

Real Estate Business Enterprise Architecture Reference Model

地产行业企业架构参考模型

Version 2 (To-be), Feb 2014
by Rico Chiang

1. Objectives 目的

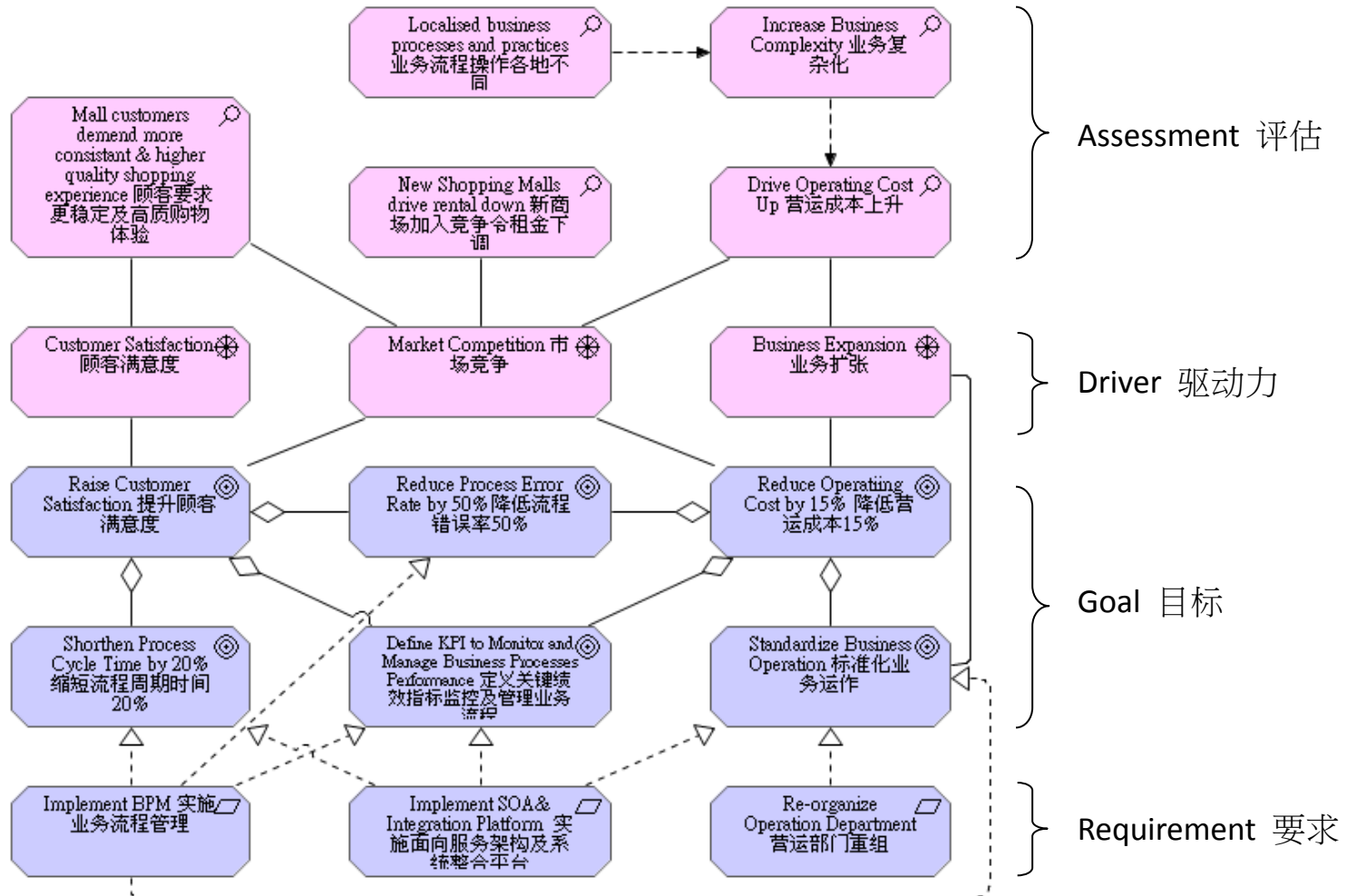
We posted a Real Estate Industry EA Reference Model in Jan 14. (<http://aea-hk.org/author/ricochiang/>) The model was developed base on “traditional” real estate business scenario. In order to test Archimate’s ability to support TOGAF, We used the traditional model as “as-is” and tried to develop a “to-be” model to address the following business needs and issues:

我们在14年1月上载了一个根据”传统”地产行业营运模式开发的企业架构参考模型到 AEA-HK 网页(<http://aea-hk.org/author/ricochiang/>), 为测试 Archimate 支持 TOGAF 方法的能力, 我们以该模型作为”现状”, 开发了一个”目标”模型来处理以下业务需求和问题:

1. Existing localized business processes and practices increase business complexity and drive up operating cost.
业务流程操作各地不同,令业务复杂化,营运成本上升。
2. New Shopping Malls appear in the same regions intensifying competition.
同地区新商场开业激化竞争。
3. Business growth strategy to expand into new geographic regions.
业务发展策略向新区域扩张。
4. Customers demand more consistent and higher quality shopping experience.
顾客要求更稳定及高质的购物体验。

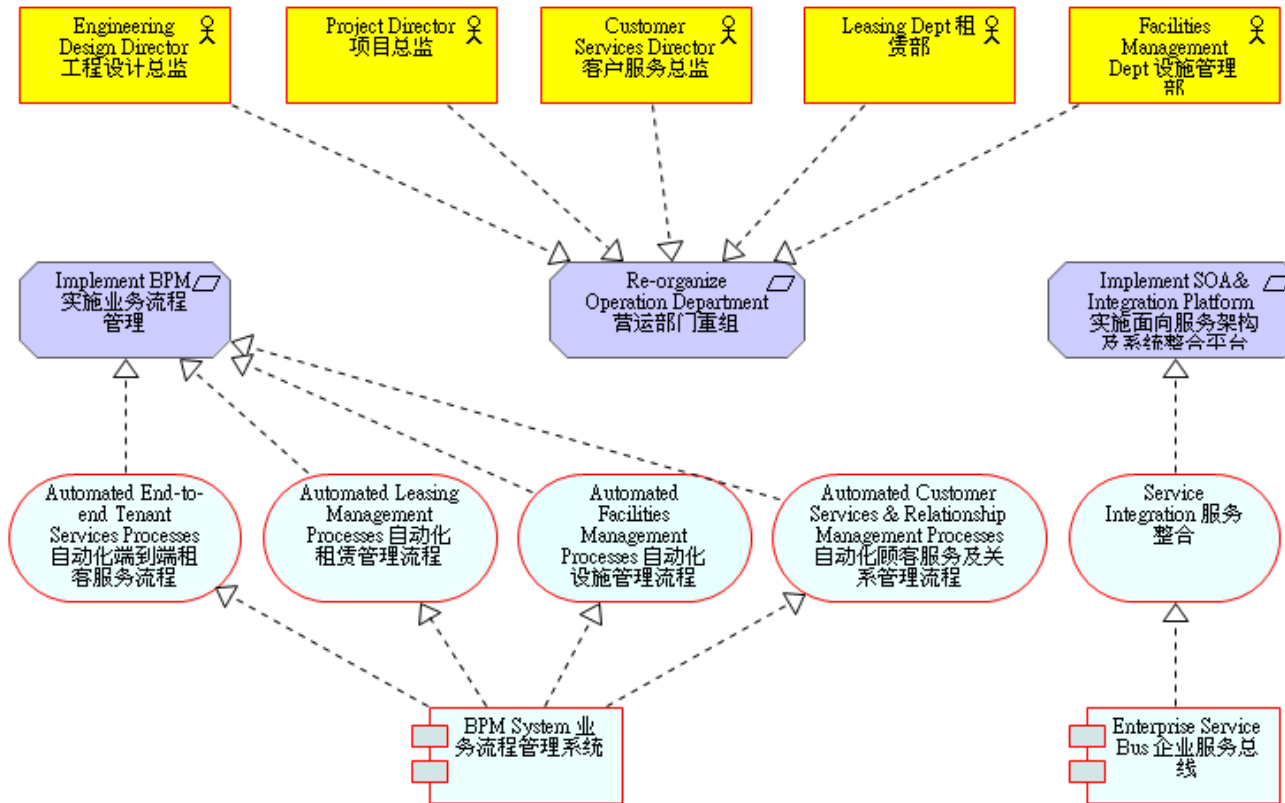
2. Motivation View 动机视图

2.1 Motivation View to reflect new business strategies 新业务策略的动机视图:



2. Motivation View 动机视图

2.2 Requirement Realization View 要求实现视图:



3. Business Architecture 业务架构

3.1 Organization View 组织构成视图

3.2 Product View 产品视图

3.3 Process View 业务流程视图

3.4 Services Realization View 服务实现视图

Please refer the Version 1 as-is model:

<http://aea-hk.org/2014/01/27/real-estate-business-enterprise-architecture-reference-model/re-ent-architecture-as-is/>

3. Business Architecture 业务架构

3.1 Organization View 组织构成视图

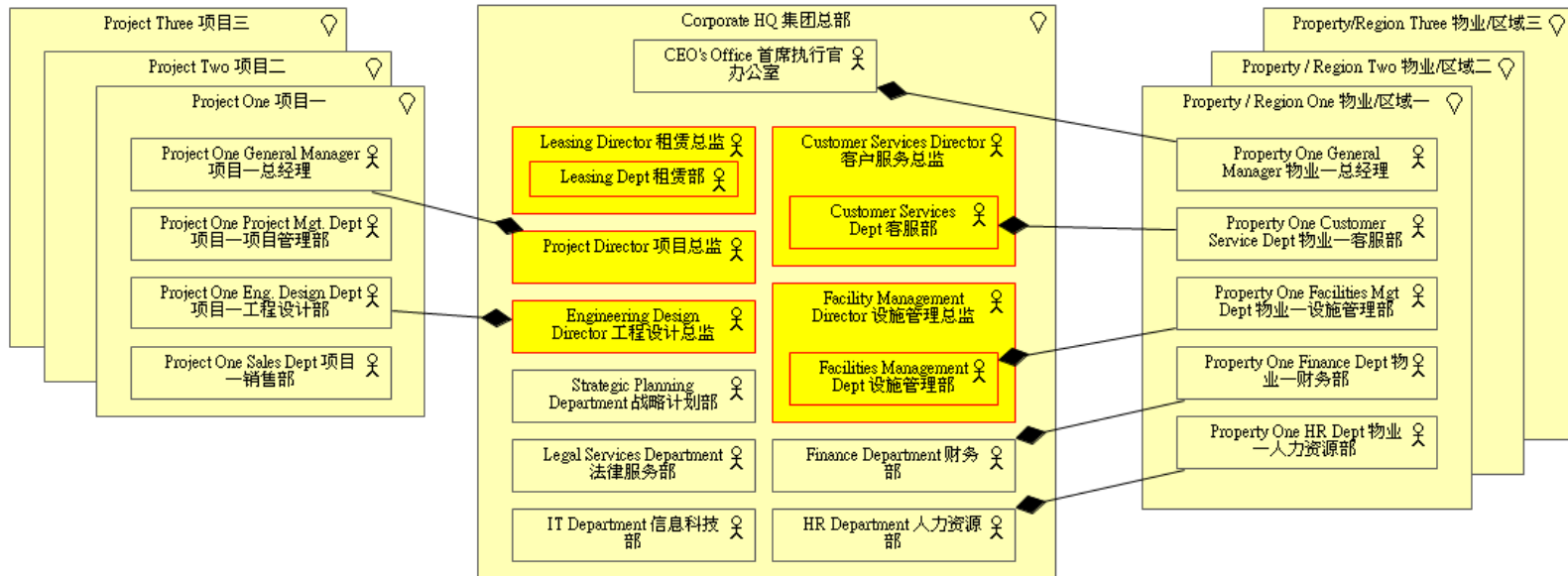
3.2 Product View 产品视图

3.3 Process View 业务流程视图

3.4 Services Realization View 服务实现视图

No Change except 3.1.2

3.1.2 Group Organization 集团组织



3. Business Architecture 业务架构

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3.4 Services Realization View 服务实现视图

No Change

3. Business Architecture 业务架构

3.1 Organization View 组织构成视图

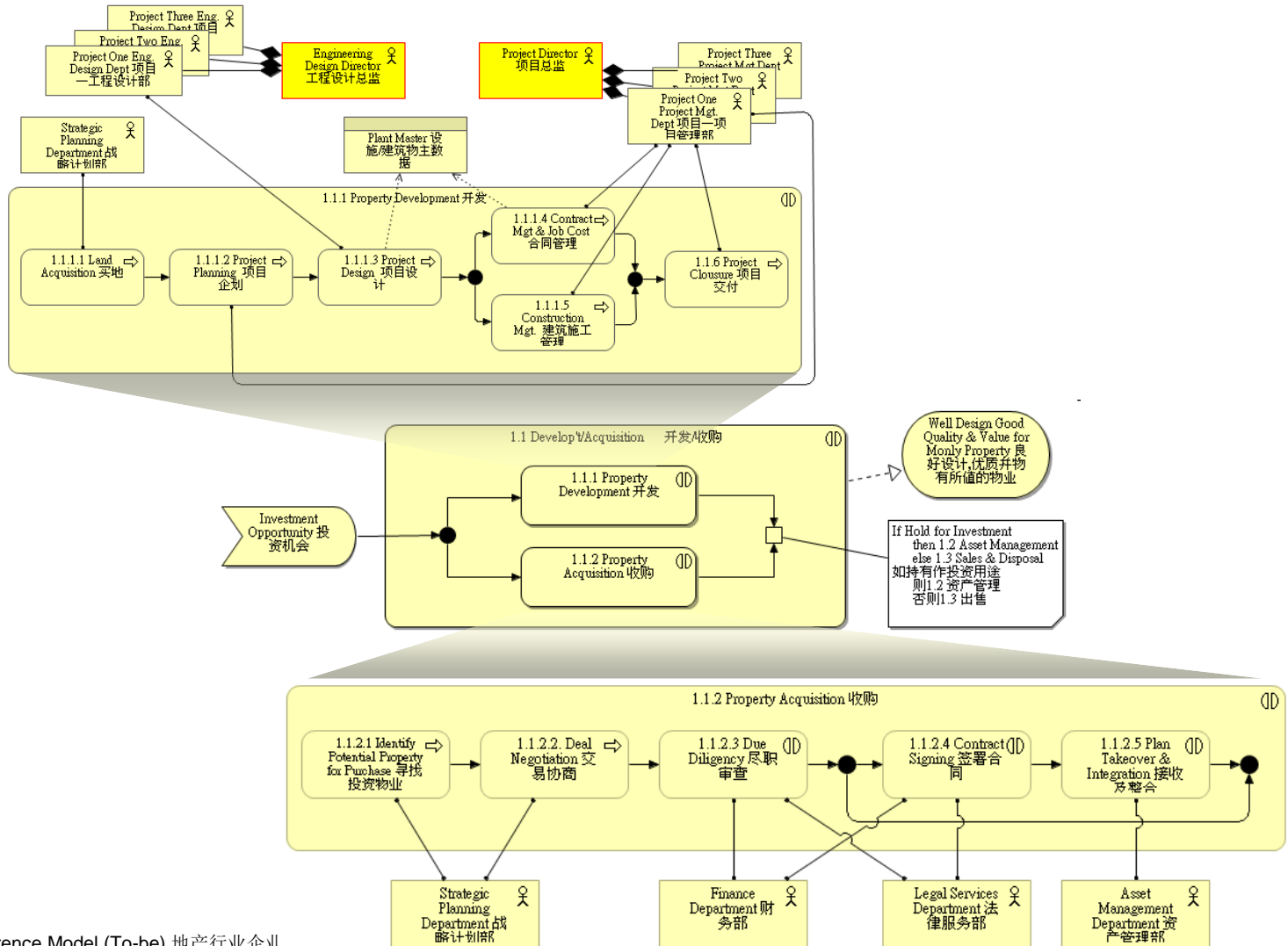
3.2 Product View 产品视图

3.3 Process View 业务流程视图

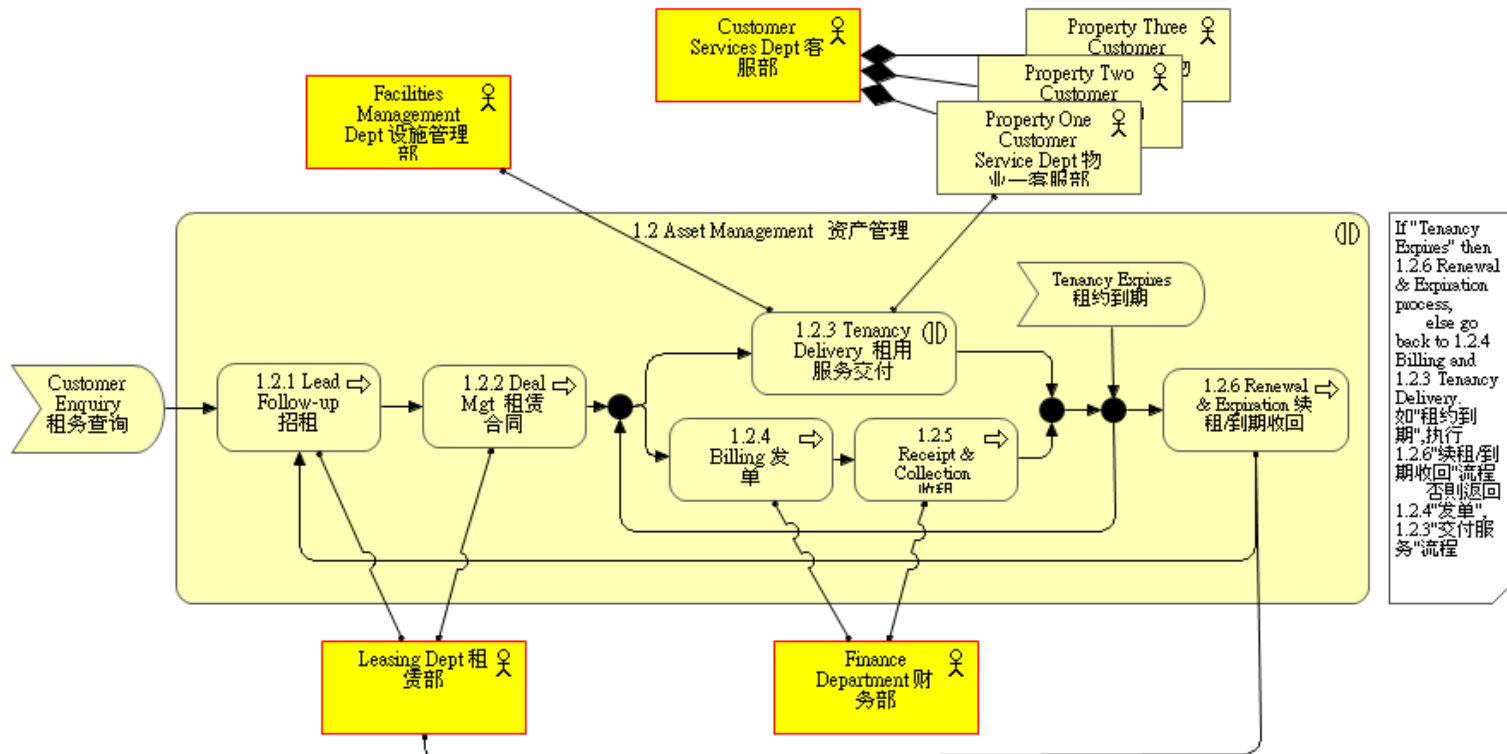
3.4 Services Realization View 服务实现视图

No Change except 3.3.2, 3.3.3, 3.3.4

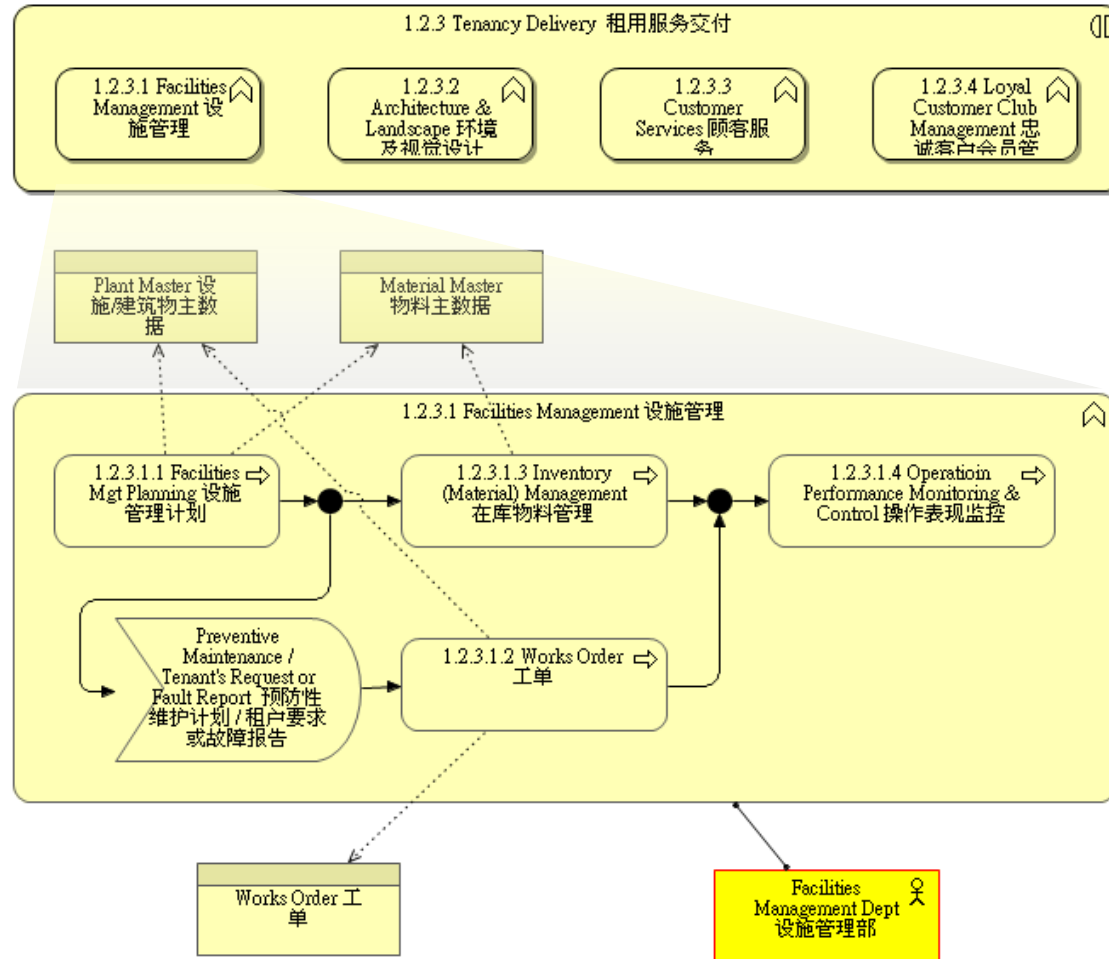
3.3.2 Acquisition 开发/收购



3.3.3 Asset Management 资产管理



3.3.4 Tenancy Delivery 租用服务交付



3. Business Architecture 业务架构

3.1 Organization View 组织构成视图

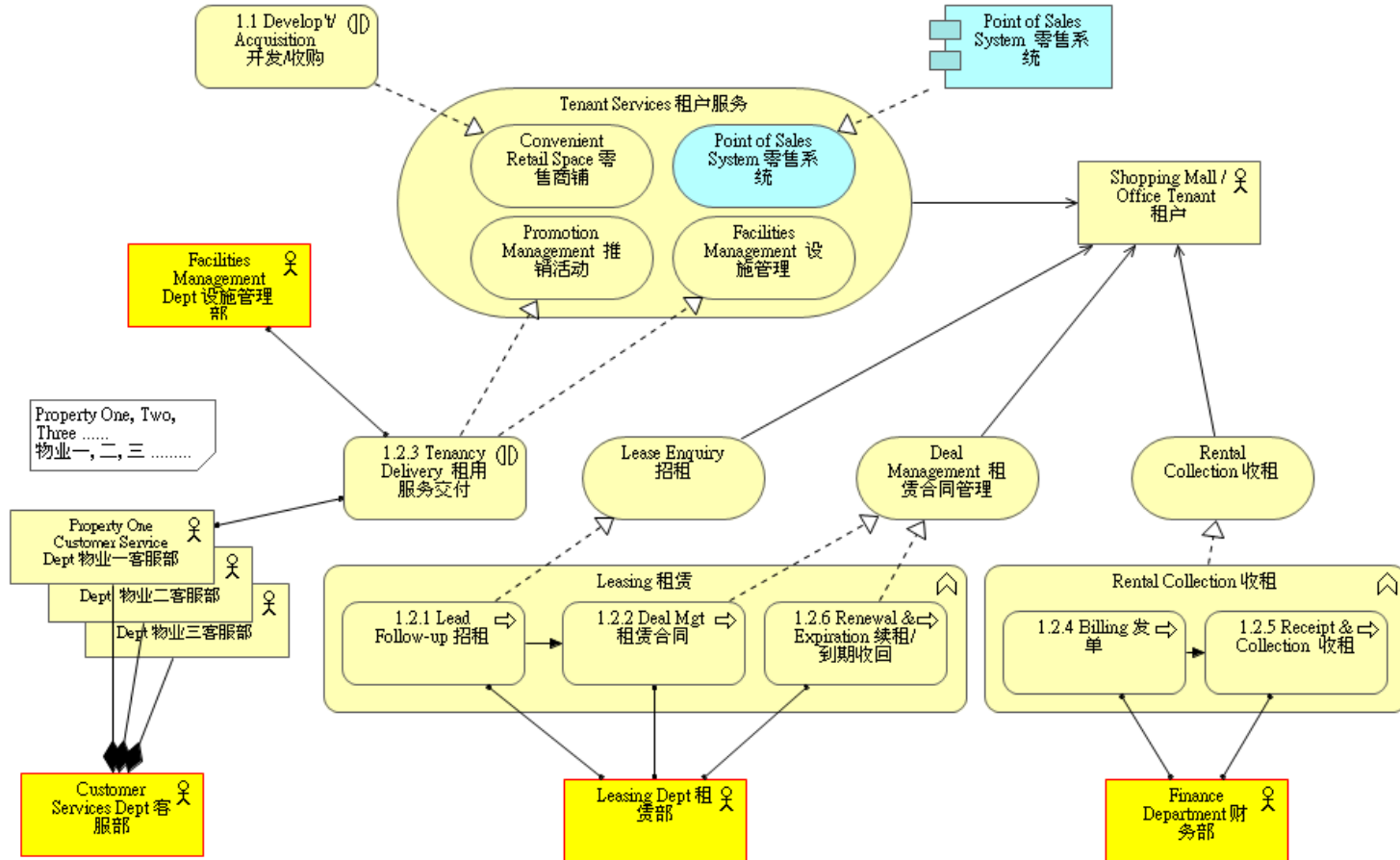
3.2 Product View 产品视图

3.3 Process View 业务流程视图

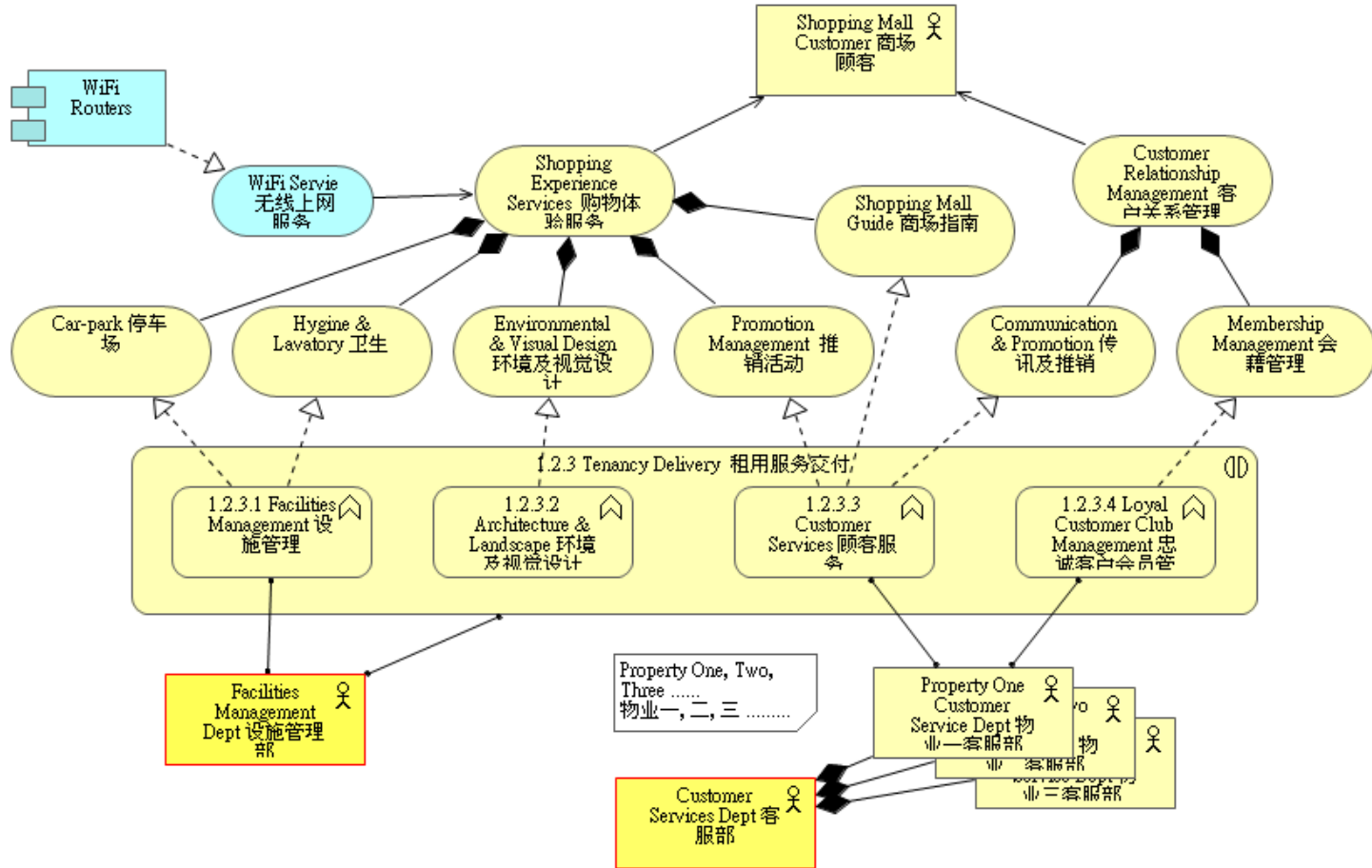
3.4 Services Realization View 服务实现视图

No Change except 3.4.1, 3.4.2

3.4.1 Services Realization: Tenant Viewpoint 服务实现: 租户视角



3.4.2 Services Realization: Mall Customer 服务实现: 商场顾客视角



4.1 Application Usage View 应用系统使用视图

4.2 Layered View 层次关系视图

4.3 Data Integration 数据整合

4.4 Information Structure 数据构造

4.1 Application Usage View 应用系统使用视图

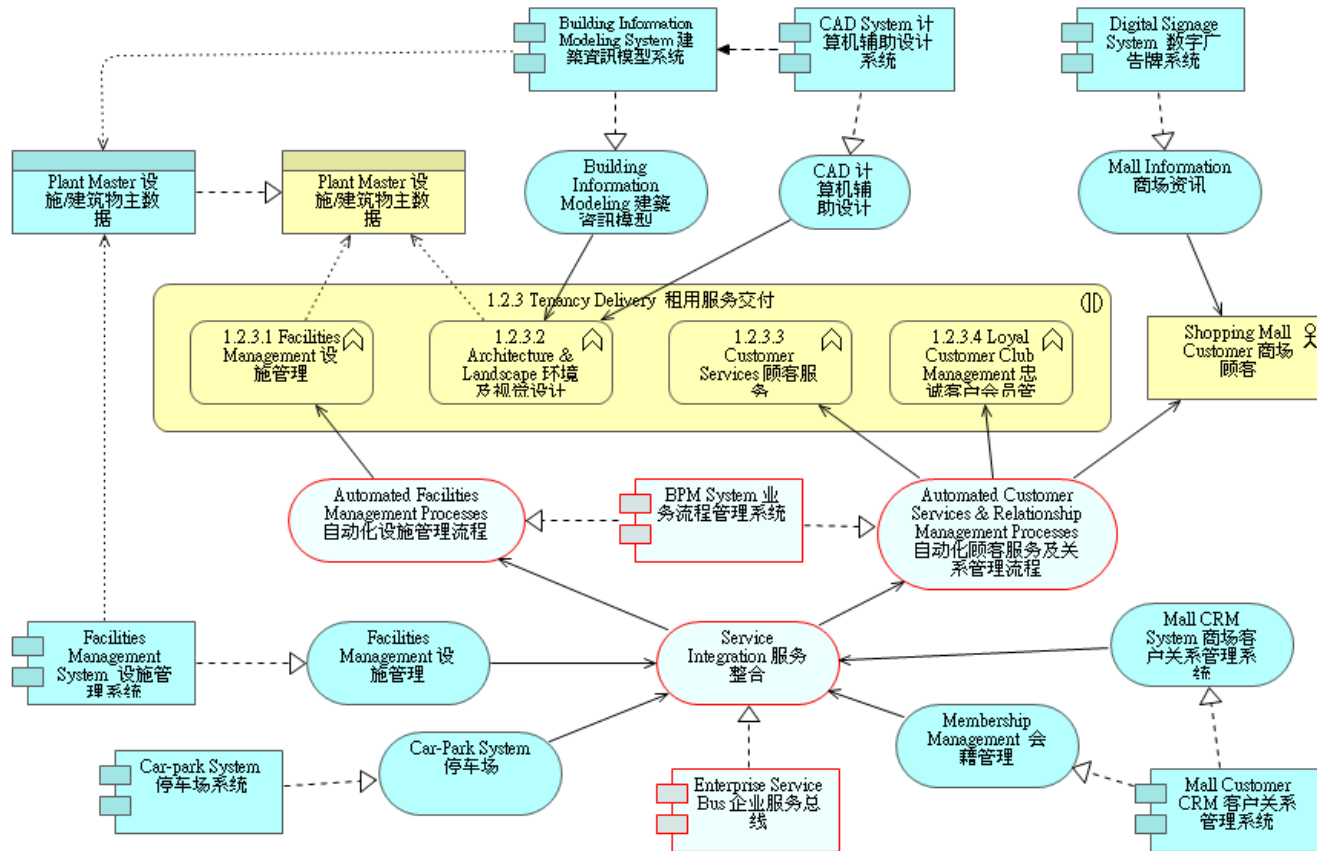
4.2 Layered View 层次关系视图

4.3 Data Integration 数据整合

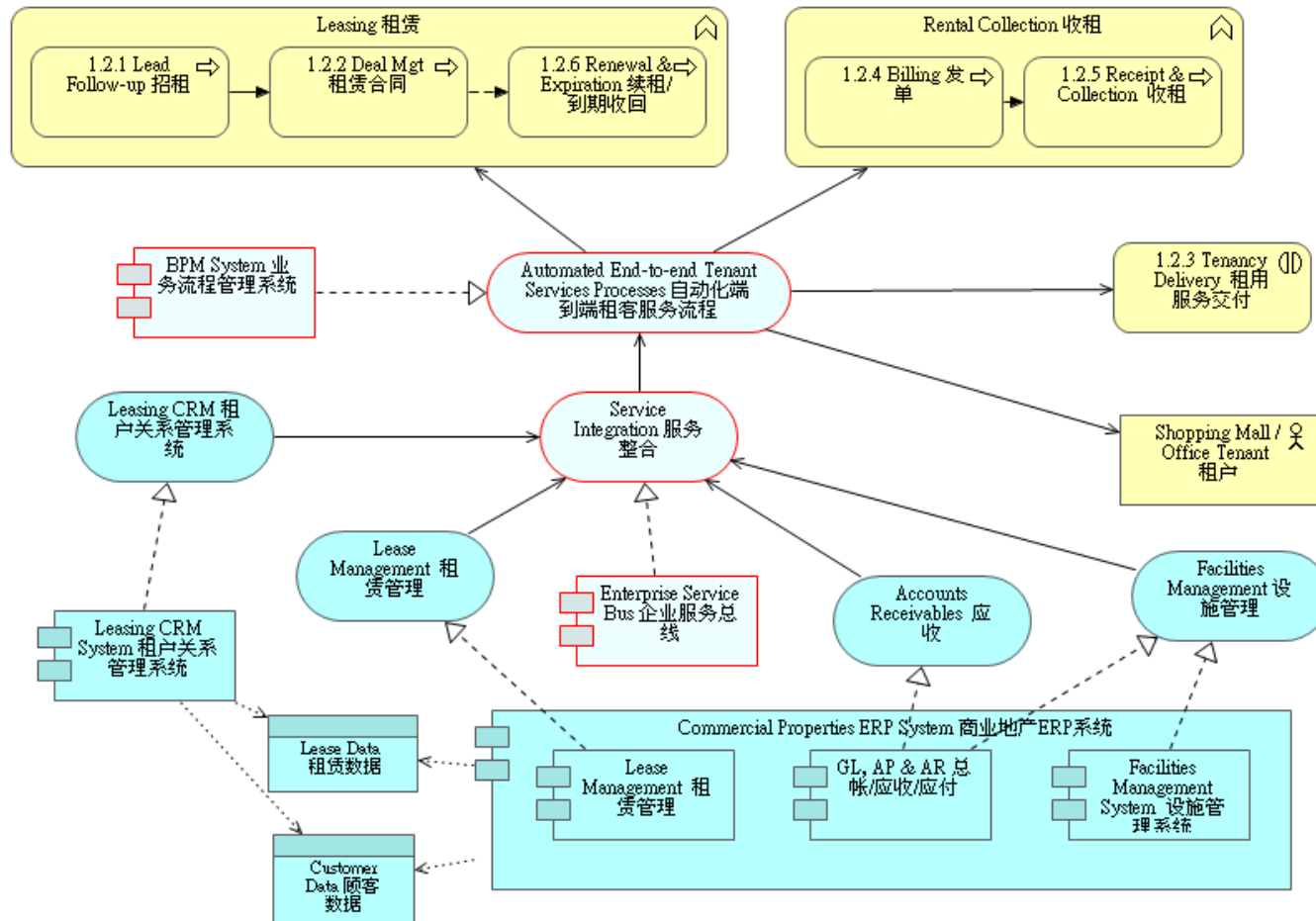
4.4 Information Structure 数据构造

No Change except 4.1.1, 4.1.2

4.1.1 Application Usage View: Tenancy Delivery 应用系统使用: 租用服务交付



4.1.2 Application Usage View: Tenant Services 应用系统使用: 租客户服务



4.1 Application Usage View 应用系统使用视图

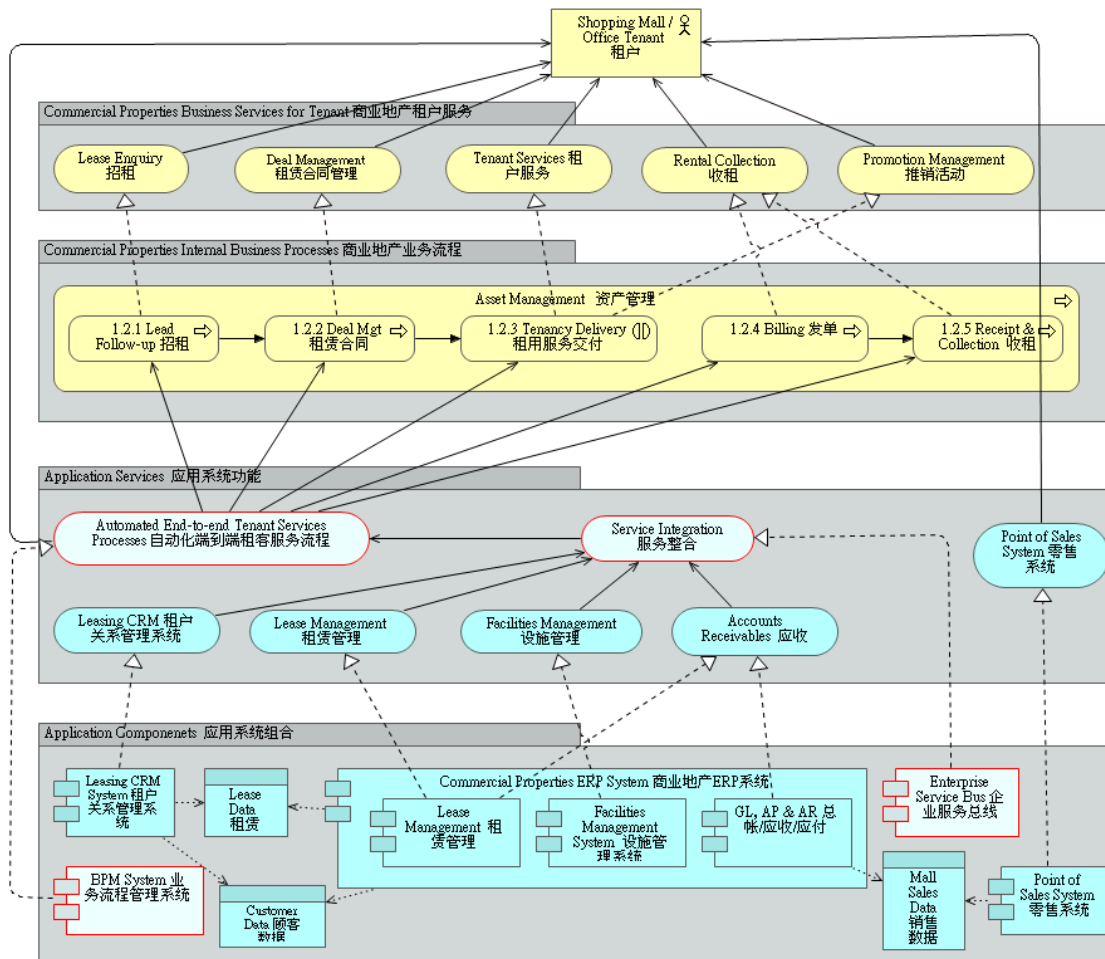
4.2 Layered View 层次关系视图

4.3 Data Integration 数据整合

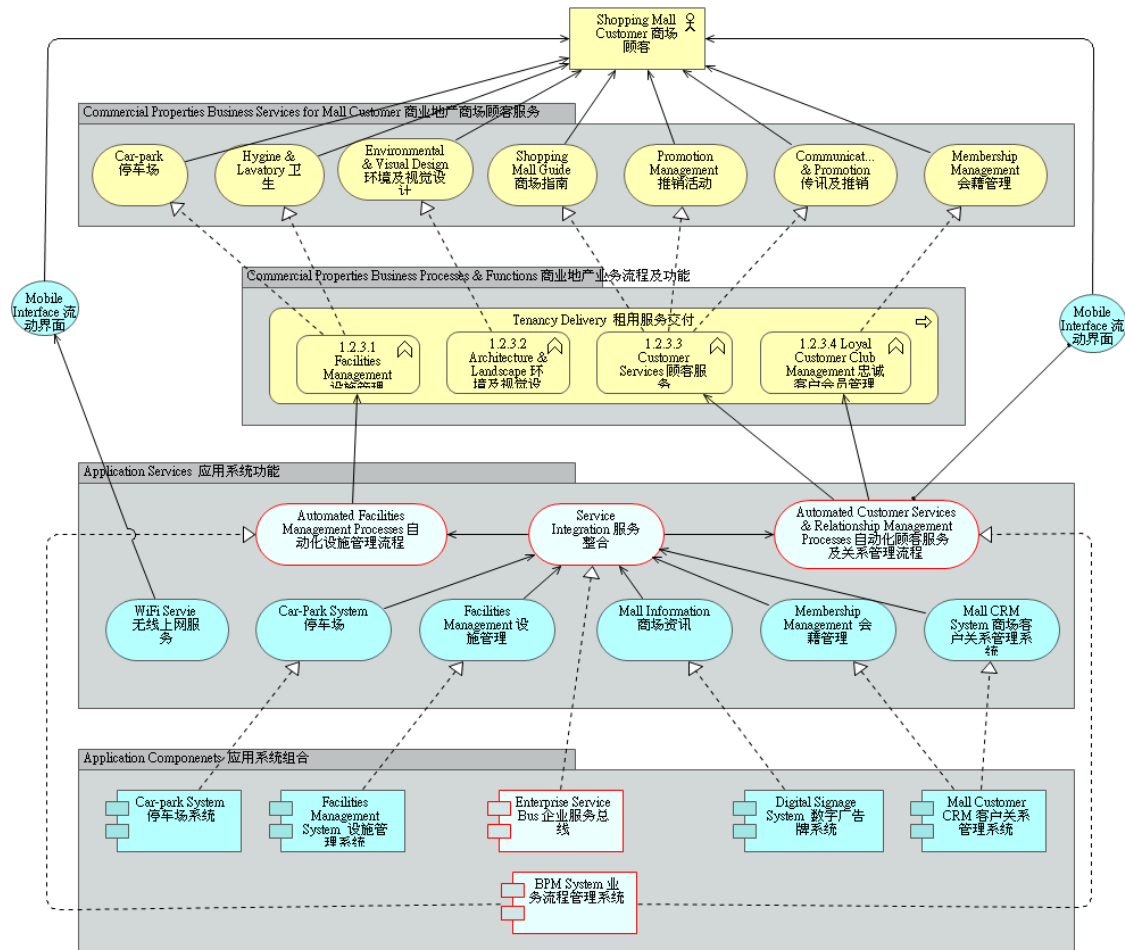
4.4 Information Structure 数据构造

No Change except 4.2.1, 4.2.2

4.2.1 Layered View: Tenant 租户



4.2.2 Layered View: Shopping Mall Customer 商场顾客



4. Information System Architecture 系统架构

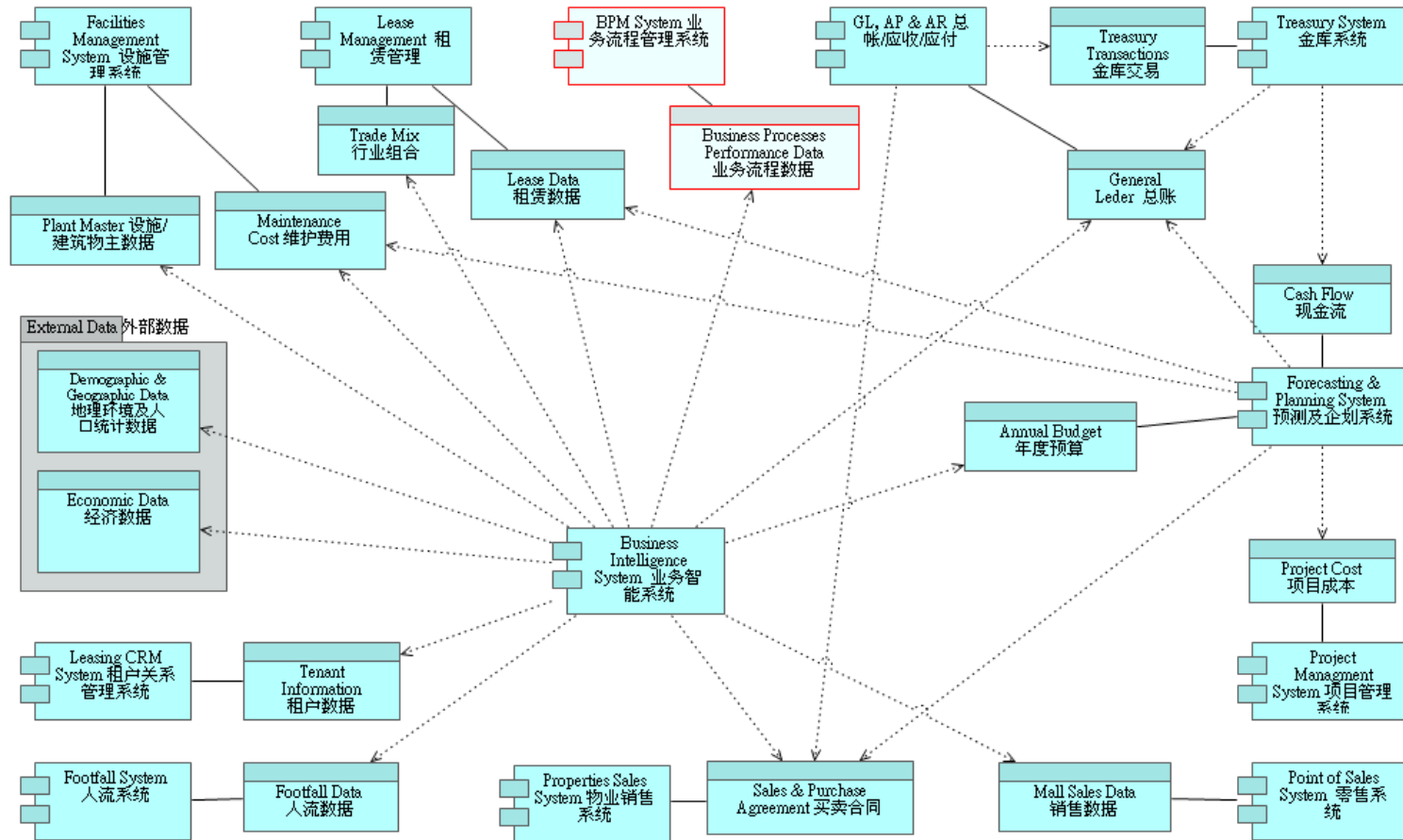
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4.3.1 Data Integration 数据整合



4. Information System Architecture 系统架构

4.1 Application Usage View 应用系统使用视图

4.2 Layered View 层次关系视图

4.3 Data Integration 数据整合

4.4 Information Structure 数据构造

No Change