visumpoint
Enterprise Architecture

MODEL DRIVEN ARCHITECTURE (MDA) FOR EXECUTIVES

VisumPoint's Executive Briefing Series

Model Driven Architecture (MDA) is being applied as an overall approach to gaining control over and systematically improving the entire lifecycle of IT solutions. It spans all industries because, at its core, it's about precisely capturing requirements, enforcing architectural standards, maintaining traceability and facilitating effective communication between business and IT.

MDA presents significant benefits to business executives, including:

- Reduced cost throughout application lifecycle

- Faster time to market

- Improved application quality

- Improved ROI

Just as Model Driven Architecture presents many opportunities for an organization, there are also challenges inherent in such high level efforts. To make the best decisions, you need to understand what pitfalls to avoid and the impact they can have on your organization.

VisumPoint's MDA Executive Briefing arms today's executive with the necessary information to make informed decisions when evaluating the latest trends in technology. *This is not designed to make you a technology expert.* We understand the demands on your time, so we present information that is relevant to your position without getting bogged down in the technical details.

Every Executive Briefing Session is led by a Senior Consultant with extensive experience helping Fortune 1000 companies position their IT strategy to support their overall business strategy. We offer a pragmatic learning experience that incorporates years of lessons learned and anecdotal experiences.

VisumPoint offers MDA for Executives in three delivery formats: open enrollment, web-based and on-site. The web-based Briefings offer a condensed 4 hour overview. For a more detailed briefing, we offer an 8 hour session that can be delivered at your site. In addition, please visit our website at www.visumpoint.com/Briefings for a listing of open enrollment, pre-scheduled Briefings.

MDA for Executives covers:

- MDA key concepts

- Why you should care

- How to gain buy-in

- MDA opportunities and challenges

- Critical factors for success

- Estimating cost and ROI

- Business impact of MDA

- Future of MDA

VISUMPOINT

VisumPoint is an Enterprise Architecture Strategy Group that helps organizations bring clarity to the complexity of the business environment.

The only constant within any organization is change. Through the es-

tablishment of Enterprise Architecture, organizations can begin to understand the context of that change and the impact of sustainable change. Once defined, your Enterprise Architecture gives you a roadmap to your business goals and technology becomes an enabler. Through the use of lead-

ing edge technologies such as SOA, BPM and MDA, your IT investment can help realize and achieve your business vision.

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