

# Why they just don't get it

On communicating  
about architecture to  
business stakeholders

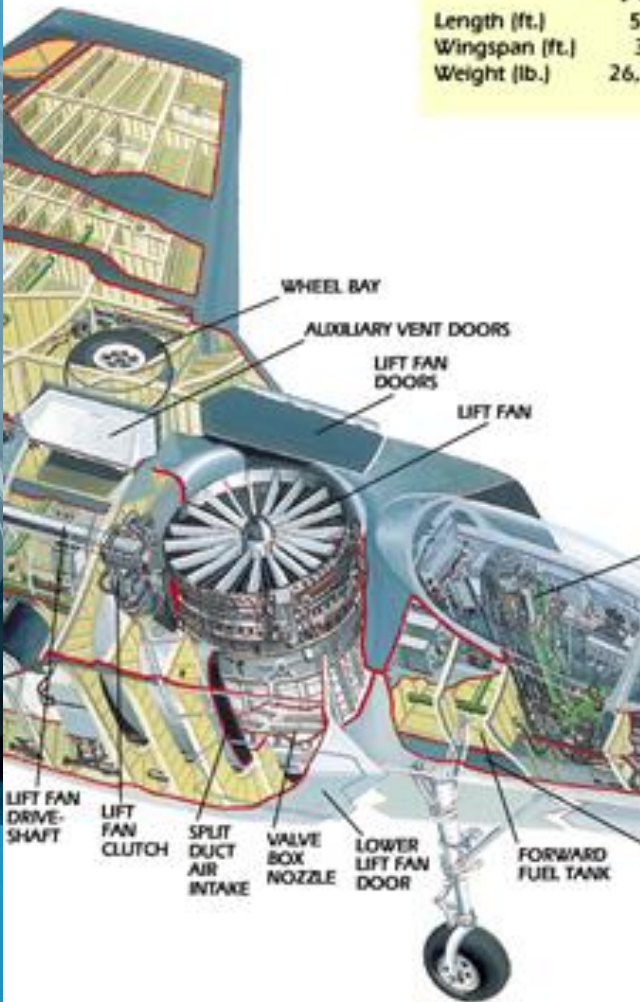
Jochem Schultenklopper  
Eelco Rommes



**Why don't  
business stakeholders  
understand our architecture?**

**Because we are talking  
in a language they do  
not understand**





# ed Weapons for F-35



## INTERNAL WEAPONS



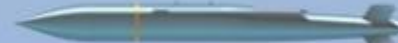
GBU-32 JDAM (Mk. 83/BLU-110 warhead)



GBU-12 Paveway II LGB (Mk. 82 warhead)



GBU-31 JDAM (Mk. 84 warhead)



AGM-154A/C JSOW glide bomb



GBU-38 JDAM (Mk. 82 warhead)



Brimstone/Joint Common Missile



GBU-31 JDAM (BLU-109 warhead)



AIM-120C Amraam



AIM-132 Asraam

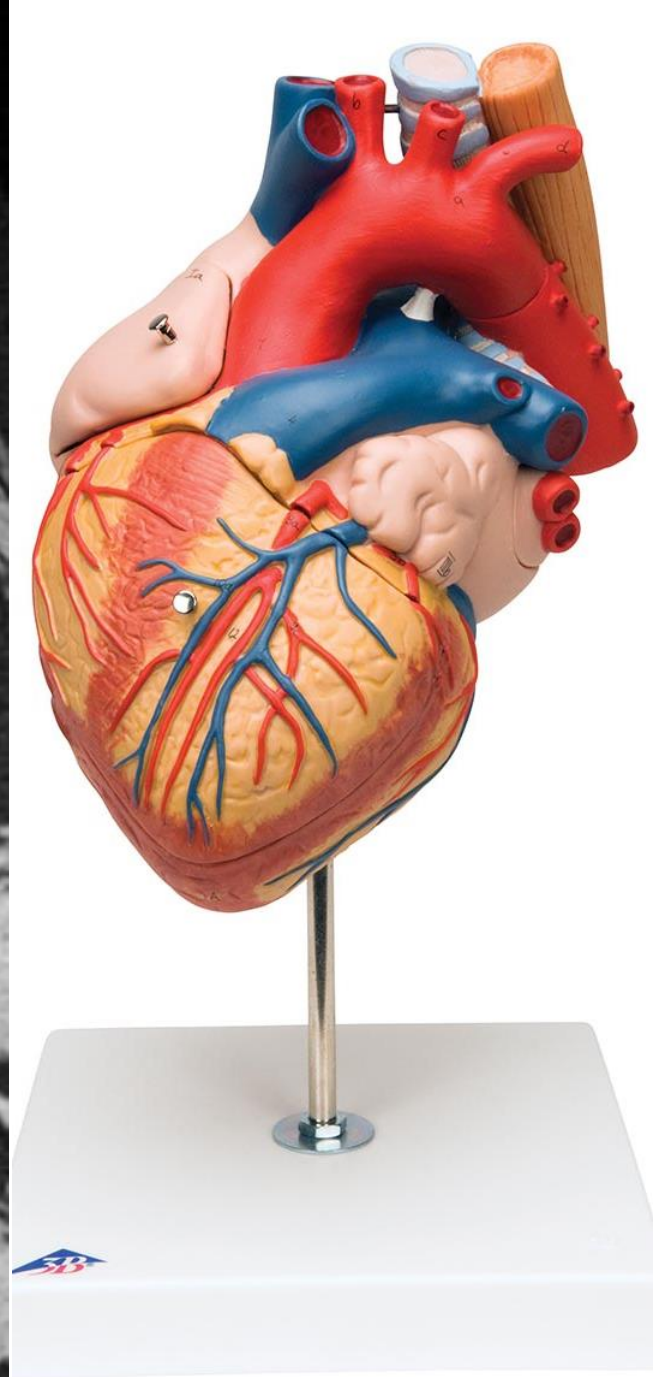
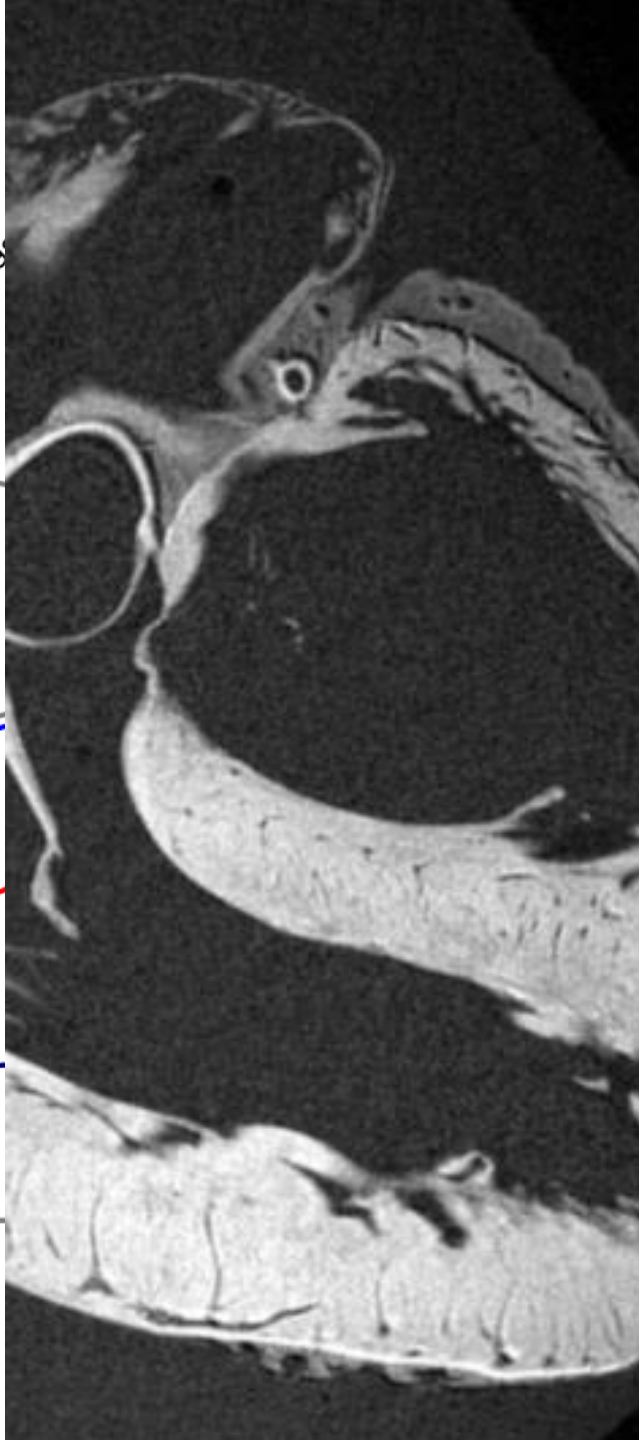
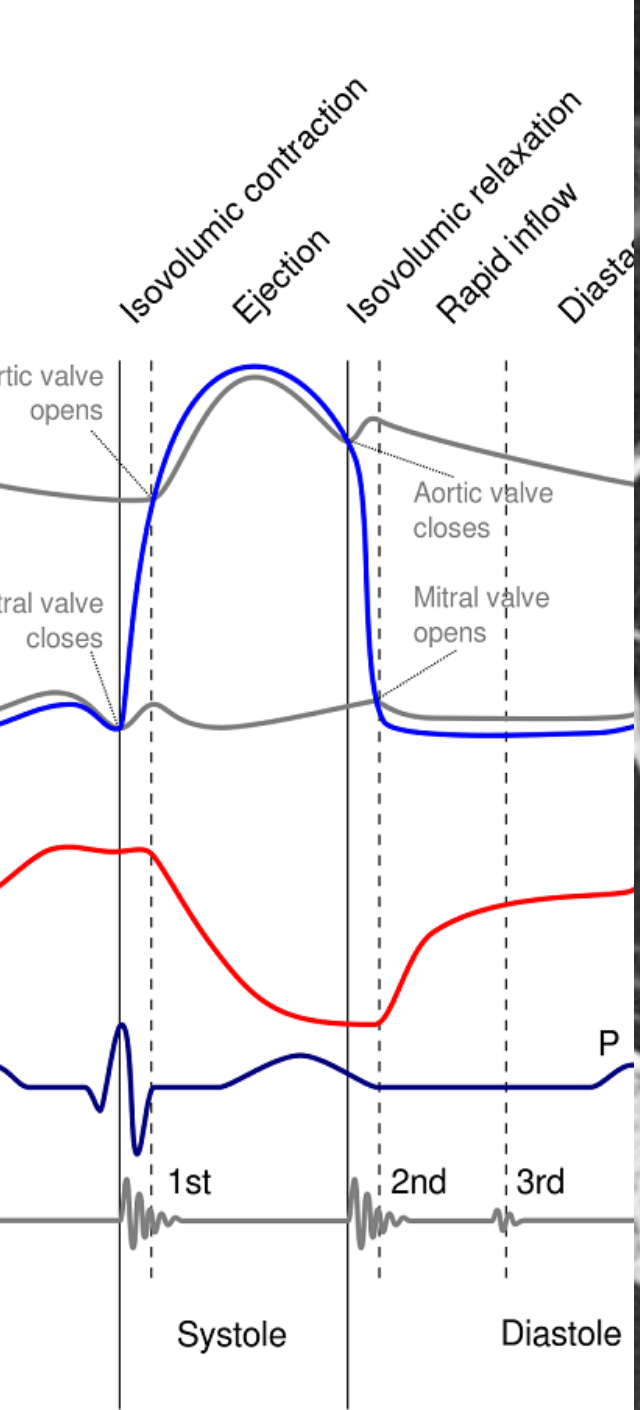
## WEAPONS CURRENTLY UNDER DEVELOPMENT



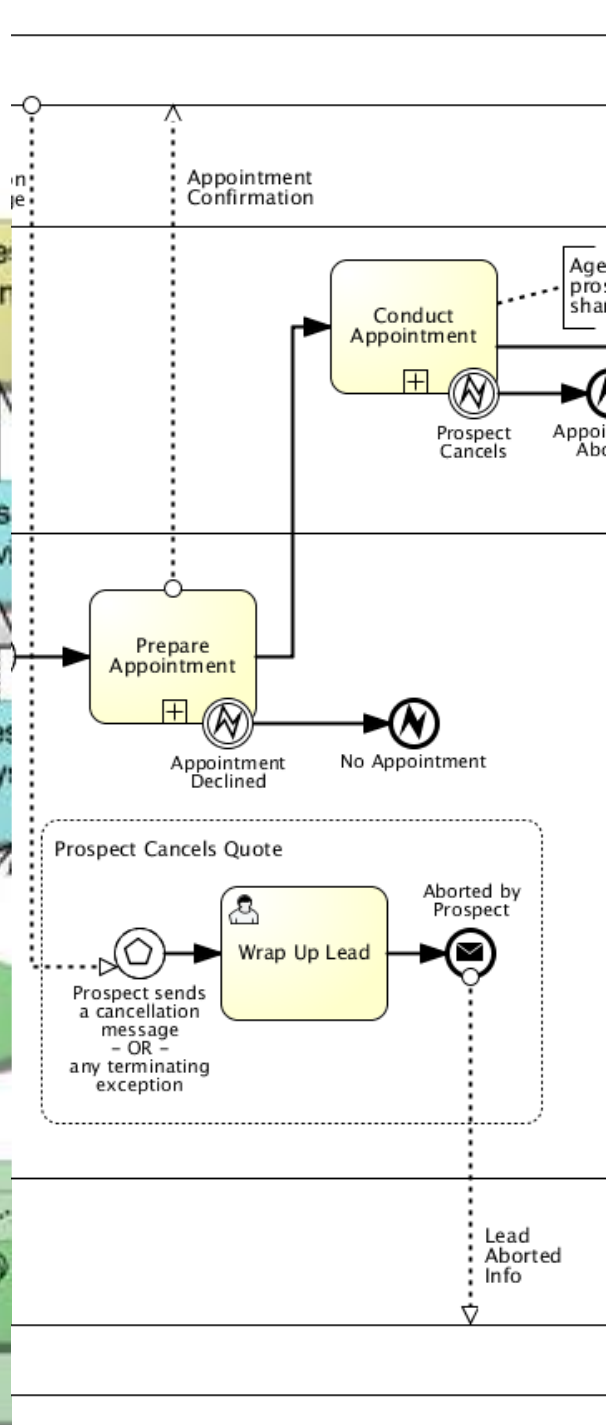
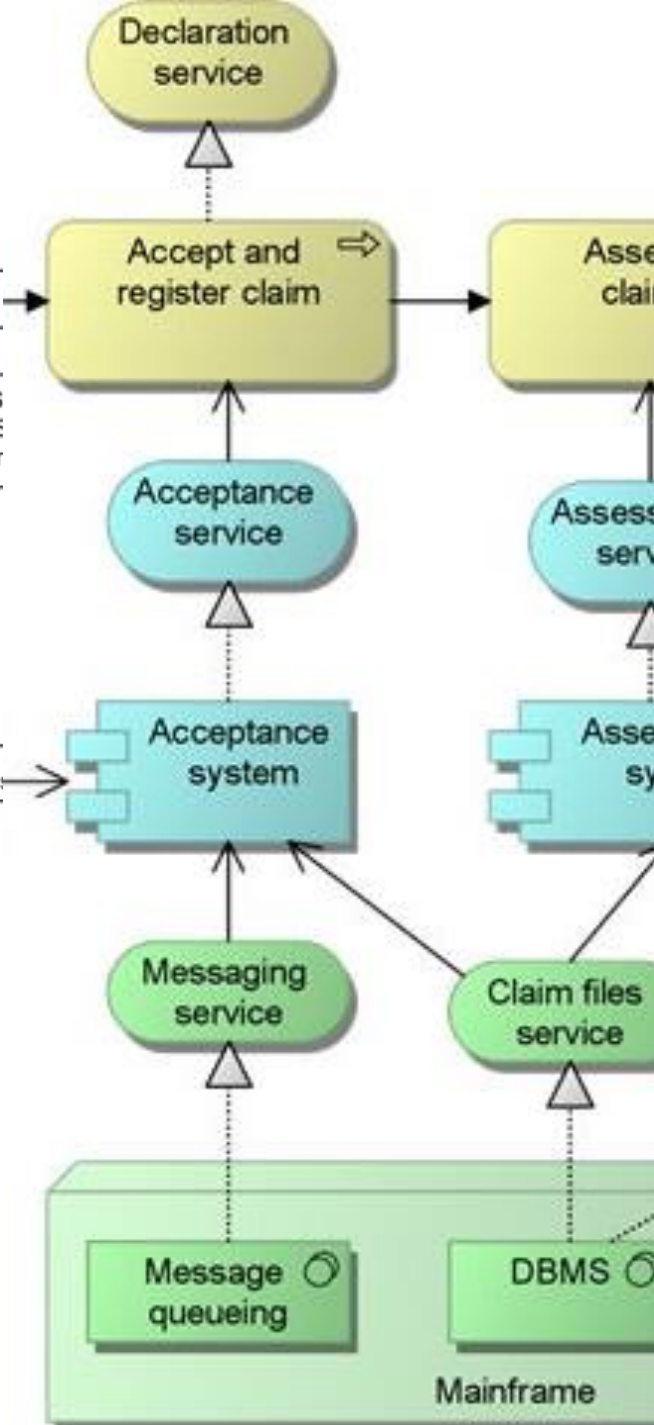
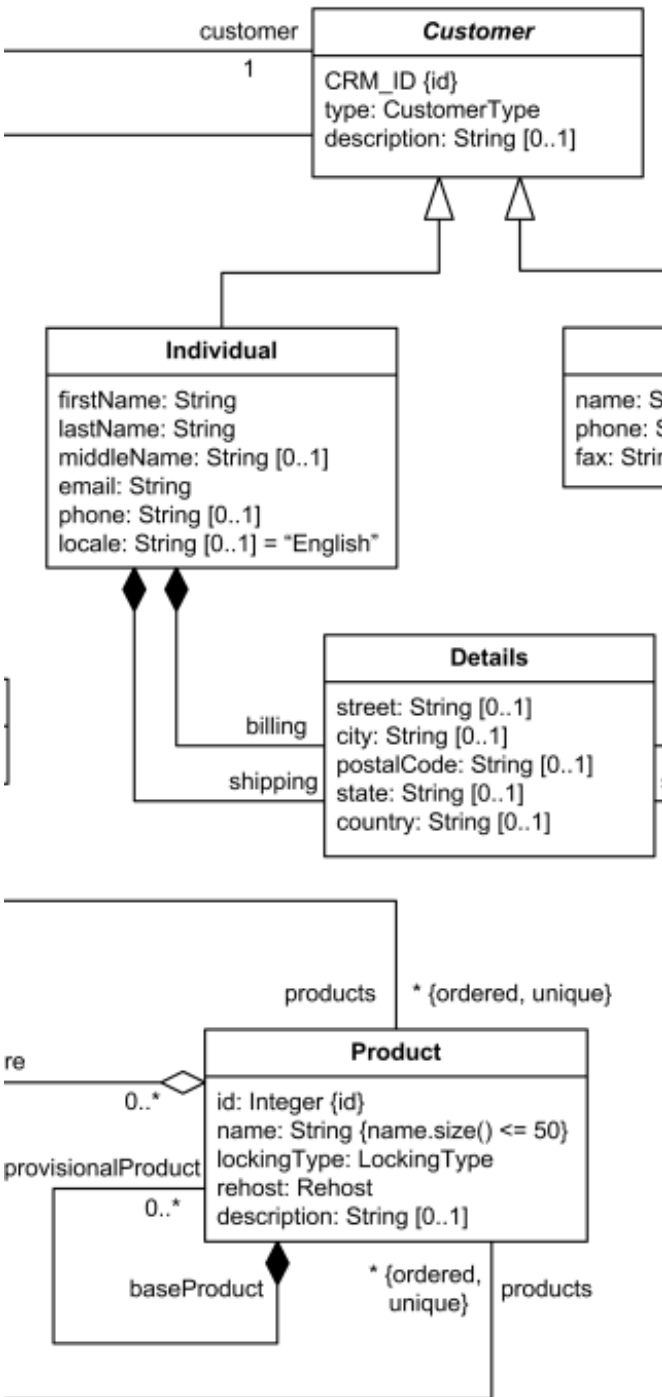
K. precision-guided bomb



Phase I Small-Diameter



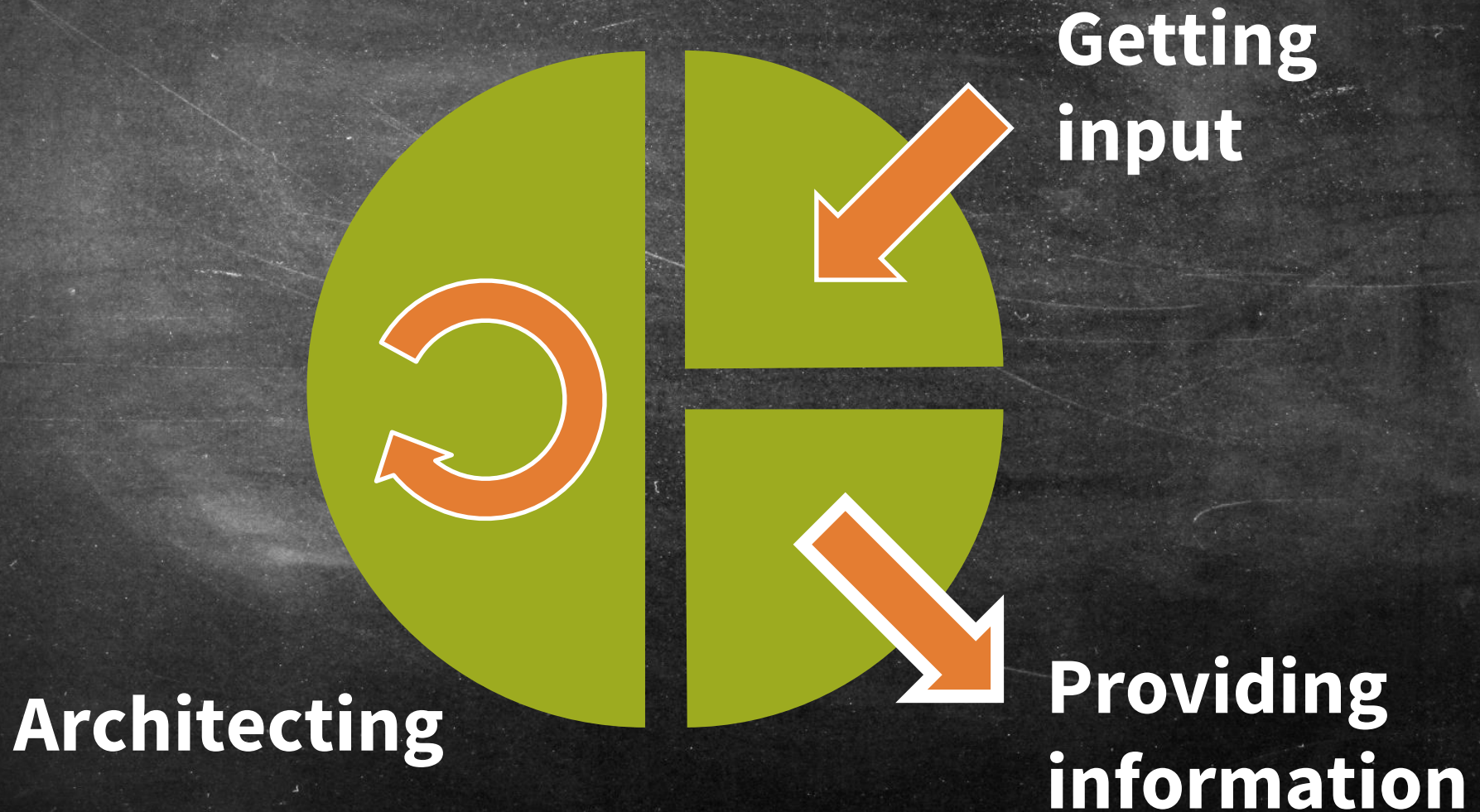




**What *is* the  
language of  
business  
people?**



# Effective architects





**financial  
controller**



**risk manager,  
security officer**



**business  
development**



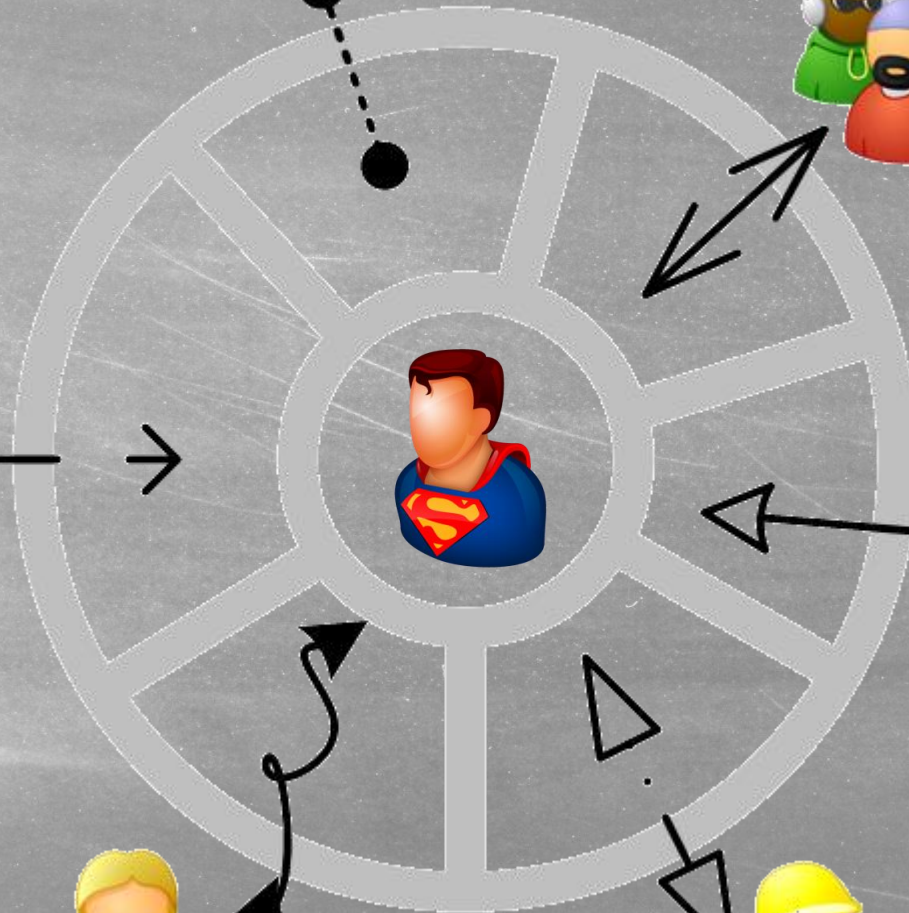
**business  
executive**



**end-user  
representative**



**software  
development team**



**technical debt**

**issues**

**costs, revenue**

**changes**

**opportunities**

**risks**

**threats**

**vulnerabilities**

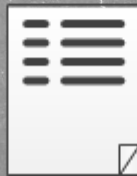
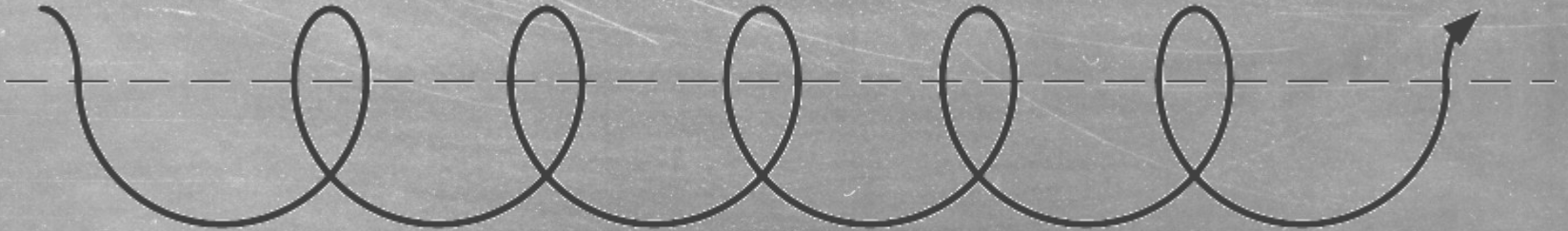
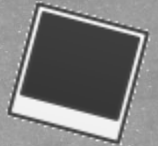
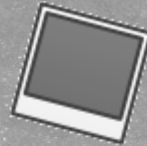
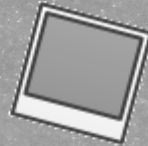
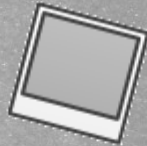
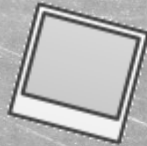
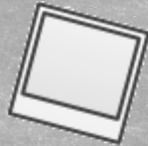
**metrics, KPIs**

**processes, services**

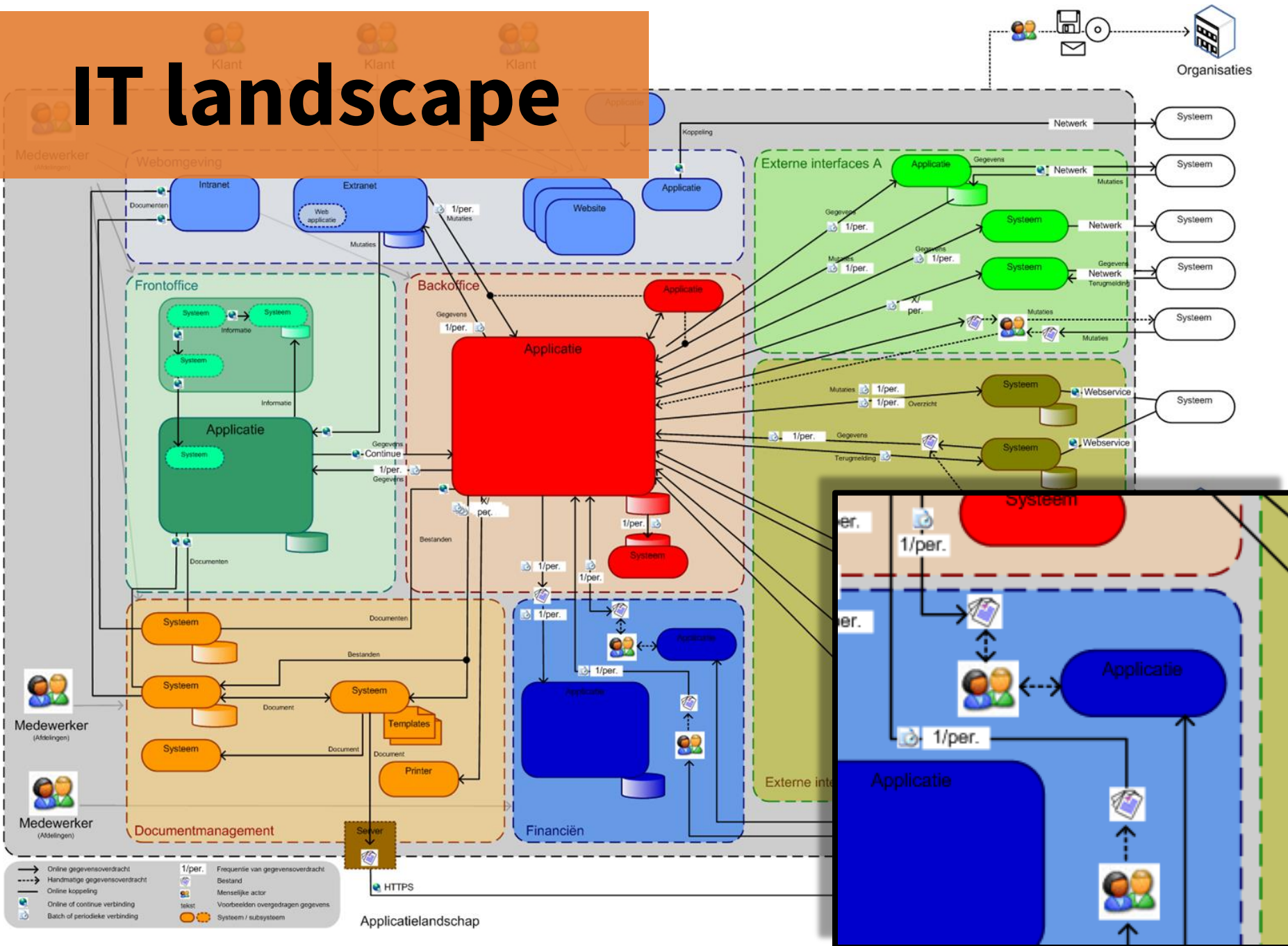




# Co-creation

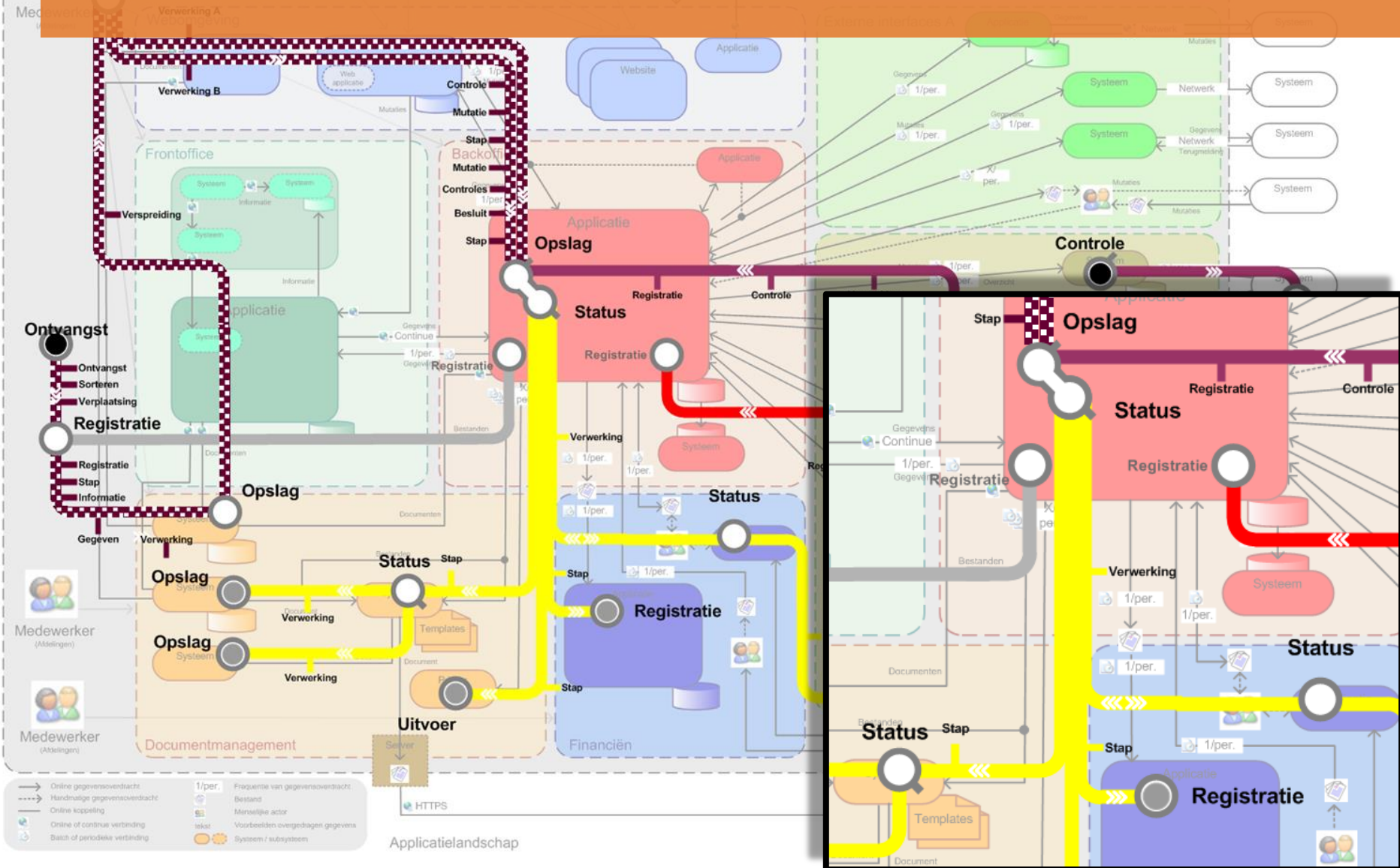


# IT landscape

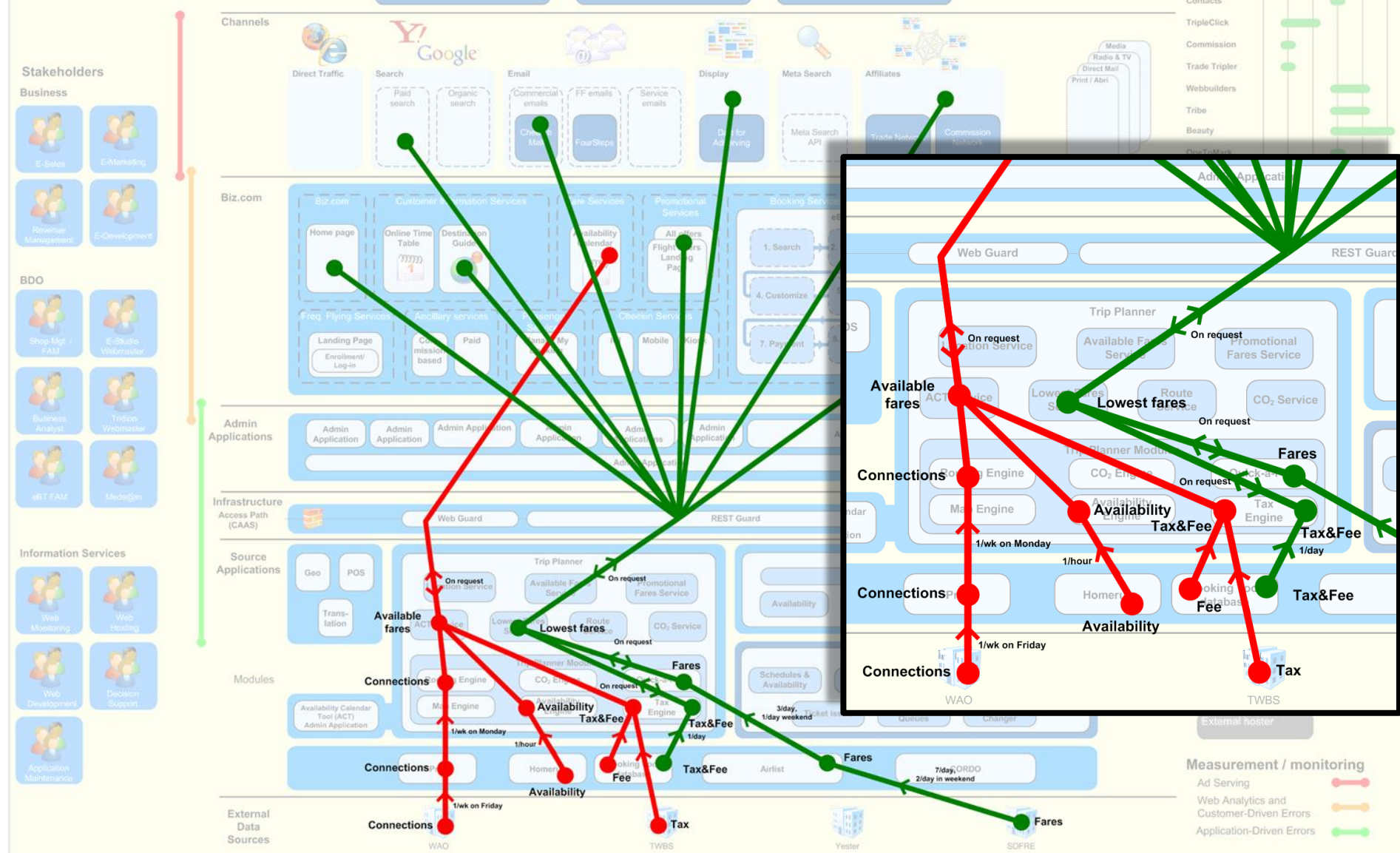




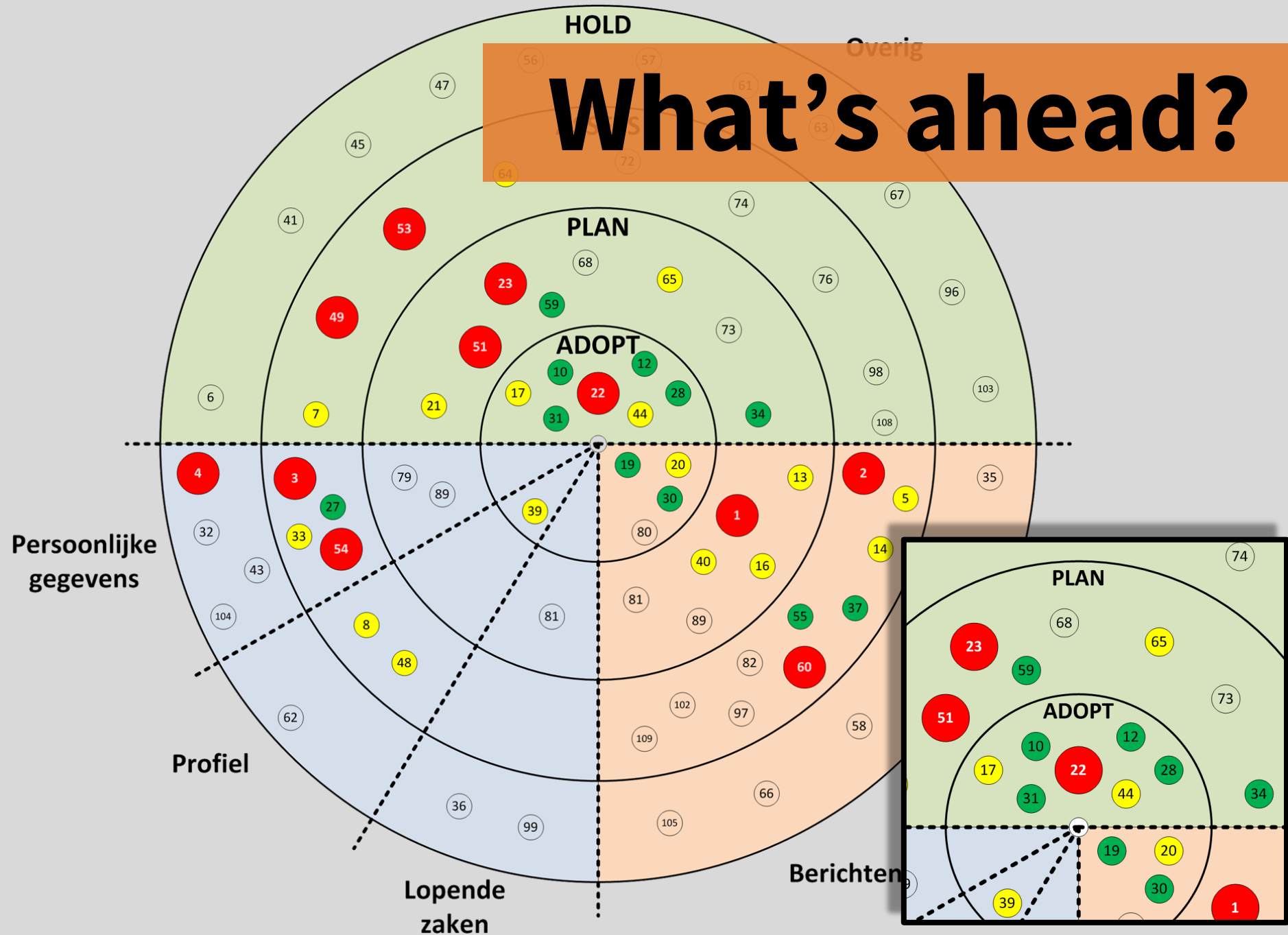
# ... with business processes on top

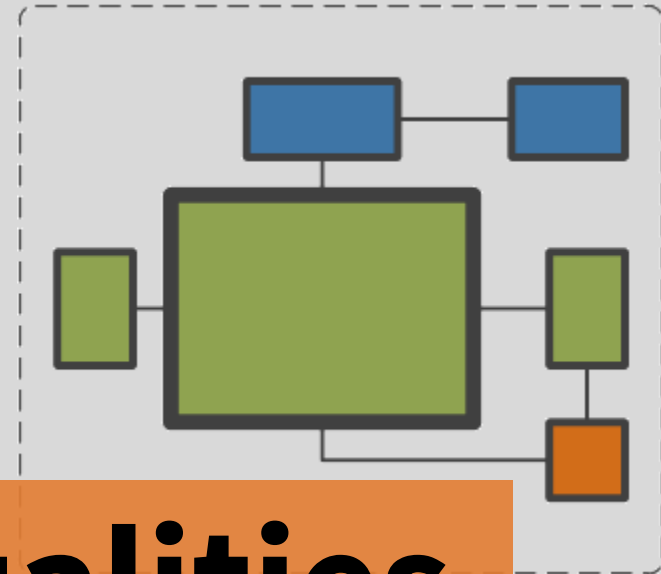
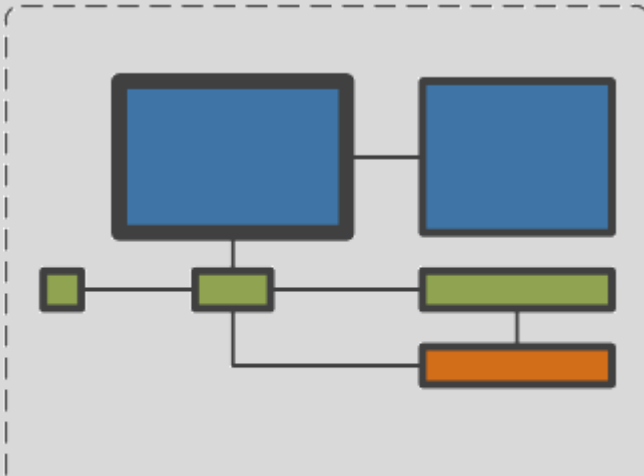
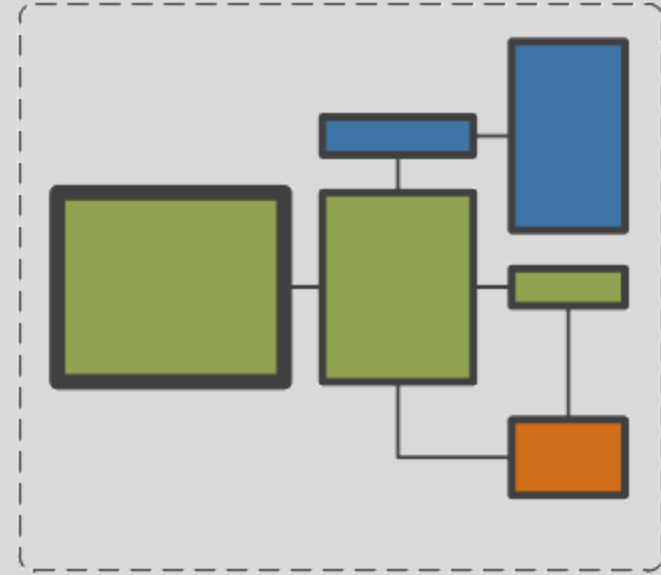
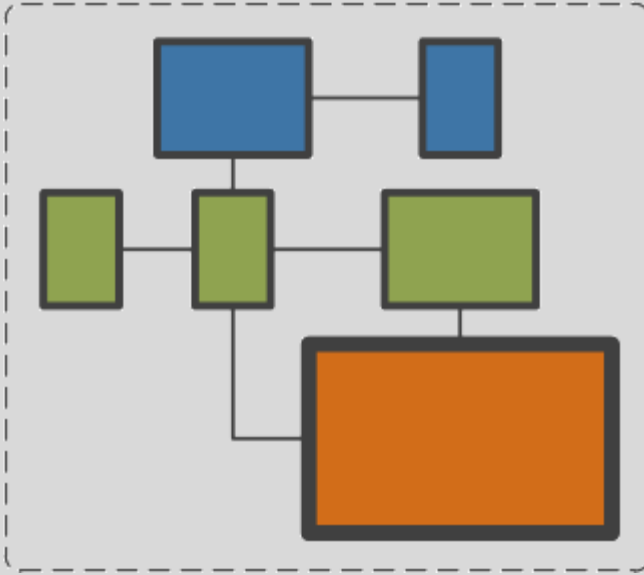


# Data



# What's ahead?





# Landscape qualities



# Software Architecture in Practice

THIRD EDITION

Len Bass

Paul Clements

Rick Kazman

# Documenting Software Architectures



Views and Beyond

SECOND EDITION

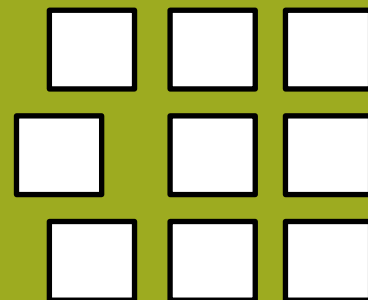
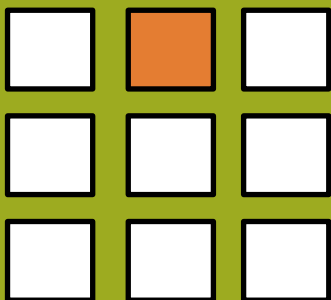
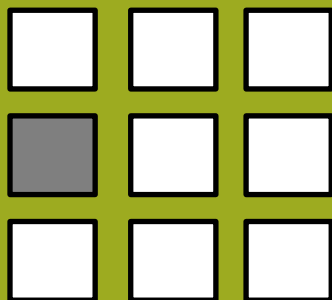
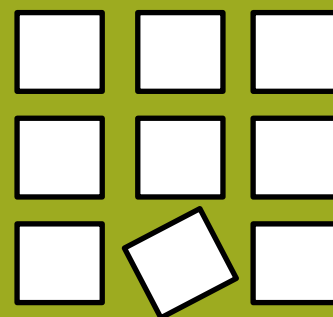
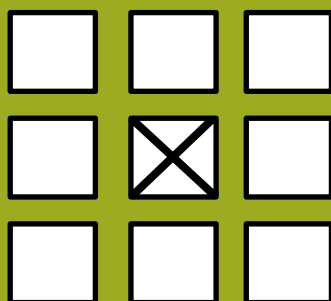
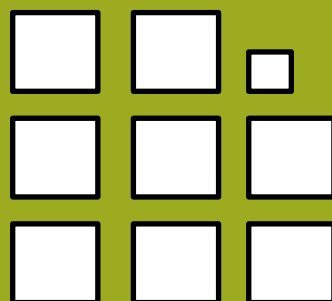
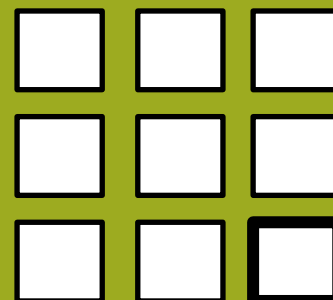
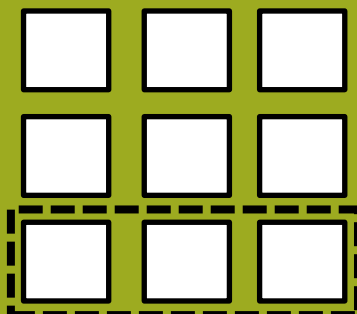
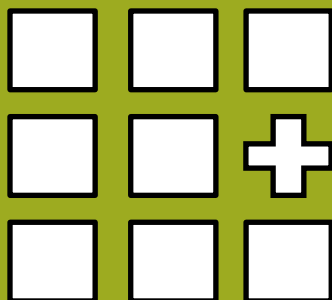
Paul Clements • Felix Bachmann • Len Bass

Paul G. Collins • Reed Little

Paulo Merson • Robert Nord • Judith Stafford

**Use business viewpoints,  
IT architecture, and  
psychology in order to  
co-create a language  
for specific stakeholders**

**How can we develop  
a language they do  
understand?**



# How many eights?

**2904563040**

**7833267149**

**6584449451**

**6172394692**

**7589169386**



# How many fives?

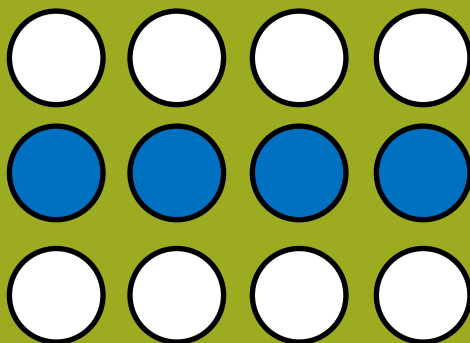
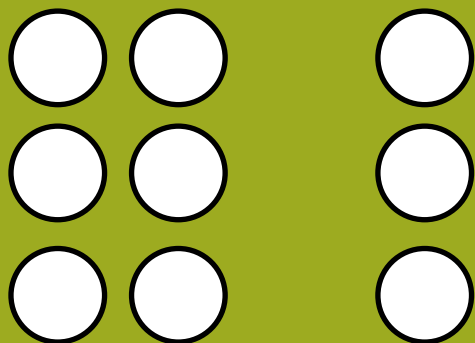
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7833267149

65844494**5**1

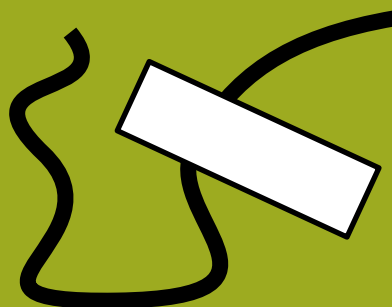
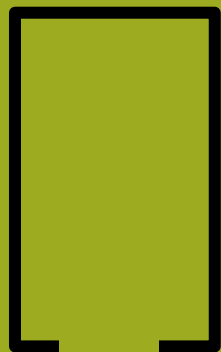
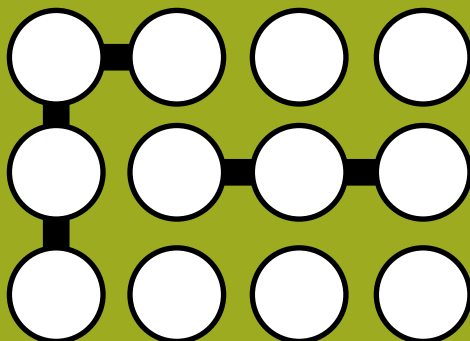
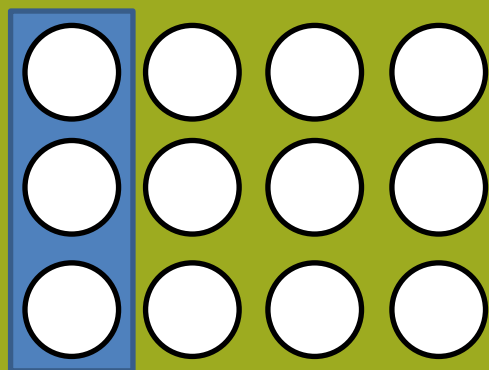
6172394692

7**5**89169386



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**Wealth**  
**Wisdom**  
**Royalty**

**Trust**  
**Confidence**  
**Stability**

**Safety**  
**Harmony**  
**Healthy**

**Clean**  
**Purity**  
**Light**

**Energy**  
**Attention**  
**Happy**

**Success**  
**Enthusiasm**  
**Creativity**

**Passion**  
**Strength**  
**Energy**

**Mystery**  
**Elegance**  
**Power**

Identity thief



Technical debt



CC payments



Customers



Revenues





REVISED & EXPANDED EDITION

# Universal Principles of Design

William Lidwell  
Kritina Holden  
Jill Butler



# the DESIGN EVERYDAY THINGS



DON  
NORMAN

# Design thinking

# DESIGN <for> HACKER

/\* reverse-engineering beauty

DAVID KADAVY

{@kadavy}

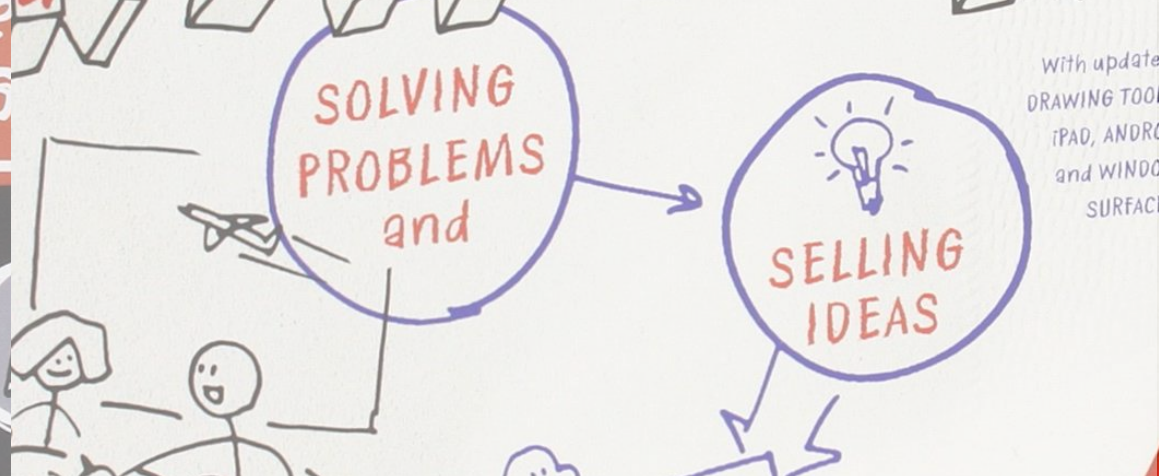
# the Sketchnot HANDBOOK

→ THE ILLUSTRATED guide  
to VISUAL NOTE TAKING



by MIKE ROHDE  
the illustrator of REWORK

→ DAN ROAM  
THE BACK OF THE  
NAPKIN



With updates  
DRAWING TOOL  
IPAD, ANDRO  
and WINDO  
SURFACE

# Sketching



# We know what you're thinking...

A man in a white shirt and tie is sitting on a set of wide stone steps. He is covering his face with both hands, suggesting a state of despair, frustration, or being overwhelmed. The background is a simple, textured wall.

non-ambiguity?

clarity?

completeness?

soundness?

maintainability?

cost-effectiveness?

architecture repository?

# Your TODO list, May 2015

- ☐ *Interview business stakeholders*
- ☐ *Try to understand their concerns*
- ☐ *Address concerns in their words*
- ☐ *Check your understanding, twice*
- ☐ *Co-create a common language*



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inspearit has the ambition to provide advisory services  
for better control and value for business through IT

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