

# **ENTERPRISE ARCHITECTURE 2022 AWARDS**

## **Nomination Packet**

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## About The Award

Forrester is delighted to announce the opening call for your nomination for the highly anticipated Forrester Enterprise Architecture Award.

This is the only assessment dedicated to recognizing excellence in outcome-driven architecture.

We will assess and reward enterprises for their outcome-driven enterprise architecture (EA) capabilities that help their technology organizations and their whole businesses become what we call future fit — adaptive, creative, and resilient.

Award recipients and finalists will be announced ahead of Forrester's Technology & Innovation events in North America, Europe, and Asia Pacific.

## Why participate?

You should participate if you are proud of what you have achieved with a modern, future fit, outcome-driven architecture strategy. Your high-performing EA practice should embody six principles: accountable, agile, continuous, influential, pragmatic, valuable.

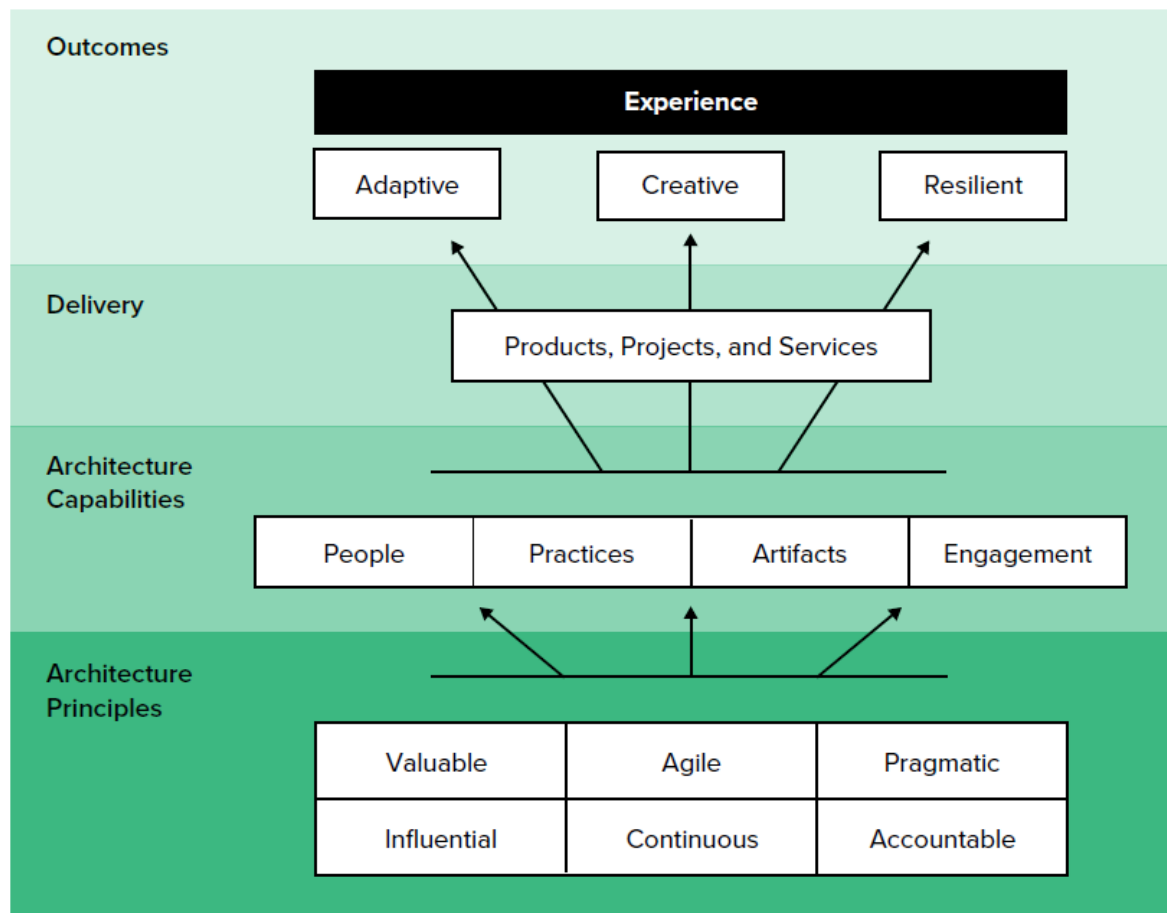
You will sharpen your story, reinforce your strategy, and grow your influence by participating, competing, and being recognized. All participants will celebrate their teams and deepen their success through this process.

## Who should apply?

This award is open to companies and organizations with 1,000 employees or more in sectors other than software or professional services that are pursuing outcome-driven architecture as defined by Forrester. We invite nominations from enterprise architects and other technology leaders.

# What Is Outcome-Driven Enterprise Architecture?

This type of architecture focuses on outcomes and experiences, as delivered by architecturally aligned projects, products, and services. High-performing EA practices foster that alignment by applying architecture capabilities based on six architectural principles.



# What Is Outcome-Driven Enterprise Architecture? (continued)

## DEFINITIONAL TABLES

Outcome	How It's Achieved
Creative	Accelerate innovation through system-level thinking and establishing patterns and standards for reuse.
Adaptive	Improve responsiveness, effectiveness, and efficiency through proactive influence on investment and portfolio.
Resilient	Minimize attack surface, ensuring that platforms are robust, operable, and well supported.

Architecture Capability	Definition
People	Who is an architect? Skills, roles, career paths, architecture organization
Practices	How is architecture performed? Tools, methods, techniques
Artifacts	What is “the architecture”? Points of alignment and debate; models, definitions, insights, portfolios, matrices, reference architectures
Engagement	How is architecture experienced? Services, processes, coordination, knowledge, automation, consultation

## Judging Methodology

Shortlisted nominees are selected on the qualitative and quantitative depth of their nominations.

A judging panel (composed of Forrester analysts) will shortlist institutions per category, which will then be interviewed to carefully select the award recipients.

A proprietary, quantitative, and qualitative scoring methodology is applied to all submissions.

All responses will be treated as strictly confidential. If we wish to use anything from our conversation in published research, we will ask for your explicit permission.

2022  
AWARDS



# The Forrester Enterprise Architecture Award

This award recognizes organizations that have achieved a high level of mastery in outcome-driven EA practices. The recipients of this award can demonstrate their EA practice's material contribution to their firms becoming more adaptive, creative, and resilient, ultimately improving business outcomes.

The Forrester Enterprise Architecture Award recipient will demonstrate:

- An EA roadmap that contributes to its technology organization's and its entire business's future fitness.
- EA practices that drive change, growth, and differentiation through timely yet strategic decisions.
- An EA organization that embodies six principles: accountable, agile, continuous, influential, pragmatic, valuable.
- EA metrics that focus on customer outcomes and experiences.

Your submission will be judged against the actions you have taken to become future fit and the results achieved.

## Submission Guidelines

The following information should be included in each submission:

- A completed entry form to the Forrester Enterprise Architecture Award.
- Please include other documents which can further support your nomination.
- A high-resolution .JPG or .EPS company logo.

Submit all nominations to [EA-awards@forrester.com](mailto:EA-awards@forrester.com) on or before June 3, 2022.

### Important

- Entries received after the closing date will not be accepted under any circumstances.
- All entries and supporting material will be kept strictly confidential amongst our panel of judges and shall be securely destroyed upon request.
- We might request a further interview with the executive managing the program that is being nominated.
- The objective of the interview is merely to gain deeper insights for the purposes of judging.



# Entry Form

Name Of Institution

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Name Of Team

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Country

---

Name

---

Job Title

---

Department

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Email

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Telephone

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## QUESTIONNAIRE

### 1. Introduction

Why is your organization being nominated for this award?

*Provide a summary here. We will ask you in detail about your technology strategy in the context of your business strategy. (300-word limit)*

## QUESTIONNAIRE

### 2. Your Firm's (Or Organization's) Business Strategy

What are the key elements of your business strategy, and how (from a business perspective) does your EA practice advance that business strategy?

*Please provide a short summary of your organization's overall business strategy, including challenges, opportunities, and objectives. Please focus on business drivers such as market and business changes, increasing competitive pressure, and improving customer and employee experiences. (300-word limit)*

## QUESTIONNAIRE

### 3. Outcome-Driven Architecture

Explain in detail how your EA organization is driving business outcomes and customer experiences:

*How is your EA practice enabling your firm to become more adaptive? (100-word limit)*

*How is your EA practice enabling your firm to become more creative? (100-word limit)*

*How is your EA practice enabling your firm to become more resilient? (100-word limit)*

## QUESTIONNAIRE

### 4. Architecture Principles

Please explain in detail how your EA team puts the six architecture principles into practice in the service of the business outcomes you outlined above. The six principles are: accountable, agile, continuous, influential, pragmatic, and valuable.

*Accountable principle: how you instantiate it and how it contributes to business outcomes. (100-word limit)*

*Agile principle: how you instantiate it and how it contributes to business outcomes. (100-word limit)*

*Continuous principle: how you instantiate it and how it contributes to business outcomes. (100-word limit)*

## QUESTIONNAIRE

### 4. Architecture Principles (continued)

Please explain in detail how your EA team puts the six architecture principles into practice in the service of the business outcomes you outlined above. The six principles are: accountable, agile, continuous, influential, pragmatic, and valuable.

*Influential principle: how you instantiate it and how it contributes to business outcomes. (100-word limit)*

*Pragmatic principle: how you instantiate it and how it contributes to business outcomes. (100-word limit)*

*Valuable principle: how you instantiate it and how it contributes to business outcomes. (100-word limit)*



## QUESTIONNAIRE

### 5. Architecture Capacities

Please explain in detail how your EA team uses its resources and communication mechanisms — its people, practices, engagement, and artifacts — to drive the business outcomes you outlined above.

*Cover all four capacities and how you use them to contribute to business outcomes. (400-word limit)*

## QUESTIONNAIRE

### 6. Delivery

Please give a detailed example of how your EA team has aligned products, projects, and/or services to architecture and thus contributed to what you outlined above.

*Show your team in action, delivering on the promise of outcome-driven architecture. (250-word limit)*

## About Forrester

Forrester is one of the most influential research and advisory firms in the world. We help leaders across technology, marketing, customer experience, product, and sales functions use customer obsession to accelerate growth. Through Forrester's proprietary research, consulting, and events, leaders from around the globe are empowered to be bold at work — to navigate change and put their customers at the center of their leadership, strategy, and operations. Our unique insights are grounded in annual surveys of more than 700,000 consumers, business leaders, and technology leaders worldwide; rigorous and objective research methodologies, including Forrester Wave™ evaluations; 70 million real-time feedback votes; and the shared wisdom of our clients.

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Americas: +1 615.395.3401

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