Enterprise Architecture for Digital Business Transformation Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #DT4390_273422

Course Introduction / Overview:

This course provides a comprehensive framework for leveraging Enterprise Architecture (EA) to drive successful digital business transformation. In today's rapidly evolving digital landscape, organizations must architect their business for agility, innovation, and sustained success. This program moves beyond theoretical concepts to offer a practical, actionable guide for aligning IT strategy with business goals, enabling seamless integration of new technologies, and fostering a culture of continuous improvement. Drawing upon the principles articulated by leading academics like Jeanne W. Ross in seminal works such as "Designed for Digital: How to Architect Your Business for Sustained Success", this course equips participants with the tools to design and implement a robust digital-ready architecture. At BIG BEN Training Center, we have designed this curriculum to empower leaders and practitioners to navigate the complexities of digital disruption, ensuring their organizations can effectively redesign processes, re-imagine customer experiences, and build resilient operational backbones. Participants will learn to create a holistic EA blueprint that supports strategic objectives, optimizes resource allocation, and delivers tangible business value throughout the transformation journey.

Target Audience / This training course is suitable for:

- Enterprise Architects.
- IT Managers and Directors.
- Digital Transformation Leaders.
- Business Strategists and Planners.
- Chief Information Officers (CIOs) and Chief Technology Officers (CTOs).
- Solution Architects and System Designers.
- Business Analysts with a focus on strategic initiatives.
- Project and Program Managers overseeing digital projects.
- IT Governance and Compliance Professionals.

Target Sectors and Industries:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Telecommunications and Media.
- Retail and E-commerce.
- Manufacturing and Supply Chain.
- Government and Public Sector Agencies.
- Energy and Utilities.
- Technology and Software Development.
- Consulting and Professional Services.

Target Organizations Departments:

- Information Technology (IT).
- Strategy and Corporate Planning.
- Digital Transformation Office.
- Operations Management.
- Product Development and Management.
- Finance and Resource Planning.
- Risk Management and Compliance.
- Data Analytics and Business Intelligence.
- Customer Experience (CX) and Marketing.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive enterprise architecture strategy aligned with digital business objectives.
- Apply industry-standard frameworks like TOGAF to manage the architecture development lifecycle.
- Model business capabilities, processes, and information flows to identify transformation opportunities.
- Design scalable and agile technology architectures using cloud, microservices, and APIs.
- Establish effective EA governance to guide decision-making and ensure strategic alignment.
- Integrate security and risk management principles into the enterprise architecture design.
- Create a phased digital transformation roadmap with clear milestones and success metrics.
- Communicate the value of enterprise architecture to stakeholders at all levels of the organization.
- Lead and facilitate architecture-driven change management initiatives.
- Evaluate emerging technologies and assess their impact on the business and IT landscape.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, immersive, and practical, ensuring participants can immediately apply their learning. This course blends expert-led instruction with collaborative, hands-on activities to foster deep understanding and skill development. Mornings will typically focus on foundational concepts, frameworks, and strategic principles, presented through engaging lectures and discussions. Afternoons are dedicated to practical application, where participants will work in teams on real-world case studies and simulation exercises that mirror the challenges of a digital business transformation. These workshops will involve creating architecture artifacts, developing transformation roadmaps, and presenting strategic recommendations. We emphasize a collaborative learning environment, encouraging peer-to-peer feedback and knowledge sharing. The instructor will act as a facilitator and mentor, providing personalized guidance and challenging participants to think critically. This approach ensures that attendees not only grasp the theory of enterprise architecture but also build the confidence and competence to implement it effectively within their own organizations, turning abstract models into tangible business outcomes.

Course Agenda (Course Units):

Unit One: Foundations of Enterprise Architecture in the Digital Era

- Introduction to Enterprise Architecture (EA) and its core concepts.
- The strategic role of EA in driving digital business transformation.
- Overview of major EA frameworks (TOGAF, Zachman).
- Linking business strategy, goals, and drivers to architectural decisions.
- Defining the Architecture Vision and Statement of Architecture Work.
- Understanding business architecture and capability-based planning.
- Stakeholder management and communication in EA initiatives.

Unit Two: Business and Information Architecture for Digital Agility

- Modeling the business layer: processes, functions, and value streams.
- Conducting a business capability analysis to identify gaps and opportunities.
- Techniques for mapping customer journeys to business processes.
- Principles of data architecture in a digital-first organization.
- Developing a data governance framework and master data management strategy.
- Designing data models and information flows to support analytics and AI.
- Case study: Architecting the business for an omnichannel customer experience.

Unit Three: Application and Technology Architecture for Modernization

- Designing scalable application architectures: monolithic vs. microservices.
- The role of Application Programming Interfaces (APIs) in digital ecosystems.
- Principles of cloud-native architecture and containerization (Docker, Kubernetes).
- Selecting the right technology stack for digital platforms.
- Integrating legacy systems with modern applications.
- Architecture patterns for security, reliability, and performance.
- Technology lifecycle management and creating a technology roadmap.

Unit Four: EA Governance, Security, and Agile Methodologies

- Establishing an effective Enterprise Architecture governance framework.
- The function of an Architecture Review Board (ARB).
- Integrating security principles into the architecture lifecycle (DevSecOps).
- Conducting architecture risk and compliance assessments.
- Adopting an Agile EA approach to support iterative development.
- Balancing long-term strategic planning with short-term agile delivery.
- Measuring the value and maturity of the EA practice using KPIs.

Unit Five: Implementing the Digital Transformation Roadmap

- Developing a consolidated architecture roadmap for transformation.
- Techniques for sequencing and prioritizing transformation initiatives.
- Migration planning and managing architectural transitions.
- Change management strategies for architecture-led transformation.
- Communicating the business value of EA to executive leadership.
- Monitoring progress and adapting the roadmap based on feedback and results.
- Capstone project: Developing a complete EA blueprint for a digital business scenario.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can enterprise architecture balance the need for rapid, agile innovation with the requirement for long-term strategic stability and governance in a constantly evolving digital landscape?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic, business-outcome-oriented perspective on enterprise architecture, moving beyond a purely technical or framework-centric view. While many programs focus heavily on the mechanics of a single framework like TOGAF, our curriculum emphasizes the strategic synthesis of business, data, application, and technology domains to solve real-world digital transformation challenges. We prioritize the "why" behind architectural decisions, teaching participants how to translate executive-level business strategy into an actionable and coherent architectural blueprint. The curriculum is enriched with contemporary case studies that explore both successes and failures in digital transformation, providing invaluable lessons in implementation, governance, and change management. Rather than just teaching modeling notations, we focus on developing the critical thinking and communication skills necessary to champion architecture initiatives and influence key stakeholders. The course is designed to create strategic thinkers who can architect not just systems, but the future of the business itself, ensuring that technology investments deliver sustainable competitive advantage.