Overview / Excerpts of
Disney’s Portfolio Management Process
(For Discussion Purposes)

May 2008
Enterprise Architecture

Institutional Approach

Business Processes

EXTEND & LINK

Suppliers

Employees

Customers

GOVERN & MANAGE IT INVESTMENT
rationalize, leverage, maximize, aggregate

Application Portfolio

ARCHITECT & INTEGRATE
simplify, standardize, modularize, integrate

ERP
Collaboration
Publishing
CRM

Infrastructure

Platforms
Network
Core Services
Infrastructure Management

Enterprise Architecture cannot succeed without a governance structure to promote and fund the “common interest”

Enterprise Architecture is the Glue that holds Applications and Infrastructure to a common destiny
Enterprise Business Process Framework
Application Portfolio Cross Reference

Level 0 processes
Create & manage products, services, media
Market products & services
Sell products & services
Perform order management
Manage supply chain ops
Manage & support customer
Plan & manage performance
Manage finances & accounting
Manage human resources
Manage information resources
Manage physical assets
Manage support services

Level 1 processes
Perform research & design
Perform market analysis
Develop sales plan & quotes
Capture orders
Plan
Establish & manage customer relationships
Monitor external environment
Process financial transactions
Establish & administer HR policies & employee data
Create & manage enterprise architecture
Acquire physical assets
Provide legal services

Prototype products
Develop marketing plan
Perform sales
Manage orders
Source
Manage customer interface infrastructure
Create & manage business plan
Plan & manage budgets
Create & manage infrastructure & operations
Maintain physical assets
Provide security & safety

Prepare marketing plan
Implement marketing plan
Perform
Provide information & training
Evaluate business results
Analyze & report results
Administer health, safety & security programs
Provide project management

Unique Differentiating
- Point of Sale
- Online Sales
- Merchandise Licensing
- Reservations
- Ticketing
- Credit Card Processing
- Contract Mgmt.

Differentiating
- Catalog Order Mgmt.
- Advertising/Billing Mgmt.
- Warehouse Mgmt.
- Supply Chain Mgmt.
- Food & Beverage Supply Chain
- Customer Relationship Mgmt./Call Center
- Customer Service structure
- Guest Claims
- Operational Data Store
- Forecasting & Planning
- Operational Reporting

Application examples
- Media Asset Mgmt.
- B2B Marketing
- Point of Sale
- Catalog Order Mgmt.
- Supply Chain Management
- Customer Relationship Management
- Operational Data Store

- Marketing Automation
- Campaign Mgmt.
- Advertising/Billing Mgmt.
- Warehouse Mgmt.
- Supply Chain Mgmt.
- Food & Beverage Supply Chain
- Customer Relationship Mgmt./Call Center
- Customer Service structure
- Guest Claims
- Operational Data Store
- Forecasting & Planning
- Operational Reporting

- Front of House
- Back of House

WRAF 2005
Disney Architecture Council
Page 3
## Cross Reference Across Business Units

### Identify Leverage Opportunities and Cost

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### Differentiating

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**WRAF 2005**

Disney Architecture Council
Cross Reference Across Business Units
Identify Leverage Opportunities and Cost

Governance of IT investment can be aligned around business process owners.

This analysis reveals costs by business process and informs where the IT investment is focused, business unit cross reference reveals leverage opportunities.