



ADOIT
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ALPIQ

Real-World Strategy Execution: How Alpiq Navigates Complexity with Enterprise Architecture

**Global Business
Impact Series**

Webinar



Djurdjija Radojevic
ADOIT Product Management



Poisson Ralfe
Enterprise Architect at Alpiq

Welcome!



RALFE POISSON
Enterprise Architect
Alpiq



DJURDJIJA RADOJEVIC
ADOIT Product Management
BOC Group



Agenda:

- 1. Enterprise Architecture for Strategy (Alpiq)**
- 2. Tool Demo: Capability-based planning in ADOIT**
- 3. Opportunities**
- 4. Q&A**

The background of the slide is a scenic landscape featuring a calm lake in the foreground, surrounded by forested hills and snow-capped mountains in the distance. A diagonal line splits the image: the upper-left portion shows the natural landscape, while the lower-right portion is a solid light blue. The Alpiq logo is positioned in the top right corner, and the main title is centered over the lake. At the bottom, there are two lines of text: the event details and the speaker's name. The bottom of the slide features a yellow-to-green gradient bar.

ALPIQ

Enterprise Architecture for Strategy Execution

BoC Live Stream, 3 June 2025

Ralfe Poisson, Enterprise Architect, Alpiq

About Alpiq



ALPIQ

Alpiq is a leading Swiss energy services provider and electricity producer in Europe.

We offer our customers comprehensive and efficient services in the fields of energy generation and marketing, energy optimization, and energy management.

We're also an international energy trader, active on all major European markets, and have expertise in the field of flexibility marketing and cross-border trading.





Ralfe Poisson
Enterprise Architect

Over 20 years of experience in IT, Software Engineering and Architecture, Ralfe currently holds the position of Enterprise Architect in Alpiq. In this role, Ralfe supports strategy development and execution through Enterprise Architecture techniques such as Capability Maps, business architecture views, and managing a TOGAF implementation across the Alpiq Group.

Contents

1. The Problem: Setting the stage
2. The Role of Enterprise Architecture
3. Methodology: From Goals to a Plan
4. ADOIT's role in Strategy at Alpiq

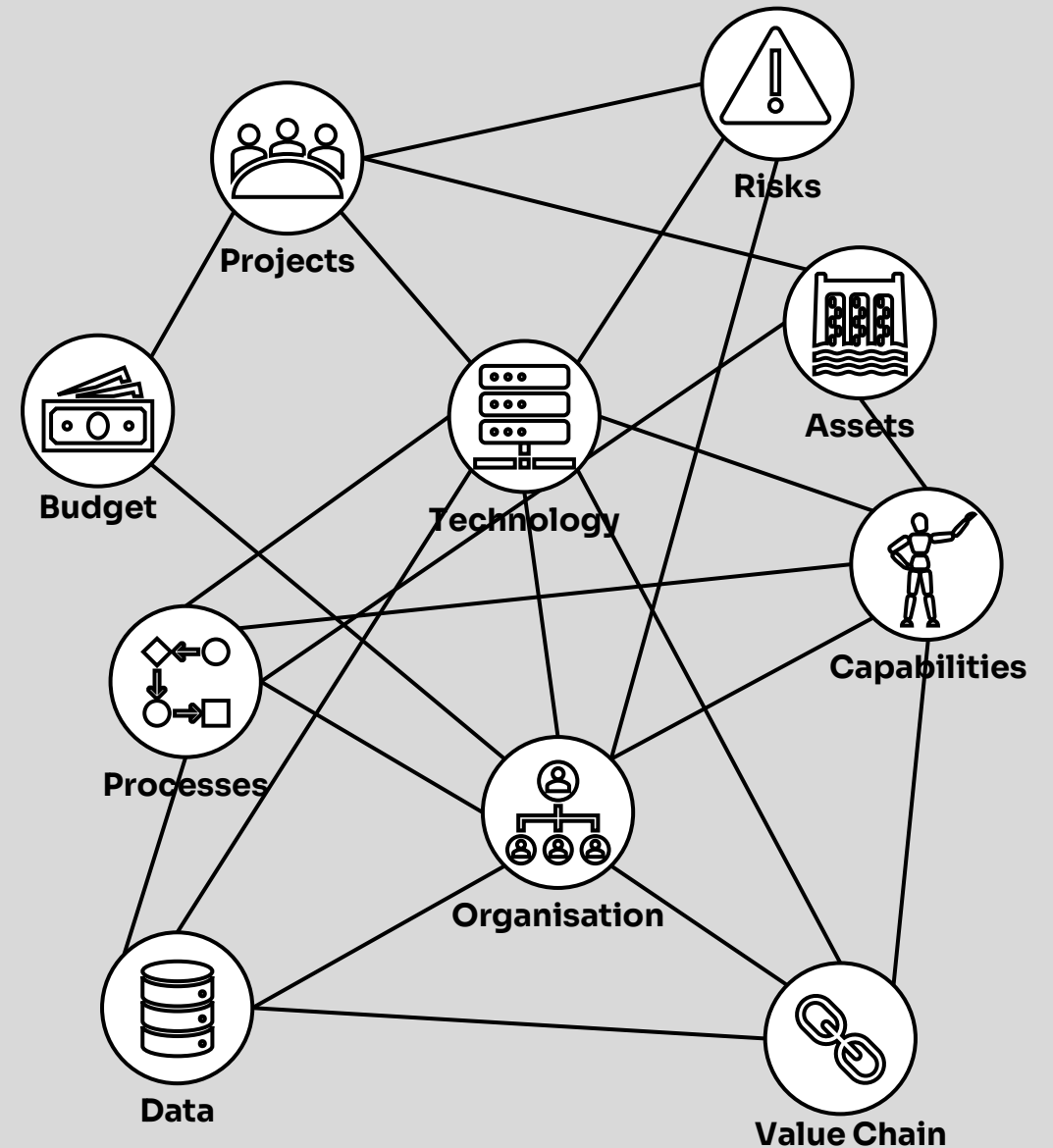
1. The Problem: Setting the stage



How to steer a complex system?

In Alpiq - as in most enterprises - there are thousands of interconnected moving parts. The challenge for upper management is how to steer and maximize the value of changes to this complex system.

Change to any aspect of the system has ripple effects throughout. And so, **in this complexity, how can there be assurance of meeting strategic goals and targets?**



Decisions disconnected from context result in unforeseen consequences

Request to CFO:
Budget to replace the
HR system?

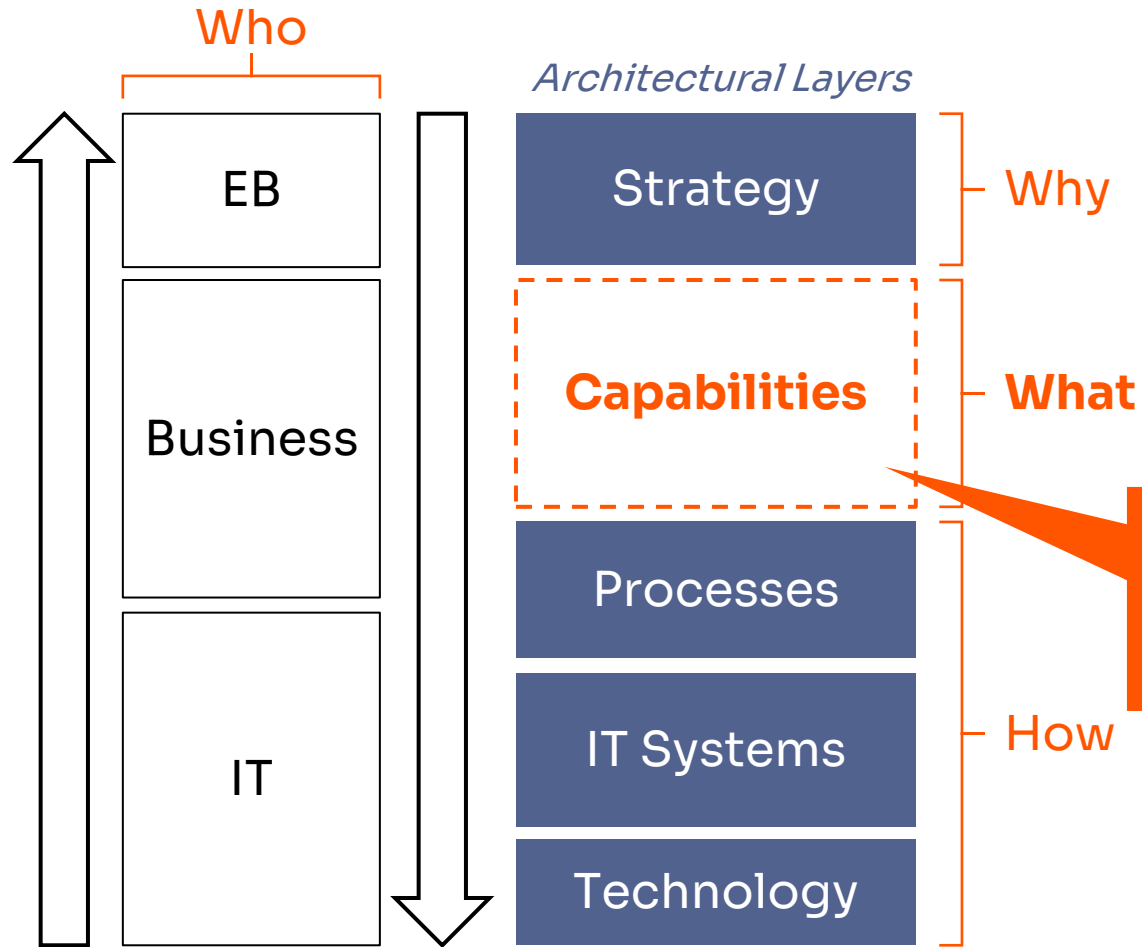
When management is faced with a decision, it is often submitted in isolation. For decision-makers, how can it be **ensured that a decision will be strategically aligned** and bring the complex system closer to meeting the goals and targets?



2. The Role of Enterprise Architecture



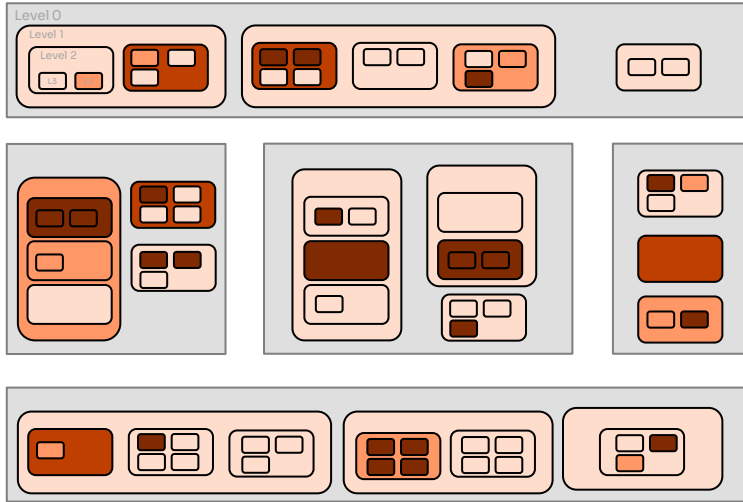
Enterprise Architecture breaks down the complexity into interconnected layers



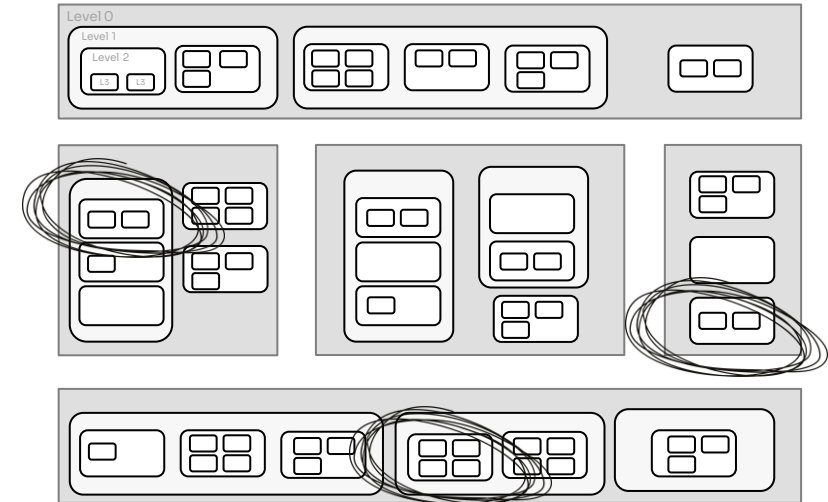
Capabilities form the glue between Strategy and the Enterprise's Operations



The Capability Map becomes the Executive Steering Wheel

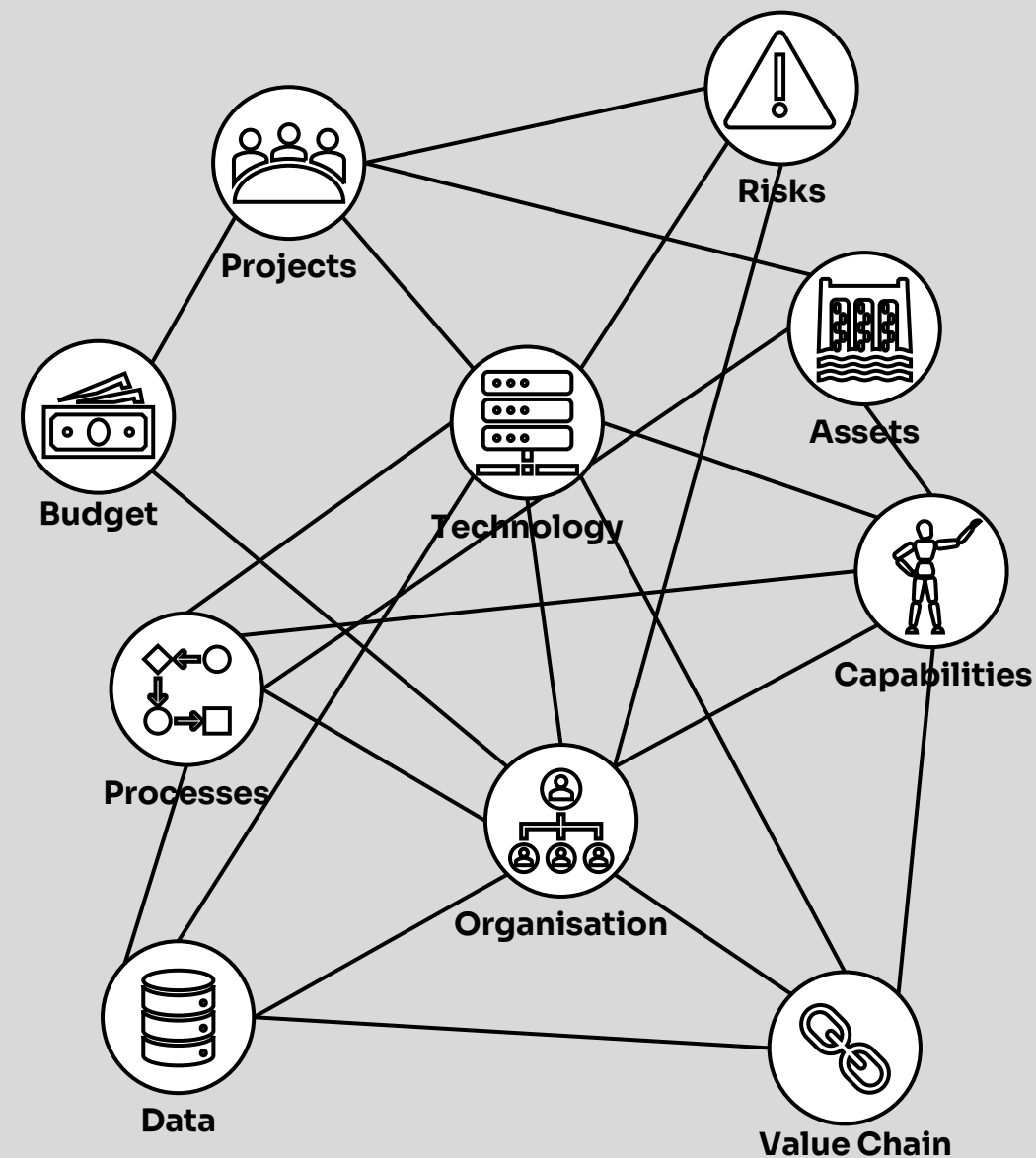
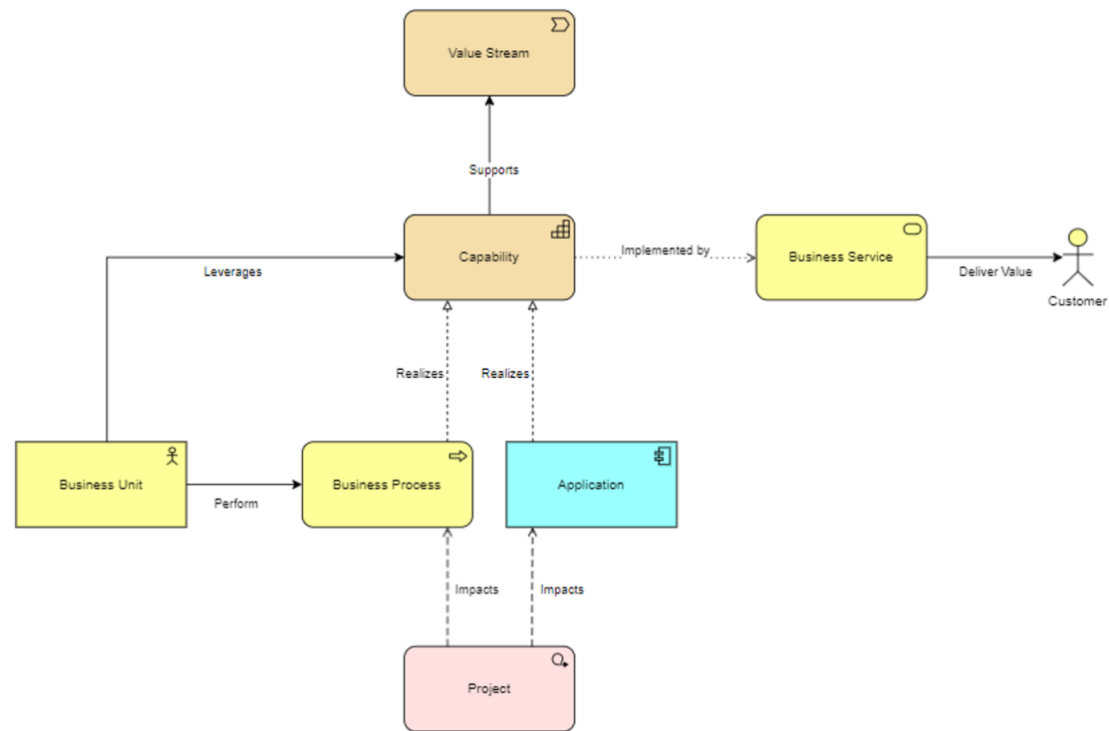


Capability Heat Map presents various data sets in a standardized, business-oriented view at the right 'Flying Altitude' for executives.



Executives can define strategic goals and priorities based on the Capability Map based on feedback from the Heat Maps.

Connections turn the Capability Map into a power tool



The value of Enterprise Architecture is to provide the tools to executives to understand where the business is, and how to get to where we are going.

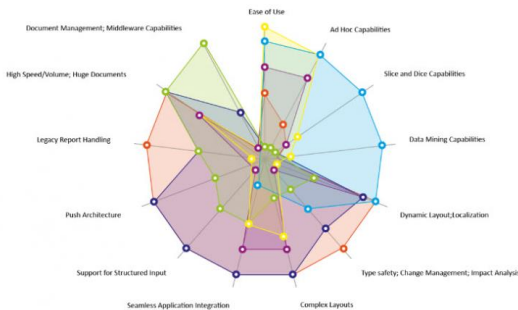
3. Methodology: From Goals to a Plan



Capabilities enable top-down derivation of strategic initiatives.

1

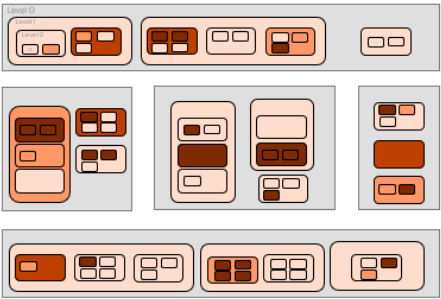
Strategic Goals



Executives define new high-level strategic goals

2

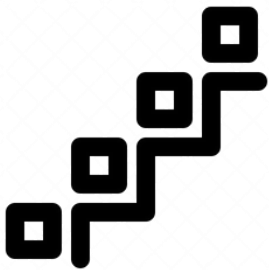
Required Capabilities



EA Team works with management to map the goals to capabilities

3

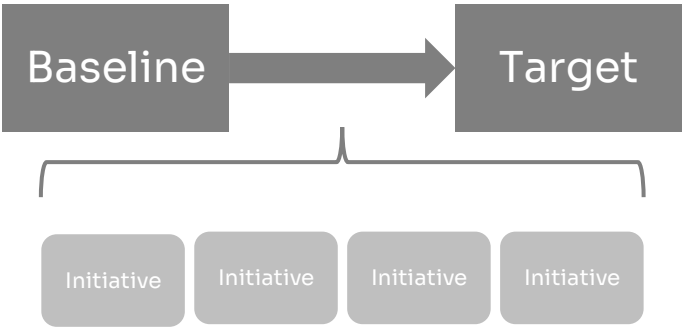
Maturity Assessment



Impacted Capabilities are assessed for baseline maturity vs. target maturity needed to meet strategic goals

4

Close the Gap



A gap analysis between baseline maturity and target maturity leads to initiatives to close the gap.

4. ADOIT's role in Strategy at Alpiq



Use of ADOIT to support Strategy Execution

ADOIT

1

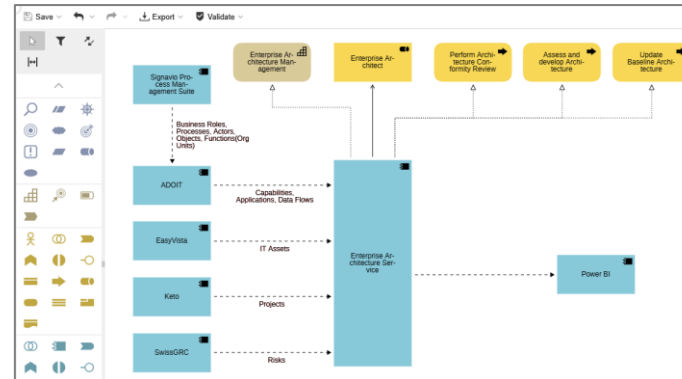
Define Capability map



ADOIT is the single source of truth for our Enterprise Capability map.

2

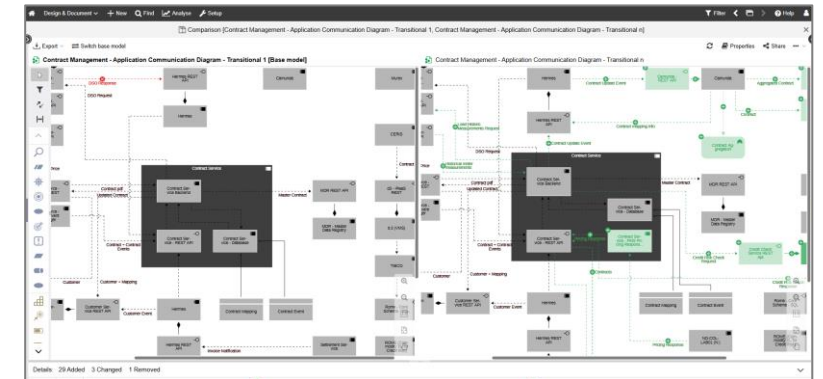
Map related objects



For each application, mappings to the supported processes, business roles and capabilities are documented in ADOIT.

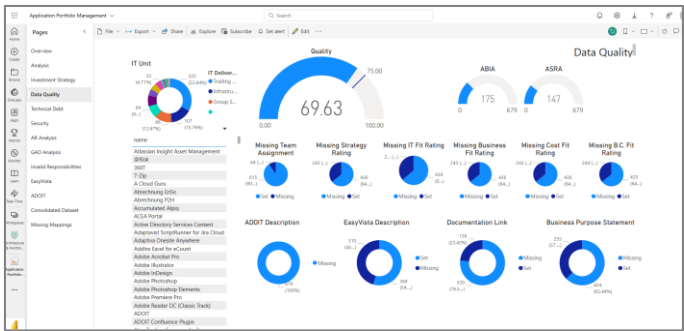
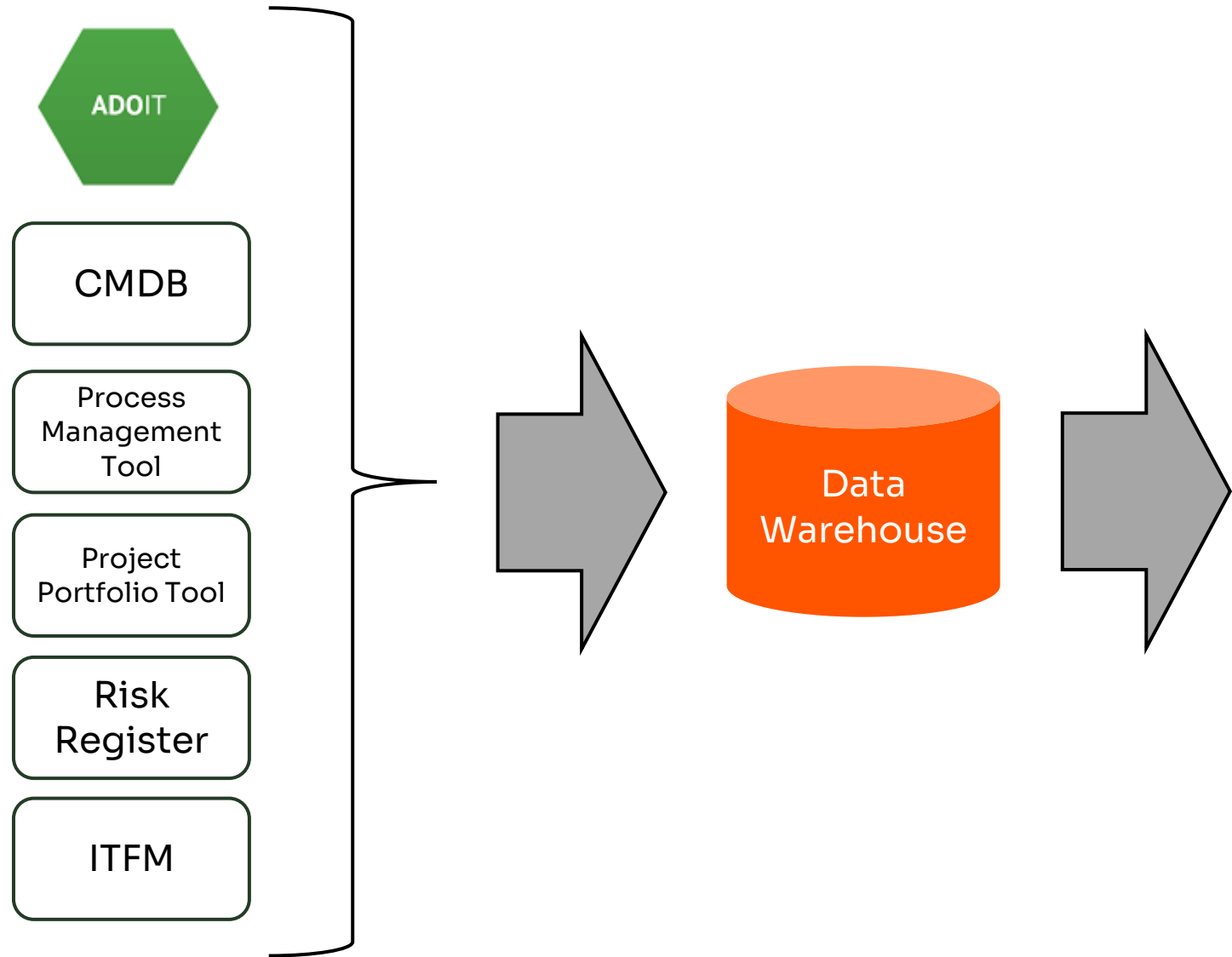
3

Gap Analysis

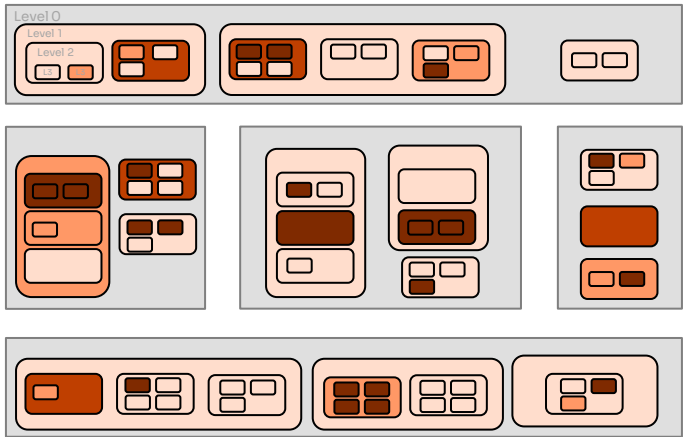


Gap analyses for implementation projects are performed in ADOIT to support effort estimations.

ADOIT as a source for management reporting



Power BI Reports



Capability Heat Maps

Thank you!

Alpiq AG

Bahnhofquai 112
4601 Olten
Switzerland

+41 21 341 21 11
ralfe.poisson@alpiq.com
alpiq.com

ALPIQ

Plan your capabilities in ADOIT



TOOL DEMO
in ADOIT

Opportunities

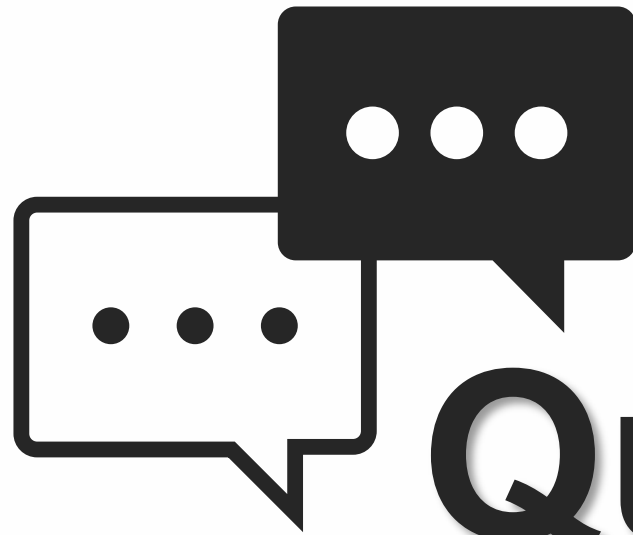


Demo Request

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Questions & Answers



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