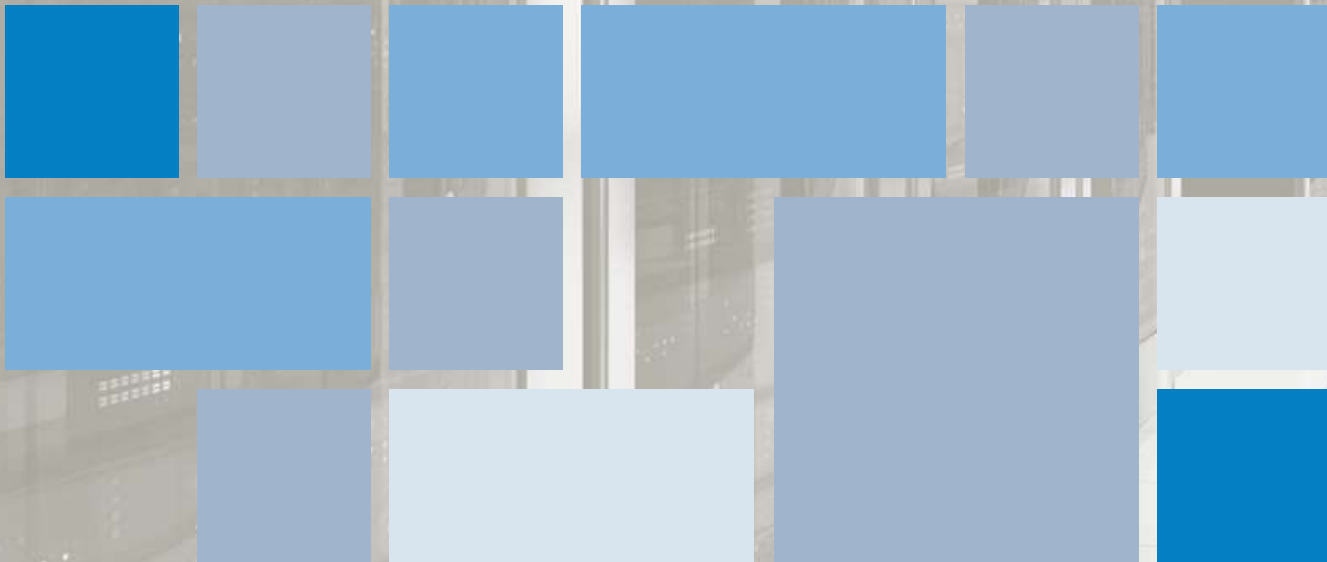


# BITAS

Building Better Architects



An Association for All IT Architects



# Architecture

The art and science of  
designing and  
delivering valuable  
technology strategy.

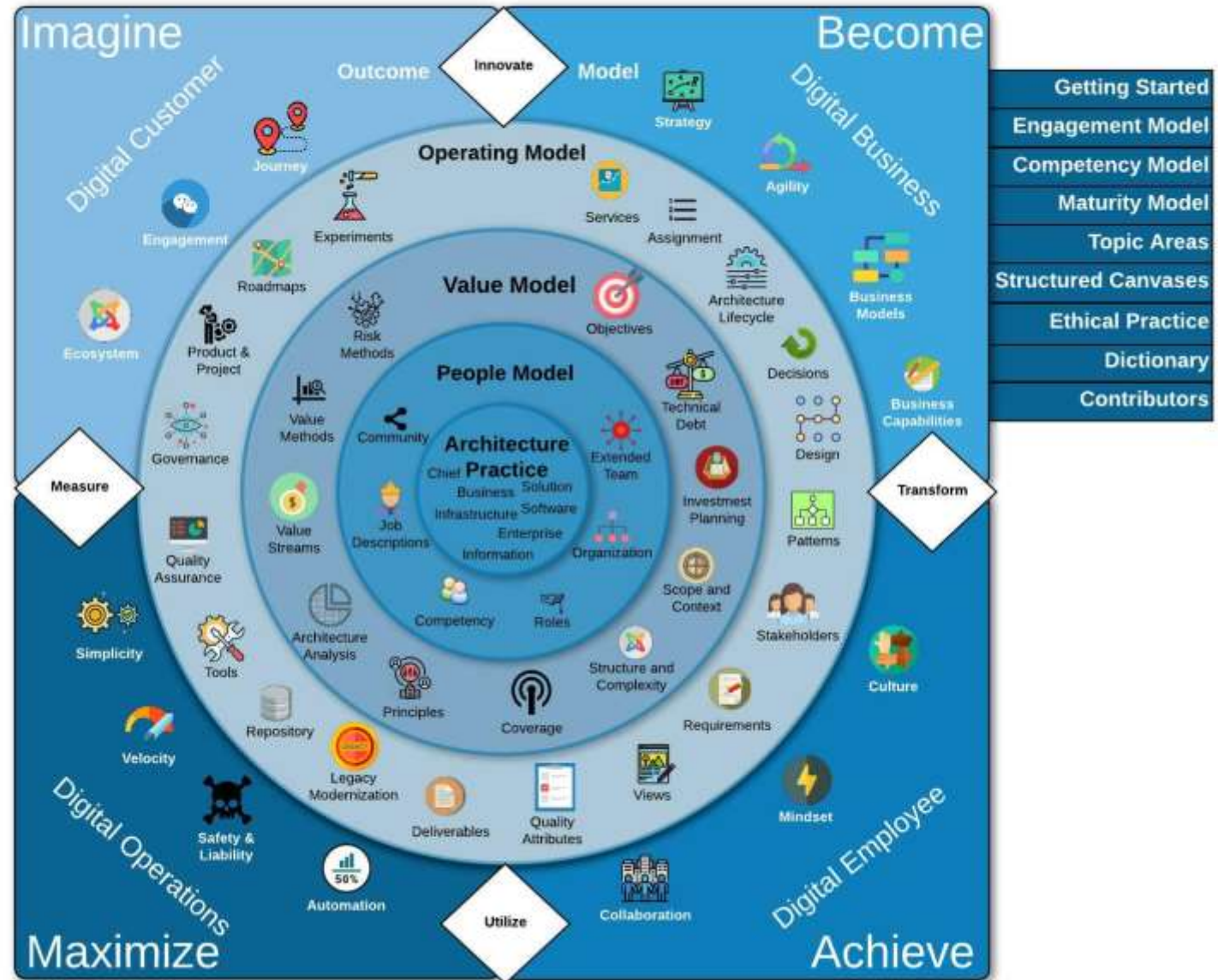
A photograph of a forest path with a circular text overlay. The path is made of gravel and dirt, with fallen yellow and brown leaves scattered around. The trees are green and dense. The text is centered in a white circle.

# Architecture

Great Business  
Technology Decisions  
at the Right Velocity,  
in Complex  
Ecosystems with  
Complex Stakeholders

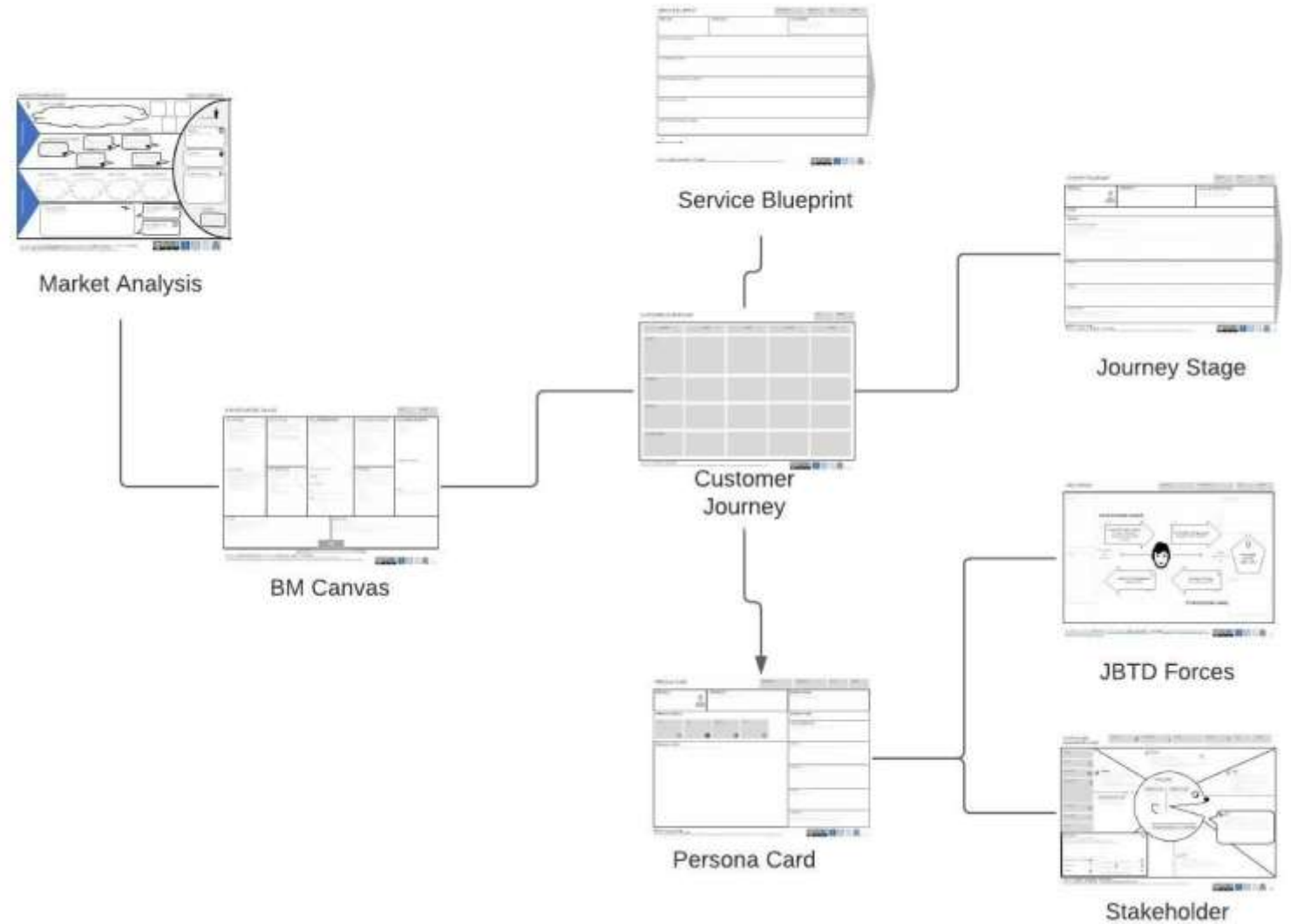
# BTABoK 3.0!!!

- Connecting Frameworks
- Digital Advantage
- Architecture Design Thinking
- Tools for Every Moment



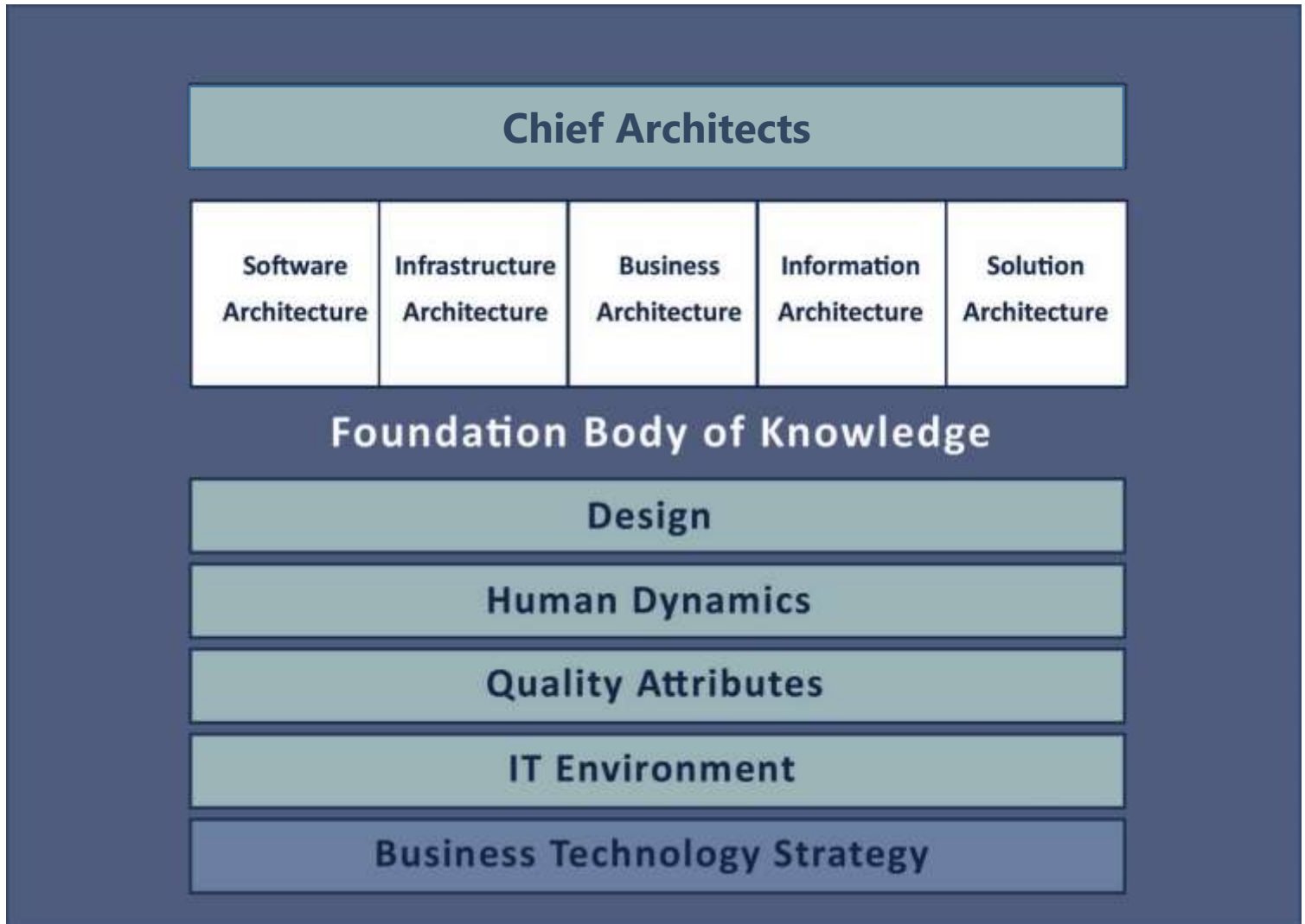
# Structured Canvas Approach

- Architecture is about connected practices
- Business value connects directly to customer outcomes
- Through understanding outcomes architecture delivers Digital Advantage



# Competency Taxonomy

- Competencies
  - Derive from measured experience
  - Roll 'upwards'
- Tie competency development and certification to job level



# Objectives of the BRTAB

- Increase the value of digital outcomes and decrease the cost of delivery
- Decrease the time to deliver value due to managing decisions, velocity, shared assets, and competencies
- Decrease role confusion and increase collaboration
- Reduce risk of business technology investment
- Increase modernization and reduced technical debt
- Reduce the cost of hiring and turnover, increase satisfaction in digital investments
- Increase the stability and maturity of architecture practices

A photograph of a laptop on a desk in a dimly lit room. The laptop screen shows the Adobe Lightroom interface, displaying a photo of a landscape with trees. The interface includes a library grid, a histogram, and various adjustment panels. A desk lamp is visible on the left, and a potted plant is on the right. A blue horizontal bar is overlaid on the middle of the image, containing contact information.

For further information, please contact [contactus@iasaglobal.org](mailto:contactus@iasaglobal.org)