

There is no Architecture, Only Business

Eric Lopes Cardozo

eric@bureauleeghwater.nl

AAAAAAARRRRRRRRGGGhitecure!



Some Architecture related Phobia's

- Cyberphobia
 - Fear of computers
- Decidophobia
 - Fear of making decisions
- Ergophobia
 - Fear of work
- Neophobia
 - Fear of newness, novelty
- Anthropophobia
 - Fear of people or society
- Bibliophobia
 - Fear of books
- Scriptophobia
 - Fear of writing in public
- Kakorrhaphiophobia
 - Fear of failing
- Katagelophobia
 - Fear of ridicule
- Mythophobia
 - Fear of false statements

Architecture according to Wikipedia

- A **general term** to describe buildings and other physical structures.
- The **art and science** of designing and erecting buildings and other physical structures.
- The **style and method** of design and construction of buildings and other physical structures.
- The practice of the architect, where architecture means the **offering or rendering of professional services** in connection with the design and construction of buildings, or built environments.
- The **design activity** of the architect, from the macro-level (urban design, landscape architecture) to the micro-level (construction details and furniture).

Architecture

=

Ambiguity



... Another go ...

Architecture is a set of
design decisions, including
their rationale*

*Adapted from P. Kruchten, The Rational Unified Process, 1998

Take the wheelbarrow test



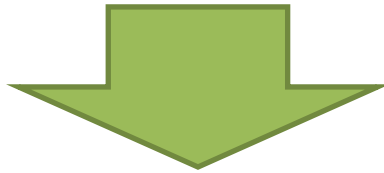
Architecture

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“Nominalisation”

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Verb turned into noun



Architecting

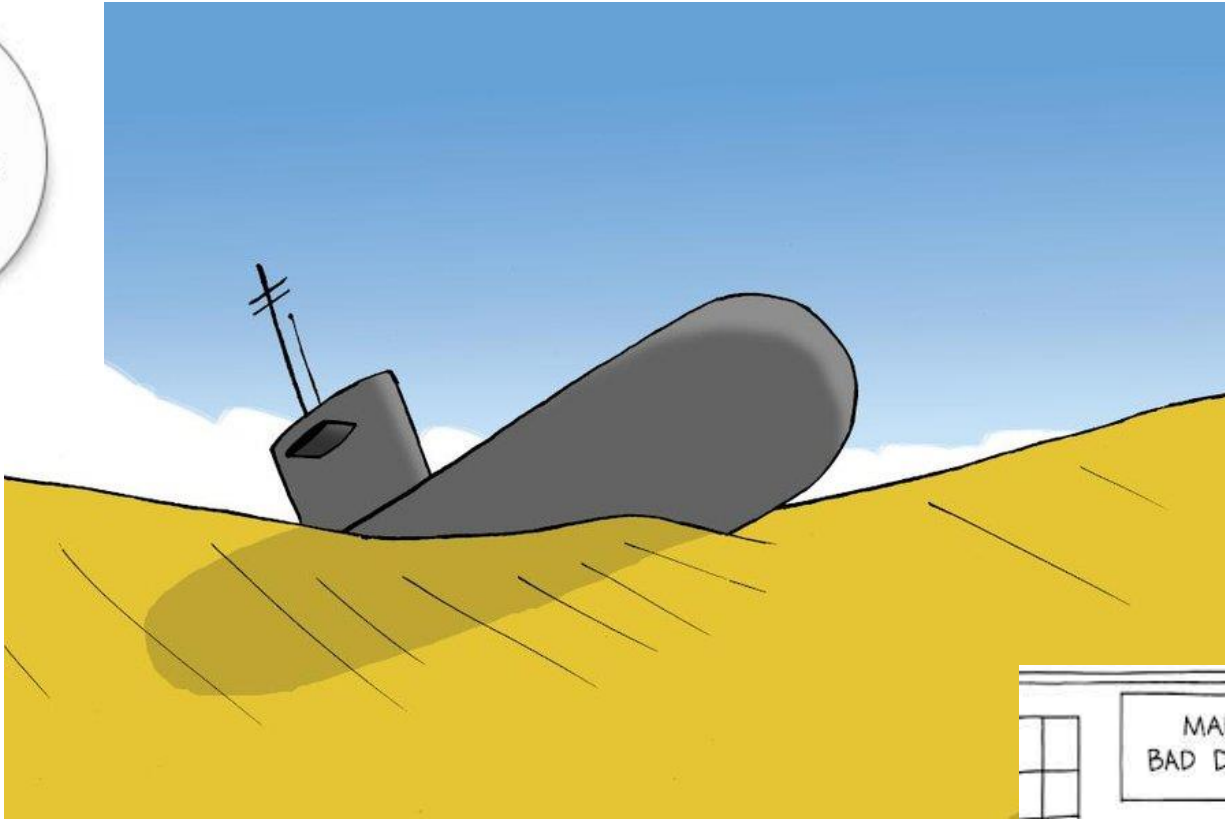
... After a few site visits ...



Emerging or Submerging architecture?



Agilistas



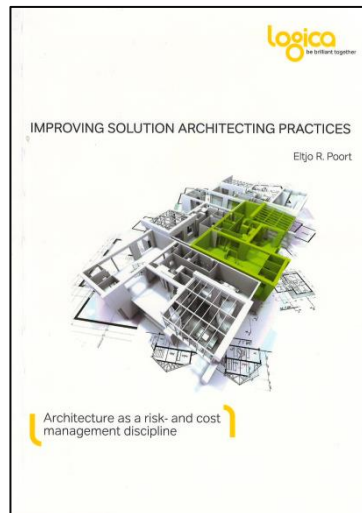
BDUFistas



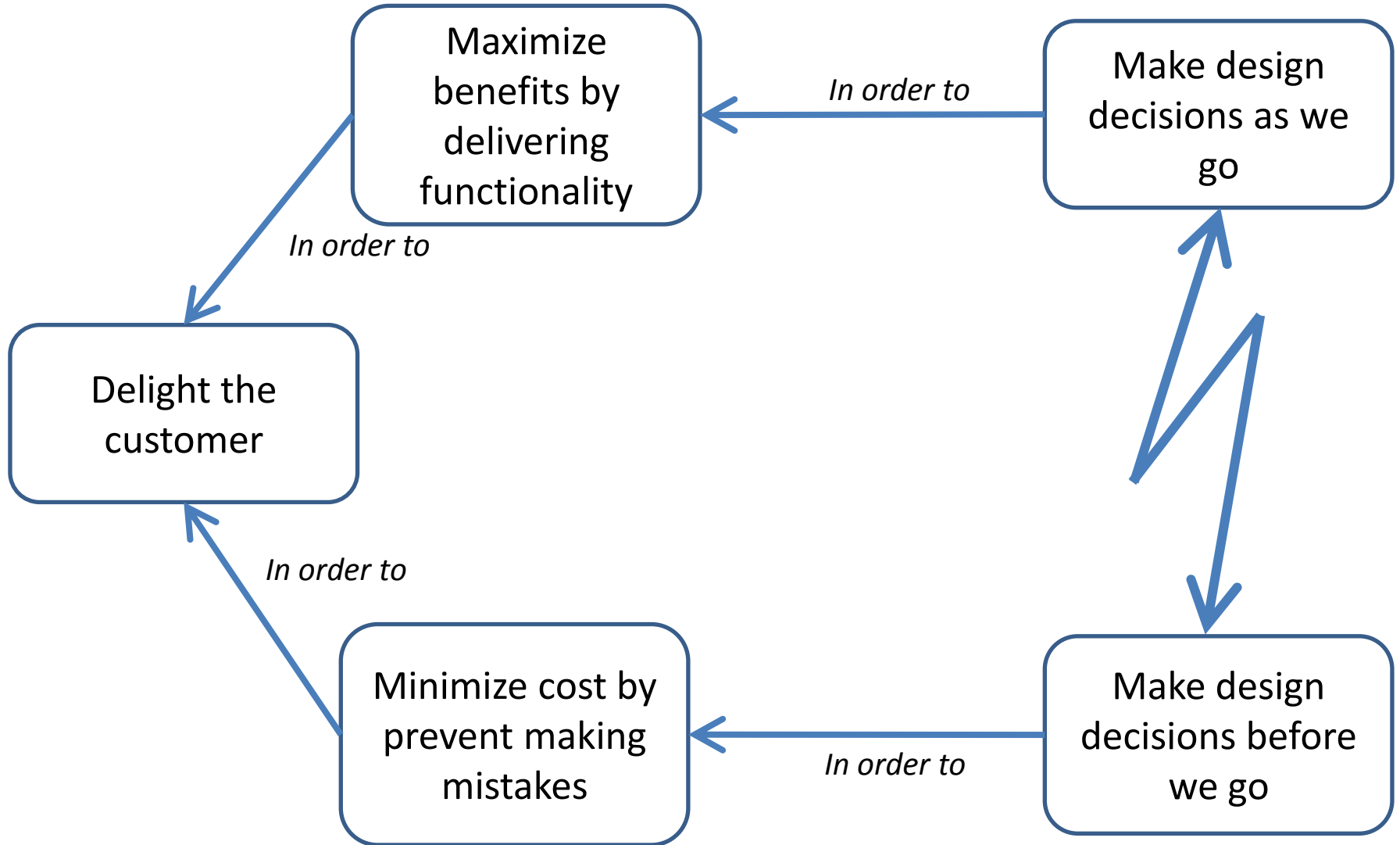
©Goff

~~Architecture~~

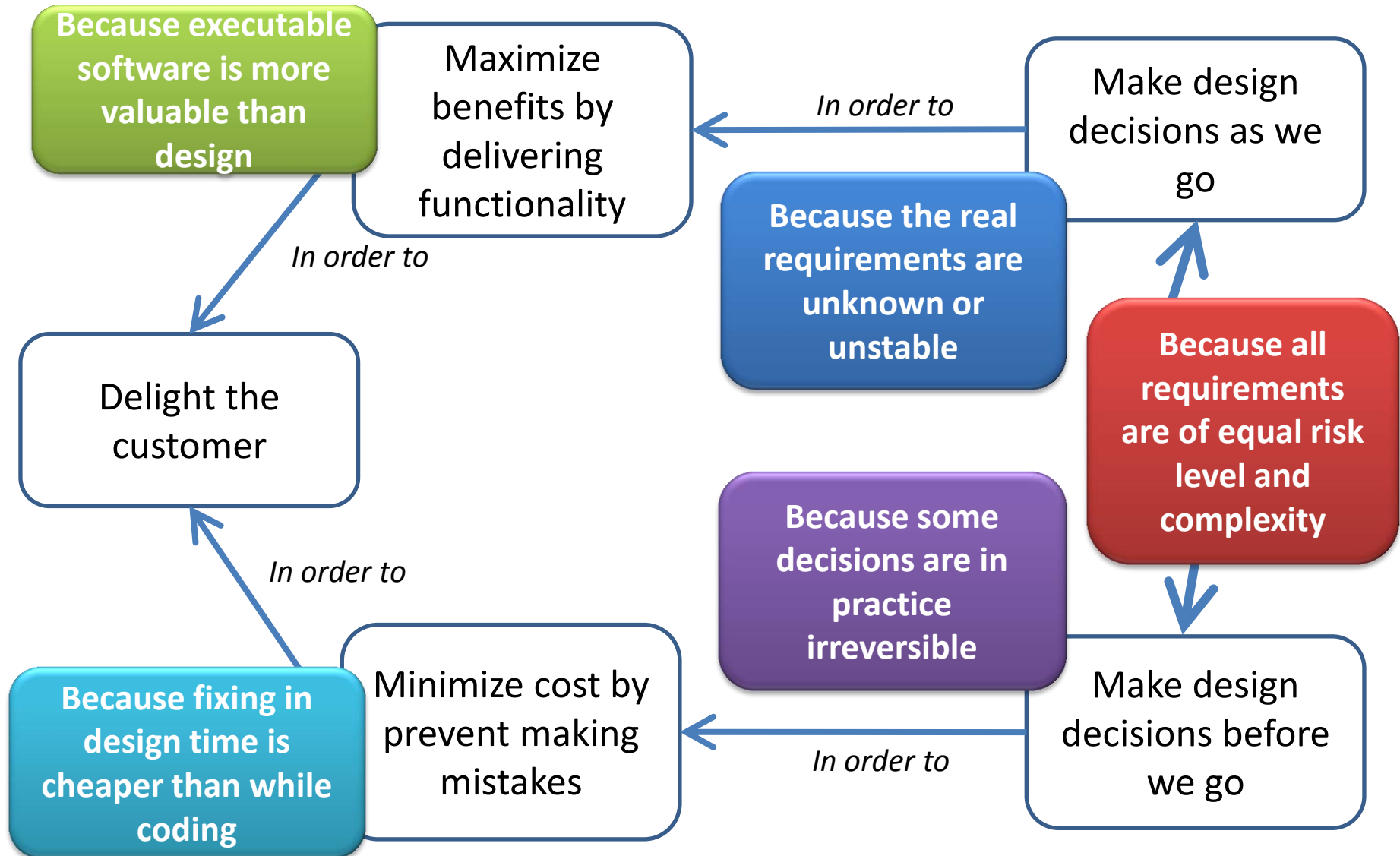
Architecting is a risk- and cost
management discipline



BDUF vs. Emerging Architecture



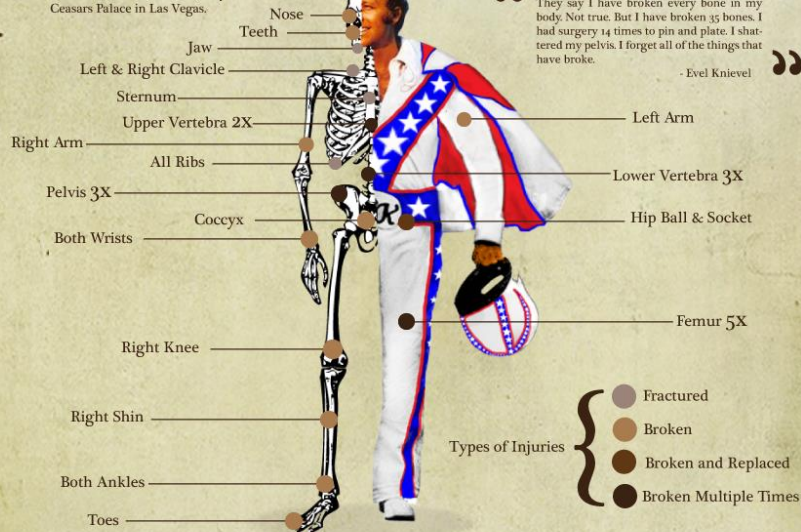
BDUF vs. Emerging Architecture



The Many Injuries Of Evel Knievel

Skull

He was unconscious for 29 days at Ceasars Palace in Las Vegas.



“ There are a lot of myths about my injuries. They say I have broken every bone in my body. Not true. But I have broken 35 bones. I had surgery 14 times to pin and plate. I shattered my pelvis. I forget all of the things that have broke. ”

- Evel Knievel



In the mean time in reality.....

	Methodologies	TCO	COQ	Percent
1	TSP	\$1,026,660	\$298,699	29.09%
2	CMMI 5/ spiral	\$1,034,300	\$377,880	36.53%
3	Extreme (XP)	\$1,318,539	\$627,106	47.56%
4	RUP	\$1,360,857	\$506,199	37.20%
5	Agile/scrum	\$1,467,957	\$774,142	52.74%
6	OO	\$1,617,839	\$735,388	45.45%
7	CMMI 3/iterative	\$1,748,043	\$925,929	52.97%
8	Pair/iterative	\$2,107,861	\$756,467	35.89%
9	Proofs/waterfall	\$2,216,167	\$863,929	38.98%
10	CMMI 1/waterfall	\$3,944,159	\$2,804,224	71.10%

Source: Capers Jones

<http://www.infoq.com/articles/evaluating-agile-software-methodologies>

Scope of Architecting

Enterprise Architecting

- business system -

More than just
software

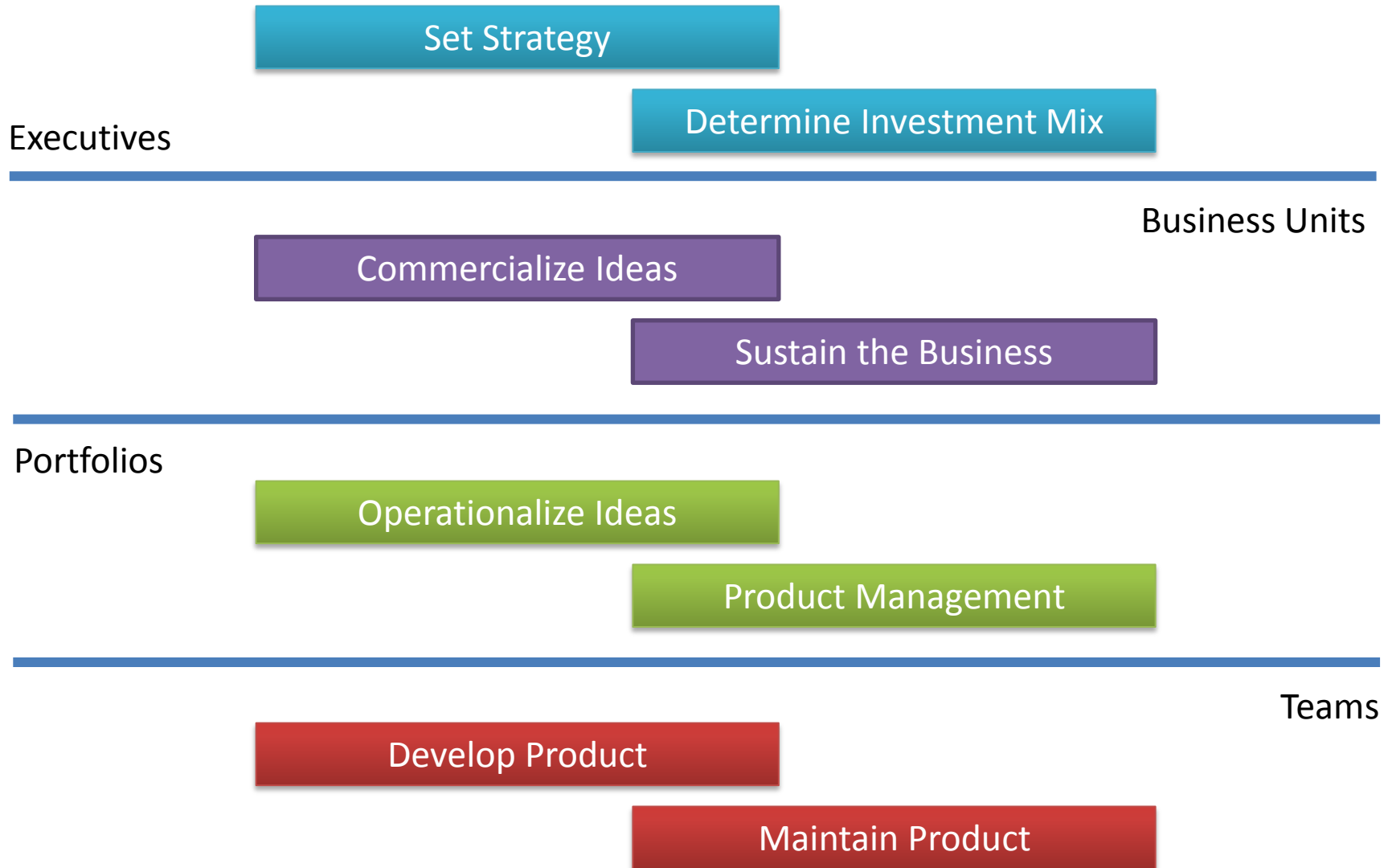
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Software Architecting

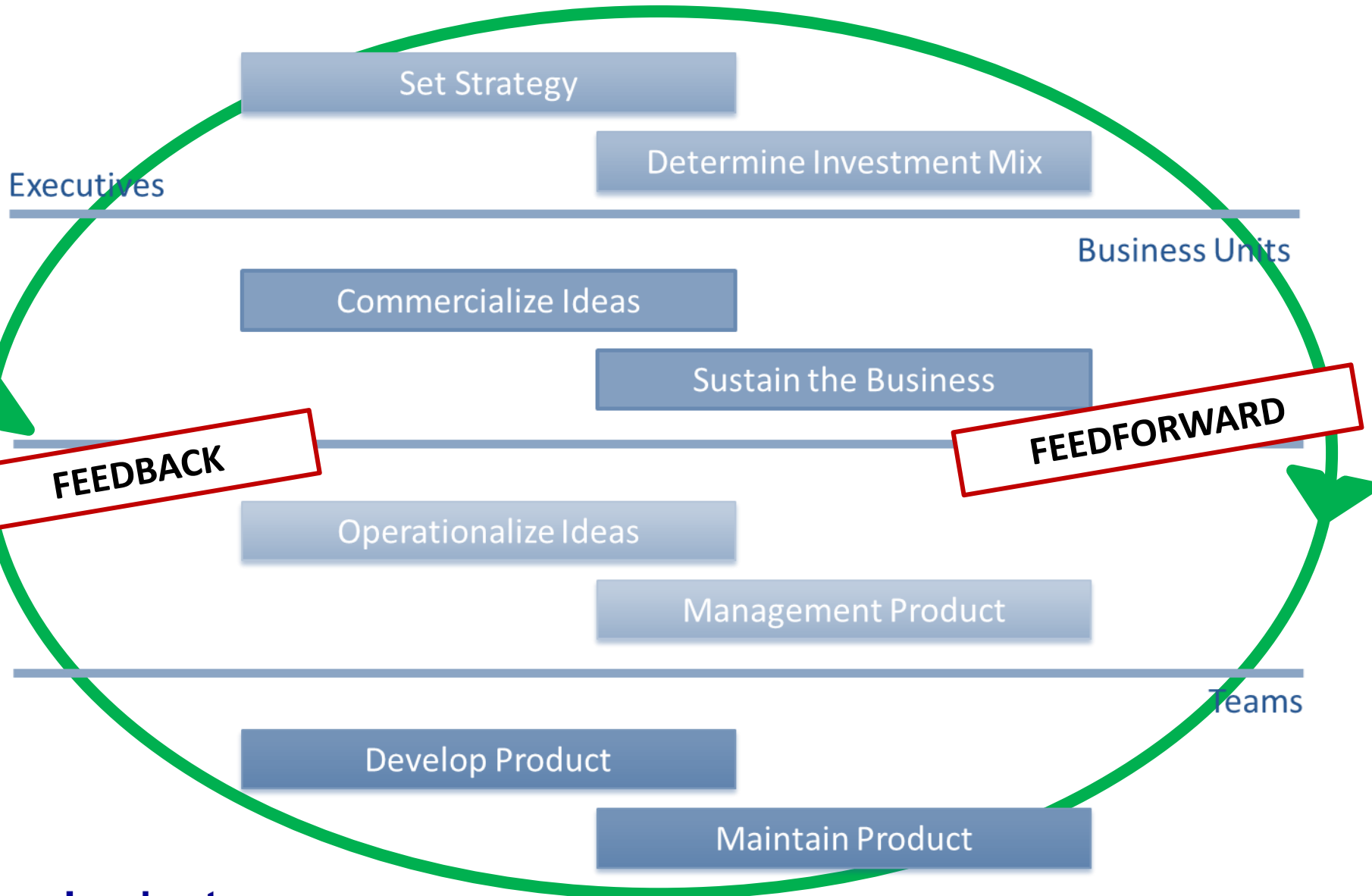
- software system -

Cannot exist in isolation

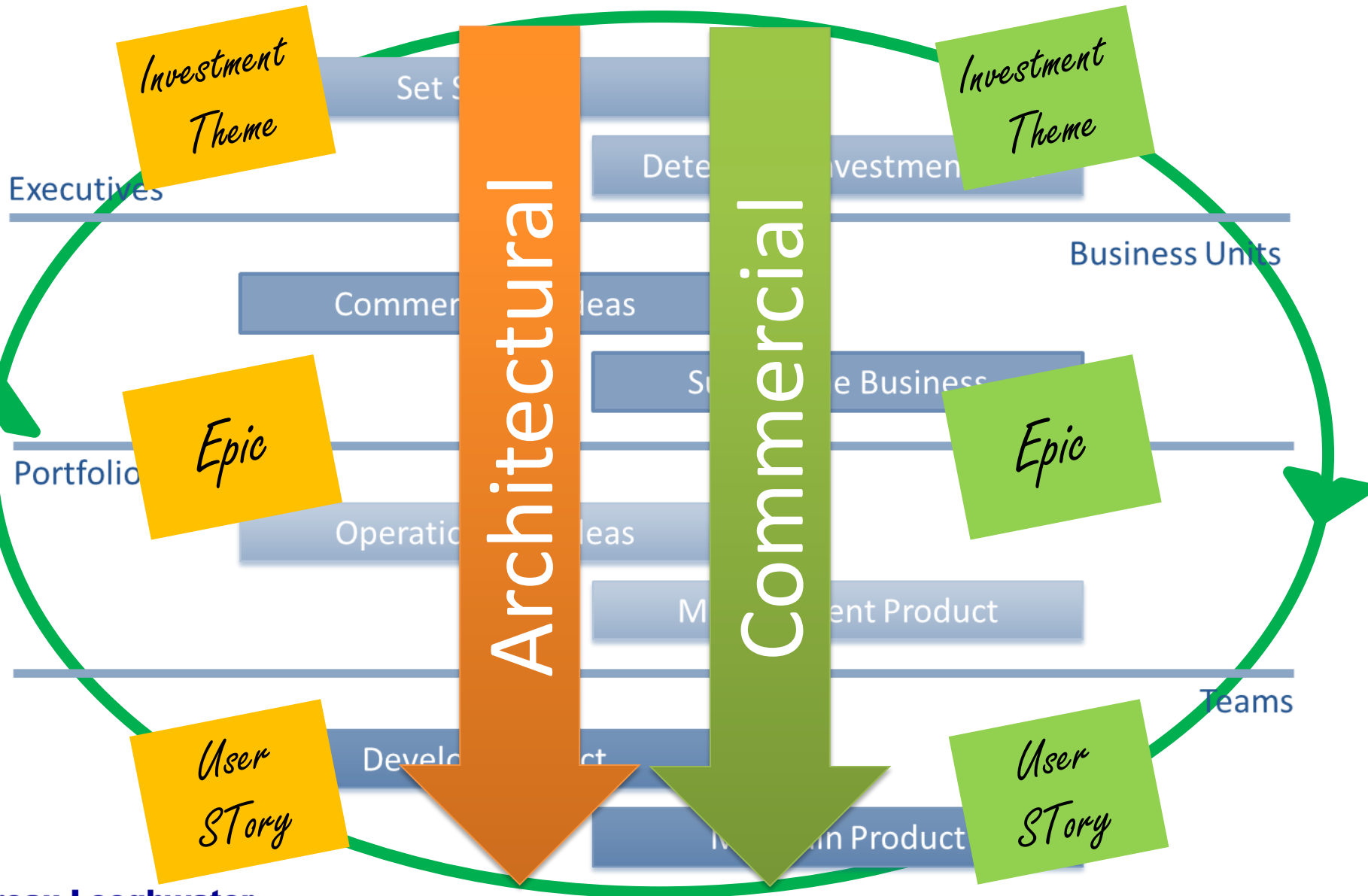
Aligned Architecting



Aligned Architecting



Balanced Story Flow



Sources of Architectural Initiatives

- Enable Business with new Technology
- Solve problems with existing solutions
 - Decrease Risk levels
 - Drive TCO down
 - Increase Quality levels

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Parting thoughts

- Architecting should not be ignored or forgotten
- Fail forward towards success
- There is no failure, only feedback
- Without feedback architecting is developing a theory
- Dare to be accountable and measure
- The real work is done at the team level



Eric Lopes Cardozo

Bureau Leeghwater

Innovative Solutions & Projects

Eric Lopes Cardozo

Reach me at eric@bureauleeghwater.nl