

swissICT DIGTUP

Value Streams

Konvergenz von Enterprise Architektur und Organisation –
Value-Streams als Enabler von Business Agilität.

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Zürich, 13. Mai 2025

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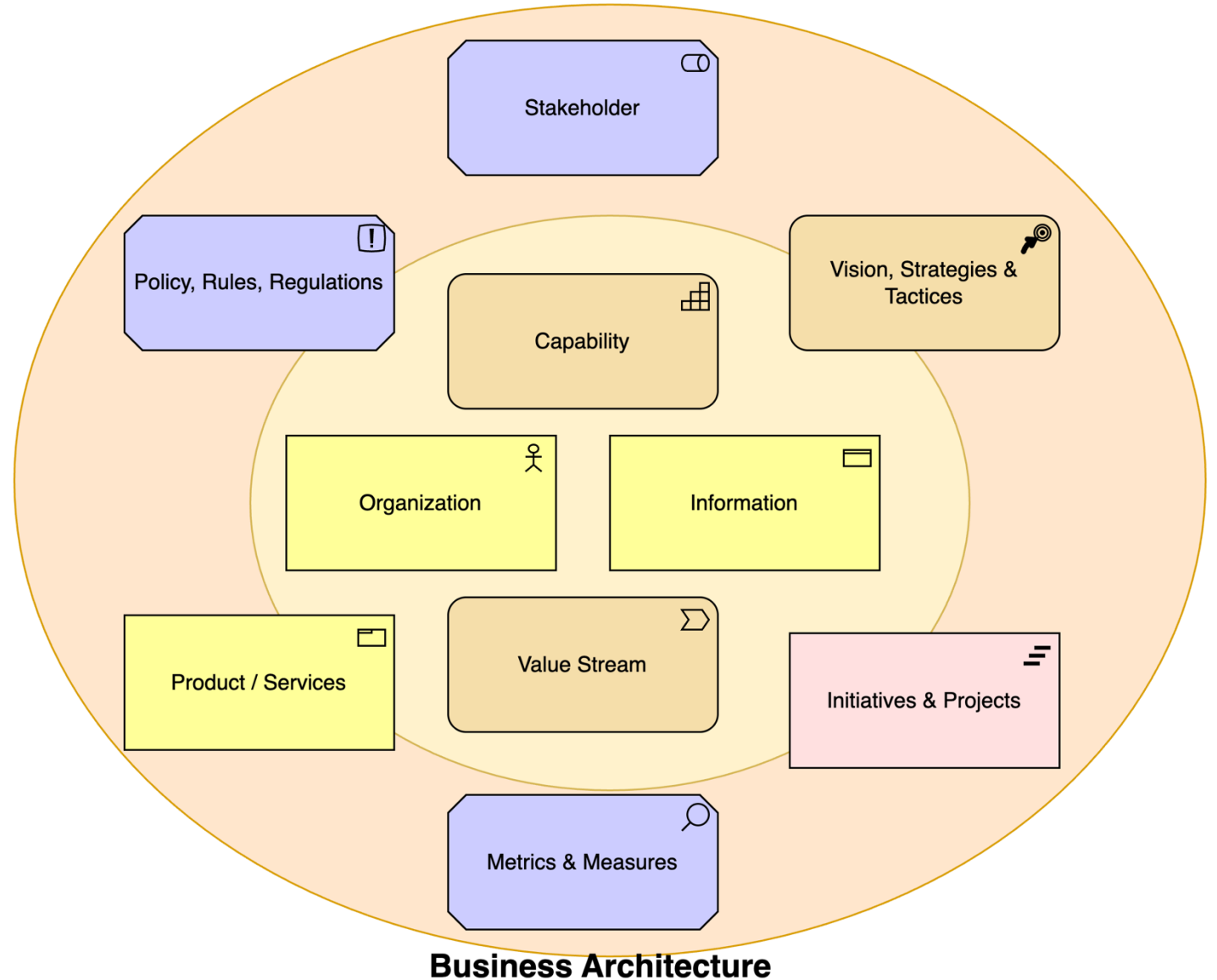
Value Streams

» Enterprise Architecture

Value Stream Example

Business Architecture

- The Business Architecture Guild defines 10 Business Architecture Domains.
- The four domains in the center are the stable core of a business architecture
- The six extended domains change more frequently



IT Architecture

The IT Architecture consist of:

- Application Architecture
- Data Architecture
- Technical Architecture
- Shadow IT not under IT control, like End User Computing



IT Architecture

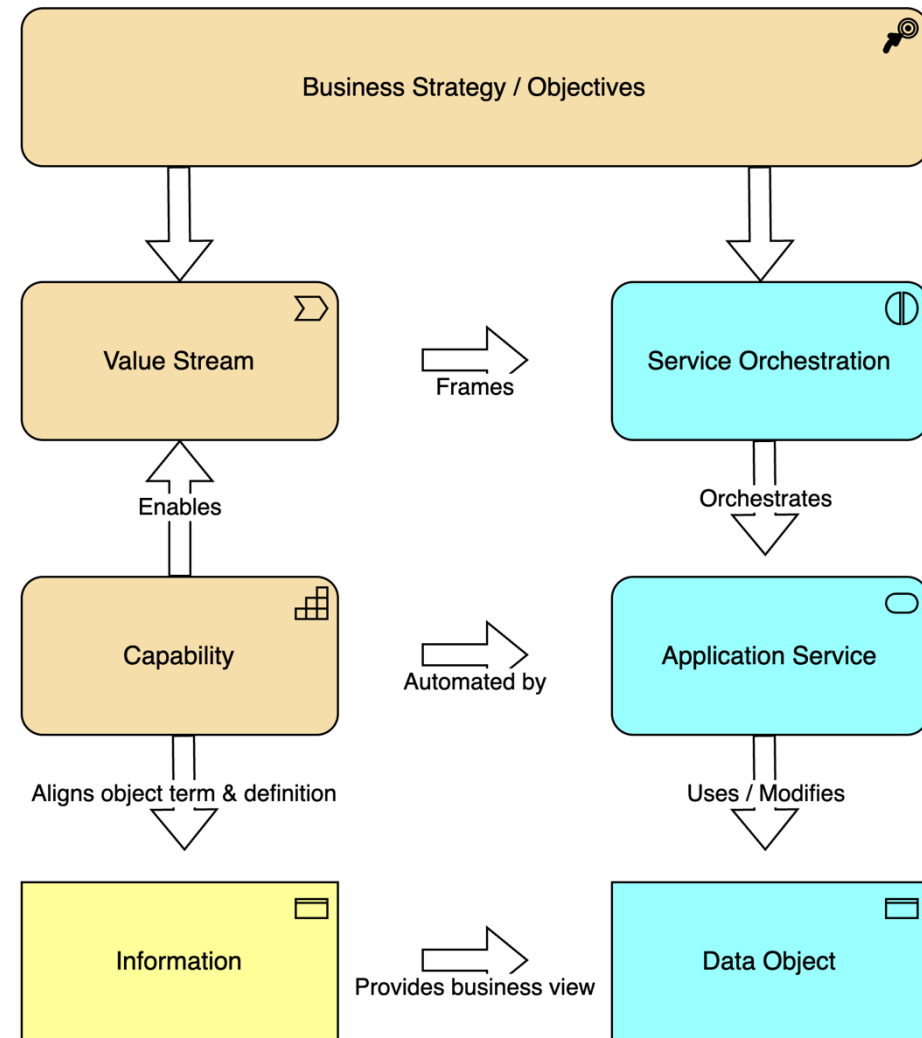
Inspired from: <https://www.omg.org/cgi-bin/doc?basig/2019-11-01>

IT Architecture should align to Business Objectives

To maximize the value from IT investments, they must be traceable to business objectives


- Business Strategy / Objectives
- Value Streams
- Capabilities and
- Informations

must drive IT changes



Business Architecture

IT Architecture

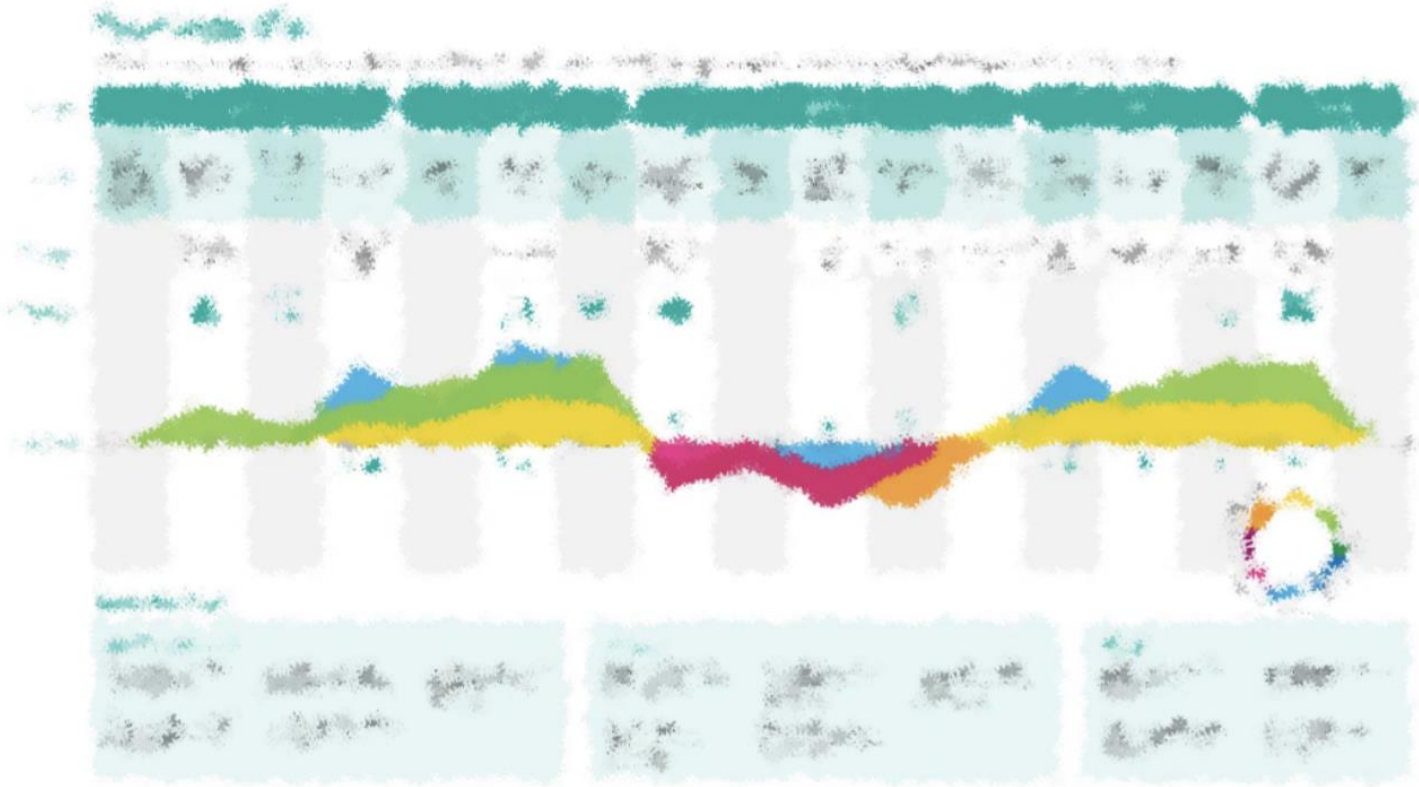


Workshop 3: Umsetzung

Enterprise Architecture

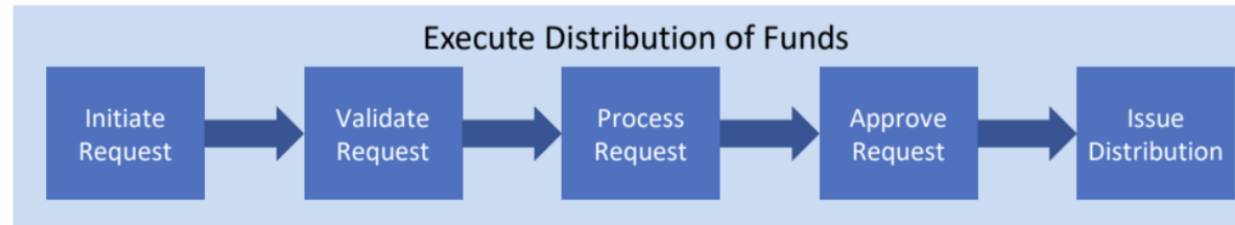
➤ **Value Stream Example**

Meet Sara, a single mother who is frustrated with her ability to easily get a distribution from her account



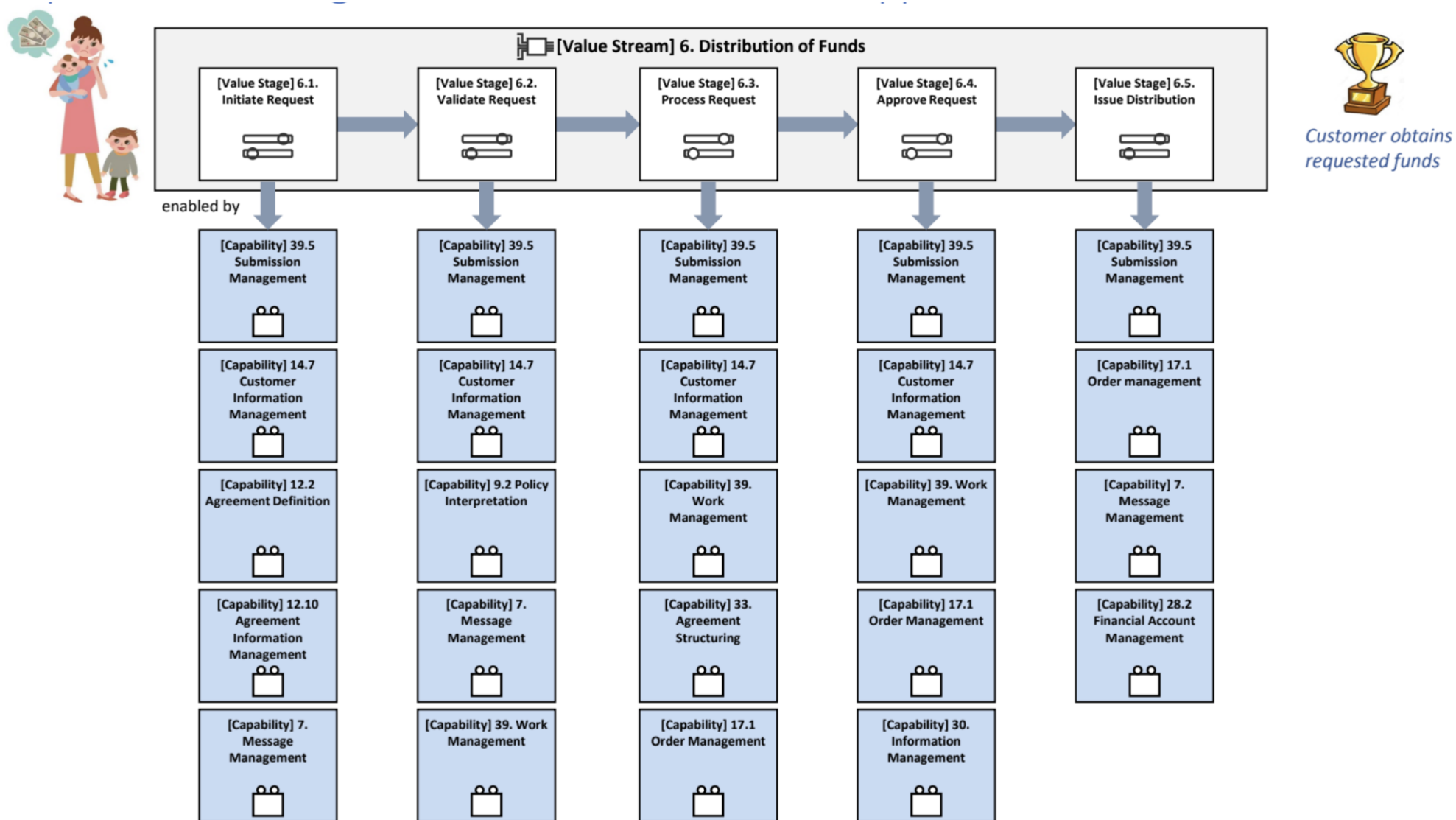
Our Customer Experience team was aware of her frustrations as they captured her journey to request and finally get a distribution.

A Value Stream had already been developed for Sara's situation

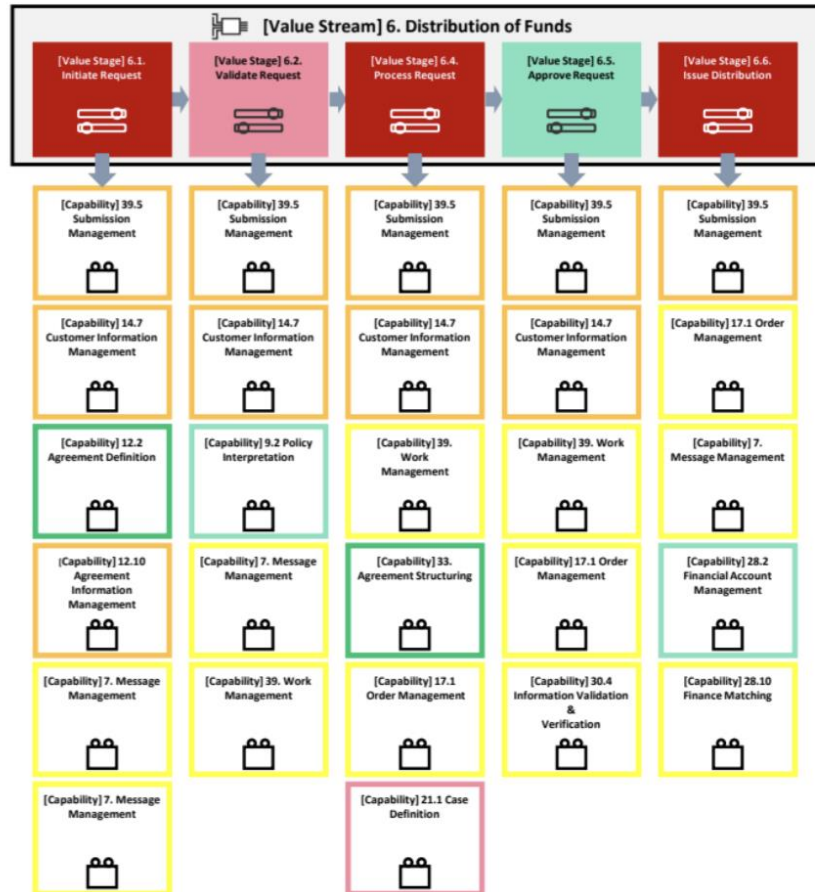


Value Stream	Value Stream Stage	Description	Value Proposition	Entrance Criteria	Exit Criteria	Value Item	Stakeholder(s)
Execute Distribution of Funds		The end-to-end perspective of receiving, validating, calculating and distributing funds requested by the customer, custodian, or trust from an account.	Customer obtains requested funds				Customer, Customer Agent, Custodian, Trustee
	Initiate Request	The act of requesting financial activity on an agreement.		Request received to make a transaction	Request accepted	Requested transaction is being processed.	Customer, Custodian, Financial Advisor, Customer Service Representative,
	Validate Request	The act of reviewing, indexing and ensuring that the requester has authority to request the transaction and the agreement is in a valid state to allow the transaction to occur.		Request received	Request validated for processing	Requested transaction is validated and able to proceed.	Operations Processor
	Process Request	The act of identifying all related effects of the transaction, applying request changes to the agreement balance and calculating the new agreement balance.		Validated request	Transaction performed	Requested transaction is performed.	Operations Processor
	Approve Request	The act of performing quality review on the transaction and/or obtaining approval for the transaction by appropriate personnel.		Transaction performed	Approval granted	Distribution is approved	Operations Processing Manager, Operations Director
	Issue Distribution	The act of submitting the requested funds to the customer.		Approved distribution	Customer account is reconciled with distribution	Distribution requestor received funds	Customer, Customer Agent, Custodian, Trustee

Capabilities and Organizations were then cross-mapped to the Value Stream.



Working with both the Business, Customer Experience, and Technology teams, a series of heat maps were developed to identify areas for improvement.



Value Stream is heat mapped by Priority to Customer while enabling capabilities are heat mapped by Business Performance

Capability	Priority to Customers	Business Performance	Technical Complexity
[Capability] 39.5 Submission Management	7	Low	Very Low
[Capability] 14.7 Customer Information Management	7	Low	Low
[Capability] 28.2 Financial Account Management	7	High	Very Low
[Capability] 12.2 Agreement Definition	6	Very High	Very Low
[Capability] 14.4 Customer Authentication & Authorization	6	Very High	Very Low
[Capability] 39. Work Management	6	Very High	Very Low
[Capability] 28.10 Finance Matching	6	Very High	Low
[Capability] 17. Order Management	5	Very High	Very Low
[Capability] 16.1 Product Definition	5	Very High	Very Low
[Capability] 16.4 Product Risk Management	5	Very High	Very Low
[Capability] 21.1 Case Definition	4	Very High	Low
[Capability] 21.5 Case Matching	4	Very High	Low
[Capability] 7. Message Management	3	Very High	Low
[Capability] 9.1 Policy Definition	3	Very High	Very Low
[Capability] 9.2 Policy Interpretation	3	Very High	Very Low
[Capability] 30.4 Information Validation and Verification	3	Very High	Very Low
[Capability] 32.1 Job Definition	2	Very High	Very Low
[Capability] 33. Language Management	2	Very High	Very Low
[Capability] 35.1 Location Definition	1	Very High	Very Low

Priority

Very Low (Blue)

Low (Green)

Normal (Light Green)

Needs to be Addressed (Yellow)

High (Orange)

Very High (Pink)

Critical (Red)

Performance

Very Low (Pink)

Low (Orange)

Medium (Yellow)

High (Light Green)

Very High (Green)

Complexity

Negligible (Blue)

Very Low (Green)

Low (Light Green)

Moderate (Yellow)

High (Orange)

Very High (Pink)

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