Business Architecture

Business Architecture Innovation Summit – June 2013
Company Overview

- Founded in 1903.
- Worldwide Automotive
- 164,000 employees worldwide
- 70+ plants worldwide
- Executive Chairman
  William Clay Ford, Jr.
- President and CEO
  Alan Mulally

Sources:
Ford Motor Company 2010 Annual Report
Ford Sustainability Report 2010/11
ONE FORD PLAN

ONE TEAM
People working together as a lean, global enterprise for automotive leadership, as measured by:
- Customer, Employee, Dealer, Investor, Supplier,
  Union/Council, and Community Satisfaction

ONE PLAN
- Aggressively restructure to operate profitably at the current demand and changing model mix
- Accelerate development of new products our customers want and value
- Finance our plan and improve our balance sheet
- Work together effectively as one team

ONE GOAL
An exciting viable Ford delivering profitable growth for all

Expected Behaviors

Foster Functional and Technical Excellence
- Know and have a passion for our business and our customers
- Demonstrate and build functional and technical excellence
- Ensure process discipline
- Have a continuous improvement philosophy and practice

Own Working Together
- Believe in skilled and motivated people working together
- Include everyone; respect, listen to, help and appreciate others
- Build strong relationships; be a team player; develop ourselves and others
- Communicate clearly, concisely and candidly

Role Model Ford Values
- Show initiative, courage, integrity and good corporate citizenship
- Improve quality, safety and sustainability
- Have a can do, find a way attitude and emotional resilience
- Enjoy the journey and each other; have fun - never at others’ expense

Deliver Results
- Deal positively with our business realities; develop compelling and comprehensive plans, while keeping an enterprise view
- Set high expectations and inspire others
- Make sound decisions using facts and data
- Hold ourselves and others responsible and accountable for delivering results and satisfying our customers

PROFILE PROFITABLE GROWTH FOR ALL

“Turbo Machine”

- Asia Pacific Africa Americas Europe
- Large Medium Small
- Profits & Cash
- ONE FORD
  ONE TEAM • ONE PLAN • ONE GOAL

Go Further
## 2012 Operating Results
- Revenue, $126.6 billion
- Net income $5.6 billion

### 2012 Sales (by automotive segment)

<table>
<thead>
<tr>
<th>(in thousands)</th>
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</thead>
<tbody>
<tr>
<td>Ford North America</td>
<td>2,822</td>
</tr>
<tr>
<td>Ford South America</td>
<td>417</td>
</tr>
<tr>
<td>Ford Europe</td>
<td>1,446</td>
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<tr>
<td>Ford Asia Pacific Africa</td>
<td>1,023</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>5,708</strong></td>
</tr>
</tbody>
</table>

*Sources: Ford Motor Company 2011 Annual Report*
Ford B-Max
Customers

Business Units
Americas
Europe
Asia Pacific and Africa
Ford Credit

Skill Teams
Finance
Product Creation
Application Development
IT Operations
Security & Strategy
Human Resources

People Working Together
As a Global Enterprise for
Automotive Leadership

One Team...One Plan...One Goal...One
### Global IT Update

<table>
<thead>
<tr>
<th>Business Driver</th>
<th>IT Enabler</th>
<th>Annual Growth 07-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Process Automation</td>
<td>Servers (Physical + Virtual)</td>
<td>20%</td>
</tr>
<tr>
<td>Enable Fewer Prototypes</td>
<td>Numerically Intensive Computing (EGF)</td>
<td>49%</td>
</tr>
<tr>
<td>Business Information Usage</td>
<td>Storage (TB)</td>
<td>40%</td>
</tr>
<tr>
<td>ONE Ford Integration</td>
<td>Network (Wide area network traffic, Gbps)</td>
<td>65%</td>
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<tr>
<td>ONE Ford Collaboration</td>
<td>Team Workspaces (SharePoint sites)</td>
<td>18%</td>
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<tr>
<td></td>
<td>Audio Conferencing (Minutes)</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>Data Conferencing (WebEx Minutes)</td>
<td>194%</td>
</tr>
</tbody>
</table>

IT volumes have increased dramatically to provide greater business capability, improved collaboration and now growth

January 23, 2013

Ford Motor Company – Business Architecture
Ford Kuga
Enterprise Architecture is a key component to the IT Operating model.
The BEP Journey

Develop and launch the new global **business facing** functions, roles and processes to enable IT to strategically partner with the business and help shape the future.

**Processes**
- Portfolio Management
  - Envisioning
  - Strategy Formulation
  - Portfolio Planning
- Relationship Management

**Functions**
- Business Relationship Management
- IT Strategy and Planning
- Information Management
- Enterprise Architecture

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**The focus is on those processes and roles required to drive business systems integration for Ford**
The Portfolio Management Process enables IT to engage in shaping Business and IT Strategies aligned to the “One Ford Plan”.
Business Architecture – Core Processes

Capabilities define “what” a business does

Systems define how a business gets things done, whether manual or automated

- Prioritization/Planning
- Governance
- Standards/Roadmaps
- Projects

Value stream define how a business delivers end-to-end value for external, internal stakeholders

The industry has standardized on set of core models to base the language of IT on for conversation with business.

Organizational transparency enables business transformation

- Organization Models
- Business Strategies
- Current Landscapes

Business Information concepts define the language of the business

Business Capabilities

Value Streams

Information Assets

Systems

January 23, 2013

Ford Motor Company – Business Architecture
Envisioning

Strategy Formulation

Portfolio Planning

Portfolio Management Process
• Process for defining solution alternatives that meet business objectives
• Consists of Envisioning, Strategy Formulation, and Portfolio Planning
• Defines roles, responsibilities, and artifacts
• BRM is accountable for delivery
• Results in a set of prioritized projects for Solution Delivery

Solution Definition Service
• Scalable service to deliver Portfolio Management Process
• Engagement Model for BRM
• Common process, methods, tools, and artifacts to deliver service
• Scalable resource model
• EA/IM engaged to deliver Envisioning, Strategy Formulation, and Portfolio Planning

Services provided by EA/IM
• Defines Process
• Defines People
• Defines business capabilities
• Defines Technologies (Tools)
• Scalable
• Reusable within other services

Ex. Information Management Service
• Diagnose info root cause of business issue
• Develop Information Roadmap
• Assess value of information
• Shepherd creation of information standard
• Assess information quality and integration

Ex. Capability
• Domain Model
• Value Chain
Organizational Model on relationship between IT and the Business

- **Skill Team**
  - e.g. PD, Mfg, M, S&S

- **Workstream**
  - e.g. Design, CAE, Maintenance, Retail Marketing etc...

- **Program / Project**
- **Apps**
- **Process / Data Elements**
- **Business Capability**

Source: Domain Model
**Enterprise Capability Model**

<table>
<thead>
<tr>
<th>LEVEL 1</th>
<th>LEVEL 2</th>
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<tbody>
<tr>
<td><strong>1. PLAN</strong></td>
<td>1.1 Strategy Management</td>
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<td></td>
<td>1.2 Planning Management</td>
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<td></td>
<td>1.3 Organizational Planning</td>
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<td><strong>2. DESIGN</strong></td>
<td>2.1 Vehicle Program Management</td>
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<td>2.2 Vehicle Studio Management</td>
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<td>2.3 Vehicle Engineering Management</td>
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<td>2.4 Design Prototype and Trial Management</td>
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<td>2.5 Non-Vehicle Product and Service Design</td>
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<td><strong>3. MARKET</strong></td>
<td>3.1 Consumer Marketing Insights</td>
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<td>3.2 Marketing Communications Management</td>
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<td>3.3 Brand Marketing</td>
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<td>3.4 Product/Service Marketing</td>
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<td><strong>4. BUILD</strong></td>
<td>4.1 Manufacturing Planning</td>
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<td>4.2 Manufacturing Management</td>
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<td></td>
<td>4.3 IT Development Management</td>
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<td><strong>5. DISTRIBUTE</strong></td>
<td>5.1 Product Logistics Management</td>
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<td></td>
<td>5.2 IT Deployment Management</td>
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<td><strong>6. PARTNER MANAGEMENT</strong></td>
<td>6.1 Sales Partner Management</td>
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<td></td>
<td>6.2 Supplier Partner Management</td>
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<td></td>
<td>6.3 Business Service Partner Management</td>
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<td>6.4 After Sales Partner Management</td>
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<td><strong>7. SELL</strong></td>
<td>7.1 Sales Analysis</td>
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<td>7.2 Inventive Management</td>
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<td></td>
<td>7.3 Sales Management</td>
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<td></td>
<td>7.4 Product/Service Order Management</td>
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<td><strong>8. CUSTOMER MANAGEMENT</strong></td>
<td>8.1 Customer Service Strategy Management</td>
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<tr>
<td></td>
<td>8.2 Customer Service Management</td>
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<tr>
<td><strong>9. PRODUCT SERVICE</strong></td>
<td>9.1 Product In-Service Change Management</td>
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<td>9.2 Product Lifecycle Management</td>
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<td><strong>10. SUPPORT</strong></td>
<td>10.1 Financial Management</td>
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<td>10.2 Workforce Management</td>
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<td>10.3 Information Technology Support</td>
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<td>10.4 Fixed Asset Management</td>
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<td>10.5 Regulatory Management</td>
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<td></td>
<td>10.6 External Relationship Management</td>
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Example Capability Mapping
Q & A

Ford Fiesta ST

* All vehicle photos courtesy media.ford.com