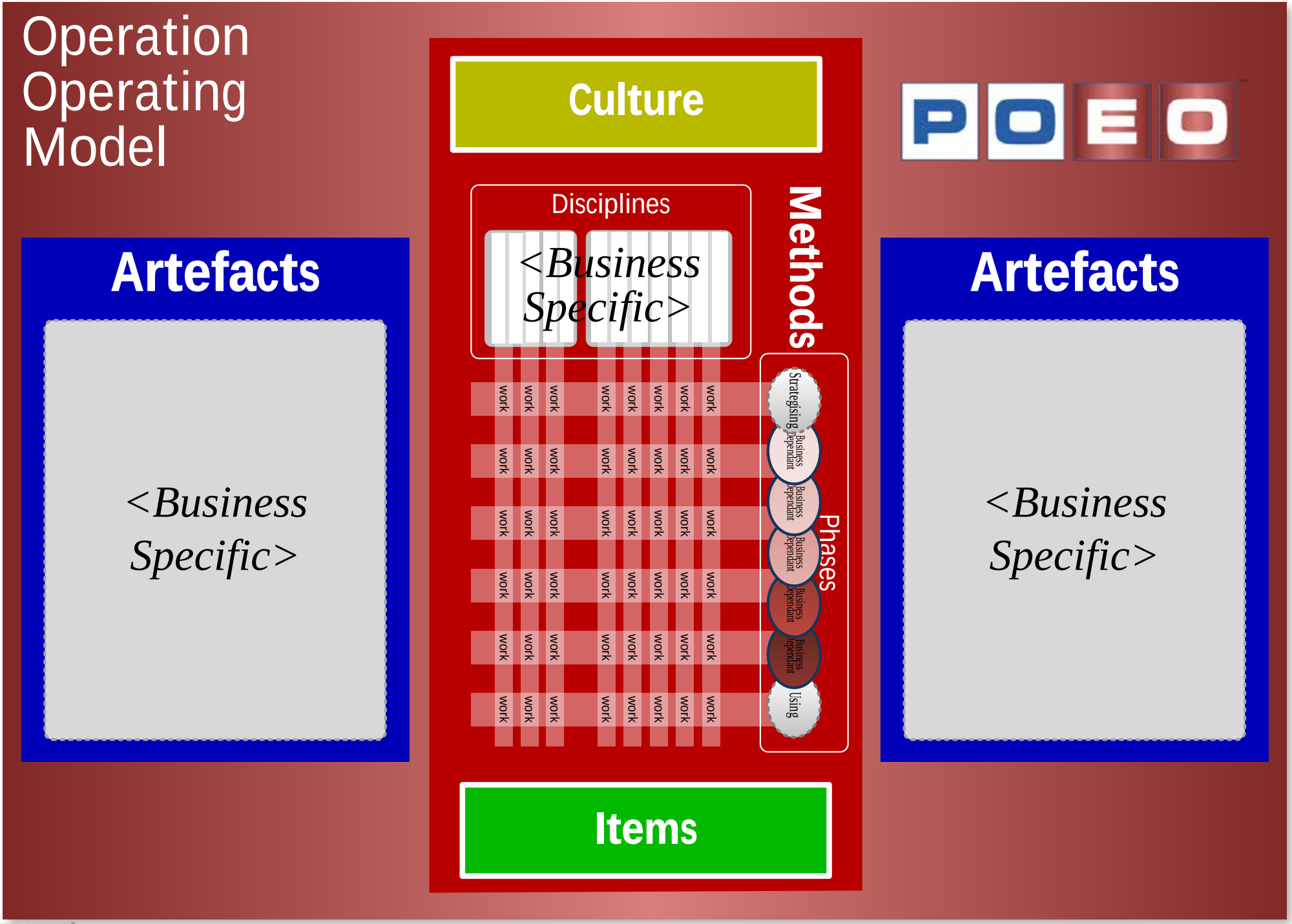


Enterprise Operation

Operation Operating Model



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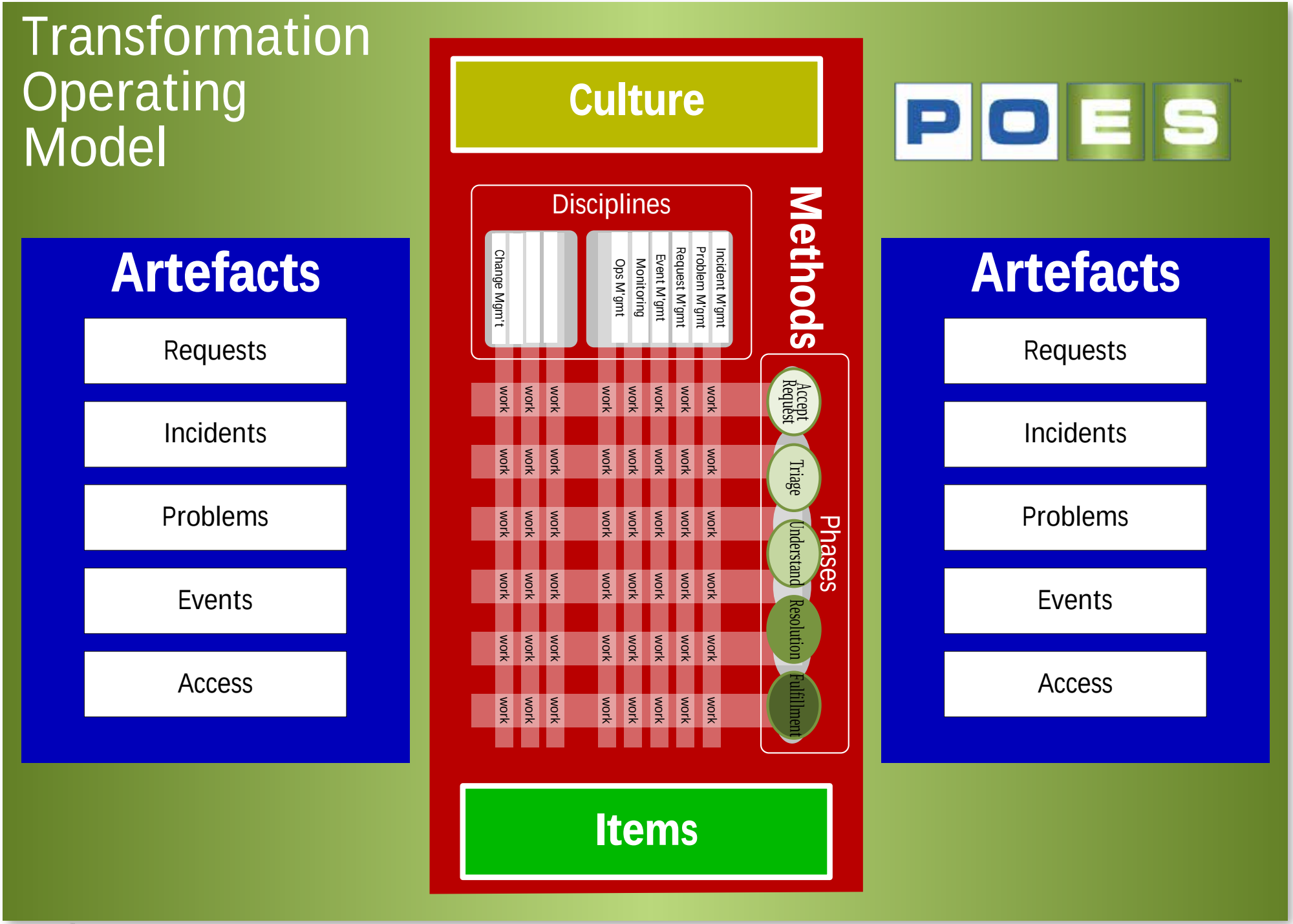
Enterprise Support

Transformation Operating Model



Enterprise Engineering

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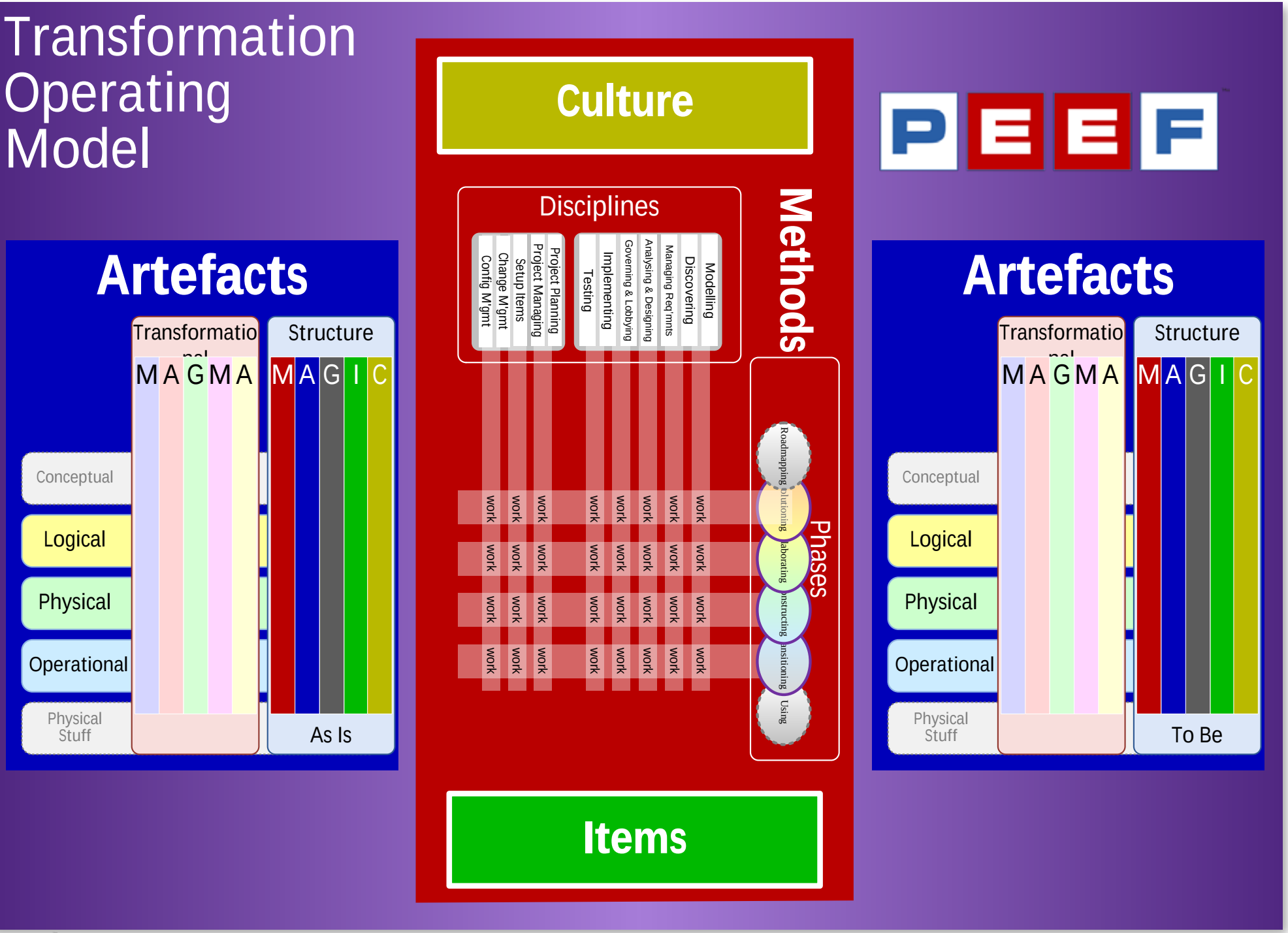
Transformation Operating Model



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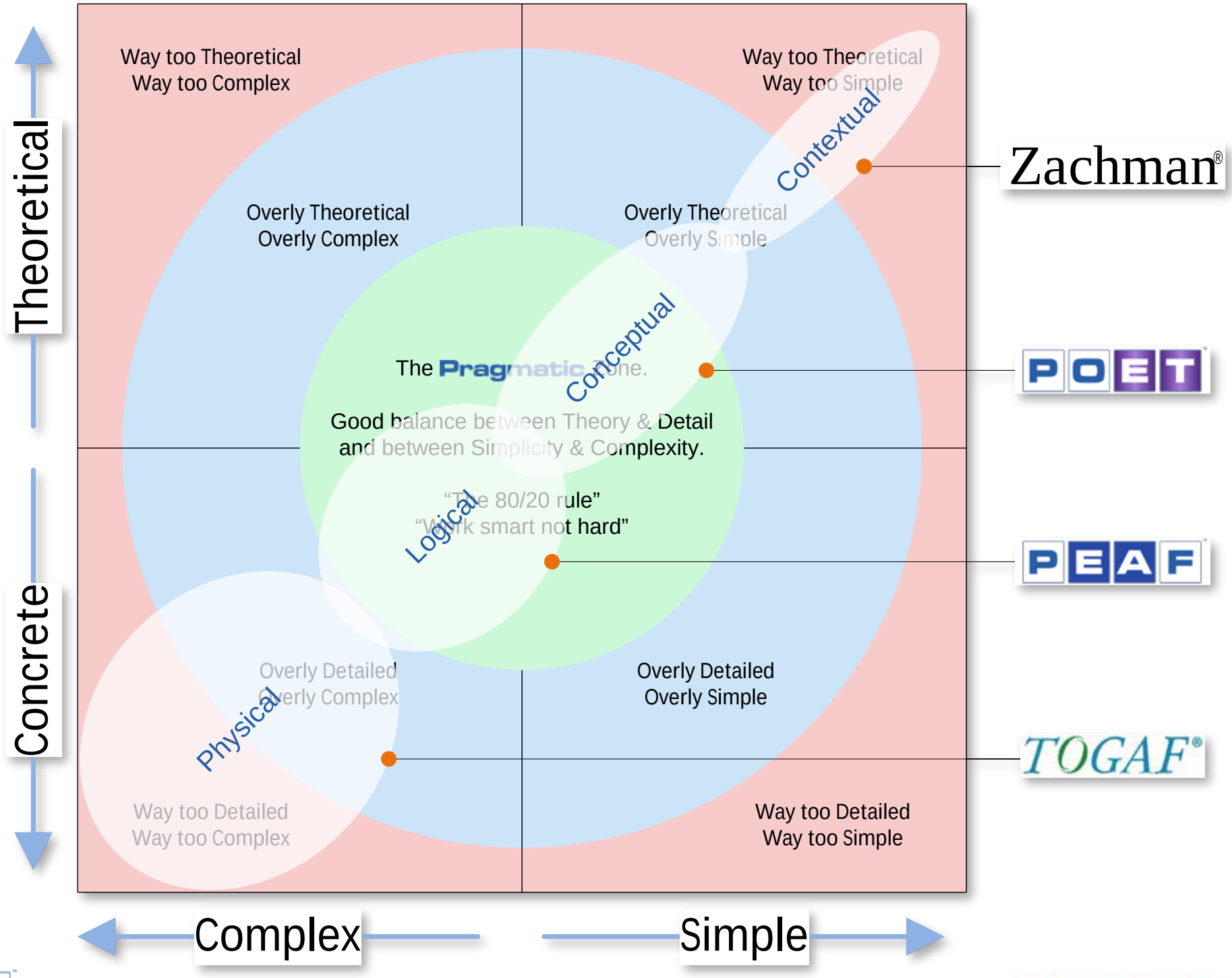
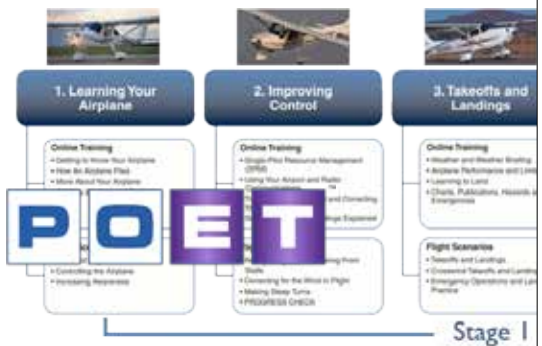
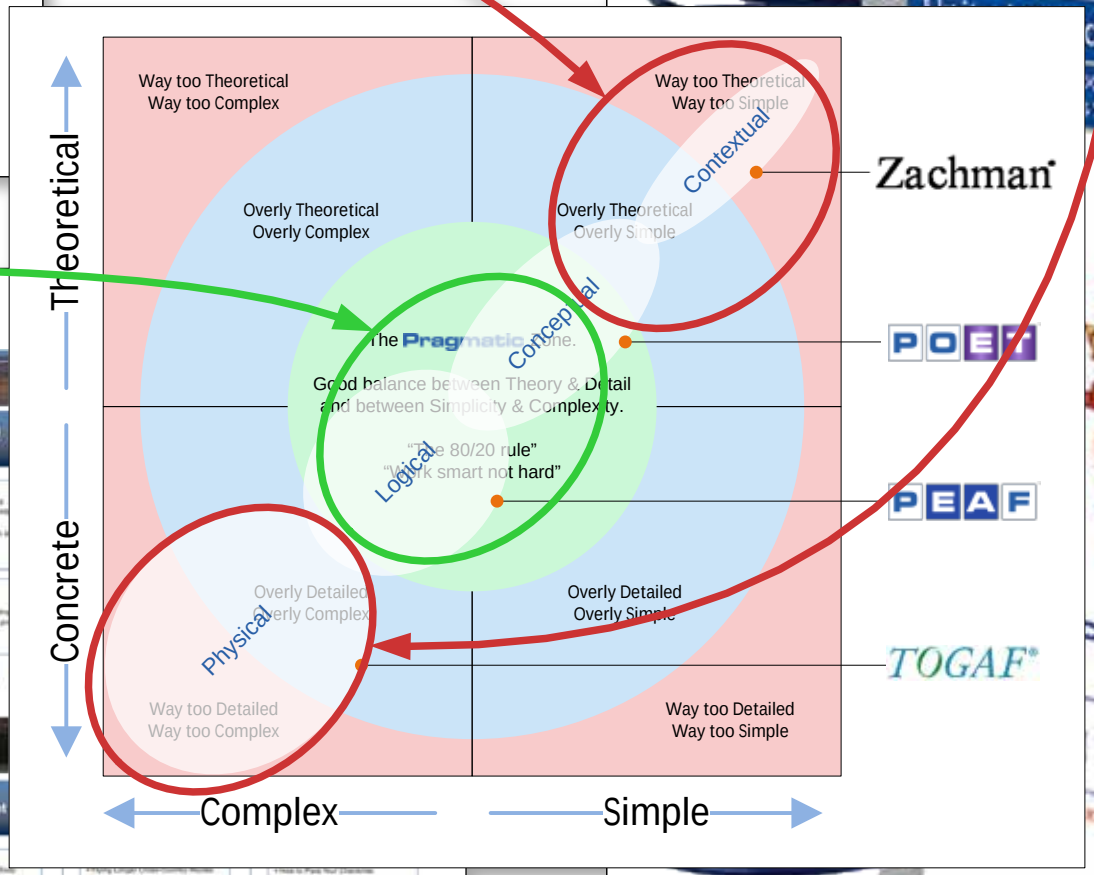

Theoretical
Concrete
Complex
Simple
Way too Theoretical
Way too Complex
Way too Theoretical
Way too Simple
Overly Theoretical
Overly Complex
Overly Theoretical
Overly Simple
Contextual
Conceptual
Logical
Physical
The Pragmatic Zone.
Good balance between Theory & Detail
and between Simplicity & Complexity.
"The 80/20 rule"
"Work smart not hard"
Overly Detailed
Overly Complex
Overly Detailed
Overly Simple
Way too Detailed
Way too Complex
Way too Detailed
Way too Simple
Zachman®
POET
PEAF
TOGAF®

Camp 1

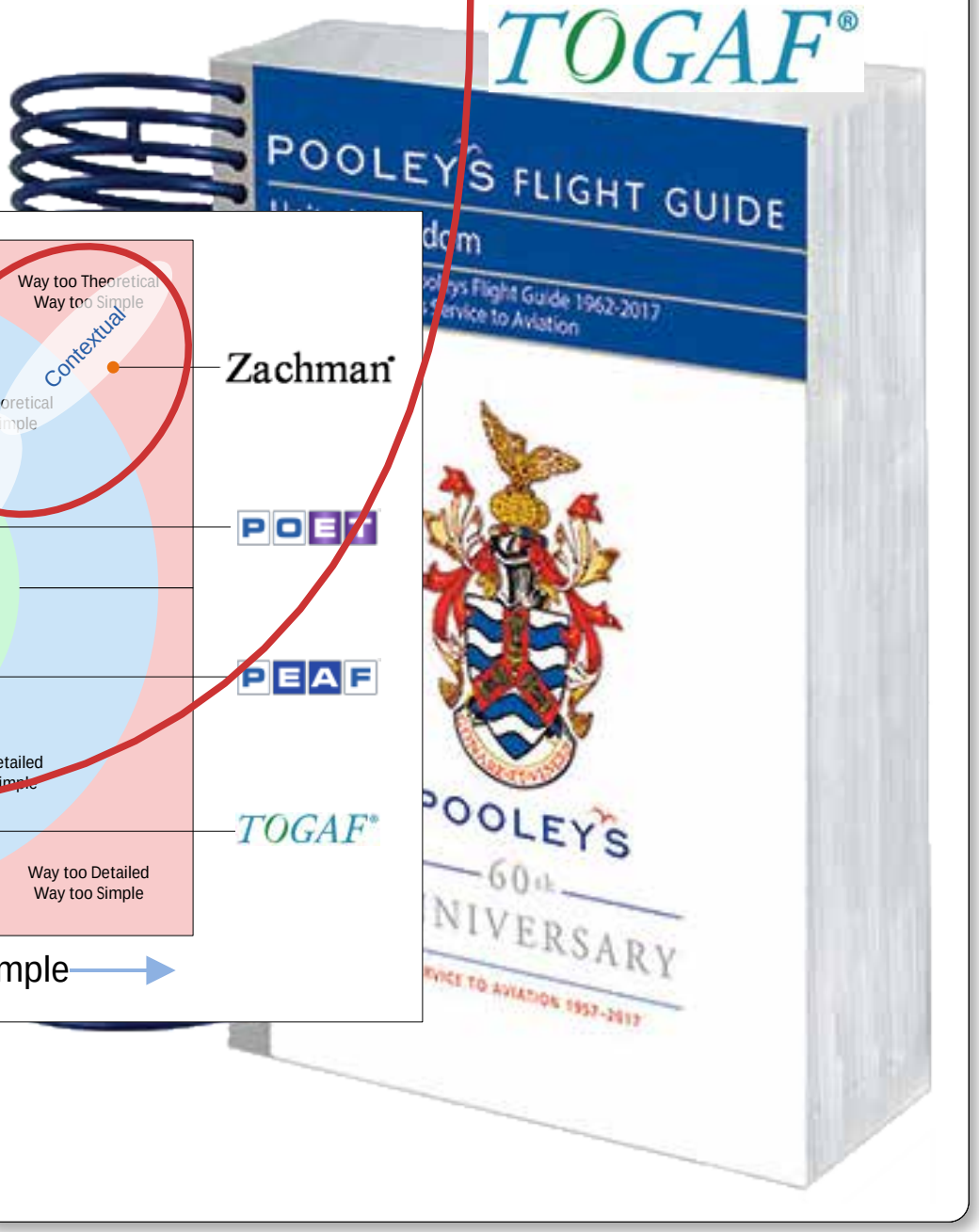
Zachman®

Pragmatic Camp





Camp 2



Strategic	**Transformational Focus**
Project	How much the framework is focussed on Strategic Planning and Roadmapping vs Project Level work.
Enterprise	**Structural Focus**
IT	How much the framework is focussed on the structure of the entire Enterprise vs mostly IT.
Detail	**Content**
Usability	An indication of how detailed the framework is vs how usable it is.

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		TOGAF	Zachman	PEAF
Transformation Focus	Strategic	2	8	10
	Project	5	8	2
Structural Focus	Enterprise	2	2	10
	IT	10	10	10
Conten	Detail	8	1	4
	Usability	1	1	10
	Total	**28**	**30**	**46**

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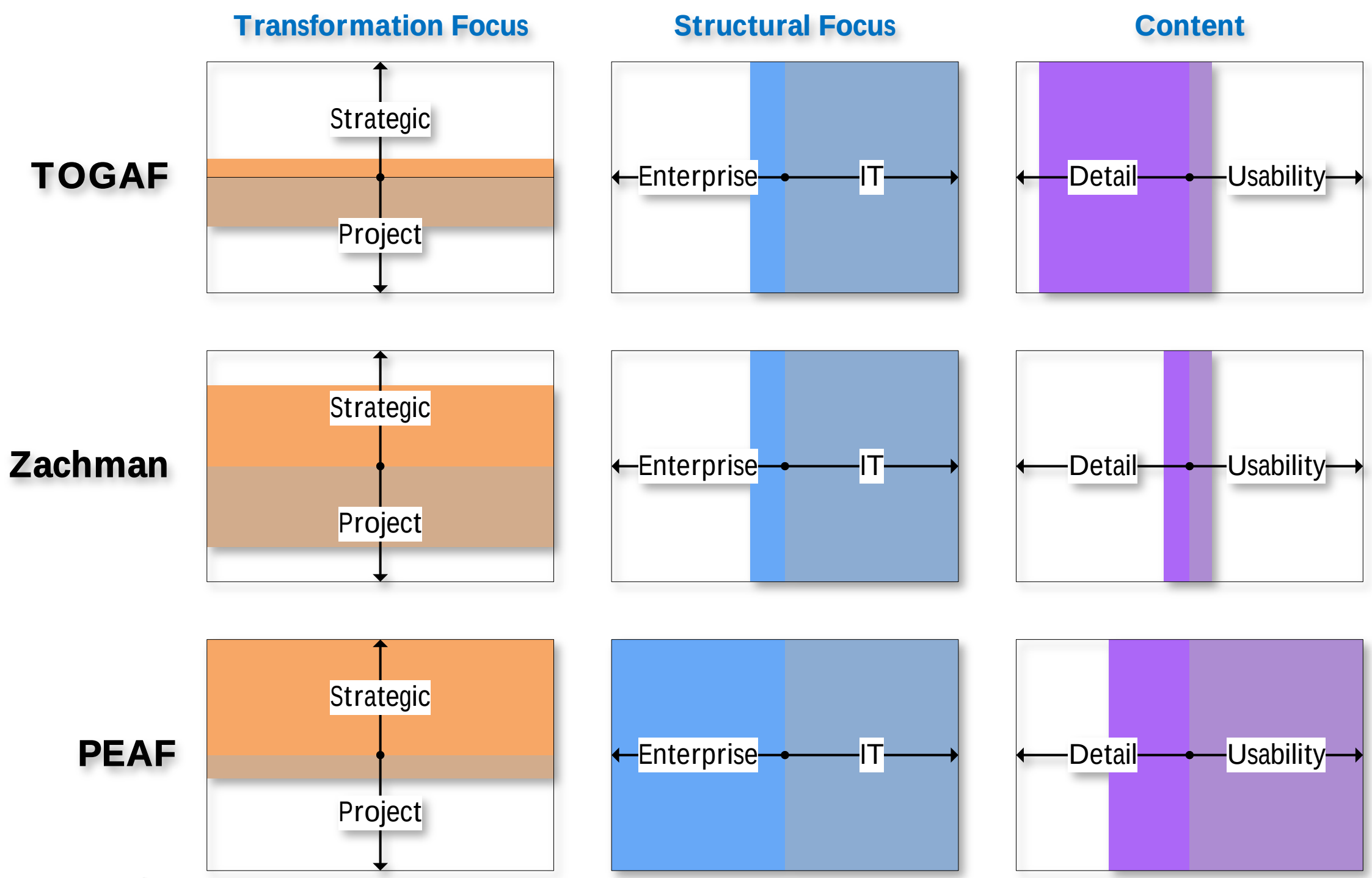
Transformation Focus
Structural Focus
Content
TOGAF
Strategic
Project
Enterprise
IT
Detail
Usability
Zachman
Strategic
Project
Enterprise
IT
Detail
Usability
PEAF
Strategic
Project
Enterprise
IT
Detail
Usability

		Weighting	TOGAF	Zachman	PEAF
Transformation Focus	Strategic	5%	0.1	0.4	0.5
	Project	40%	2	3.2	0.8
Structural Focus	Enterprise	5%	0.1	0.1	0.5
	IT	5%	0.5	0.5	0.5
Conten	Detail	40%	3.2	0.4	1.6
	Usability	5%	0.05	0.05	0.5
	Total	**100%**	**5.95**	**4.65**	**4.4**

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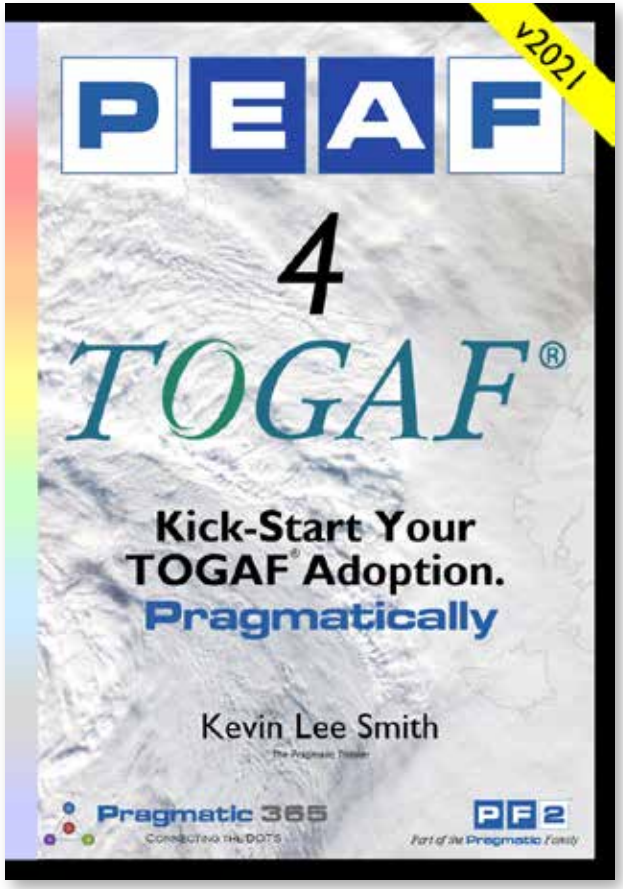
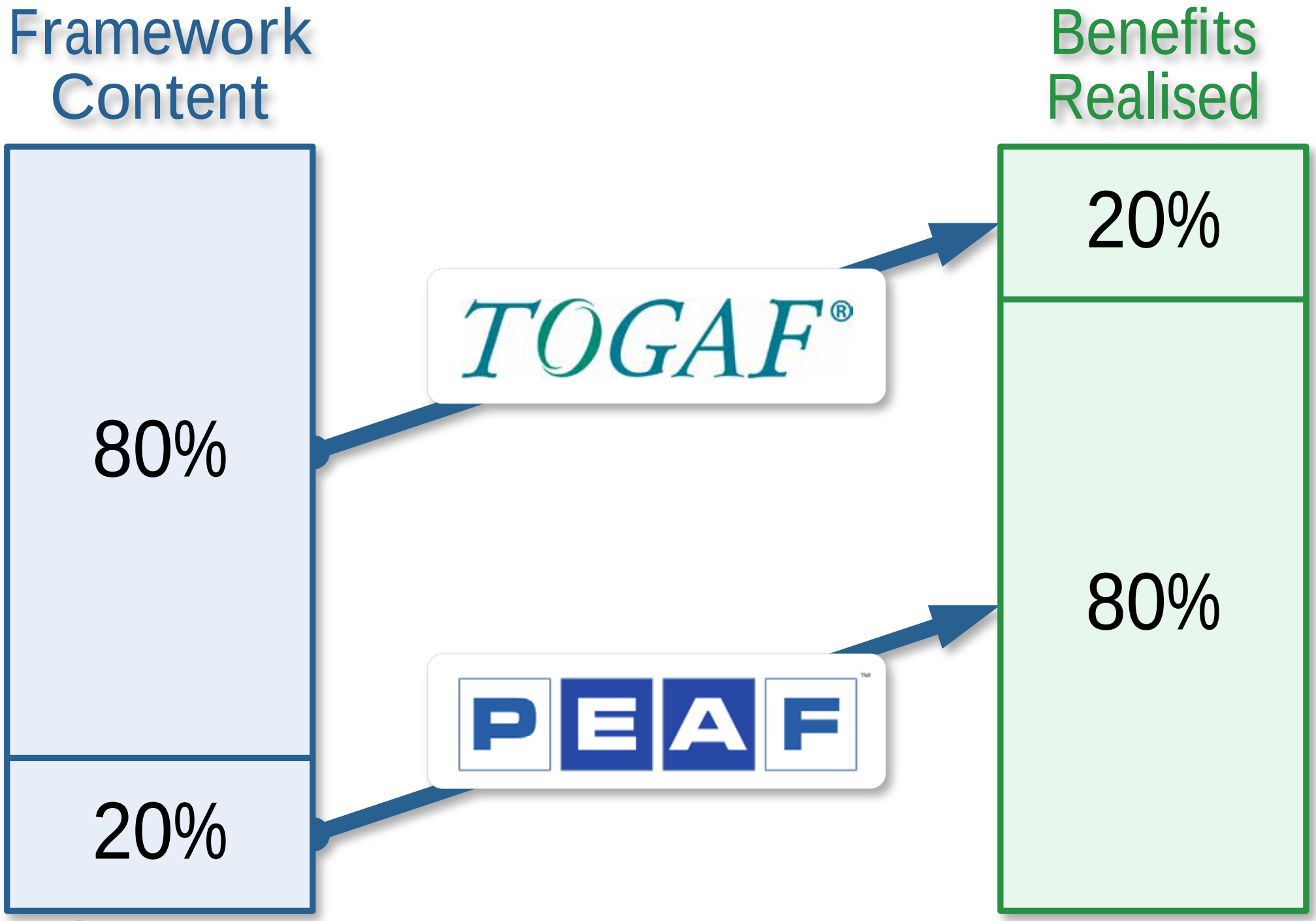
		Weighting	TOGAF	Zachman	PEAF
Transformation Focus	**Strategic**	30%	0.6	2.4	3
	Project	10%	0.5	0.8	0.2
Structural Focus	**Enterprise**	10%	0.2	0.2	1
	IT	10%	1	1	1
Conten	**Detail**	10%	0.8	0.1	0.4
	Usability	30%	0.3	0.3	3
	Total	**100%**	**3.4**	**4.8**	**8.6**

Just done your TOGAF® training?

Great! Now what?





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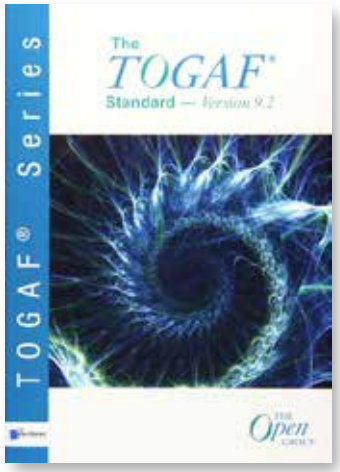
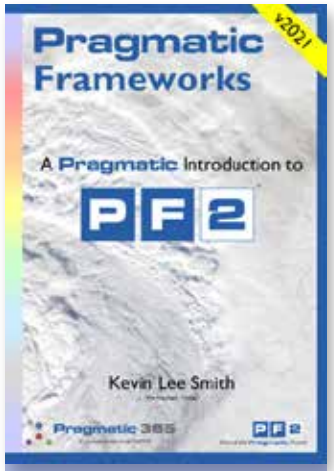
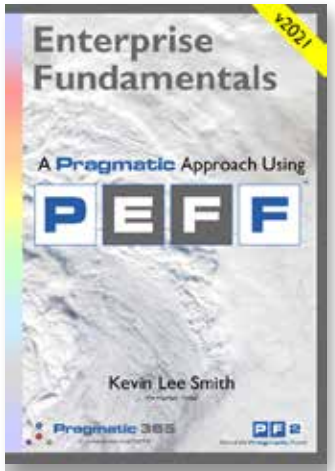
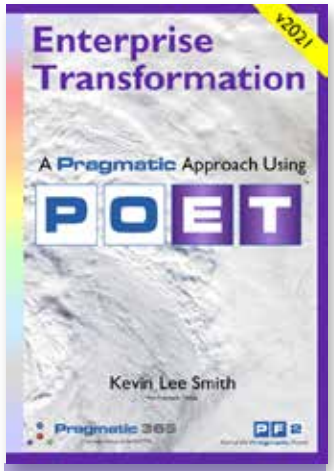
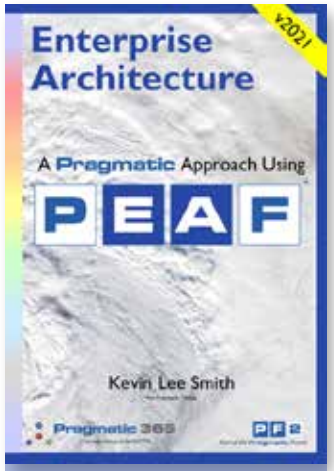


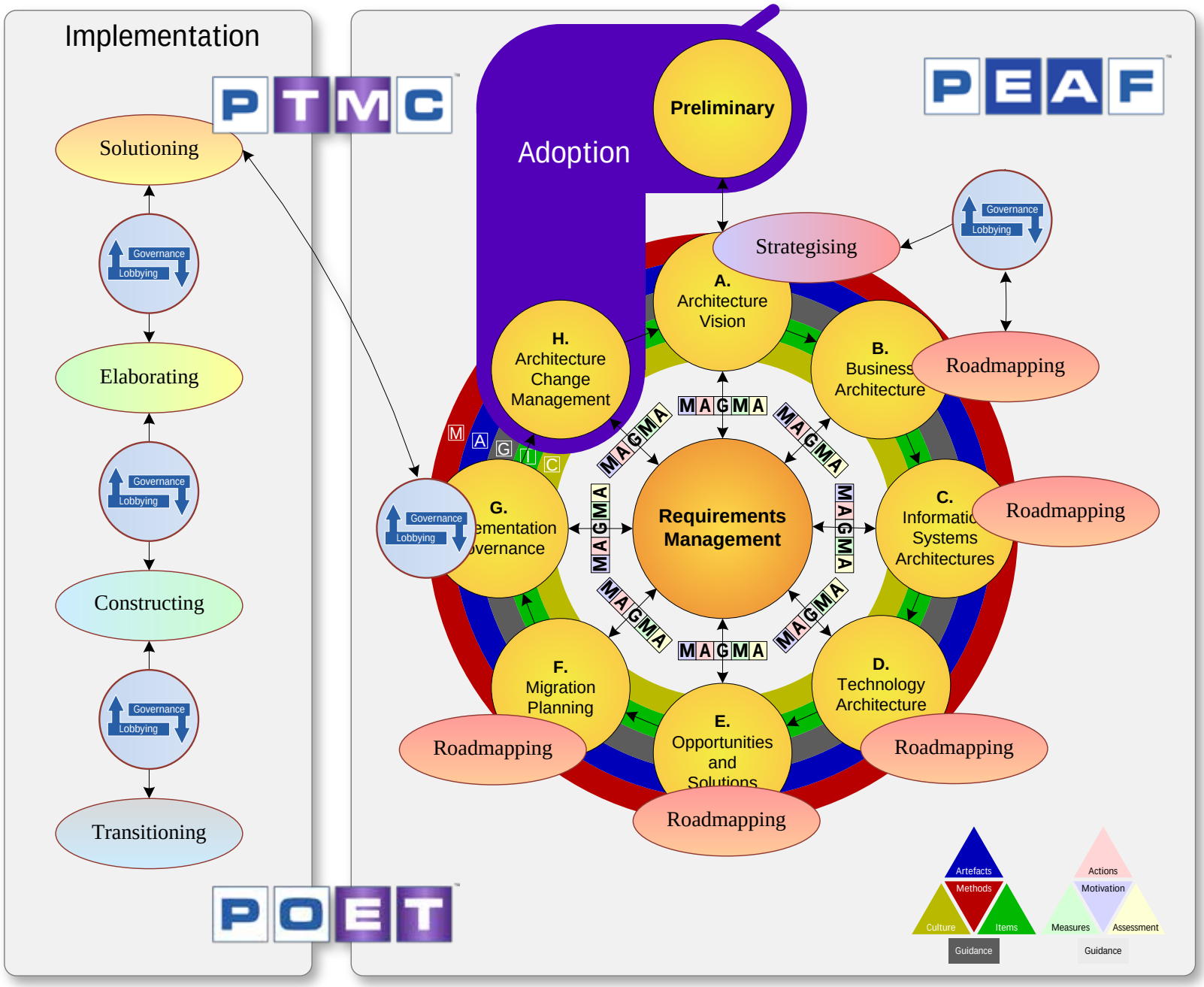








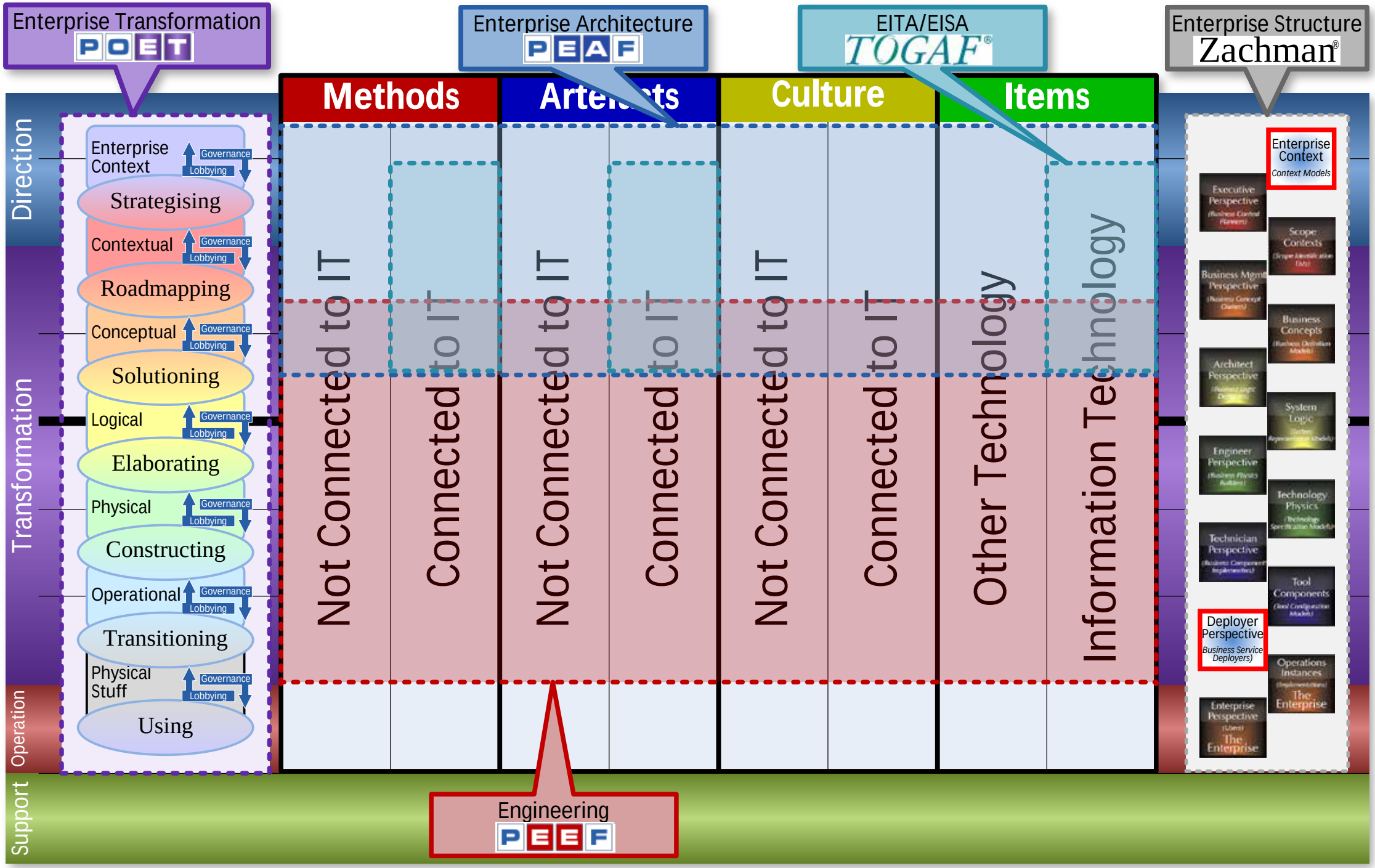
PART I Introduction	**Introduction** **Frameworks**	**Language** **Ontolgies**		
PART II Architecture Development Method		**Adoption**	**Adoption** **M** A G I C	**Adoption** **M** A G I C
PART III ADM Guidelines & Techniques			Adoption M A **G** I C	Adoption M A **G** I C
PART IV Architecture Content Framework			Adoption M **A** G I C	Adoption M **A** G I C
PART V Enterprise Continuum & Tools			Adoption M **A** G **I** C	Adoption M **A** G **I** C
PART VI Architecture Capability Framework		**Adoption**	**Adoption** **M A G I C**	**Adoption** **M A G I C**



"PEAF is an EA bootstrap"

- Chris Forde

General Manager Asia Pacific & VP Enterprise Architecture The Open Group



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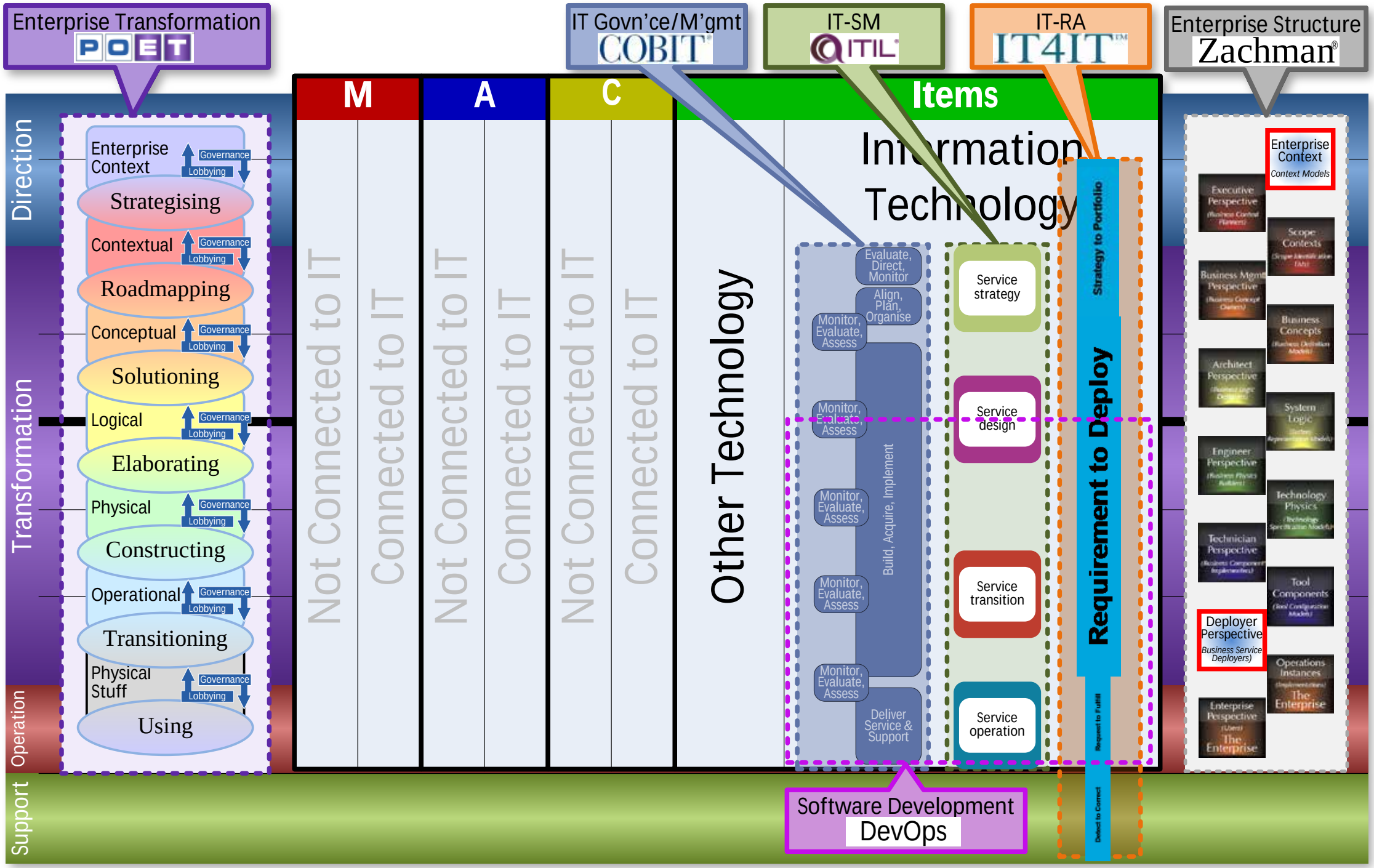

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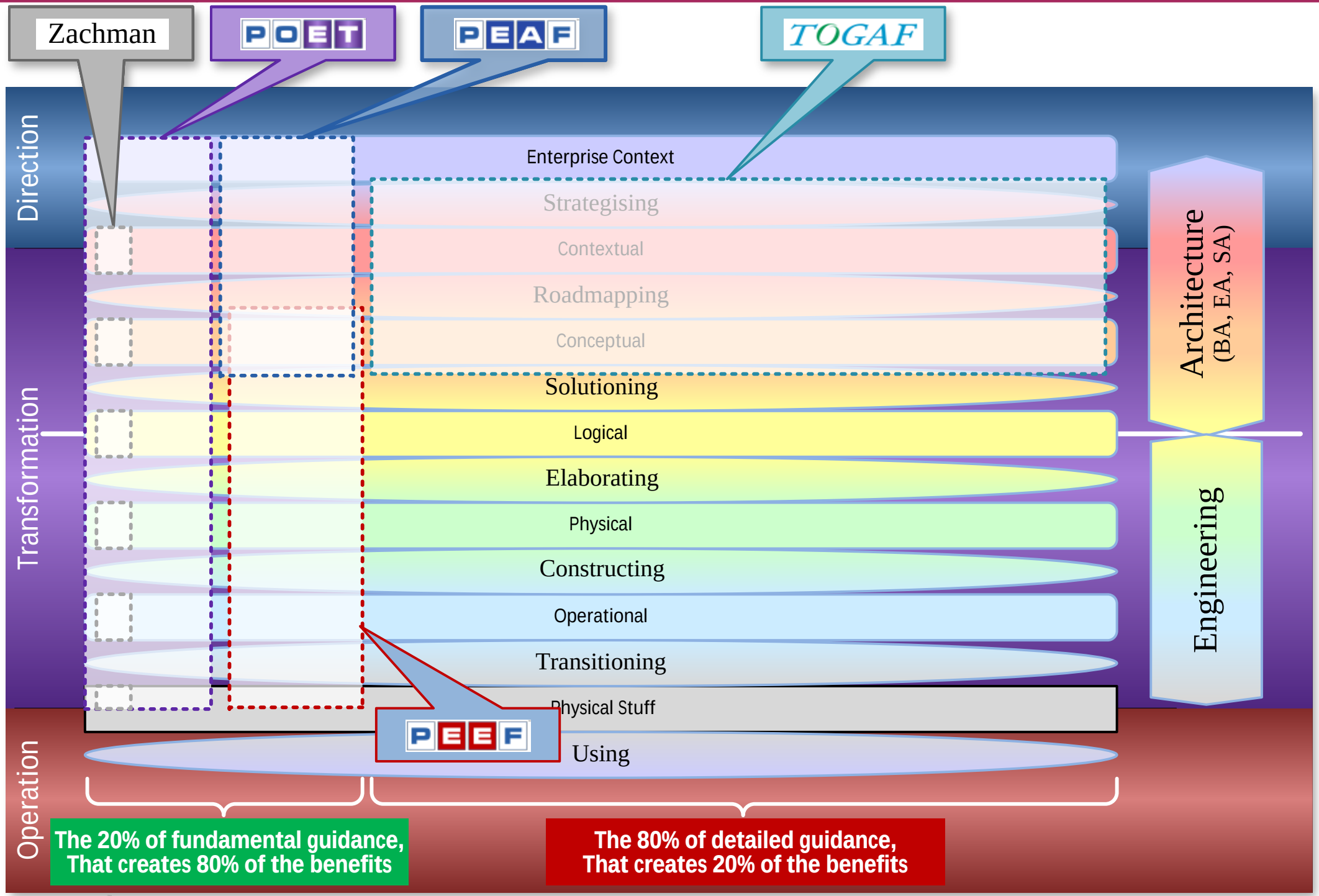
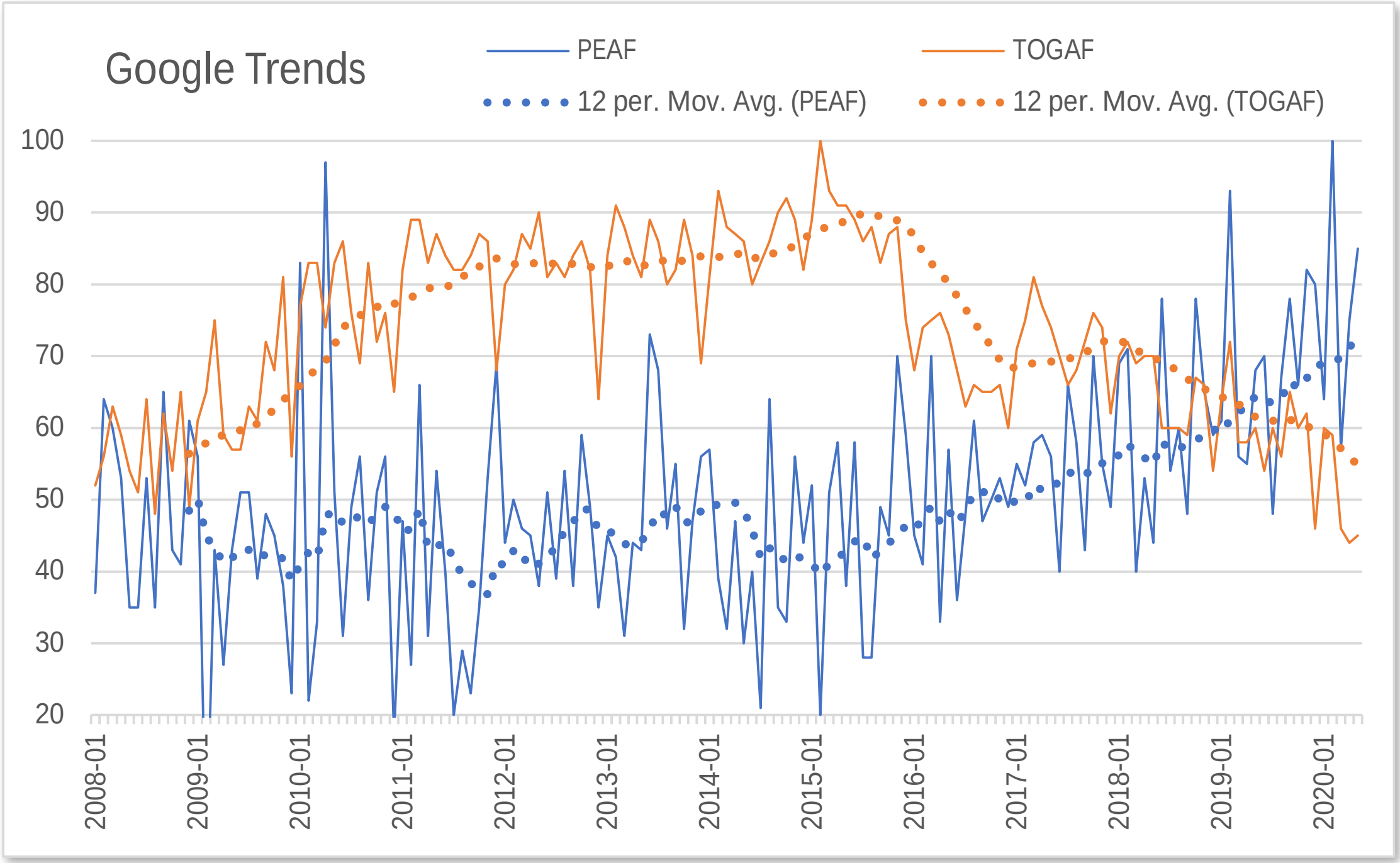

Zachman
POET
PEAF
TOGAF
Direction
Transformation
Operation
Enterprise Context
Strategising
Contextual
Roadmapping
Conceptual
Solutioning
Logical
Elaborating
Physical
Constructing
Operational
Transitioning
Physical Stuff
Using
PEEF
Architecture
(BA, EA, SA)
Engineering
The 20% of fundamental guidance,
That creates 80% of the benefits
The 80% of detailed guidance,
That creates 20% of the benefits



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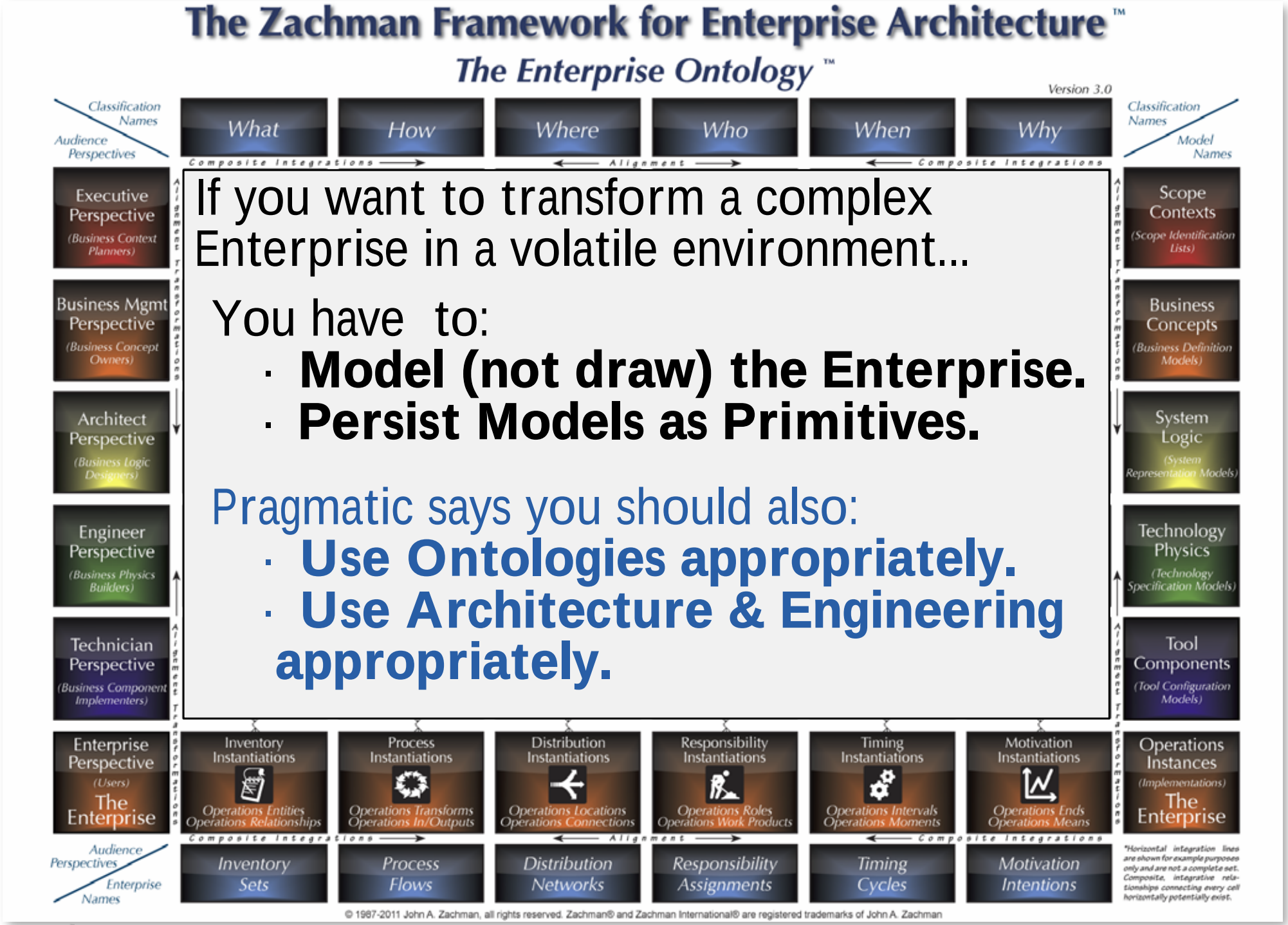


If you want to transform a complex Enterprise in a volatile environment...

You have to:

- **Model (not draw) the Enterprise.**
- **Persist Models as Primitives.**

Pragmatic says you should also:

- **Use Ontologies appropriately.**
- **Use Architecture & Engineering appropriately.**

Plate A

Plate B

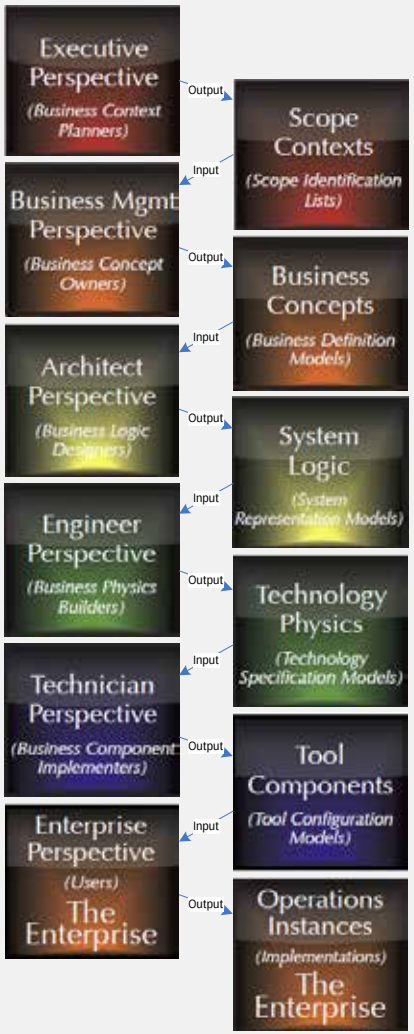


Plate C

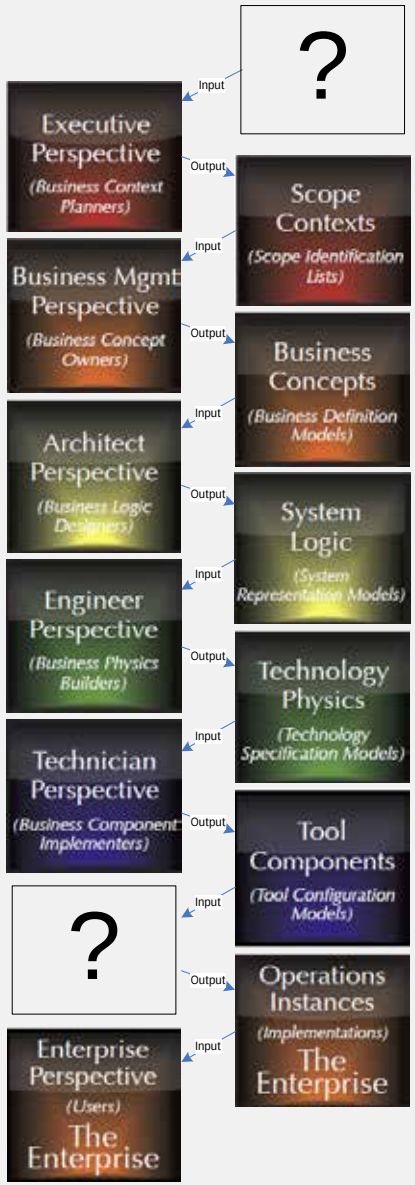
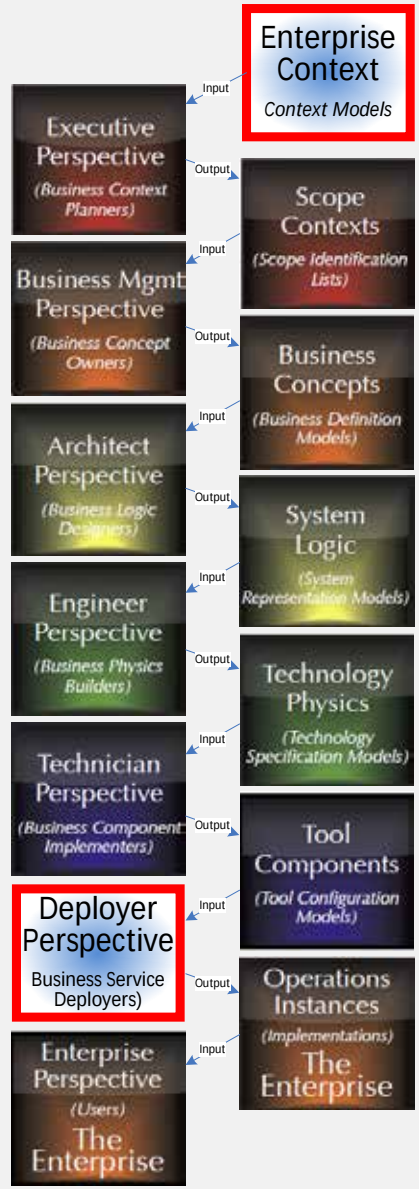


Plate D



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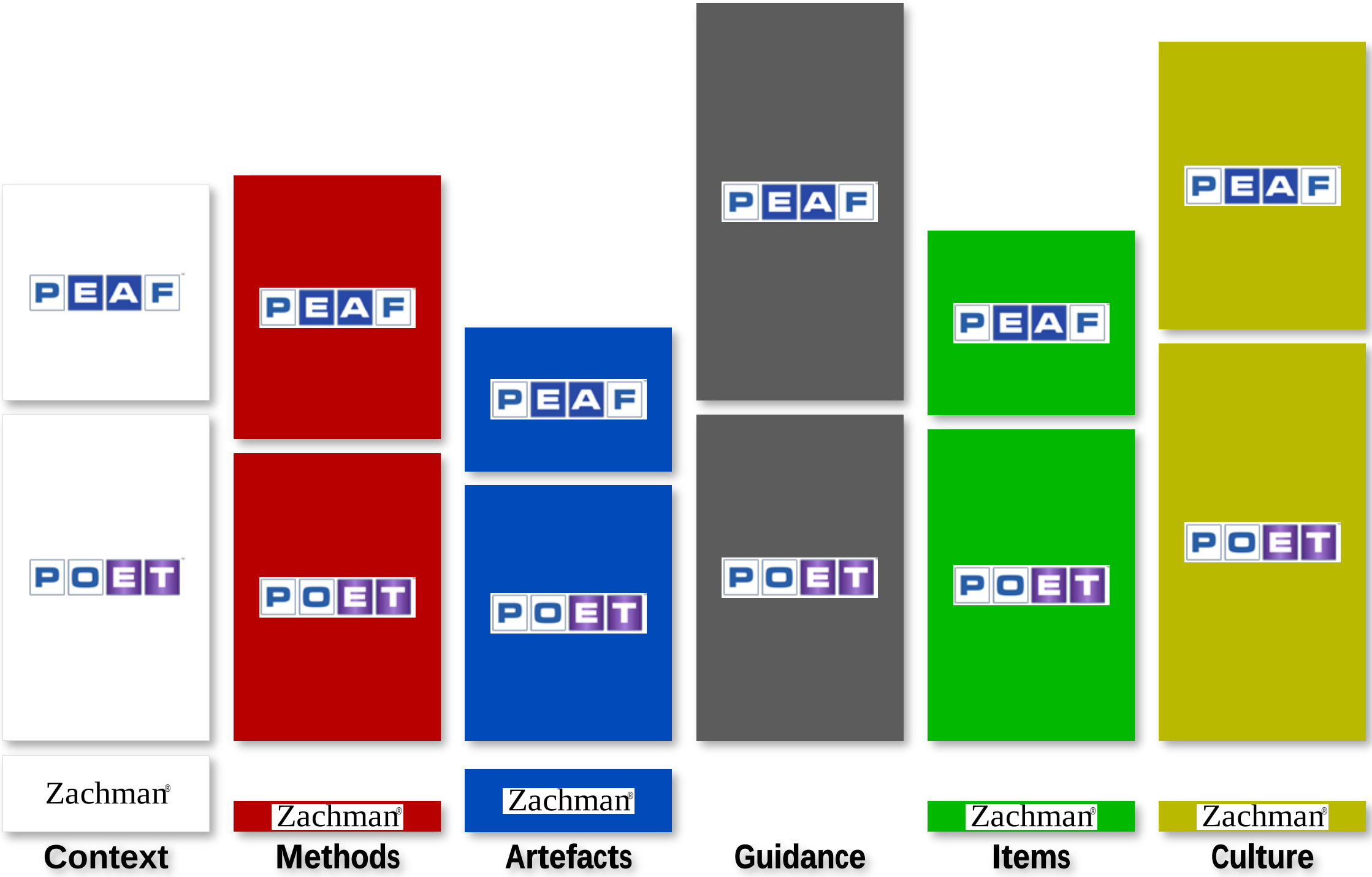

PEAF
POET
Zachman
PEAF
POET
Zachman
PEAF
POET
Zachman
PEAF
POET
PEAF
POET
Zachman
PEAF
Context
Methods
Artefacts
Guidance
Items
Culture

Transformational

Motivation	Actions	Guidance	Measures	Assessment
Why are we doing the transformation?	How will we effect the transformation?	What will guide the transformation?	How will we measure the progress of transformation?	Why are we doing the transformation in this way?

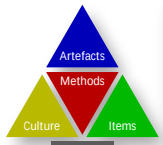
WHY / HOW

Contextual | Conceptual | Logical | Physical | Operational

MAGMA™

Key

- Architect
- Engineer



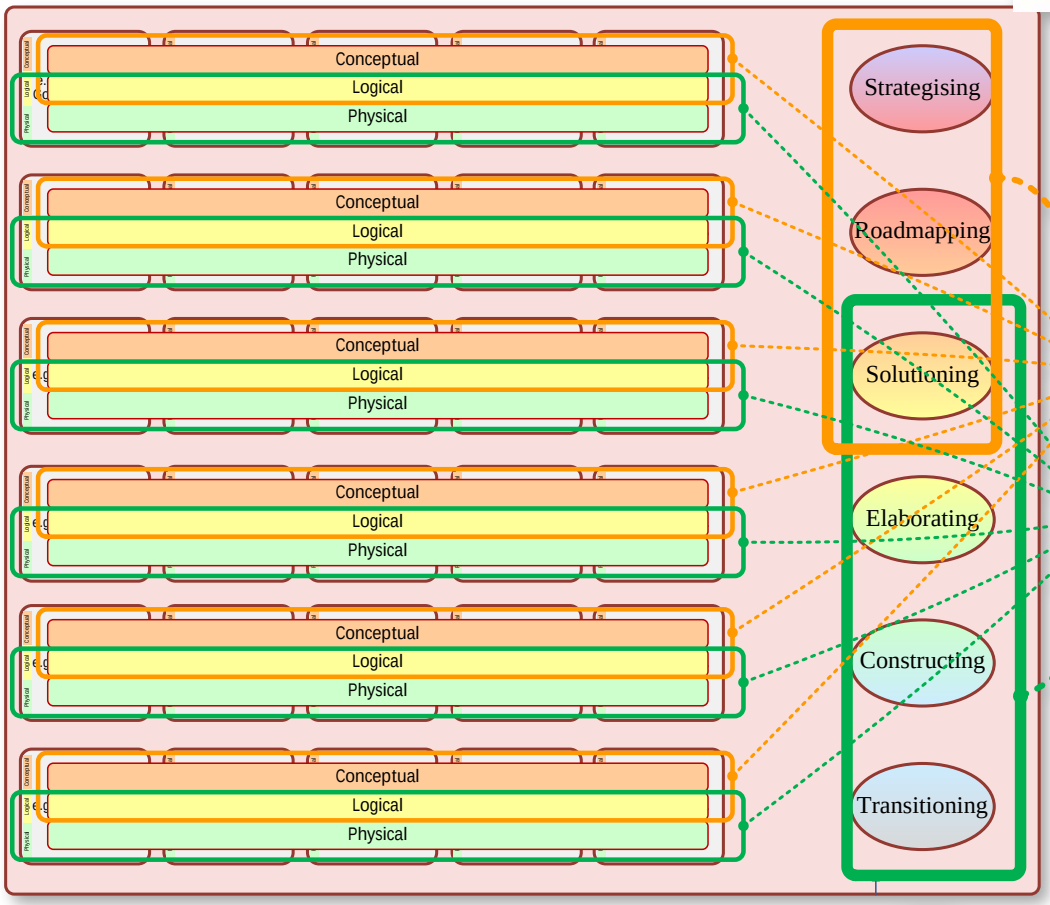
MAGIC™

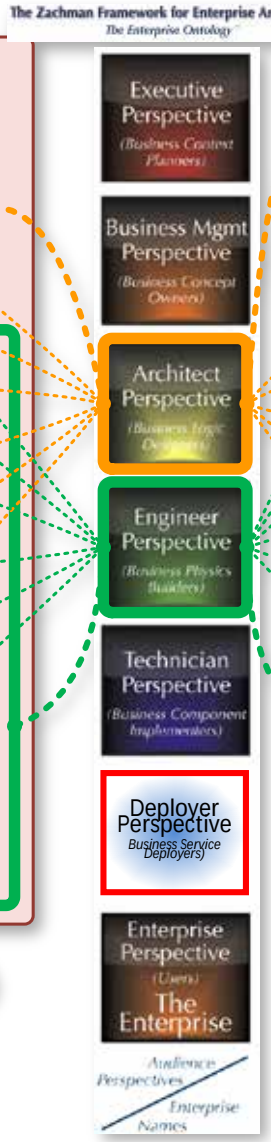
Structural

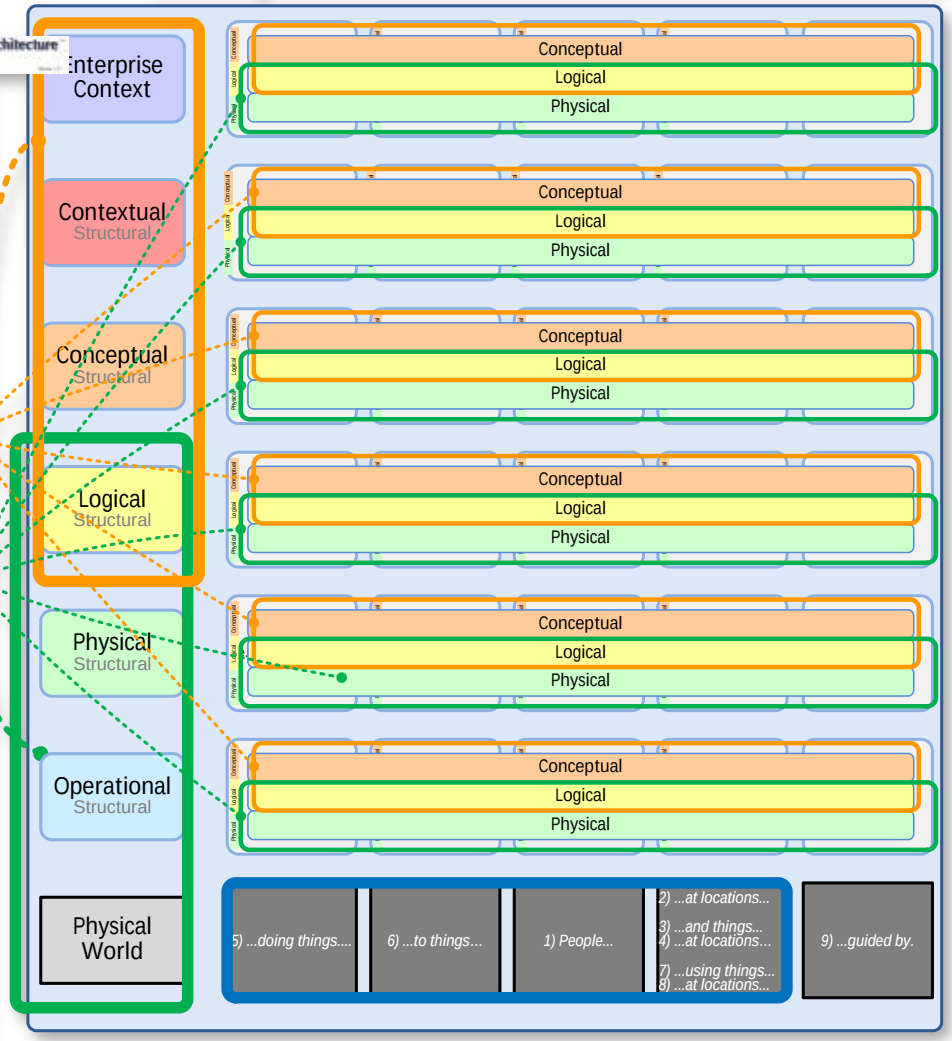
Methods	Artefacts	Culture	Items	Guidance
How should work be carried out?	What things are consumed and produced?	What culture is required?	What things should be used?	What guides us?

WHY / HOW

Contextual | Conceptual | Logical | Physical | Operational







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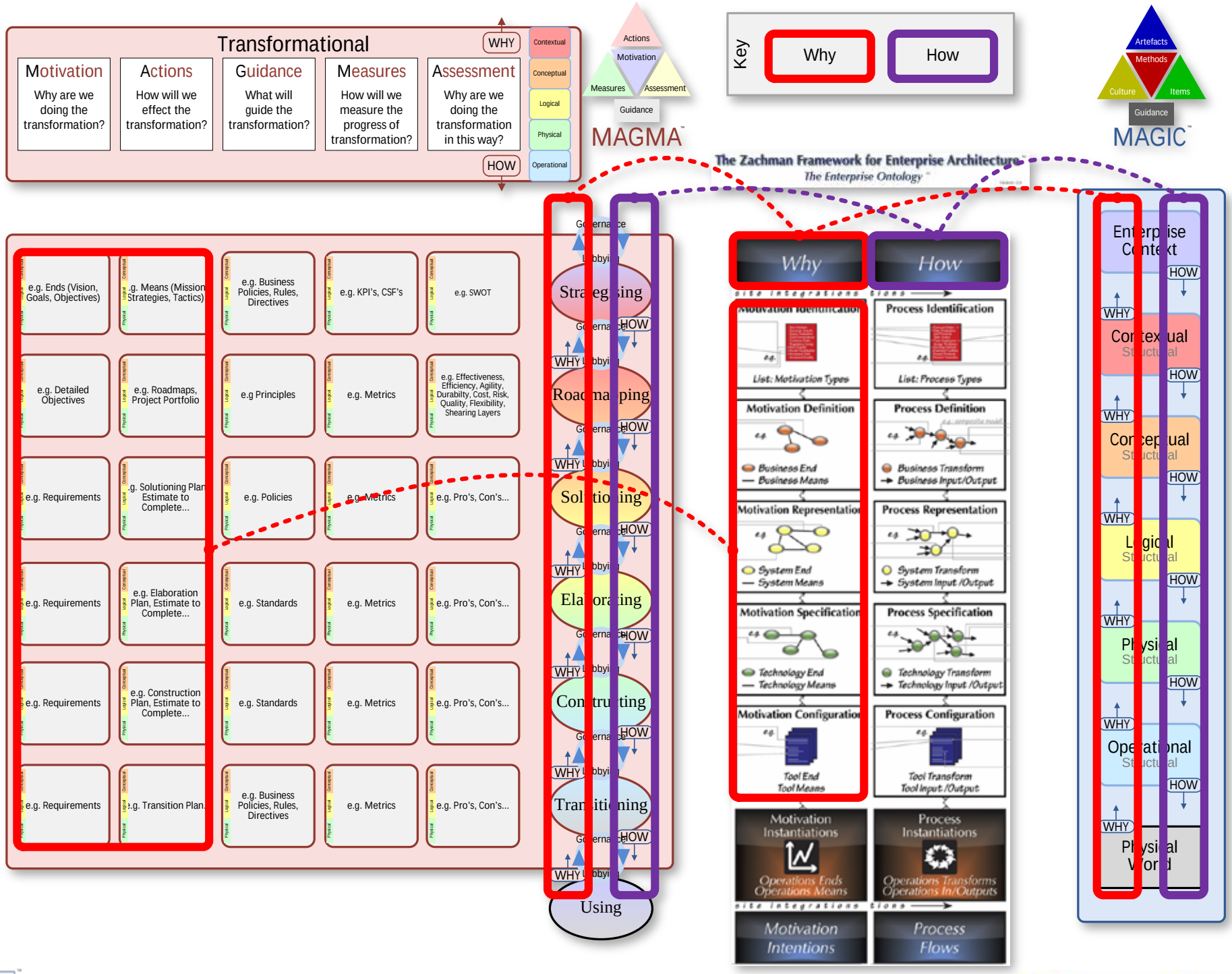
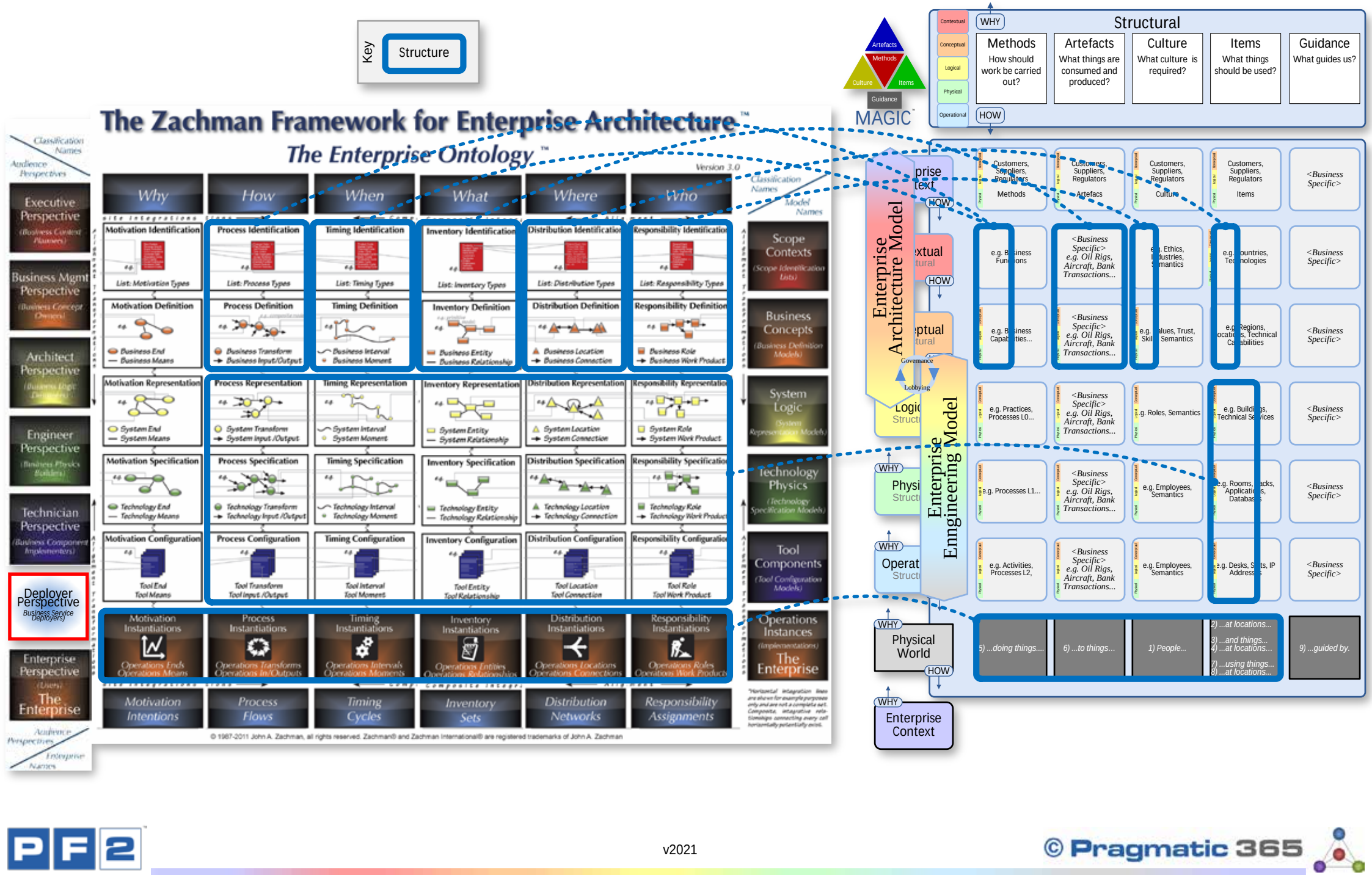

Transformational
WHY
HOW
Contextual
Conceptual
Logical
Physical
Operational
Motivation
Why are we doing the transformation?
Actions
How will we effect the transformation?
Guidance
What will guide the transformation?
Measures
How will we measure the progress of transformation?
Assessment
Why are we doing the transformation in this way?
Actions
Motivation
Measures
Assessment
Guidance
MAGMA
Key
Why
How
Artefacts
Methods
Culture
Items
Guidance
MAGIC
The Zachman Framework for Enterprise Architecture
The Enterprise Ontology
Governance
Lobbying
Strategising
Roadmapping
Solutioning
Elaborating
Constructing
Transitioning
Using
e.g. Ends (Vision, Goals, Objectives)
e.g. Means (Mission Strategies, Tactics)
e.g. Business Policies, Rules, Directives
e.g. KPI's, CSF's
e.g. SWOT
e.g. Detailed Objectives
e.g. Roadmaps, Project Portfolio
e.g Principles
e.g. Metrics
e.g. Effectiveness, Efficiency, Agility, Durabilty, Cost, Risk, Quality, Flexibility, Shearing Layers
e.g. Requirements
e.g. Solutioning Plan Estimate to Complete...
e.g. Policies
e.g. Metrics
e.g. Pro's, Con's...
e.g. Requirements
e.g. Elaboration Plan, Estimate to Complete...
e.g. Standards
e.g. Metrics
e.g. Pro's, Con's...
e.g. Requirements
e.g. Construction Plan, Estimate to Complete...
e.g. Standards
e.g. Metrics
e.g. Pro's, Con's...
e.g. Requirements
e.g. Transition Plan
e.g. Business Policies, Rules, Directives
e.g. Metrics
e.g. Pro's, Con's...
Why
How
Process Identification
List: Motivation Types
List: Process Types
Motivation Definition
Process Definition
Business End
Business Means
Business Transform
Business Input/Output
Motivation Representation
Process Representation
System End
System Means
System Transform
System Input /Output
Motivation Specification
Process Specification
Technology End
Technology Means
Technology Transform
Technology Input /Output
Motivation Configuration
Process Configuration
Tool End
Tool Means
Tool Transform
Tool Input /Output
Motivation Instantiations
Operations Ends
Operations Means
Process Instantiations
Operations Transforms
Operations In/Outputs
Motivation Intentions
Process Flows
Enterprise Context
Contextual
Conceptual
Logical
Physical
Operational
Physical World
WHY
HOW


Key
Structure
The Zachman Framework for Enterprise Architecture™
The Enterprise Ontology™
Version 3.0
Why
How
When
What
Where
Who
Executive Perspective
Business Mgmt Perspective
Architect Perspective
Engineer Perspective
Technician Perspective
Deployer Perspective
Enterprise Perspective
Scope Contexts
Business Concepts
System Logic
Technology Physics
Tool Components
Operations Instances
The Enterprise
Motivation Intentions
Process Flows
Timing Cycles
Inventory Sets
Distribution Networks
Responsibility Assignments
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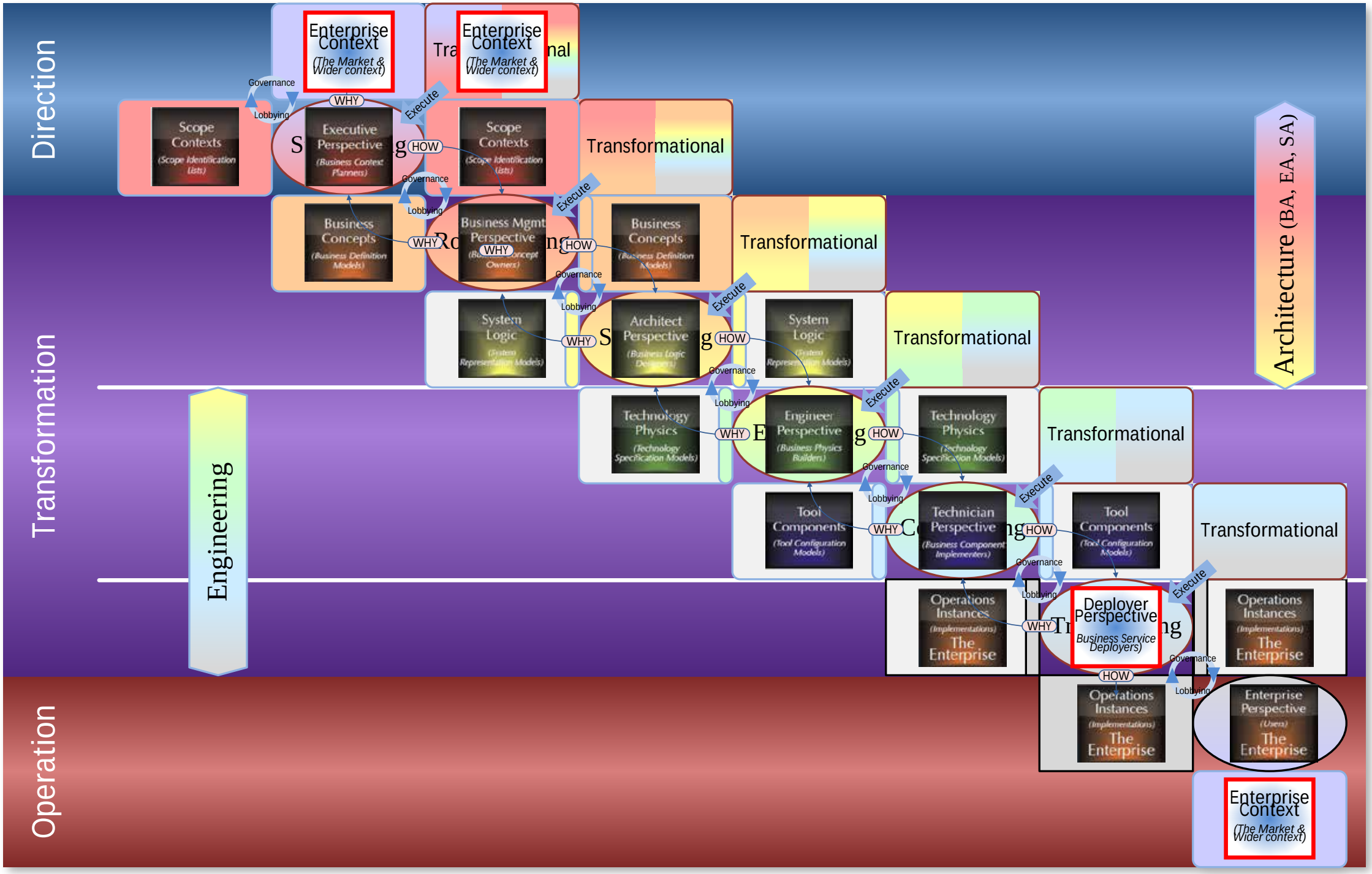
Artefacts
Methods
Culture
Items
Guidance
MAGIC
Contextual
Conceptual
Logical
Physical
Operational
WHY
HOW
Structural
Methods
How should work be carried out?
Artefacts
What things are consumed and produced?
Culture
What culture is required?
Items
What things should be used?
Guidance
What guides us?
Enterprise Architecture Model
Enterprise Enngineering Model
Governance
Lobbying
Physical World
Enterprise Context
Customers, Suppliers, Regulators
Methods
Artefacts
Culture
Items
<Business Specific>
e.g. Practices, Processes L0...
e.g. Processes L1...
e.g. Activities, Processes L2,
e.g. Roles, Semantics
e.g. Employees, Semantics
e.g. Buildings, Technical Services
e.g. Rooms, Racks, Applications, Databases
e.g. Desks, Sites, IP Addresses
5) ...doing things....
6) ...to things...
1) People...
2) ...at locations...
3) ...and things...
4) ...at locations...
7) ...using things...
8) ...at locations...
9) ...guided by.



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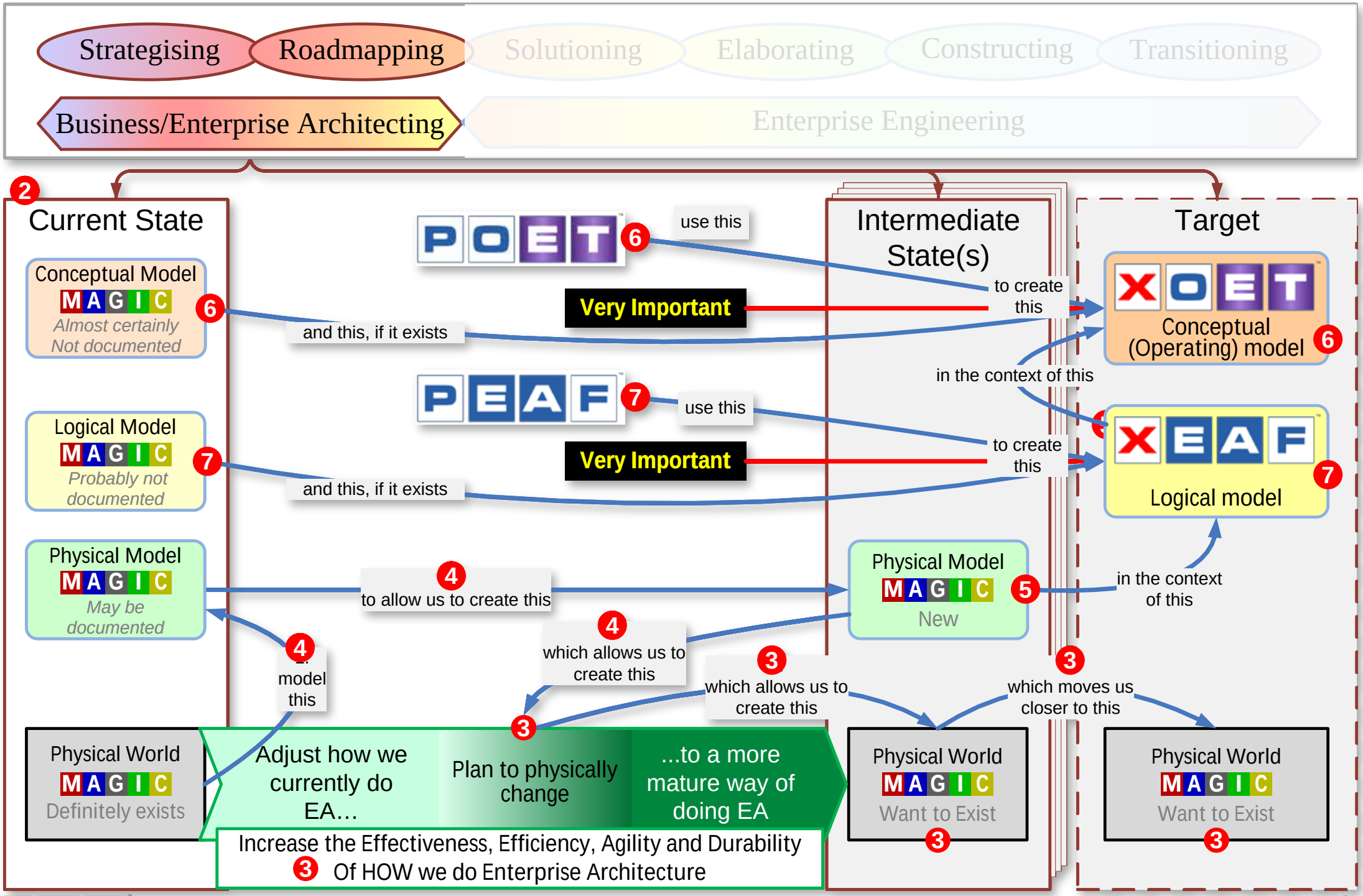
Strategising | Roadmapping | Solutioning | Elaborating | Constructing | Transitioning

Business/Enterprise Architecting | Enterprise Engineering



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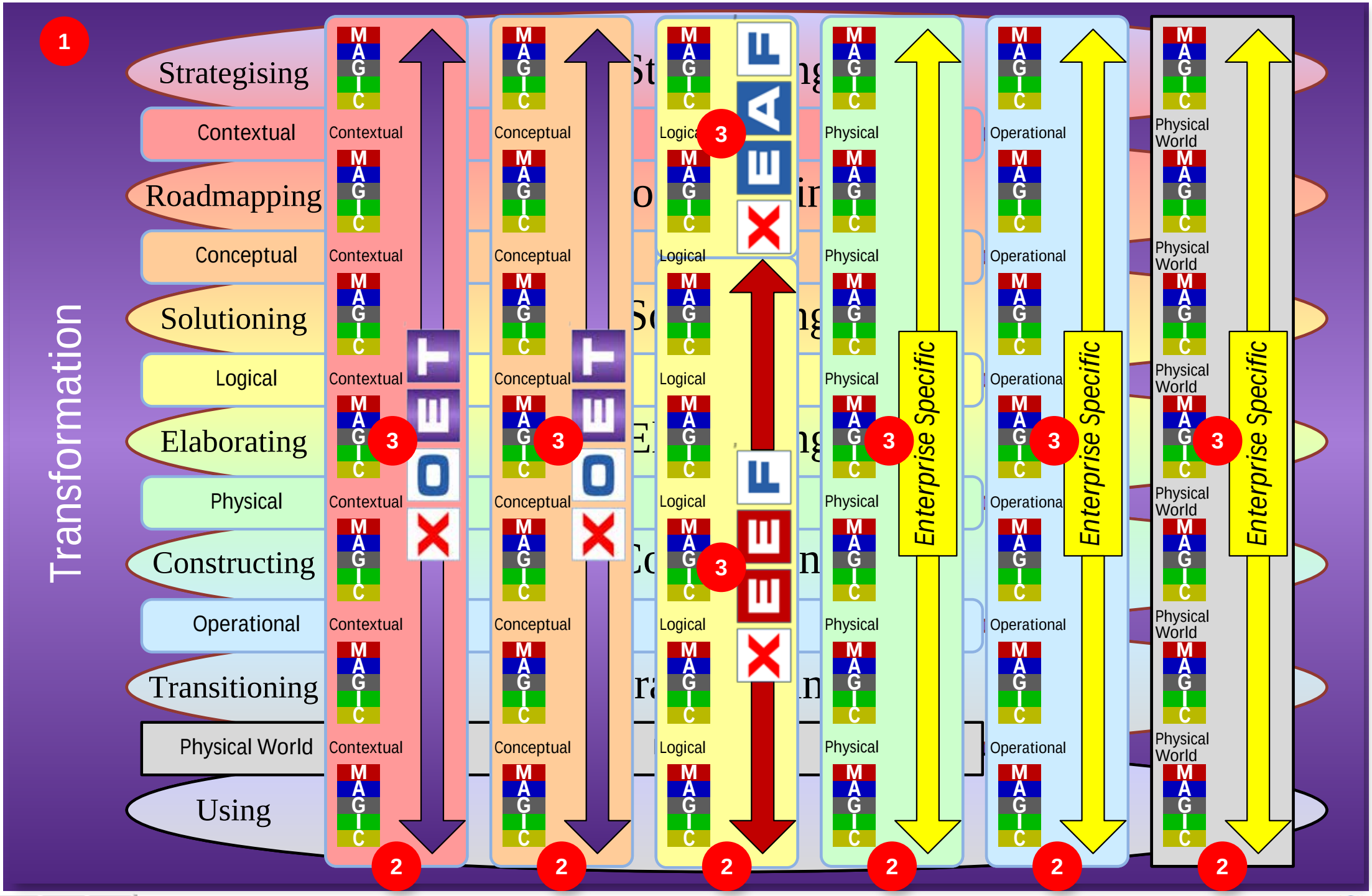

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APPENDIX

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WHY?

- We Care About Enterprises
- We Care About the People who Direct, Operate, Transform and Support Enterprises

WHEN?

- PEAF 2008
- POET 2014
- PTMC 2018

WHERE?

- Born from Observing Failure

HOW?

- 150,000 Hours of Thinking
- 20,000 Hours of Creating

USING WHAT?

- Architecture, Engineering, Altruism
- Honesty, Integrity, Persistence, Passion
- Common Sense, Logic

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- Kevin Lee Smith

- 40 Years in all phases of Enterprise Transformation

- MBTI: (INTJ) Mastermind, (INTP) Architect

- DISC: (7414) Result-Oriented

- Belbin: Plant, Shaper

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SUCCESS

Sources

- Book cover: Tropical Storm Lee - NASA/NOAA GOES Project Science Team.
- Stereogram used on “Hitting the Wall” produced by Easy Stereogram Builder - www.easystereogrambuilder.com
- “Brain Function with gears and cogs” used on the “Slaves to Psychology” graphic from BigStock - www.bigstockphoto.com/search/digitalista
- Technical Debt - www.wikipedia.org/wiki/Technical_debt
- Zachman Framework - www.wikipedia.org/wiki/Zachman_Framework
- TOGAF (The Open Group Architecture Framework) - www.opengroup.org/togaf/
- Business Motivation Model - www.omg.org/spec/BMM/
- Enhanced Business Motivation Model - www.MotivationModel.com
- ITIL (IT Infrastructure Library) - www.itil-officialsite.com
- COBIT (Control Objectives for Information and Related Technology) - www.wikipedia.org/wiki/Cobit

Resources

- www.Pragmatic365.org is the official source for all **Pragmatic** related materials.

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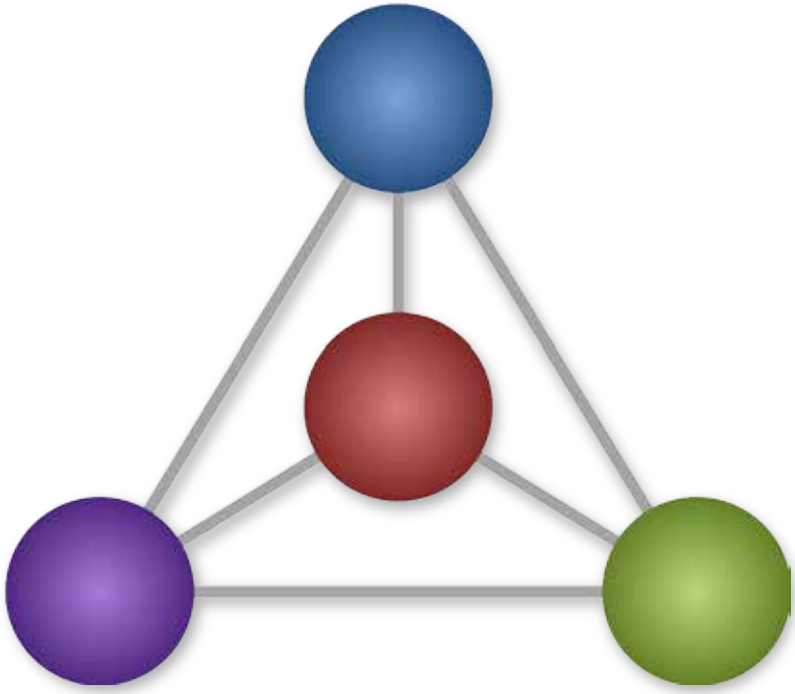

Connecting the DOTS