

# ARCHITECTING FOR BUSINESS VALUE



## DESIGN A FLEXIBLE SYSTEM ARCHITECTURE THAT FITS YOUR BUSINESS



Does your company need to react quickly to market, business and technology changes? Do you need to find flexible development approaches to keep pace with innovation? Learn how to design a system architecture that can adapt to an ever-evolving business environment.

This course helps lead designers and systems architects broaden the market and business perspective of their technology choices and supports them to drive product development in a multi stakeholder environment. Participants will learn how to work in a reasoning framework and how to develop a system architecture in a highly interactive and agile way, in close cooperation with both technical and non-technical stakeholders.



"System architecting in today's fast changing high-tech industry requires an agile mindset and flexible approach. This course supports companies to align architectural choices with market needs and business strategy in a highly iterative and flexible way." **GERRIT MULLER**



### Objectives

- Develop a business-centric approach to design.
- Implement a system architecture that's better adapted to the market.
- Improve cross-functional team work.



### Key take-aways

#### *For the participant*

- Learn how to think about system architectures from a marketing, business and development point of view.
- Understand how to gain insight in the application of your product and the complexities of the market.
- Learn how to translate overall product objectives into technical solutions, fulfilling the product requirements, and ensuring design integration across disciplines.

#### *For the organisation*

- Be ready to react quickly to technology developments and changes in your business environment.
- Build better understanding and cooperation between market, business, and technology stakeholders.
- Engage senior management in design and architectural decisions.

[more...](#) >

## Target Group

- System Engineers, System Lead Designers, System Architects, Project Managers and R&D Managers managing cyber physical systems or working in high tech.

## Format *Blended Learning*

- Prepare online
- Practice face-to-face

## Content

- Online learning using video tutorials, annotated slides, exercises and reading, put in context according to participants' professional responsibilities.
- Face-to-face workshop to work on group assignments and deepen understanding of topics based on personal learning goals.
- Online mentoring from peers and teachers while implementing learning in real professional context.

## Duration

- 2 days online
- 3 days face-to-face
- Within 1 month

## Price

- Open enrolment: €2750
- In-company (workshop at your organisation, tailored to your context): contact us for a quotation.

## Language

- English

## Certificate

- EIT Digital and TNO ESI joint digital certificate.

# About EIT Digital Professional School

Investing in digital transformation skills is essential for society, companies and organisations today. The EIT Digital Professional School supports this with Action-Based Learning in cooperation with international partners: learning that integrates theory and practice in the actual business context. In so doing, we educate companies to develop the right leadership capacity, workforce skills and corporate cultures needed to facilitate the digital transformation; we educate individuals to up- and cross-skill their talents and to stay attractive in the labour market. We are contributing to an inclusive digital society.

## About TNO ESI

ESI is a leading Dutch research group for high-tech embedded systems design and engineering. ESI is a so-called TNO Joint Innovation Centre. It cooperates with high-tech industry, as well as having a strong association with academia, both nationally and internationally. ESI contributes to society and the economy by driving advances in high-tech systems technology, with a strong shared research programme, dedicated innovation support, a focused competence development programme, and various knowledge- and experience-sharing activities.



ANY QUESTIONS?

NEED MORE INFORMATION?

HERE IS HOW YOU CAN REACH US:

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