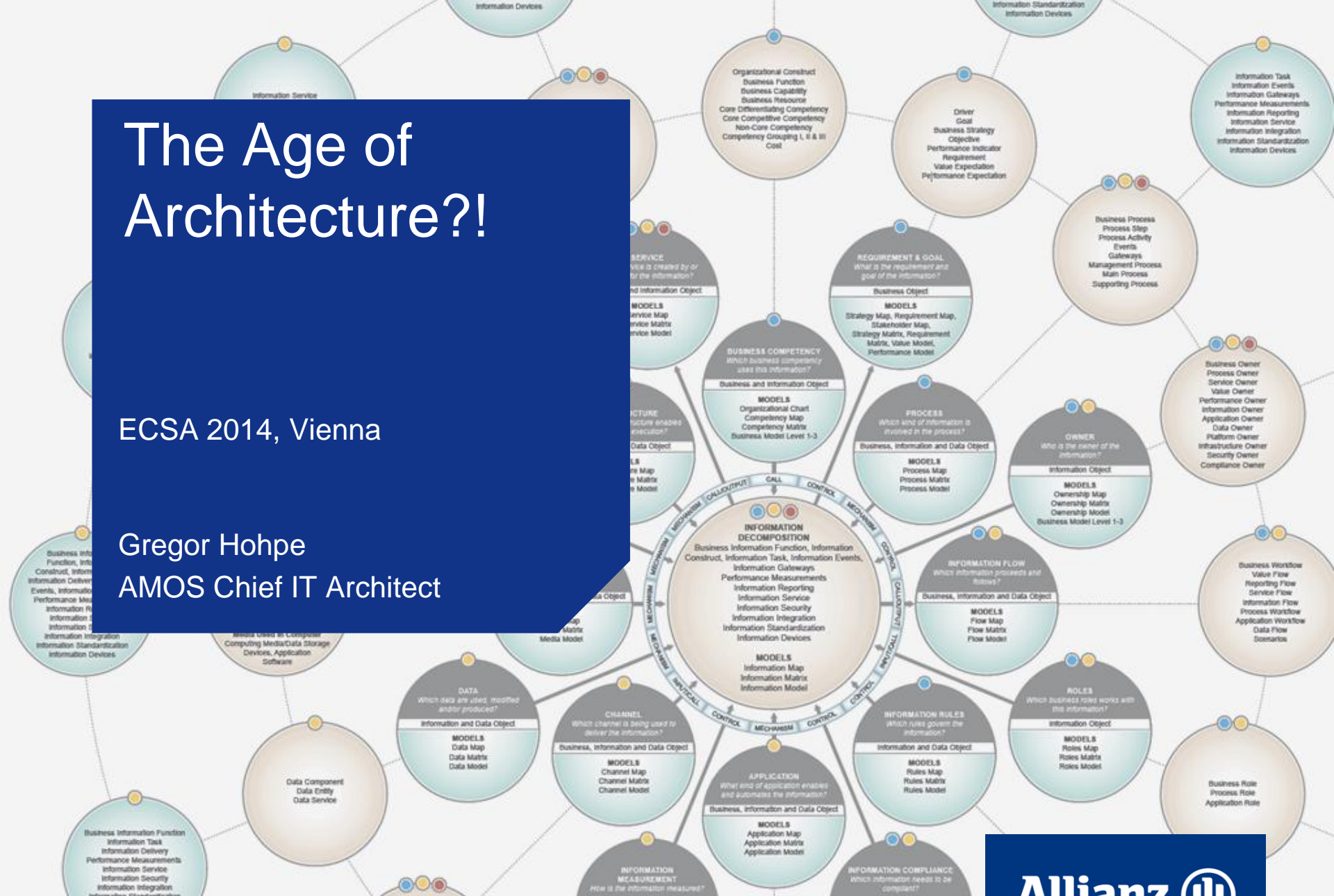


# The Age of Architecture?!

ECSA 2014, Vienna

Gregor Hohpe  
AMOS Chief IT Architect



**About**

**Me**



Diplom      Comp Sci



MS      Comp Sci



ME      Eng. Mgmt.

Startup



Consulting

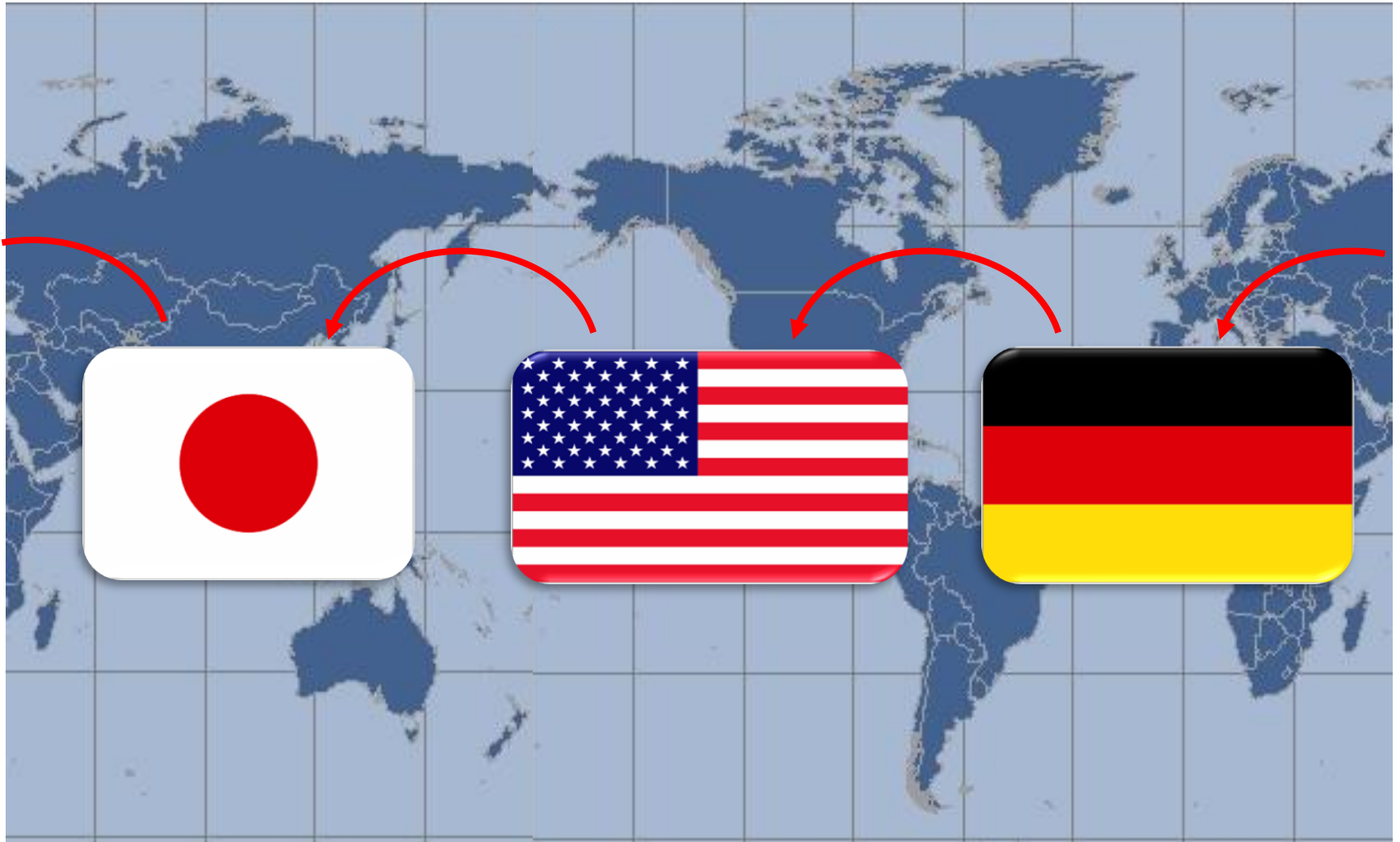


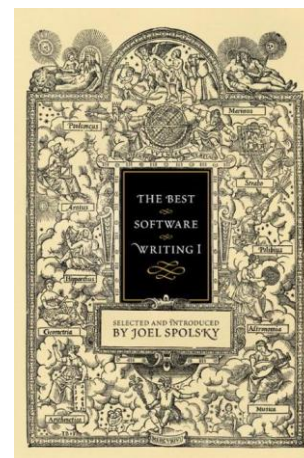
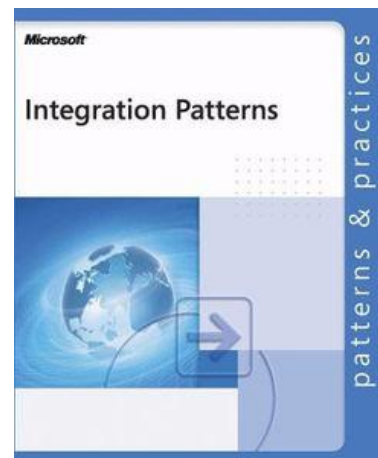
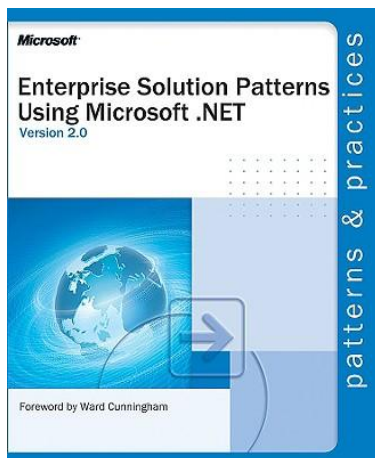
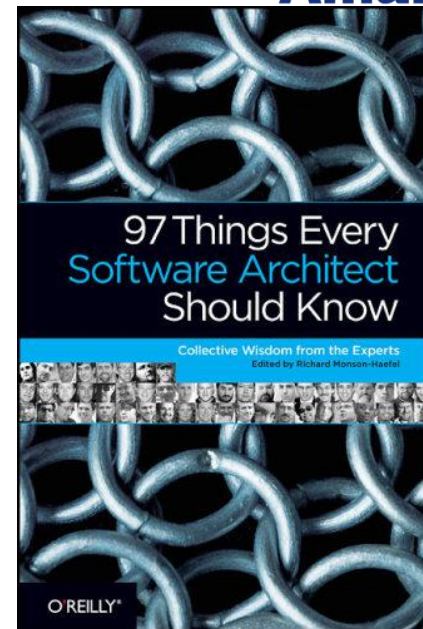
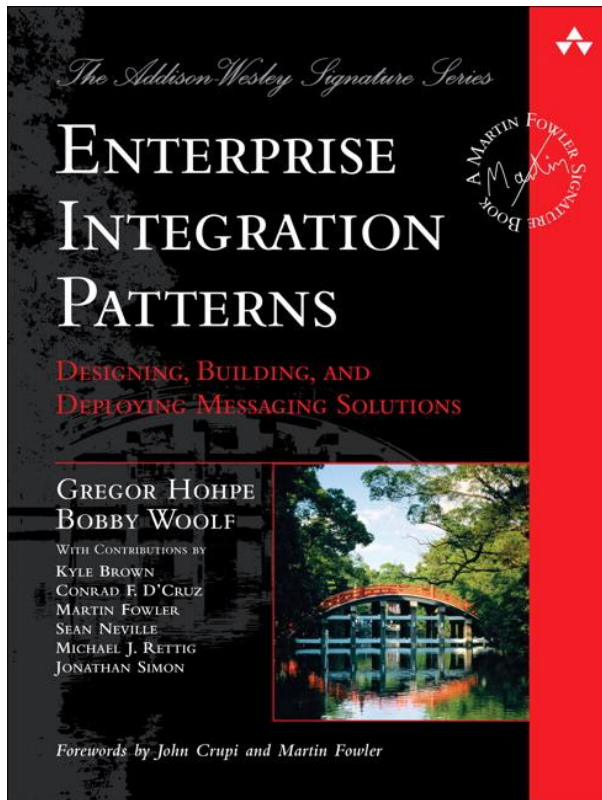
Software

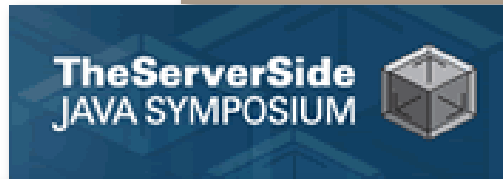


Corporate IT









Do what  
you say  
and say  
what you  
do

Lead  
by  
Example

A players  
hire  
A players.  
B players  
hire  
C players.

Output  
oriented  
over  
process  
oriented

Content  
is  
King

The  
Age of  
Architecture



Never  
stop  
learning

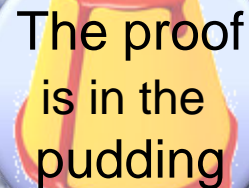
# Core Beliefs

Control  
is an  
illusion

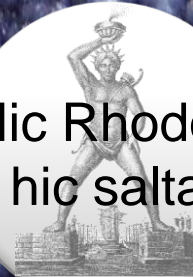
The proof  
is in the  
pudding

**QUALITY**  
is free

Theory  
Y



Hic Rhodos  
hic salta



Demo  
or  
Die

Abstraction  
!=  
Dumbing  
down



**Architecture**

“The structure of the components, their interrelationships, and principles and guidelines governing their design and evolution over time”

“Design decisions about any system that keep implementors and maintainers from exercising needless creativity”

“What you cannot change from one day to the next”

- Structure and relationships, seeing the big picture end-to-end
- Thinking ahead
- Decisions, choices or constraints put into place
- Reasons and rationale why things are the way they are

# Architecture?









**Architects**

# Master Planner?





Gardener?

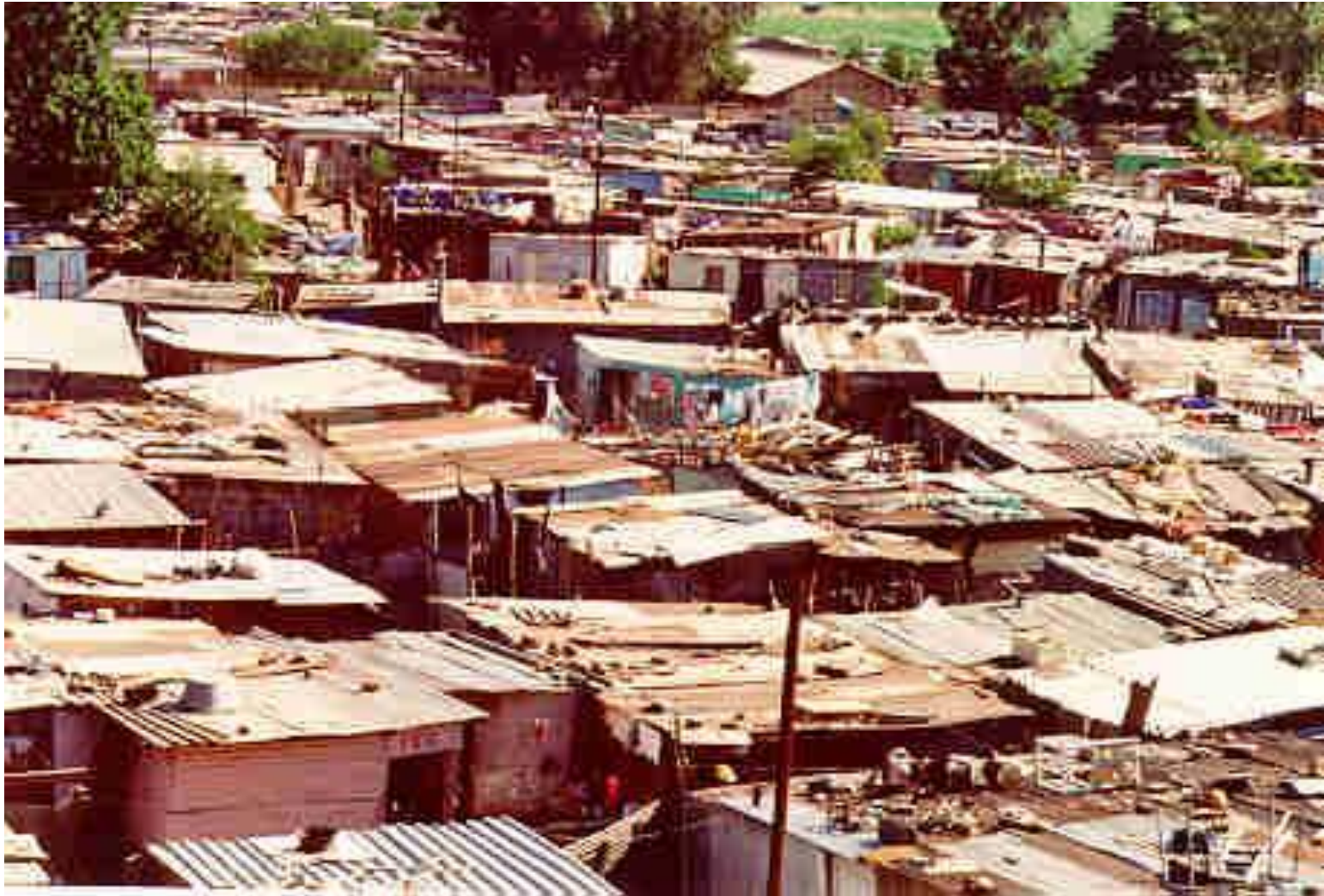


# Tour Guide?



**Theses**

There always is an architecture



Source: Foote Yoder. *Big Ball of Mud*, 1999, <http://www.laputan.org/mud/>

Shantytowns are usually built from common, inexpensive materials and simple tools. Shantytowns can be built using relatively unskilled labor. Even though the labor force is "unskilled" in the customary sense, the construction and maintenance of this sort of housing can be quite labor intensive. There is little specialization. Each housing unit is constructed and maintained primarily by its inhabitants, and each inhabitant must be a jack of all the necessary trades. There is little concern for infrastructure, since infrastructure requires coordination and capital, and specialized resources, equipment, and skills. There is little overall planning or regulation of growth. Shantytowns emerge where there is a need for housing, a surplus of unskilled labor, and a dearth of capital investment. Shantytowns fulfill an immediate, local need for housing by bringing available resources to bear on the problem.

Source: Foote Yoder. *Big Ball of Mud*, 1999, <http://www.laputan.org/mud/>

An architecture isn't simply "good" or "bad"



Berlin Gropius-Stadt

Rather, architecture is fit or unfit for purpose



You cannot judge a decision by the outcome



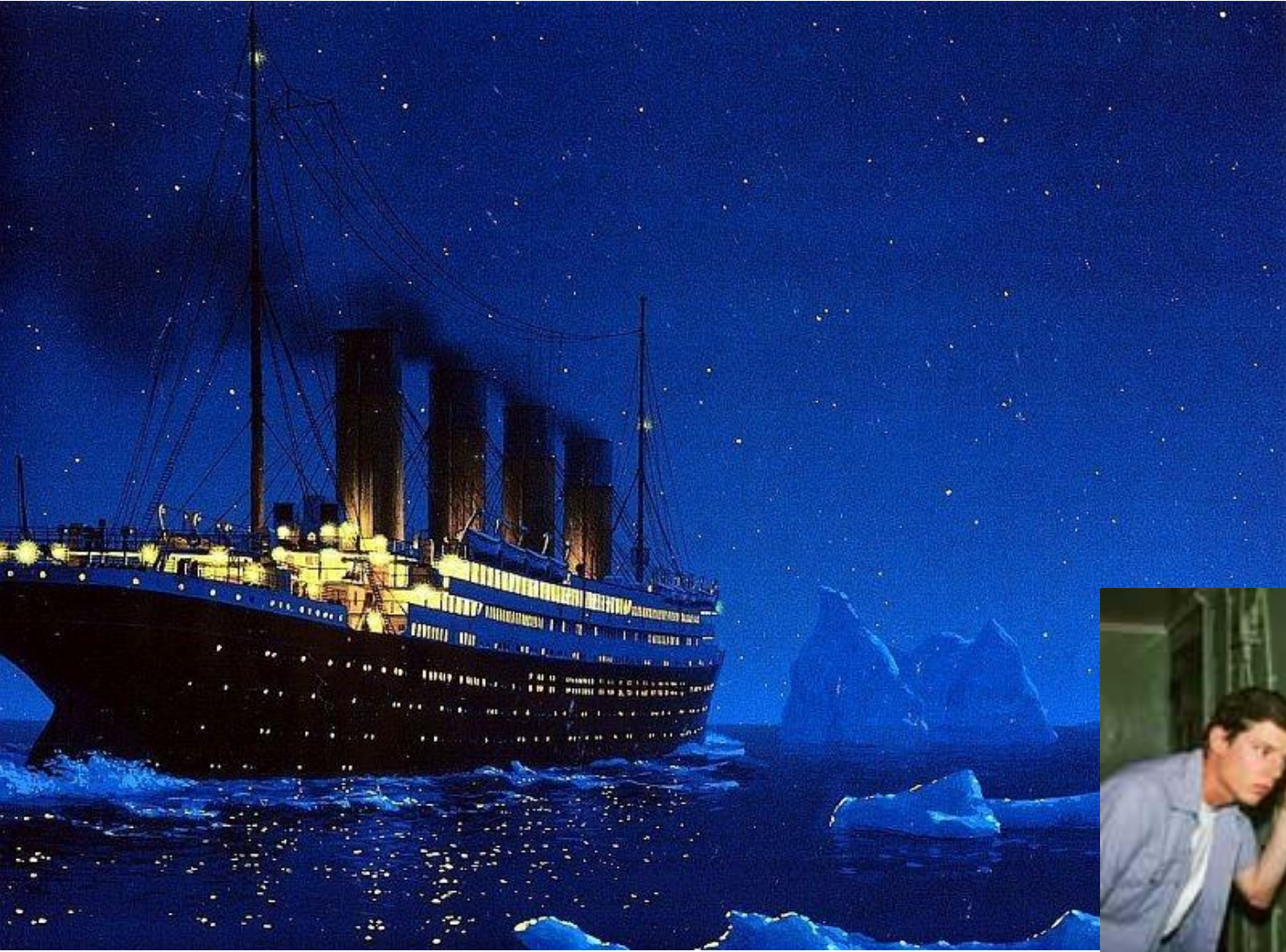
Baron & Hershey, *Outcome bias in decision evaluation*, 1988.

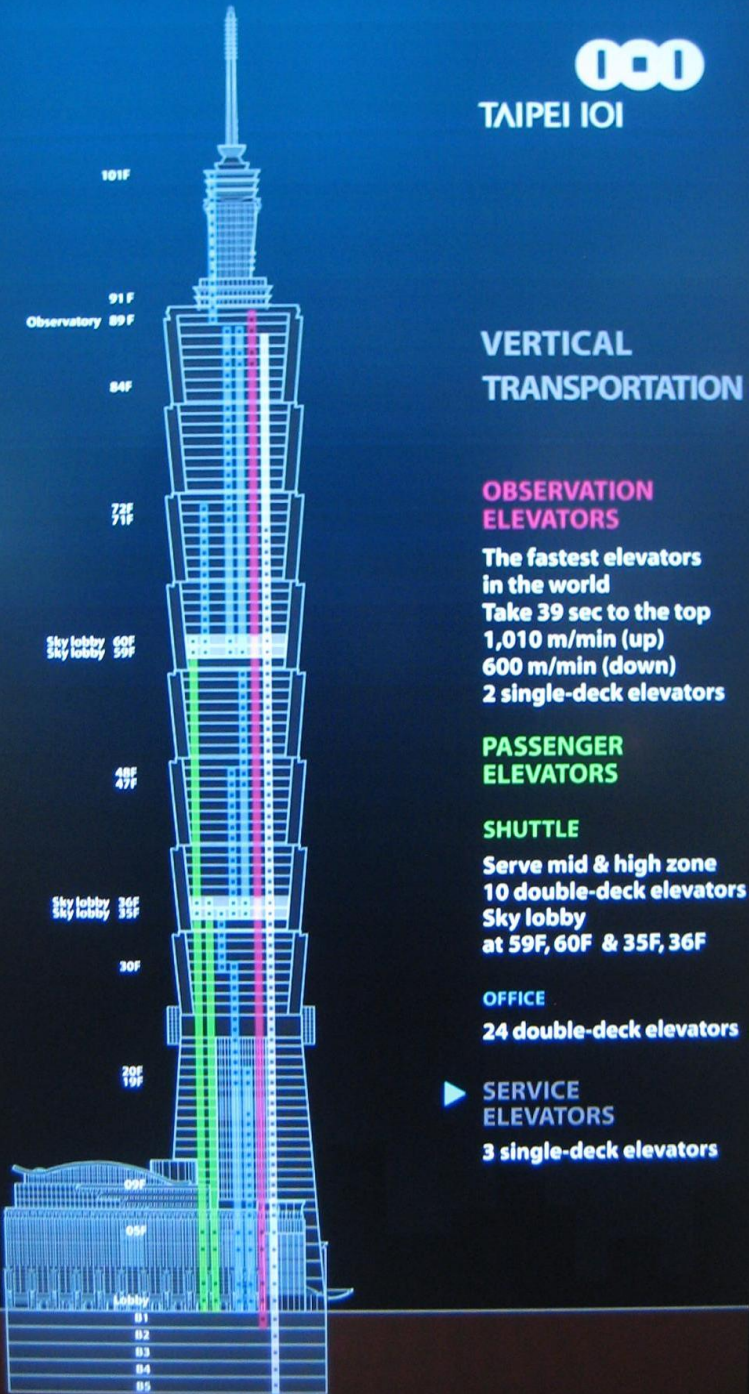


# **Architects in the Enterprise**



# “From board room to engine room”

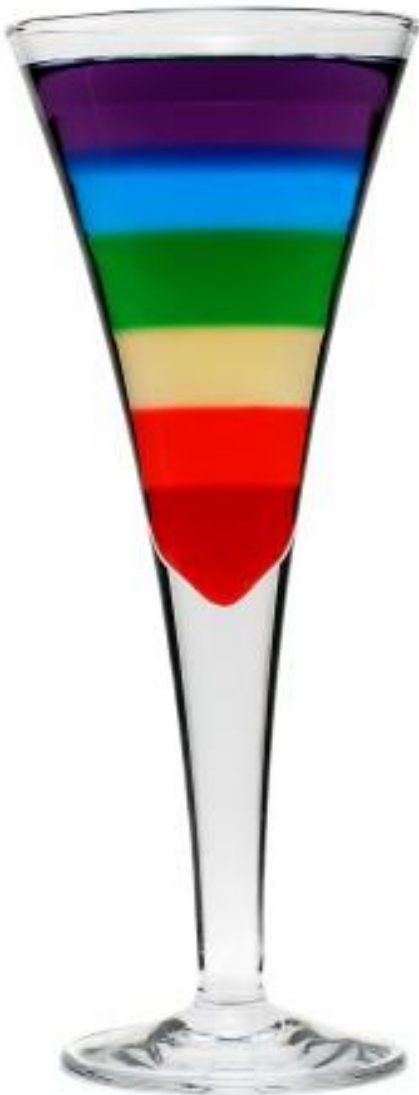




## The „Architect Elevator“

The ability to move quickly between levels of abstraction and audiences while adjusting communication style accordingly.

Some buildings (companies) have more floors than others.



Works well in a  
relatively static environment

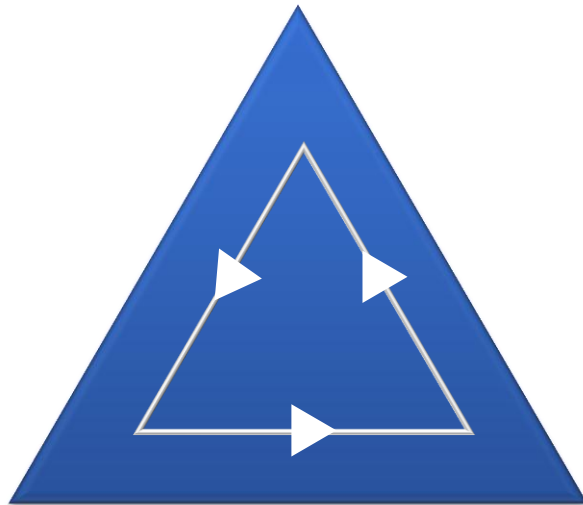


“Yes it blends!”

*Will it blend?*, Youtube, 2014

- Training & Practice
- Mentee
- Certification

## ① Skill



## ② Impact

- Cost & Complexity Reduction
- Reduced time to market
- Clear Roadmap

## ③ Leadership

- Mentoring & Teaching
- Communication
- Arch. Board Member
- External visibility

## The Role of an Architect

- Business / IT alignment
- End-to-end view

### Analytical

- Systems thinking
- Architectural Thinking

### Communication

- Presentation skills
- Conflict resolution
- Stakeholder Mgmt.
- Technical Writing

### Management

- Behavioral patterns

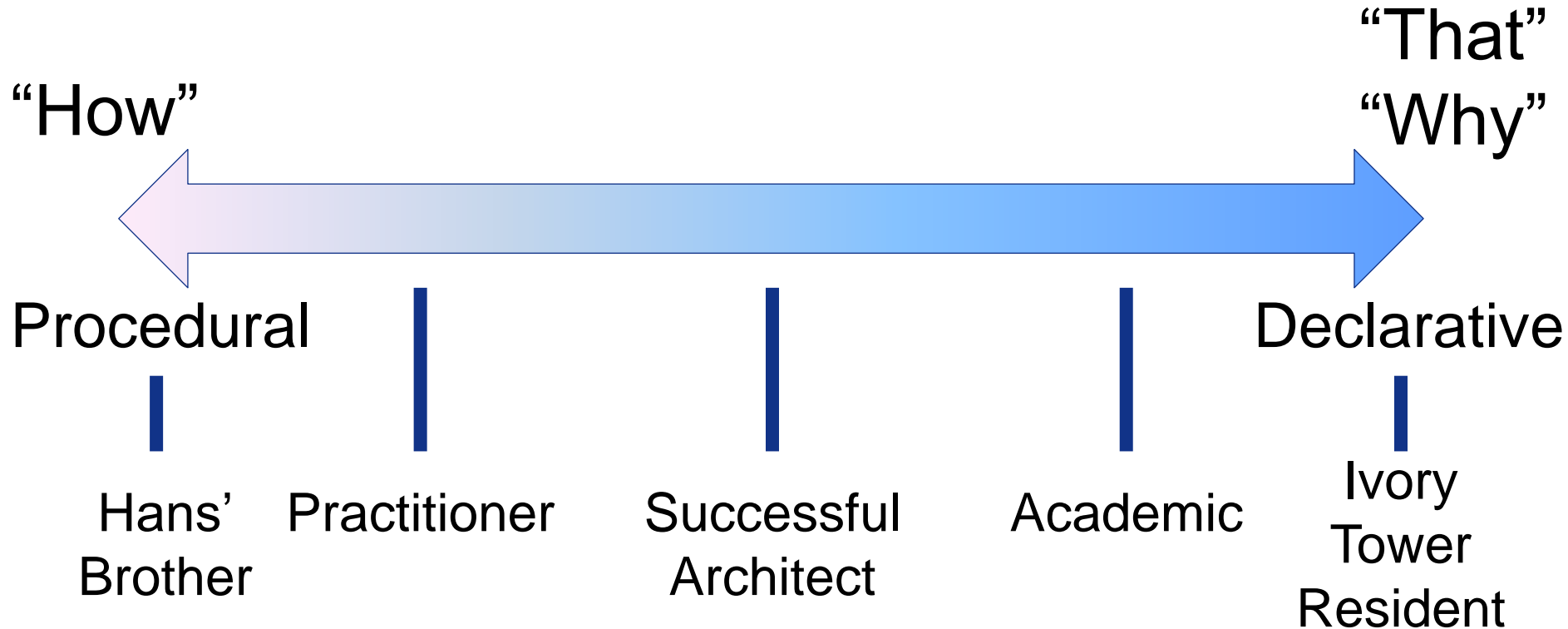
### Technical

- Cloud computing
- Big Data
- Disaster Recovery

### Company Specific

- Strategic initiatives
- Core platforms
- IT Transformation

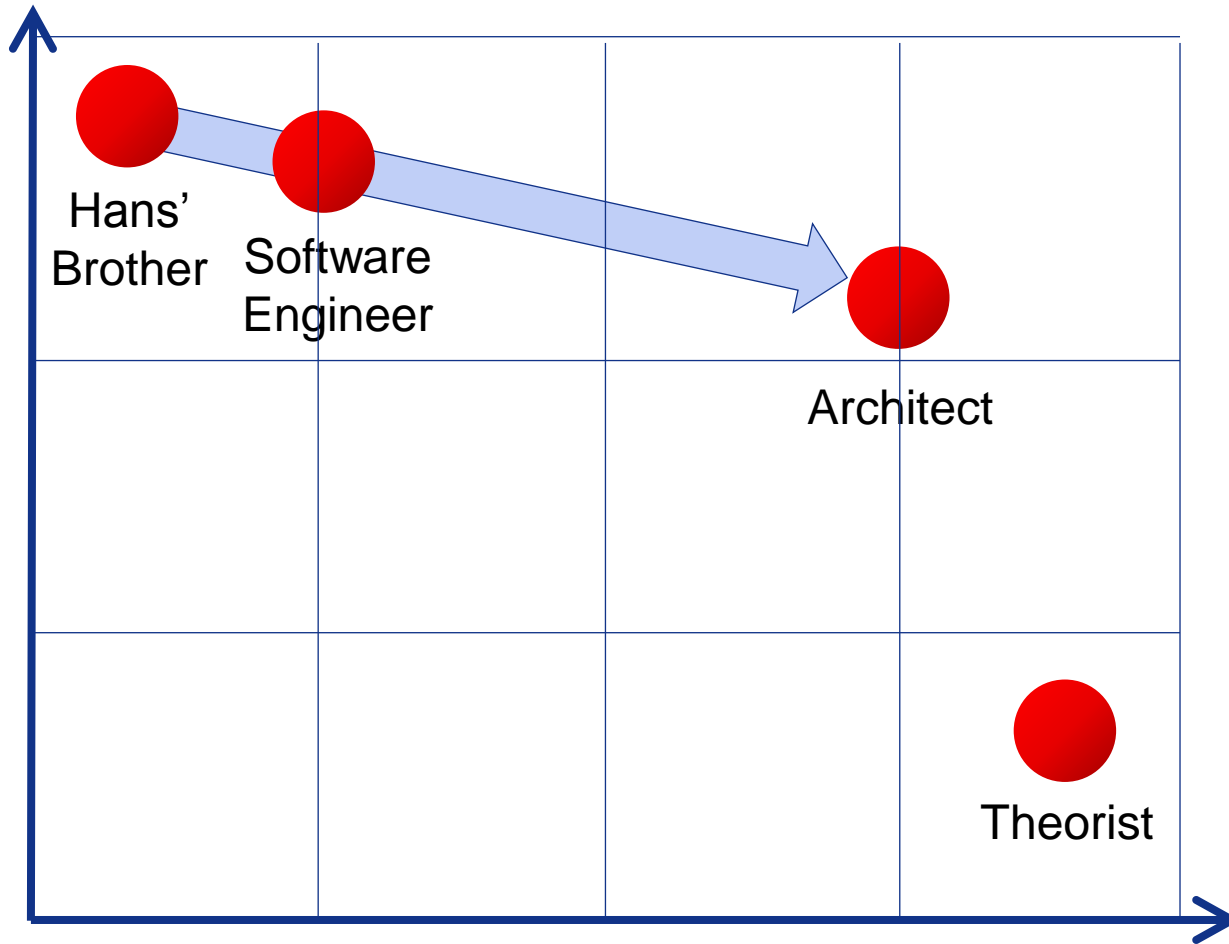
# Procedural vs. Declarative Knowledge





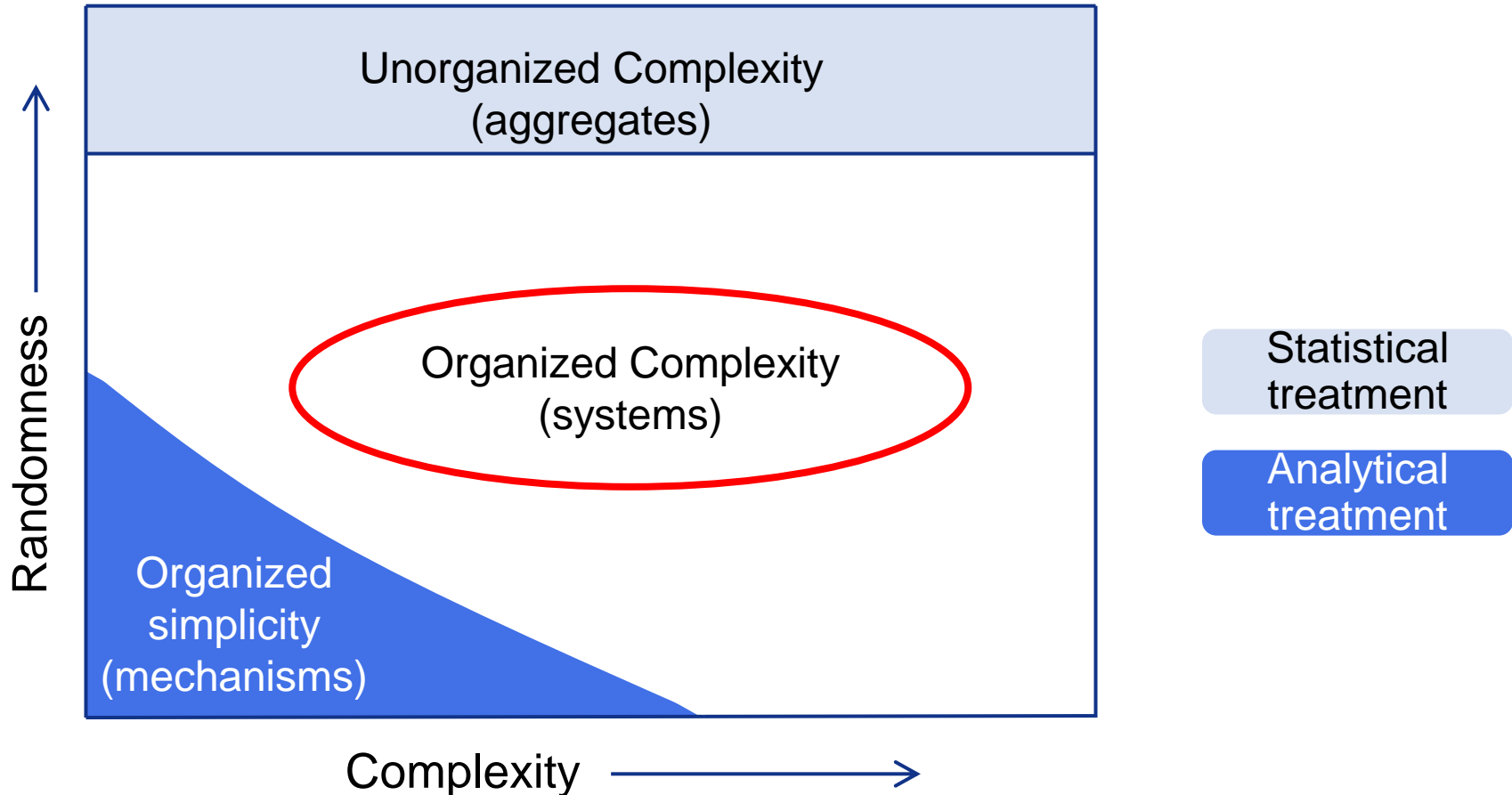
# Procedural vs. Declarative Knowledge

Procedural



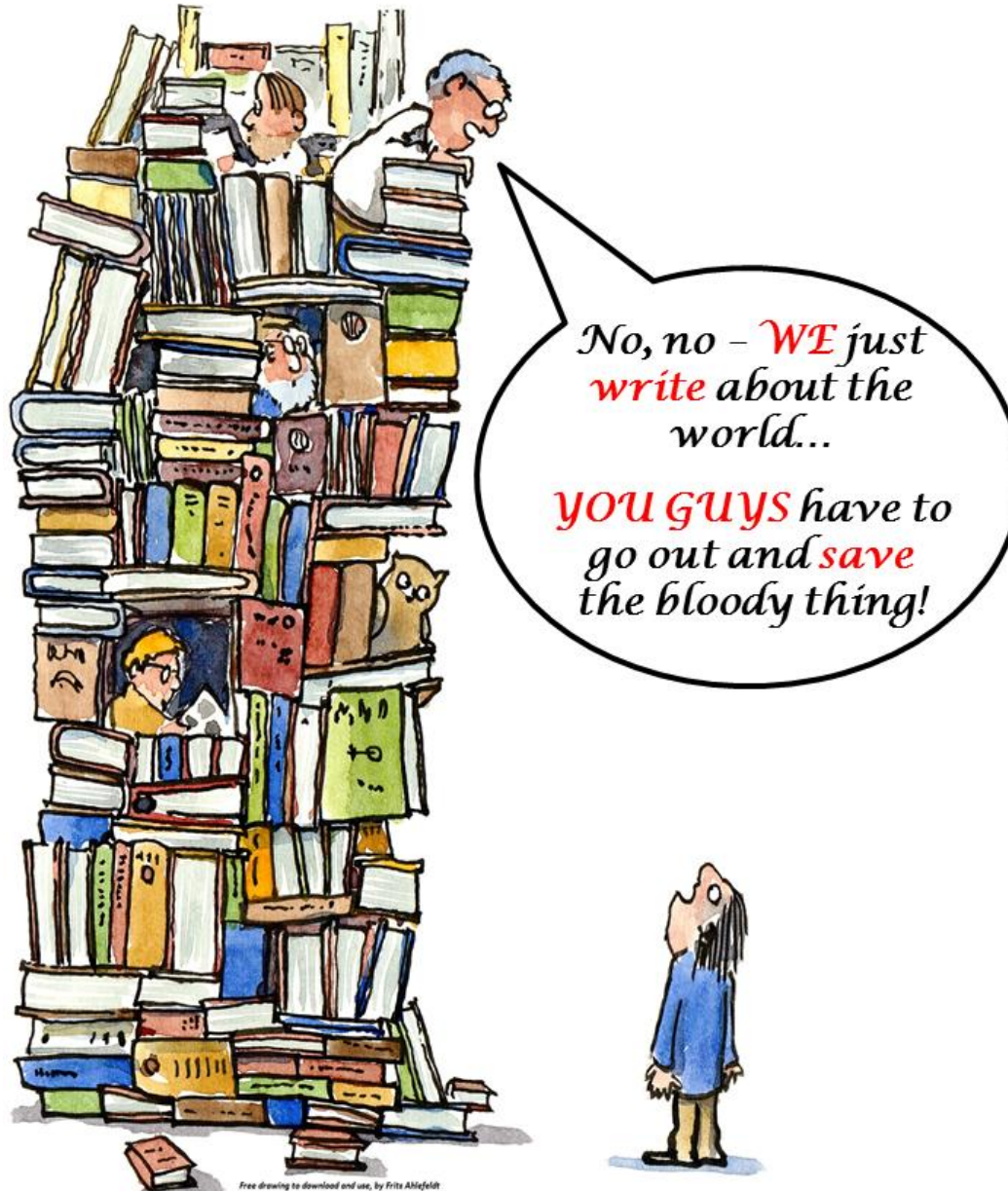
Declarative

## Types of systems and modes of thought

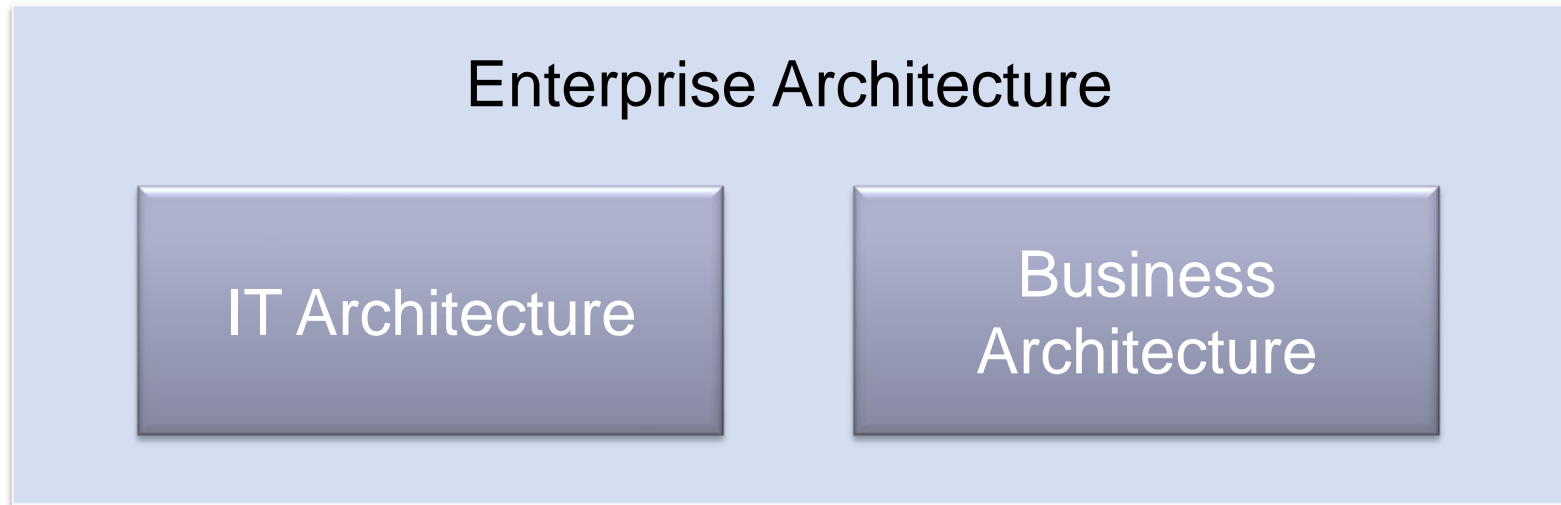


Source: Gerald Weinberg. *An Introduction to General Systems Thinking*, Wiley, 1975

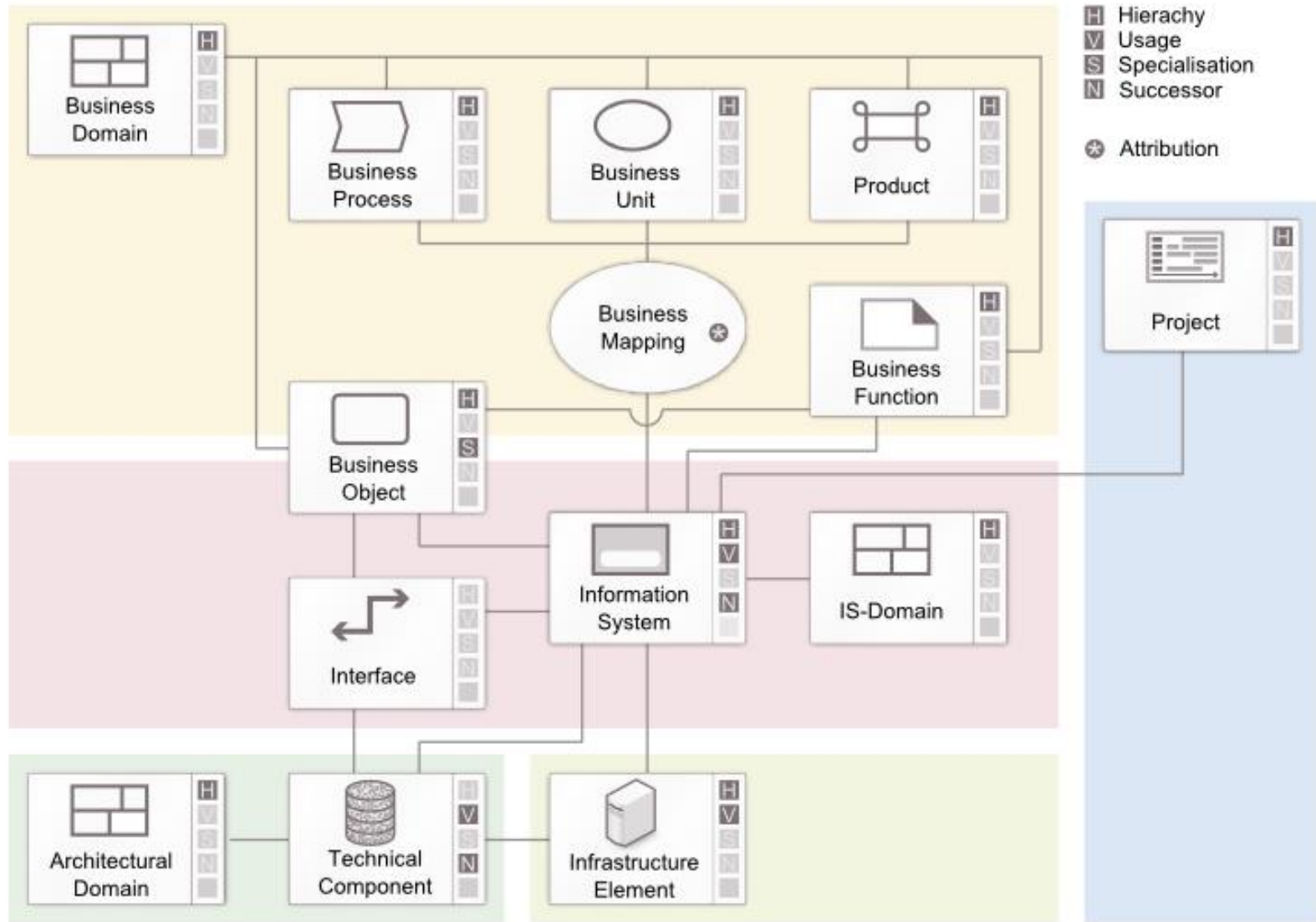
# **Enterprise Architects**



## Architecting the Enterprise or (IT) Architecture for the Enterprise?



# Architecting the Enterprise



30-50 years



## City Planning

- Strategic direction
- Identify trends
- Opportunities & threats

20-30 years



## Zoning

- Patterns
- Hot spot identification
- Complexity reduction

10-15 years



## Building Codes

- Tactic enforcement
- Safety / Security
- Uniformity

5-10 years

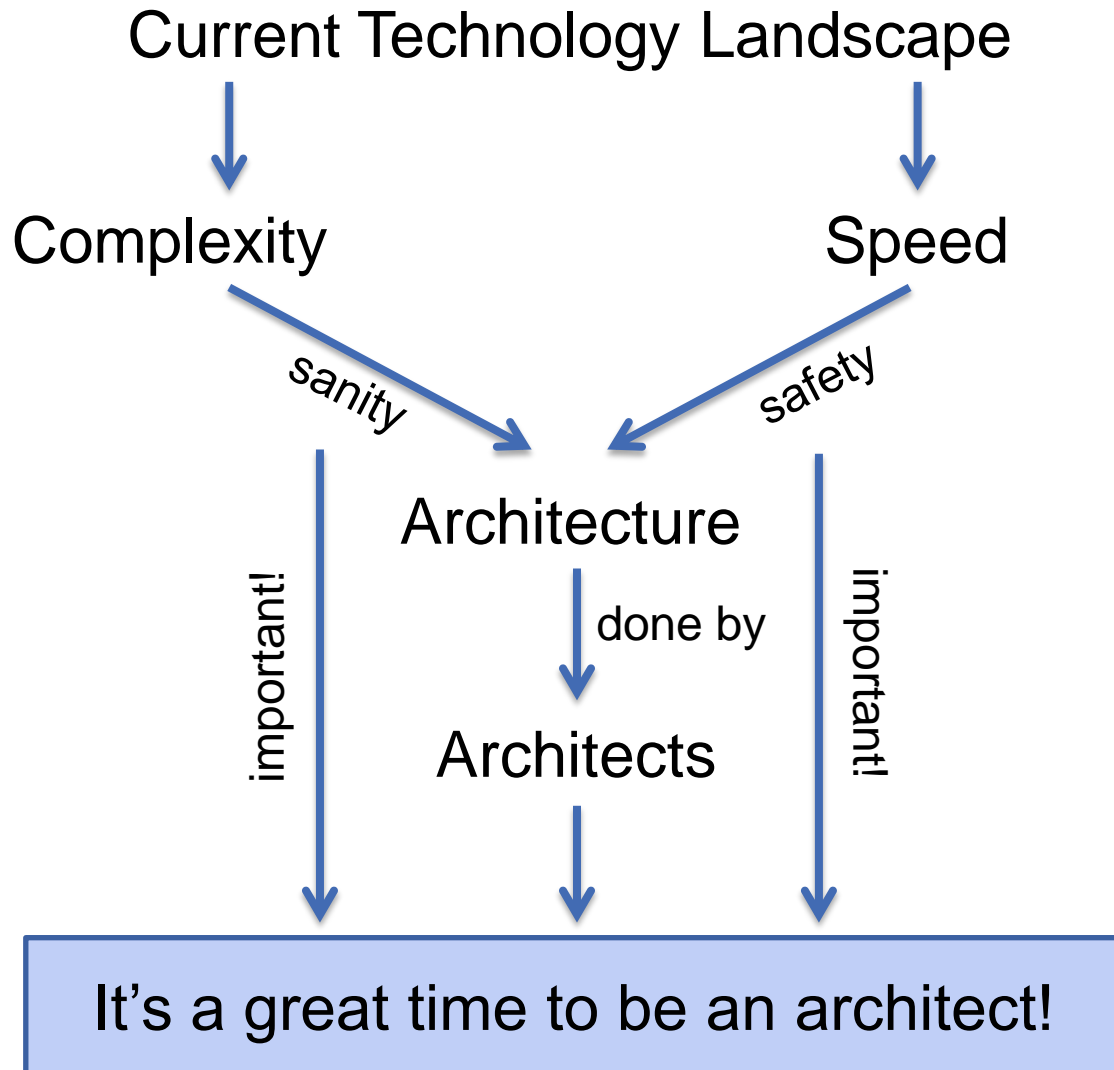
| MATERIALS |  |
|-----------|--|
| Qty.      | Description  |
| 53*       | 2"x4" Studs (7' 8 1/2" long)<br><b>IMPORTANT!</b> - Be sure you are buying 2x4's that are 7' 8 1/2" long, NOT 8' long. If your only purchase option is 8' boards, you will have to cut them to size.<br>FYI: The actual dimensions of a 2x4 are 1 1/2" x 3 1/2". The original size was 2" x 4" before the mill shrank it.<br>*33 studs are required, but it is a good idea to get 2-3 more just in case of a mistake. It will save a trip to the lumber store. |
| 2         | 2" diameter, 8' long PVC Pipe (the inside measurement is 1 1/2")<br>(You may use metal if you prefer.)   |
| 4         | 4'x8' Plywood<br>1/2" thick  |

## Materials List

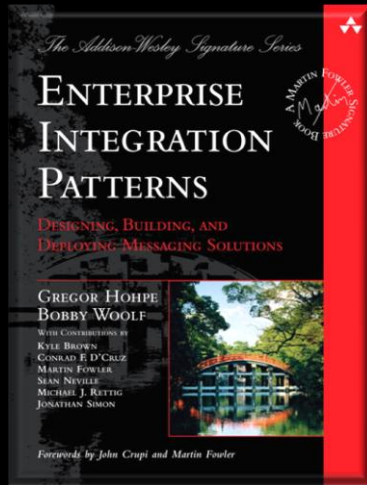
- Repeatability
- Compliance
- Cost reduction

**What next?**





# fin



[www.enterpriseintegrationpatterns.com](http://www.enterpriseintegrationpatterns.com)

[www.allianz.com/careers](http://www.allianz.com/careers)