

# Roadmapping Effectiveness Toolkit

---

## Tools to Scope Roadmap Objectives

To learn more about this full research or to inquire about membership, contact us:



+1-866-913-8101



IT.Support@  
cebglobal.com



[www.cebglobal.com/IT](http://www.cebglobal.com/IT)

# I. Scope Roadmap Objectives

# PHASES OF ROADMAPPING INITIATIVES

## I. Scope Roadmap Objectives

### 1. Define Roadmap Purpose

- Discover Organizational Priorities, [p. 14](#)
- Define Measurable Business Outcomes, [p. 15](#)

### 2. Assess Roadmap Type and Use

- Understand the Four Roadmap Types, [p. 16](#)

### 3. Identify Relevant Stakeholders

- Match Potential Stakeholders to Roadmaps, [p. 17](#)
- Observe Stakeholders' Involvement in Roadmapping, [p. 18](#)

## II. Coordinate Roadmap Development

## III. Maintain and Update Roadmaps

## IV. Communicate Roadmaps with Stakeholders

Use the type of roadmap that most effectively communicates the outcomes envisioned for a particular IT or business strategy.

- Of these four types, technology lifecycle and capability roadmaps are particularly critical to EA.
- Keep in mind the behaviors to change and goals to achieve when deciding on a roadmap.

## UNDERSTAND THE FOUR ROADMAP TYPES

Common IT Roadmap Types and EA Impact

Roadmap Type	Descriptors				Impact Assessment			
	Scope	Purpose	Inputs	Primary Audience	Fulfills EA's Mandate	Serves as Planning Tool	Enables Decisions	Prevalence in EA Groups
Technology Lifecycle Roadmap	Technology domain	To reduce technology risk and portfolio complexity	Lifecycle status of and planned changes to applications and/or infrastructure	Applications and infrastructure owners and managers				
Project Roadmap	IT function	To sequence and monitor new IT-business initiatives	Timelines and status of current and planned projects	Program and portfolio managers, business sponsors				
Capability Roadmap	BU	To coordinate the IT investments needed to enable business capabilities	Projects and systems aligned to specific business capabilities	IT-business liaisons, business stakeholders, business architects				
Scenario Roadmap	Enterprise	To anticipate the IT implications of changes to strategy or the external environment	Description of business scenarios or trigger events and impact on existing or planned investments	IT and business strategists				

- Low
- Moderate
- High

Source: CEB analysis.

For examples of roadmap types and templates, see [IT Roadmaps: A Reference Manual for Roadmap Visualization](#).

INTRODUCTION

DEFINE ROADMAP PURPOSE

ASSESS ROADMAP TYPE AND USE

IDENTIFY RELEVANT STAKEHOLDERS

Match stakeholders to a roadmapping endeavor by assessing their functional priorities and delivery posture.

- Consider peers whose decisions could significantly affect the organization's roadmaps or whose workstreams could be significantly influenced by roadmaps.

**Contributors**

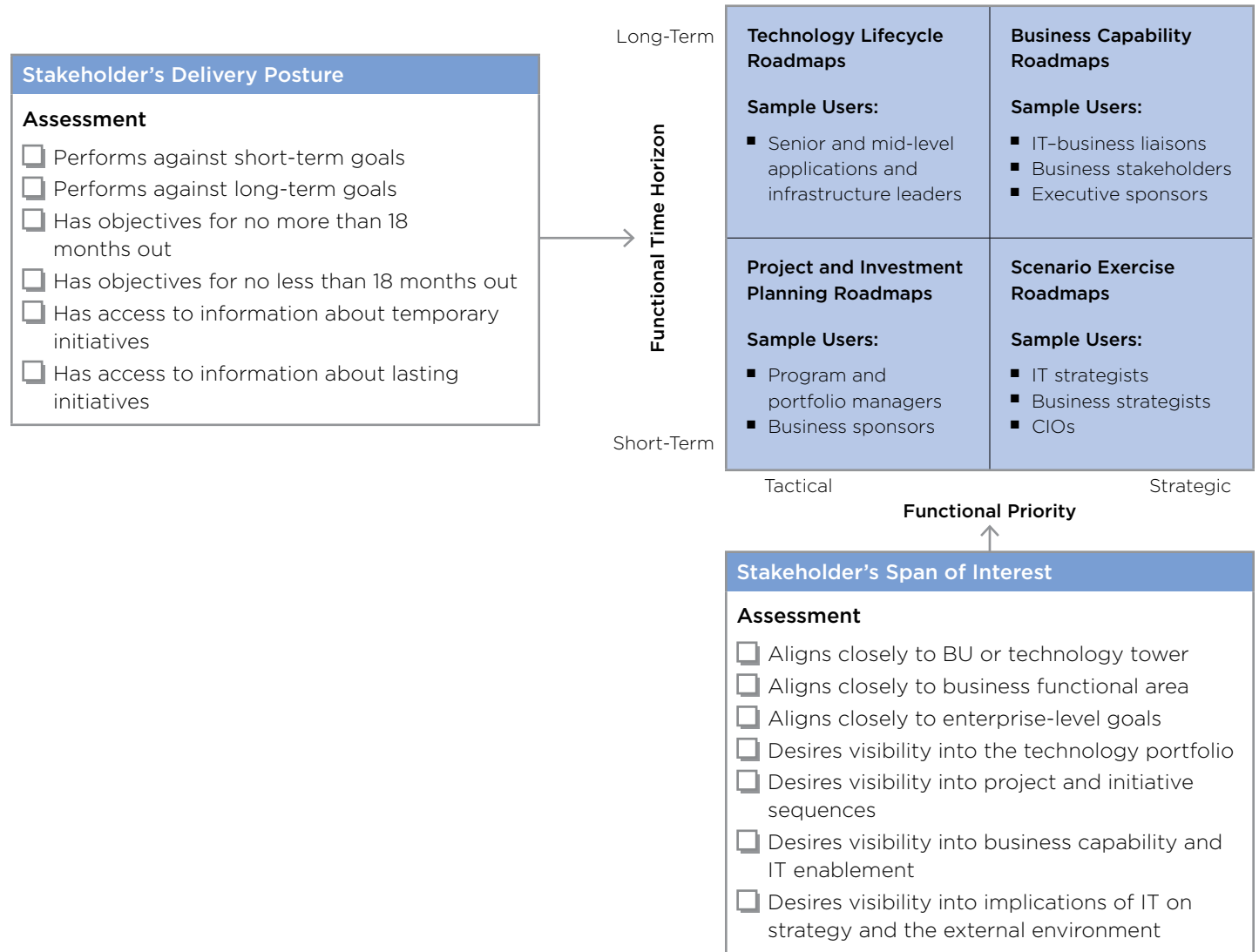
- ✓ Primary Architecture Team
- ✓ Roadmap Owner
- ✗ Roadmap Advisors

**Audience**

- ✓ Internal Architect Community
- ✓ Executive Sponsor
- ✗ IT-Business Liaisons
- ✗ Project Managers

# MATCH POTENTIAL STAKEHOLDERS TO ROADMAPS

Roadmap Matrix for Identifying Roadmapping Partners



Source: CEB analysis.




Create individual stakeholder dashboards to systematically assess a stakeholder's likely roadmap consumption and contribution.

# OBSERVE STAKEHOLDERS' INVOLVEMENT IN ROADMAPMING

Stakeholder Strategic Involvement Dashboard

*Illustrative*

20XX Strategic Involvement Dashboard				
Demographic Analysis	 <b>Name:</b> Chris Pratt <b>Department:</b> E-Commerce Solutions <b>Title:</b> Director, Operations			
	<b>Stakeholder Type</b> <input type="checkbox"/> Executive Sponsor <input checked="" type="checkbox"/> IT-Business Liaison <input type="checkbox"/> Project Manager <input type="checkbox"/> System or Platform Owner <input type="checkbox"/> Application Owner <input type="checkbox"/> Domain Architect <input type="checkbox"/> Other: _____	<b>Roadmapping Interests</b> <input type="checkbox"/> Technology Lifecycle Mgmt. <input checked="" type="checkbox"/> Project and Initiative Planning <input checked="" type="checkbox"/> Business Capability <input type="checkbox"/> Scenario Planning	<b>Consumption Pattern</b> <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input checked="" type="checkbox"/> Annually <input checked="" type="checkbox"/> Infrequently	<b>Likely Inputs</b> <input type="checkbox"/> Individual Data <input checked="" type="checkbox"/> Programs <input checked="" type="checkbox"/> Initiatives <input checked="" type="checkbox"/> Capabilities <input type="checkbox"/> Enterprise Objectives
Communication Strategy	<b>Stakeholder Use Cases</b> <ul style="list-style-type: none"> <li>Determining technology gaps for the upcoming annual planning cycle</li> <li>Better understanding what technologies or projects other lines of business have underway, which can be harnessed for internal team use.</li> </ul>	<b>Communication Preferences</b> <input type="checkbox"/> Weekly update e-mail <input type="checkbox"/> Weekly update phone call <input checked="" type="checkbox"/> Standing in-person meeting <input type="checkbox"/> Trigger-based phone call <input checked="" type="checkbox"/> Trigger-based e-mail <input checked="" type="checkbox"/> Ongoing e-mail CC	<b>Communication Details</b> <ul style="list-style-type: none"> <li><b>Communication Goal:</b> Closely manage progress of his team's transformational initiatives.</li> <li><b>Level of Detail:</b> High-level budget and schedule communication; detailed functionality communication</li> <li><b>Potential Challenges:</b> Frequency of contact could be difficult due to seniority.</li> </ul>	

Demographic attributes help drive the posture of the communication strategy.

### Contributors

- ✓ Primary Architecture Team
- ✓ Roadmap Owner
- ✗ Roadmap Advisors

### Audience

- ✓ Internal Architect Community
- ✓ Executive Sponsor
- ✗ IT-Business Liaisons
- ✗ Project Managers

For more information on identifying relevant stakeholders, see pp. 27-42 from [Gaining Support from EA's Critical Stakeholders](#).

Source: CEB analysis.

INTRODUCTION	DEFINE ROADMAP PURPOSE	ASSESS ROADMAP TYPE AND USE	IDENTIFY RELEVANT STAKEHOLDERS
--------------	------------------------	-----------------------------	--------------------------------



## Thank You for Your Interest in CEB Research!

*If you're a member, please log into your account to access the full study.*

[Member Login](#)

*If you would like access to this full study, please contact CEB to learn more.*

[Contact CEB](#)

