



Becoming capable: closing the Business/IT gap

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Enterprise Architecture Delivery

BCS Enterprise Architecture SG

Annual Conference, 2nd July 2019

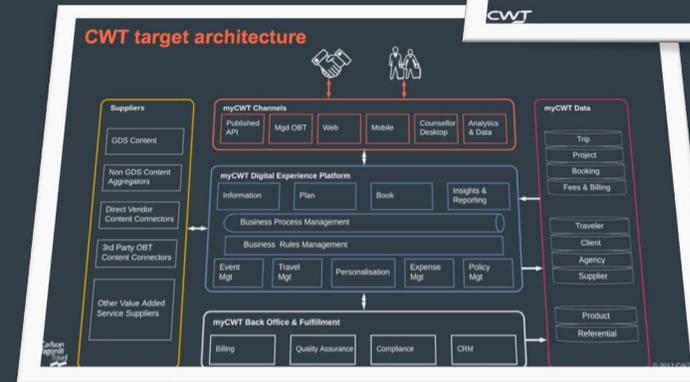
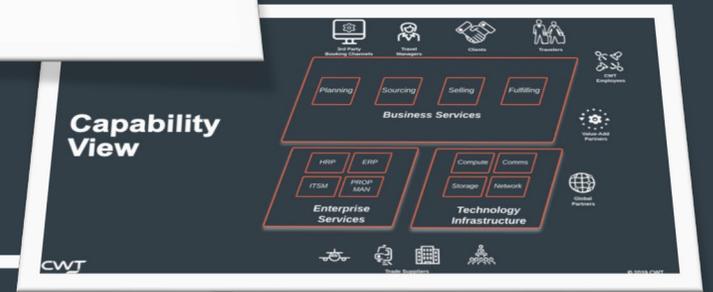
Business Model

Operating Model

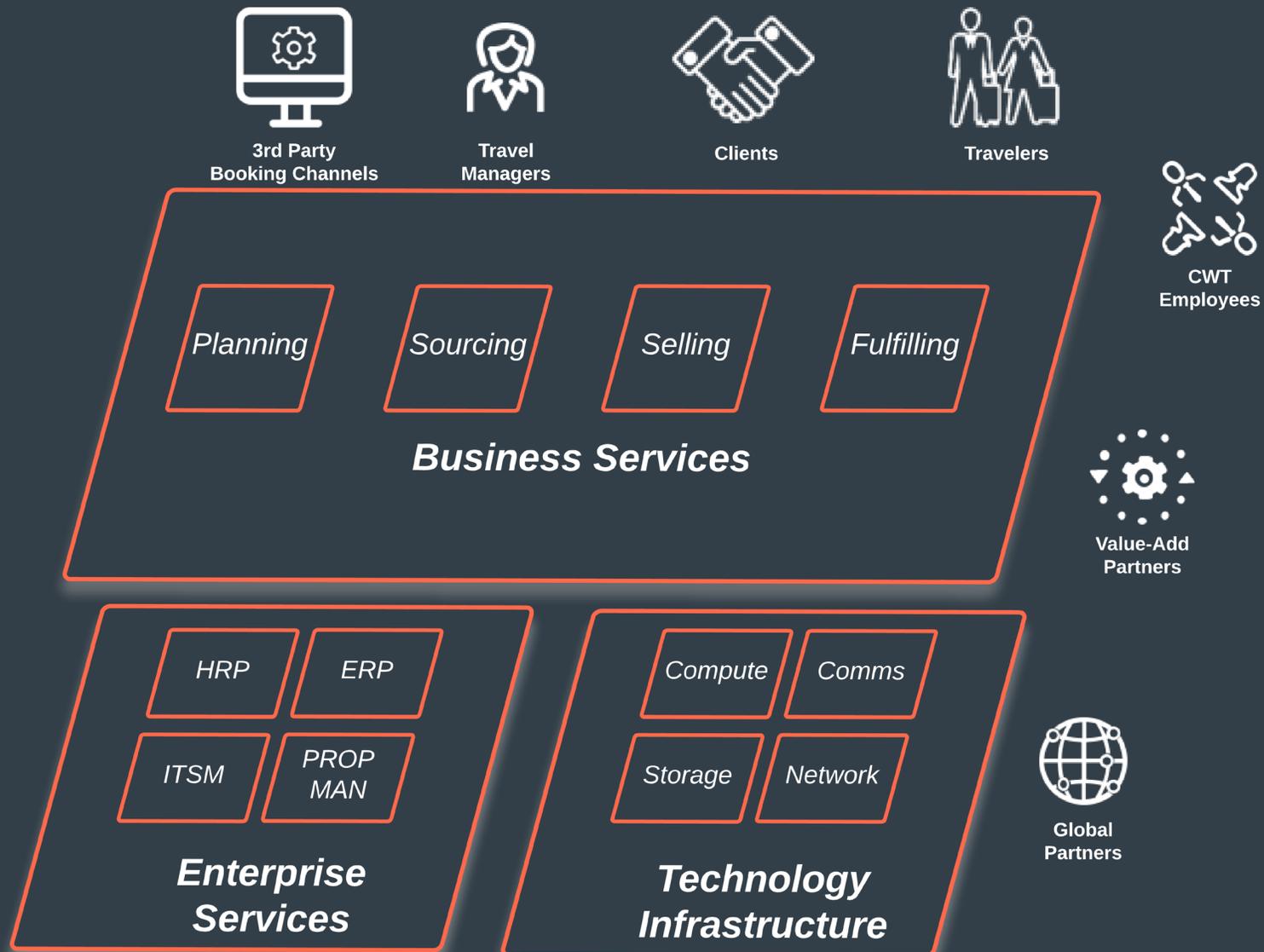
Use Cases

Capabilities

Technology Choices



Capability View



Business Platform Layers



3rd Party
Booking Channels



Travel
Managers



Clients



Travelers



CWT
Employees

User Experience

CWT user interface and experience.



Global
Partners

Smart Integration

Combine service fulfilment parts to make our CWT value proposal.



Value-Add
Partners

Business Execution

Service fulfilment and data storage.



Trade Suppliers

Business Platform Layers



3rd Party
Booking Channels



Travel
Managers



Clients



Travelers



CWT
Employees

User Experience

Mobile

Web

Chat

Agent

Partner



Global
Partners

Smart Integration

API

AI

BPM

3rd Party Value-Add



Value-Add
Partners

Business Execution

Reservation

Profile

Data

Reporting



Trade Suppliers

Close the Gap

1. Focus on critical capabilities.
2. Collaborate with stakeholders.
3. Talk about it with everyone.

CWT