



ALIGNING IT & BUSINESS STRATEGIES

From Zero to Operationalised A Practitioner's Guide to EA That Actually Works

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In partnership with BOC Group





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Serial Entrepreneur. Constantly Learning. Loves solving
challenging problems. Truly believe nothing is impossible!

Setting The Context



Most EA engagements produce impressive models, frameworks, and roadmaps - that sit on a shelf. This session is about what happens when EA actually delivers.





When EAL started, EA as a discipline barely existed in the local market.

**No structured
architecture
practices.**

**No structured
design
governance.**

**No
connection
between
technology
decisions and
business
intent.**

That is what we set out to change.



WHAT WE SET OUT TO DO



1 Introduce EA as a domain

We weren't just here to do EA engagements. We wanted to establish architecture as a recognised discipline within organisations - something that sits formally within IT and has a mandate.

2 Build design-centric IT organisations

That meant embedding EA into how IT actually operates - impact assessments, conceptual design, solution design reviews, and architecture governance across every stage of the SDLC.

3 Make it repeatable

We documented everything we knew into playbooks - so we could set up an EA practice, operationalise it, and hand over something that would outlast the engagement - consistently.



**Most organisations we spoke to
had never thought about
architecture formally.**

**So we started with something
everyone understands.**



architecture

noun

ar·chi·tec·ture

The term comes from Latin architectura;
from Ancient Greek ἀρχιτέκτων
(arkhitéktōn) 'architect'; from ἀρχι- (arkhi-)
'chief', and τέκτων (téktōn) 'creator'.



architecture, the art and technique of designing and building, as distinguished from the skills associated with construction.

- Britannica



the art or science of building
specifically: the art or practice of designing and building structures and especially habitable ones.

- Merriam-Webster



The profession of designing buildings, open areas, communities, and other artificial constructions and environments, usually with some regard to aesthetic effect.

- Medium



IT or enterprise architecture

noun

ar·chi·tec·ture

The term comes from Latin architectura;
from Ancient Greek ἀρχιτέκτων
(arkhitéktōn) 'architect'; from ἀρχι- (arkhi-)
'chief', and τέκτων (téktōn) 'creator'.



architecture, the art and technique of designing and building, as distinguished from the skills associated with development.

- Britannica



the art or science of building
specifically: the art or practice of designing and building structures and especially IT systems.

- Merriam-Webster



The profession of designing enterprises and their IT eco-systems, and other business enablers and environments, usually with some regard to user & customer experience.

- Medium



WHY GOOD ARCHITECTURE MATTERS

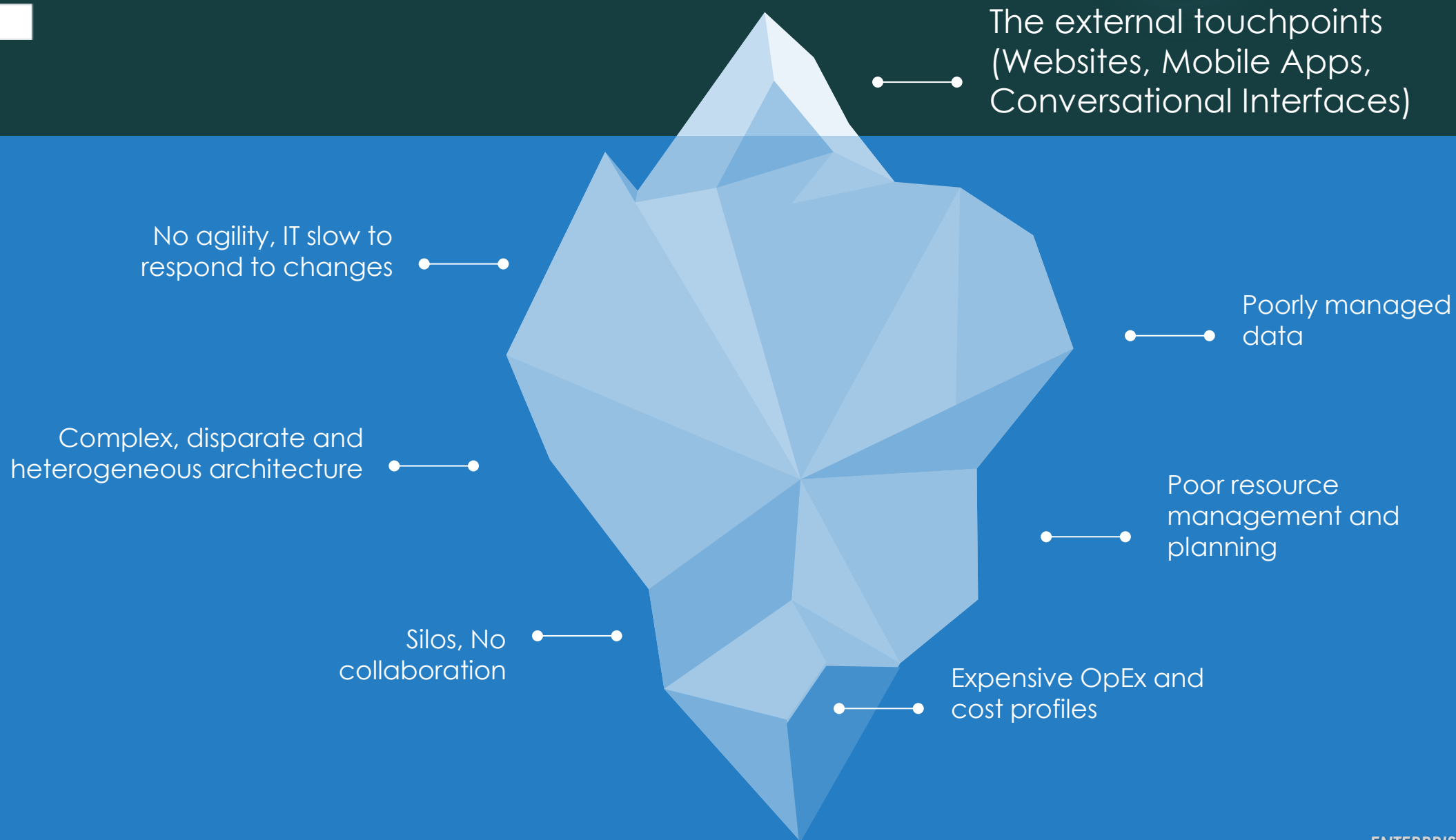
Imagine your world without architecture & design!



In the physical world, nobody builds a skyscraper without a blueprint. In IT, the absence of architecture is far less visible - until something breaks.



WHY GOOD ARCHITECTURE MATTERS





enterprise architecture (EA)

noun

en·ter·prise ar·chi·tec·ture

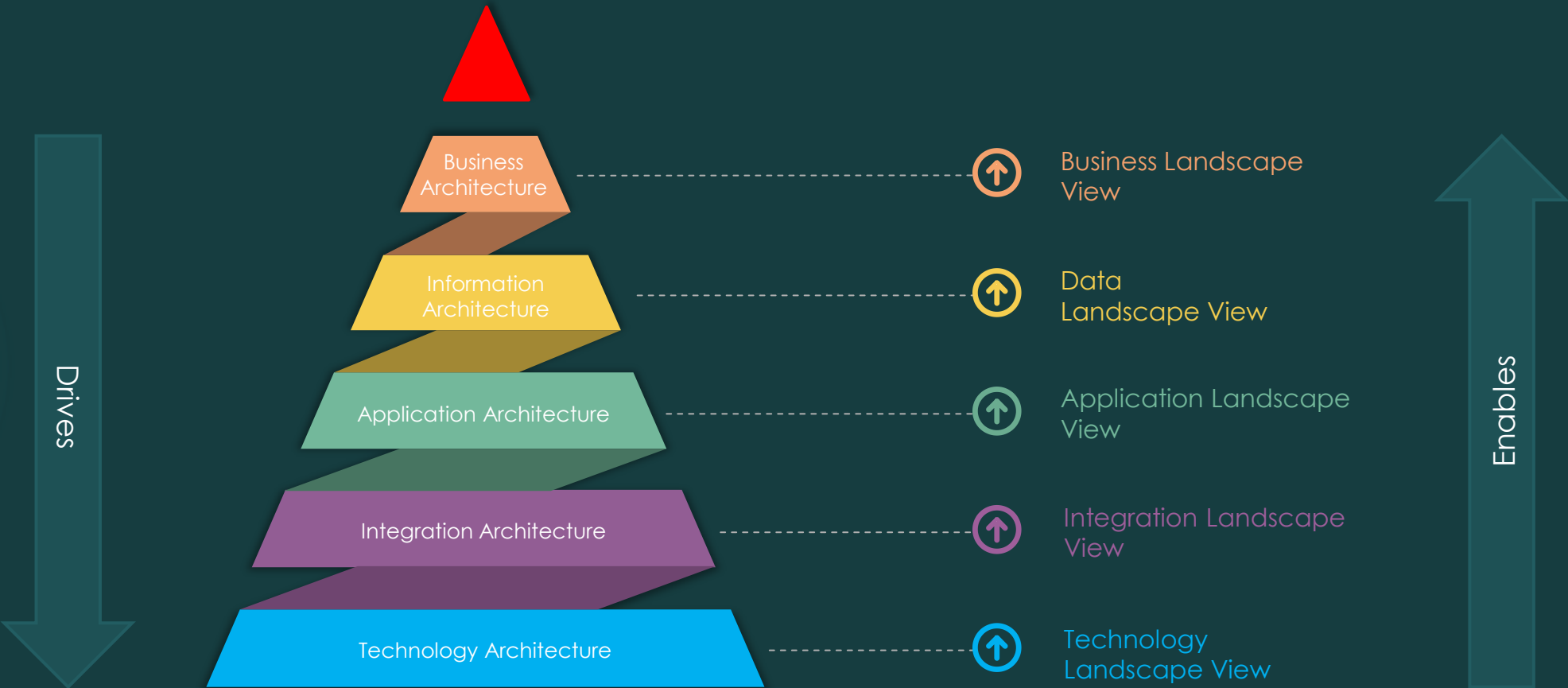
The practice of designing how a **business operates** and how **technology supports it**, so that technical solutions are **purposeful**, **scalable**, and **aligned with business goals**.

- Ajmal Saifudeen



ENTERPRISE ARCHITECTURE MANDATE

Enterprise Architecture provides the blueprint that enables IT to support business strategy and goals - whether you are transforming, modernising or growing.

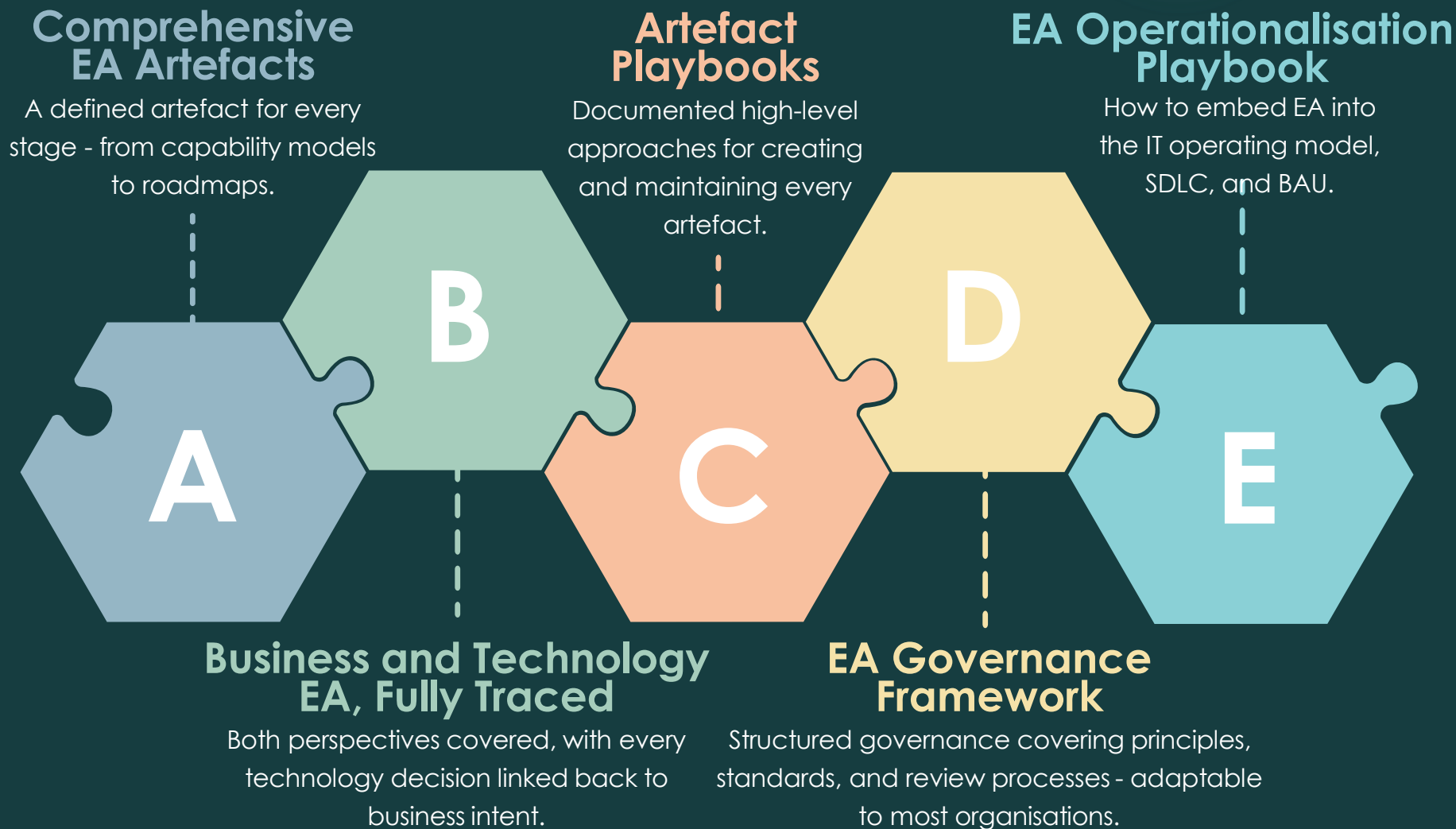




How We Build & Manage EA



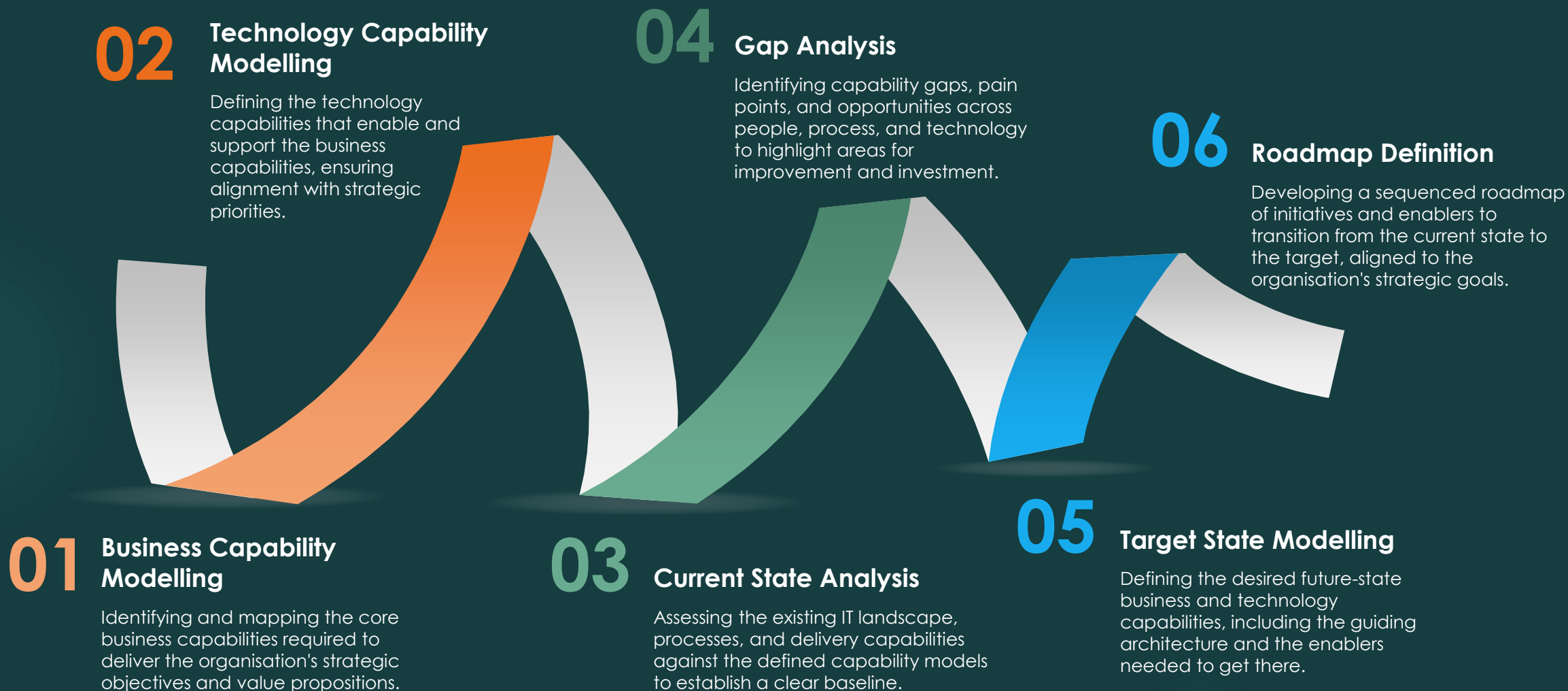
THE EAL EA METHODOLOGY





OUR CAPABILITY-LED APPROACH

Our capability-led approach brings structure to every engagement - starting from business intent and working systematically through to a target architecture and an actionable roadmap.





ENTERPRISE ARCHITECTURE ARTEFACTS

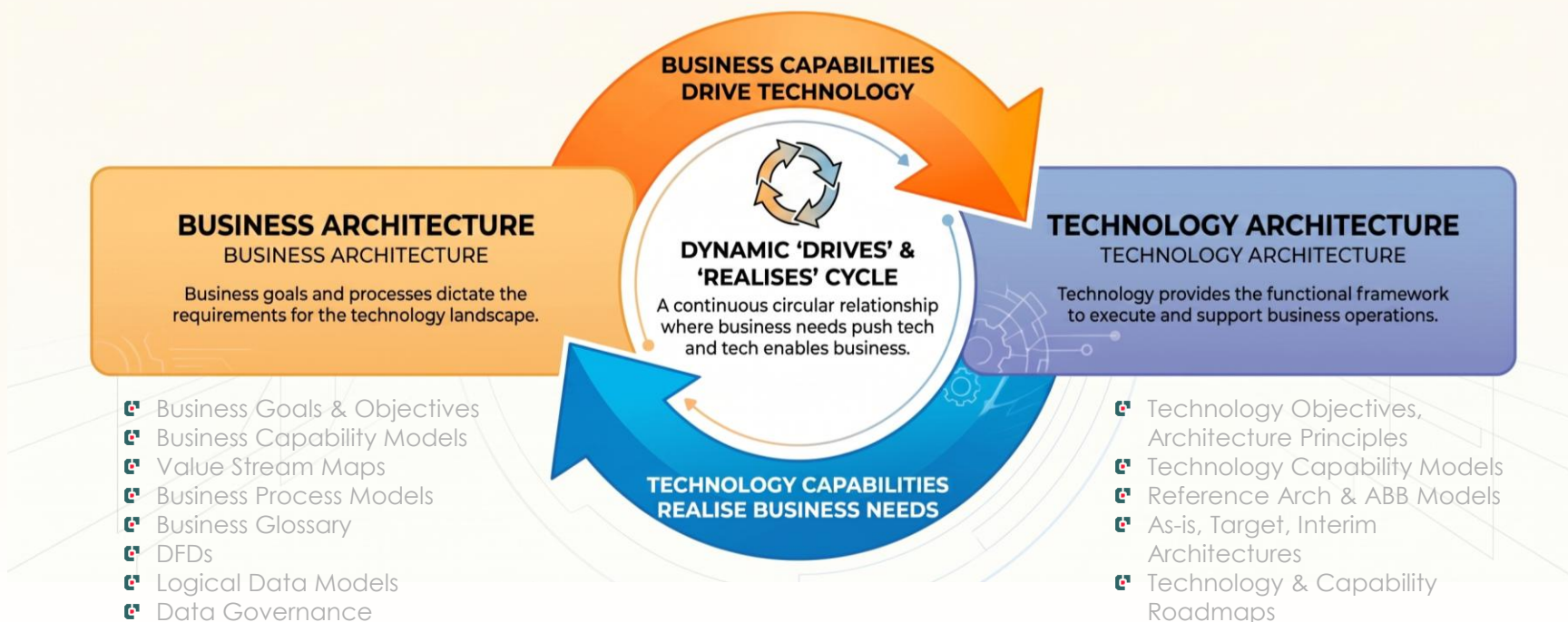
Every artefact has a purpose - tailored to the client's needs.

OVERARCHING EA GOVERNANCE FRAMEWORK

Provides the principles, standards and performance measures guiding all architecture domains.

ARCHITECTURE CHANGE MANAGEMENT

Governs architectural evaluation and ensures all capability shifts stay aligned with enterprise objectives.





THE TOOL WE USE TO BRING IT TO LIFE

Across our client engagements, ADOIT has been the platform we use to build, manage, and maintain the full EA landscape; from capability models through to the technology roadmap.



ADOIT

Design change. Align strategy. Deliver impact.

ADOIT gives your teams the insights to build strategies, manage change, and make smarter decisions – powered by trusted data and built-in AI. Break down silos, optimize your IT landscape, and turn architecture into action.



WHY WE CHOSE ADOIT

Start Small, Scale Fast

Flexible meta-modelling and customisation options that grow with your EA practice

01

02

Everything Linked and Traceable

Connects business objectives, capabilities, building blocks, gap analysis, and roadmap in one place

ADOIT

Collaborative by Design

Real-time documentation, role-based access, and architecture tasks distributed across the team

04

03

Flexible and Extensible

Custom attributes, model-level extensions, and open interfaces to CMDB, ADONIS, and collaboration platforms



EA ARTEFACTS (EXAMPLES)

Business Capabilities

Core Insurance Value Chain

Market & Distribution (BD)

Product & Pricing (BD)

Underwriting (BD)

Policy Administration (BD)

Claims Management (BD)

Reinsurance Management (BD)

Financial & Governance

Finance & Capital Management (BD)

Risk, Compliance & Governance (BD)

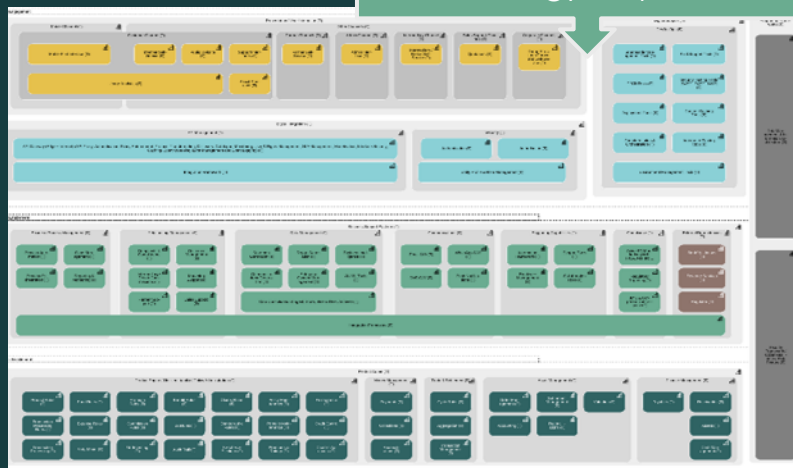
Digital & Data Enablement

Enterprise Support Functions

Market & Distribution (BD)

Data, Analy	Market & Distribution (BD)	Edit	Insights	Share
Show all	General			
Digital & Relationships	Classification			
Lifecycle	Representation			
Change History	Synchronisation			
Structural - Outgoing				
Realizes:				
No.	Type	Name	Properties	Relation pro...
1		Deliver Consistently Strong Stakeholder Experiences		
2		Enable Sustainable Revenue Growth		
Composed of:				
No.	Type	Name	Properties	Relation pro...
1		Customer Relationship Management (BC)		
2		Distribution Management (BC)		
3		Market & Distribution Strategy (BC)		
4		Sales & Quotation Management (BC)		
Dependency - Outgoing				
Associated to:				
No.	Type	Name	Properties	Relation pro...
1		Embed Digital, Automation and AI as Business Enablers		
2		Enable Data-Driven Management and Decision-Making		
-		Establish a Trusted, Unified		

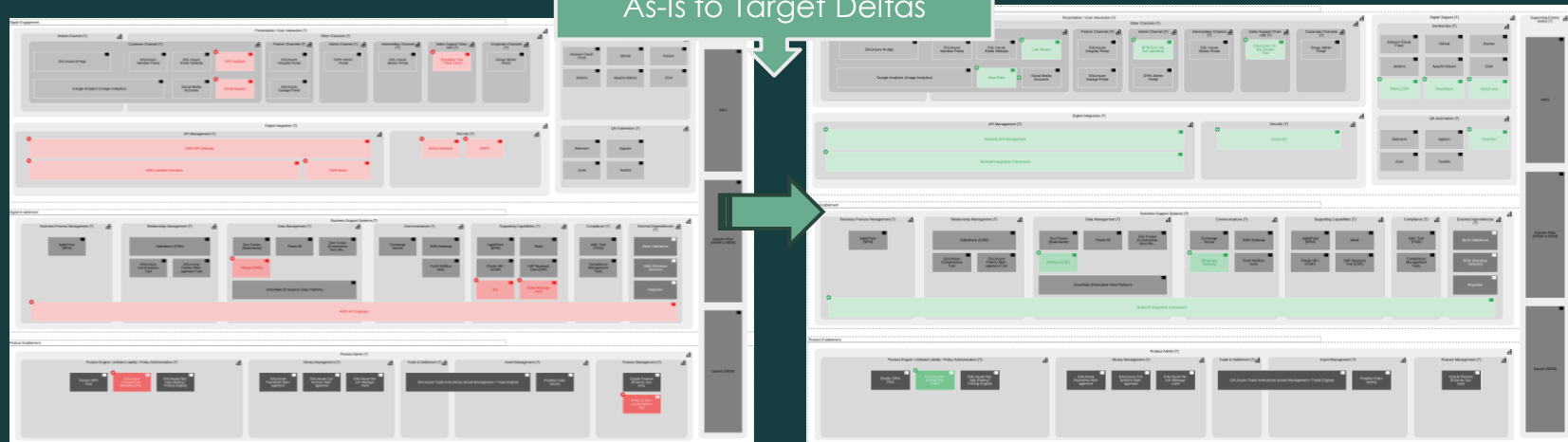
Technology Capabilities



Target Architecture



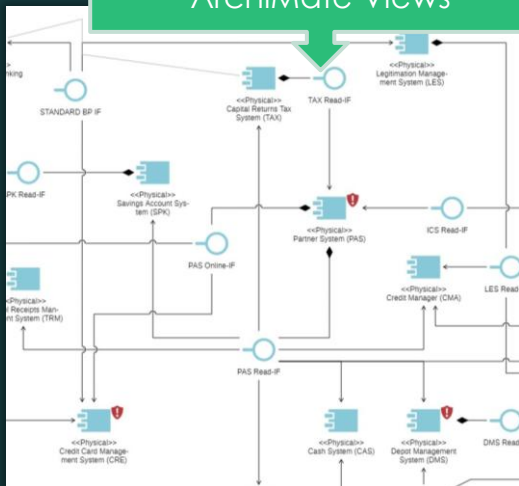
As-Is to Target Deltas



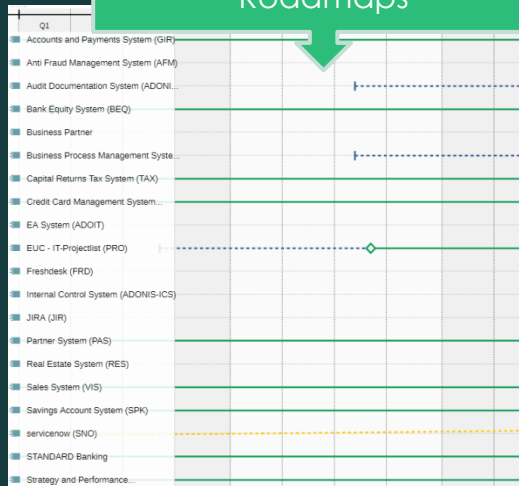


ADOIT ARTEFACTS (EXAMPLES)

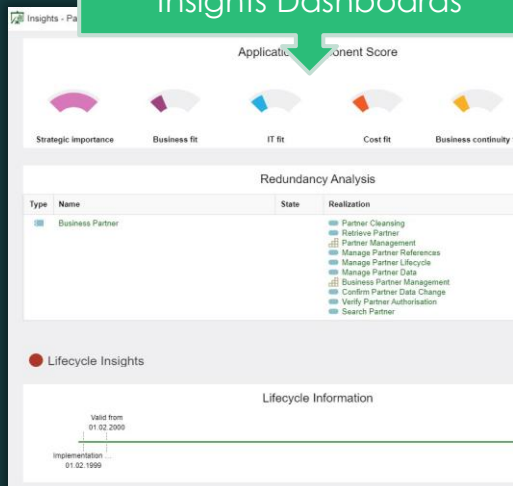
ArchiMate Views



Roadmaps



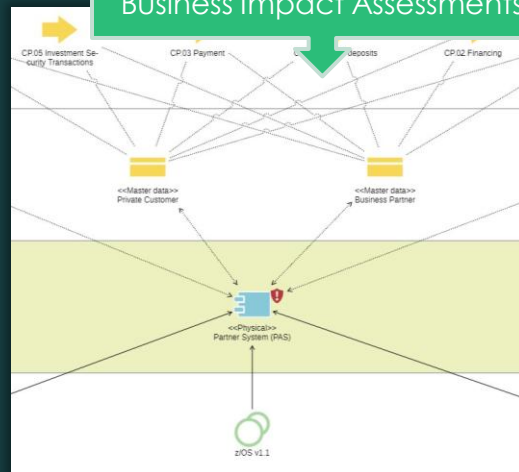
Insights Dashboards



Matrix Analysis

Sort by: A-Z	CP 01.00 Create new customer	CP 01.01	MP 08.03.03.01 Execution of an Internal...	...
Call Center	Business Partner			
	Partner System (PAS)			
Internal revision			Audit Documentation System (ADONIS)	Audit System
International business	Business Partner			
	Partner System (PAS)			
Legal/Compliance/Money laundering			Anti Fraud Management System (AFM)	Anti Fraud Management System (AFM)
Mid-Office		Accounts and Payments System (GIR)		
Mobile Sales	Business Partner			

Business Impact Assessments



Application Portfolio





Operationalising Enterprise Architecture



Every project that enters IT goes through a defined set of EA touchpoints - ensuring the target architecture is not just a document, but something the organisation actively builds towards.



Impact Assessment

Before approval - business architecture, enterprise technology, and customer interaction impacts assessed against the defined EA.



Conceptual Design

Enterprise Architect defines the conceptual design, aligned to the target architecture, technology roadmap, and architecture principles. This becomes the reference for the project.



Solution Design

Solution designer develops the solution design based on the conceptual design.



Solution Design Review

EA reviews the solution design against the conceptual design. Technical debt is identified, managed, and documented through the governance process.

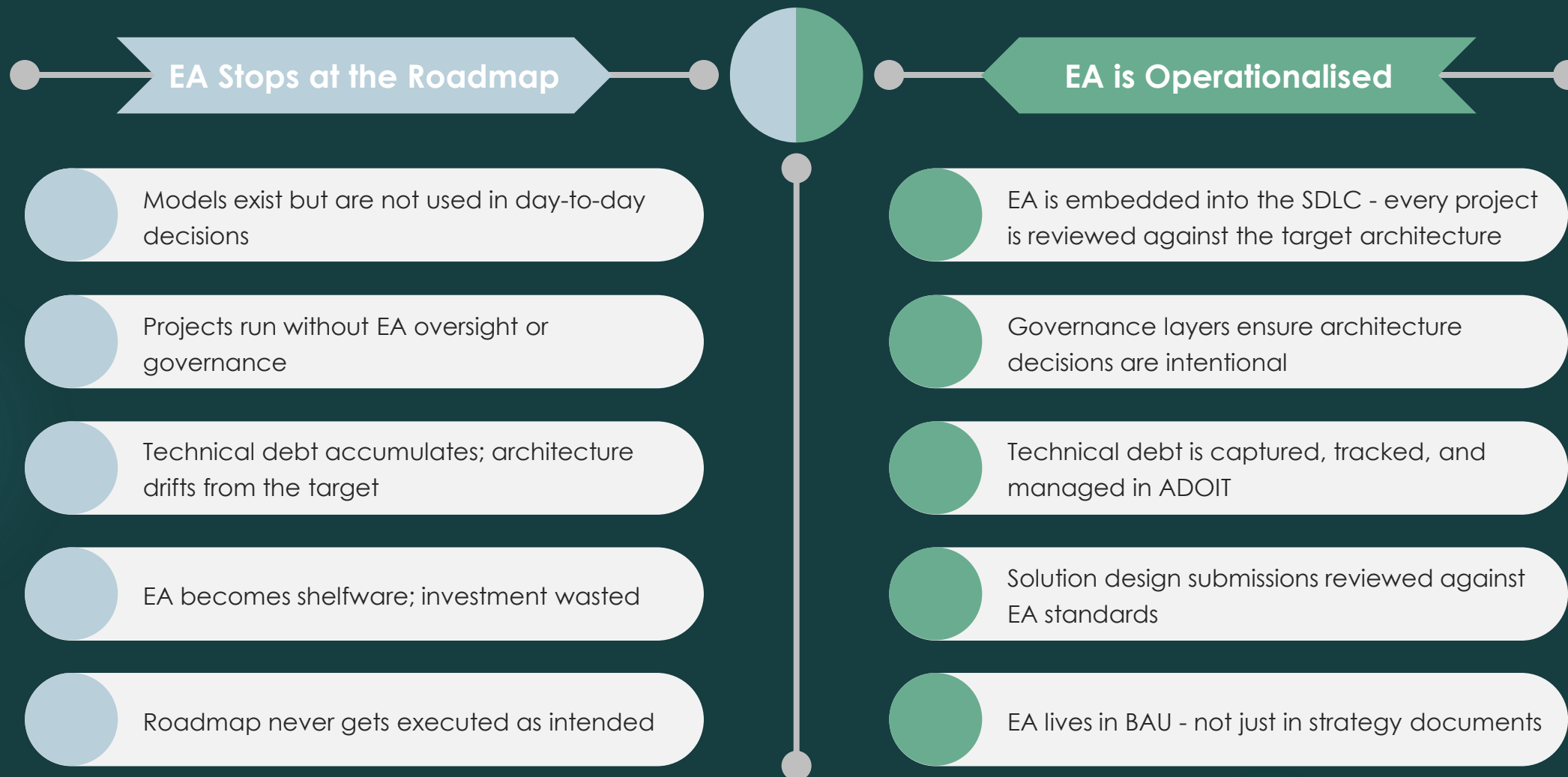


Ongoing SDLC Governance

EA remains involved at key stages throughout delivery to ensure continued alignment to the target architecture.



OPERATIONALISING EA: WHAT IT ACTUALLY LOOKS LIKE





ADOIT CUSTOMISATIONS THAT MADE IT WORK

ADOIT is a powerful platform, with best practice approaches, but also the flexibility to customize it for specific client needs.

Four key customisations:

Workaround
for capability
realisation
links



Custom
attributes for
capability
typing, system
typing

Property
sheets for
tracking
technical debt

Custom sheets
for solution
design review

These are practitioner lessons - things you only learn by actually doing the work in the tool.



Start with Business Objectives

Always anchor the EA journey to business intent - everything else follows from there

EA Needs to Operationalise

Building models is the easy part. Embedding EA into governance, SDLC and BAU is where the real value happens

EA is Not Irrelevant in the Age of AI

Capability modelling is how organisations adopt AI in a structured, governed way - EA makes AI work at enterprise scale

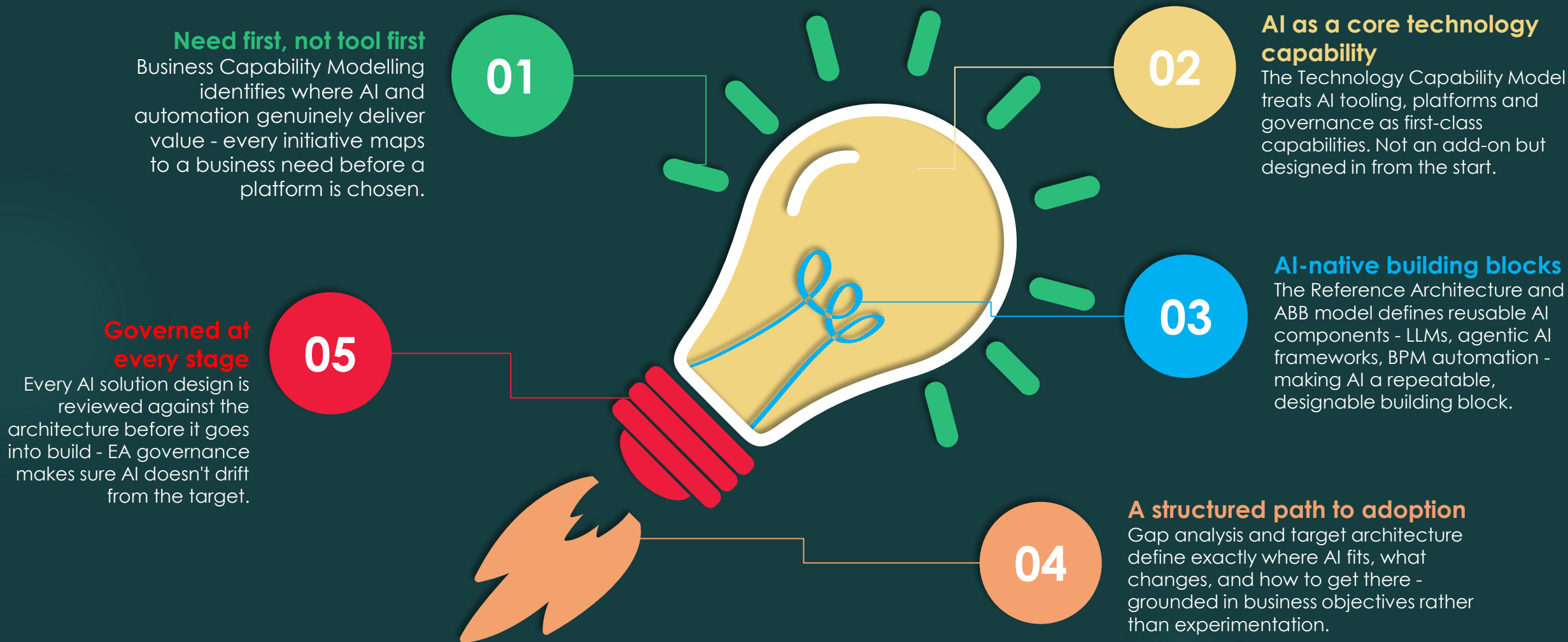


ADOIT is Powerful & Customisable

Know the tool's capabilities. Build customisations deliberately, not as an afterthought



How the EAL EA methodology makes AI adoption structured, traceable and business-aligned.





EAL'S AI ENABLEMENT CAPABILITY REFERENCE MODEL

The building blocks for safe, trusted AI



Governance: Makes sure everything we do with AI stays within the law and within the limits the organisation has agreed to.

Digital Experience: This is where people actually meet the AI, the apps and services that customers and staff use day to day.

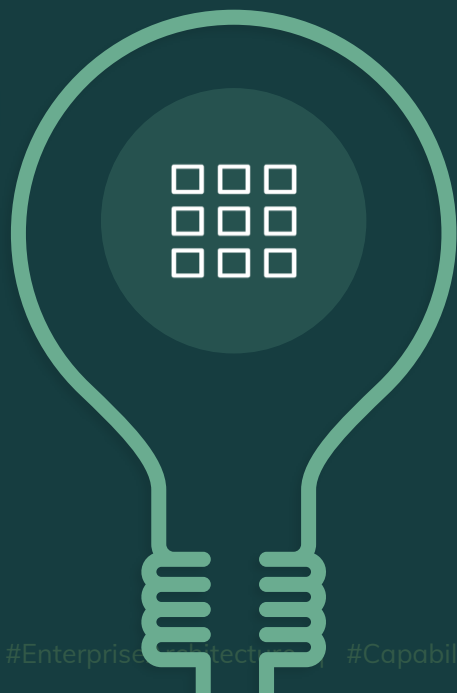
Control: This keeps the AI safe, secure and trustworthy, so it only does what it's allowed to and nothing slips through.

Operations: This is the engine room that keeps everything running smoothly behind the scenes, day in and day out.

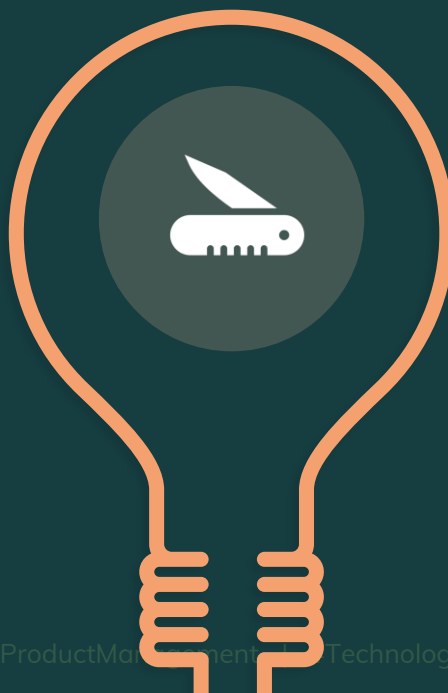
Core: This is the brain of the whole thing, the part that actually understands, reasons and remembers in order to get the work done.



Capability
Modelling
Works



ADOIT (&
ADONIS) Bring
It to Life



EA is Future-
Ready





ALIGNING IT & BUSINESS STRATEGIES

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