



Profile

- Headquarters: Amsterdam, The Netherlands
- One of the largest global electronics company with sales in
 - 2006 of € 26,976 M
 - Q1 2007 of € 5,991 M
 - Q2 2007 of € 6,100 M
- Founded in 1891
- Multinational workforce of 125,800 employees (July 2007)
- Active in the areas of Healthcare, Lifestyle and Technology
- Manufacturing sites in 28 countries, sales outlets in 150 countries
- R&D expenditures € 1,619 M (2006)

We are...

- Number 1 in global lighting
- Number 1 in medical diagnostic imaging and patient monitoring
- Among the world's top-3 consumer electronics companies in served markets
- Number 1 and 2 in male shaving, beauty, oral healthcare, food and beverage and garment care
- The inventor of the CD
- One of the largest multinationals in China
- The owner of 80,000 patents
- Number 48 of the world's most valuable brands
- A company with sustainability as the cornerstone of its strategy
- Founder of the newly independent Semiconductor Company NXP based on 50 years heritage

Further info

www.eurocontrol.int

Case study

Royal Philips Electronics

Philips objectives are to:

- Support the creation and management of a single Enterprise Architecture view of Philips
- Introduce consistency to the process and format of architecture deliverables
- Support a common vocabulary and embed methodologies in architecture activities
- Enable collaboration in the architecture process between organizations

In order to achieve this, Philips needed a tool to:

- Develop different architecture domains while collaborating within a single consistent enterprise view
- The potential to drill down to further levels of detail
- Reuse existing content in new architecture projects
- Rapidly develop new views
- 'Close the loop' between business strategy and IT implementation

Challenge

In the realization of Philips' ambition to become a truly market-oriented organization we will see a further consolidation of non-discriminating business services and restructuring of the company through acquisitions and divestments.

In addition, the served markets will drive the implementation of new business behaviour faster than ever before.

These dynamics in the Philips business models will require the support of equally agile IT solutions requiring, more than ever, the collaboration of IT organizations used to operate within their own domains.

Solution

The Corporate Modeler Suite is used with a dedicated Philips Meta model supporting the full scope of Enterprise Architecture from Business Strategy to IT Infrastructure. Corporate Publisher is used to make Enterprise Architecture results available to business and IT communities on Philips Intranet. Casewise tools are used via Citrix and it is our intention to train all architects within Philips (40 of which have been trained so far).

Continued overleaf...

Results

- Business process modeling within Medical Systems Global Customer Services domain to harmonize related business processes within the different business units (in progress)
- Philips Application Registry to document and maintain overall Philips application landscape including compliance monitoring (in progress)
- Reference architecture for Common Layer Information Architecture between Product Divisions Business Warehouses and new Corporate Consolidation system

The next challenge is to use Casewise to support SAP Enterprise Architecture Framework deployment.

Why Casewise?

The Casewise Suite was selected as a result from a formal request for proposals sent to major EA tools providers at the end of 2005.