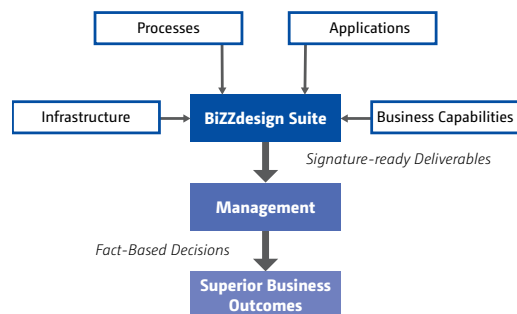# BiZZdesign

Powering Fast, Cost-Effective and Secure Enterprise Transformation

Enterprise Architecture: Bring Structure and Insight to Large-Scale, Complex Change Initiatives

An increasingly dynamic marketplace means organizations need to be able to adapt to evolving market conditions. This means change has to become a part of their DNA. How do you support successful change? It really all boils down to rapid but solid decision making.

Cut through complexity

Reality is complex – IT stacks grow organically into a mess over time, processes reflect reality on the ground less and less, and business units lose sight of their goals. We believe that by using models as digital representations of the real world, companies can unlock significant efficiencies, create transparency and bring about meaningful change. The BiZZdesign suite – Enterprise Studio and HoriZZon – helps you create accurate models of your enterprise's strategy, processes, IT infrastructure, applications and data, and run advanced analyses to identify insights that support fact-based decision making.

Enterprise Studio allows us to integrate all types of information, from business capabilities to application lifecycle and financial data, and share it with all stakeholders involved. This makes Enterprise Studio indispensable for effectively executing our strategic transformation, and has contributed to a 24 % reduction in our annual IT costs.

Kees Tuijnman, Enterprise Architect at VIVAT Insurance

The BiZZdesign suite at a glance

Supported Roles	Supported Disciplines
▪ (Chief) Enterprise Architect/Domain Architect	▪ Business Model and Strategy
▪ Application/Technology Portfolio Manager	▪ Enterprise Architecture
▪ Chief Digital Officer	▪ Business Process Management
▪ Chief Information Officer	▪ Governance, Risk and Compliance
▪ Business Process Manager/Business Analyst/Process Modeler	▪ Portfolio Management
▪ Chief Information Security Officer/Chief Risk Officer/Data Protection Officer	▪ Data Management
	▪ Customer Experience Design

A company-wide hub for managing enterprise transformation

Enterprise Studio and HoriZZon combine cutting technology, open standards and a great user experience into a single, market-leading offering. Our platform's multidisciplinary nature successfully supports 7 disciplines associated with business change and caters to both IT and business stakeholders. Here are the most important business challenges solved:

Business Challenge	How the BiZZdesign Suite helps
Digital Transformation	Align development teams using strategic analysis insights. Identify emerging technologies to shorten development cycles and deliver new products, services or business models more quickly. Use powerful roadmaps to break down a change initiative into bite-size projects/tasks.
Post-Merger & Acquisition Rationalization	Analyze relationships between products, processes, people, and systems. Identify and catalog differentiating/common business capabilities, applications, infrastructure and processes. Define a clear future state and model clear roadmaps to get there for both business and IT.
Application Portfolio Management	Effectively manage IT and application portfolios. Subdivide portfolios according to various criteria, use different metrics to assess business value, technical value, cost, risk etc. By integrating with enterprise architecture, the platform helps to identify the impact of portfolio decisions on the wider business.
Risk Management	Model threats and design control measures. Enforce best practice standards, manage compliance requirements, and plan remediation projects. Connect risk lifecycle with actual assets to evaluate potential impact, and publish engaging reports for decision makers.
Regulatory Compliance	Ace GDPR, HIPAA and other regulatory frameworks by creating clear descriptions of the flow and storage of sensitive data. Model and classify data with relevant security and privacy attributes. Analyze threats and vulnerabilities to develop effective mitigating measures that account for the classification of data. Create clear deliverables to demonstrate compliance to the regulators.
Customer-Centric Business Design	Design and visualize customer journeys based on specific personas. Integrate channels and touchpoints into architectural models to achieve a clear line of sight from customers to the required capabilities and investments (with their impact). Link agile product roadmaps to supported business goals and ensure fast product development cycles.
Business Process Improvement	Support standardization through best practice frameworks and techniques. Model and manage the business process landscape effectively. Enjoy a modeling interface that shortens Time to Value and delivers more work in less time. Identify how processes relate with the larger enterprise landscape.

BiZZdesign is a leading enterprise transformation software vendor based in the Netherlands. Founded in 2000 as the commercial spin-off of an R&D institute, today the company enjoys a global presence and is recognized by industry analysts as a market leader. HoriZZon is deployed in blue chip companies and government organizations across all continents, where it plays a key role in enabling meaningful business change.