Enterprise Architecture and Business Transformation: Engaging the Executive Suite

ABSTRACT

Leading financial institutions recognize enterprise architecture is integral to planning and executing their business strategies. As a concept, enterprise architecture has nothing to do with technology, per se, although technology plays an important part in achieving the ultimate goals of any business strategy. This presentation will review where IT and information quality fit into enterprise architecture. The experiences of exemplar organizations in financial services and other industries will show how enterprise architecture can equip management teams to transform their companies and why senior executives should take accountability for their enterprise architecture.

BIOGRAPHY

J. McDuffie Brunson
Managing Director
KPMG

Duffie Brunson is a Managing Director in KPMG's IT Advisory Services practice with more than 30 years of management advisory and business experience with Global 1000 clients across fourteen countries on five continents. He serves as the Data Management Lead for KPMG and serves as a member of KPMG's Global Business Intelligence Leadership.

During his 30 years, Duffie has been involved with leading-edge developments within the global financial services industry. Specifically he has pioneered the development of large scale data stores and their integration into client operations.

These types of engagements have placed Duffie at the forefront of developing cost effective approaches to:
- Large-scale data management
- Data migration (merger integration, SAP implementation, etc.)
- Data quality and certification
- Master data management
- Metadata management
- IT and data governance and
- Business Intelligence
.

In addition, his experience has resulted in creative but practical approaches to issues such as certification of data, information quality, data integration, meta/master data management, warehousing, reporting and analytics. He has melded all of these components into a evolutionary view - the Next Generation of Business Information Management.