



International Association
of Software Architects

Why IASA?

Founding a profession

If you don't remember anything else



- The IASA is non-profit and mostly volunteer.
- The IASA is run by architects.
 - We focus on the professional first and the profession second.
- The IASA is for all IT architects.
 - Infrastructure, Enterprise, Application and Beginning Architects.
- The IASA is centrally governed and locally run.
 - We take extreme care to "Think Globally, Act Locally".
- The IASA is technology and vendor agnostic.



- **If Building Architecture is:**
 - *n.* The art and science of designing and erecting buildings.
- **Then IT Architecture is:**
 - *n.* The art and science of designing and deploying Information Technology.
- **But who decides?**

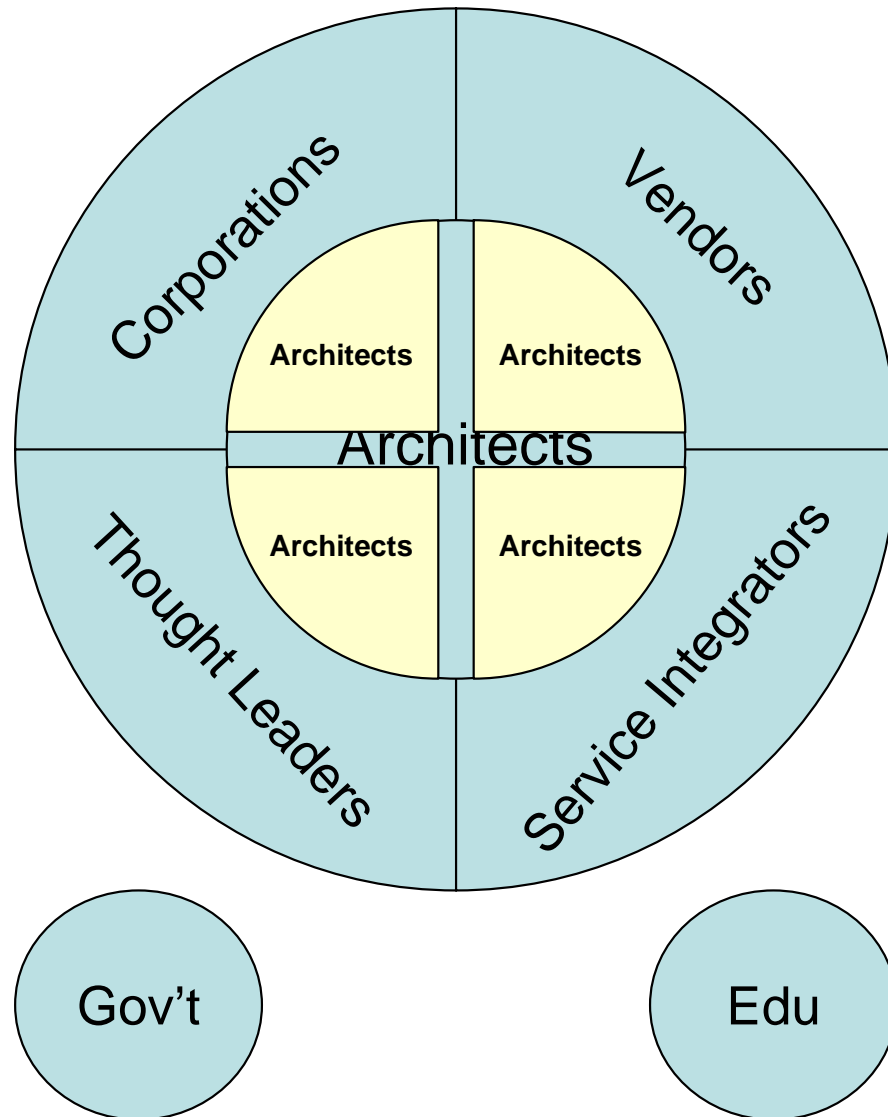


- Q: Who decides what medicine is?
- A: The practicing body of professionals including researchers, educators and practitioners.

- So IT Architecture is:
- The knowledge maintained, taught and executed by the practicing body of IT architects.

You are the definition of IT Architecture!

Who are Architects



- Architects thrive in Corporate, Product and Service companies
- Each of these 'fields' have special capabilities yet the fundamentals are similar
- Grouping together brings massive influence
- Each grouping contains knowledge in:
 - Enterprise architecture
 - Solutions architecture
 - Infrastructure architecture
- This will happen the question is when!

Why We Started



- We couldn't find resources targeted at our needs
- We couldn't find our peers
- Our experience wasn't portable
- Only subjective criteria for architect
- Was VERY difficult to grow our careers



- Started in 2003 as a user group in Austin, TX called ASAUG
- Grassroots communication with like-minded architects led to the formation of IASA in February, 2004
- Chapter formation dominated 2004
- Introduction of Events and Education divisions in early 2005
- By mid-2005 IASA had numerous active programs for Chapters, Content, Education and Events



- 4 Course-Grained Phases
- Phase 1 – Membership and Vendor Participation
- Phase 2 – Content Creation and Corporate IT Participation
- Phase 3 – Education and Mentorship
- Phase 4 – Quality Control and Licensing

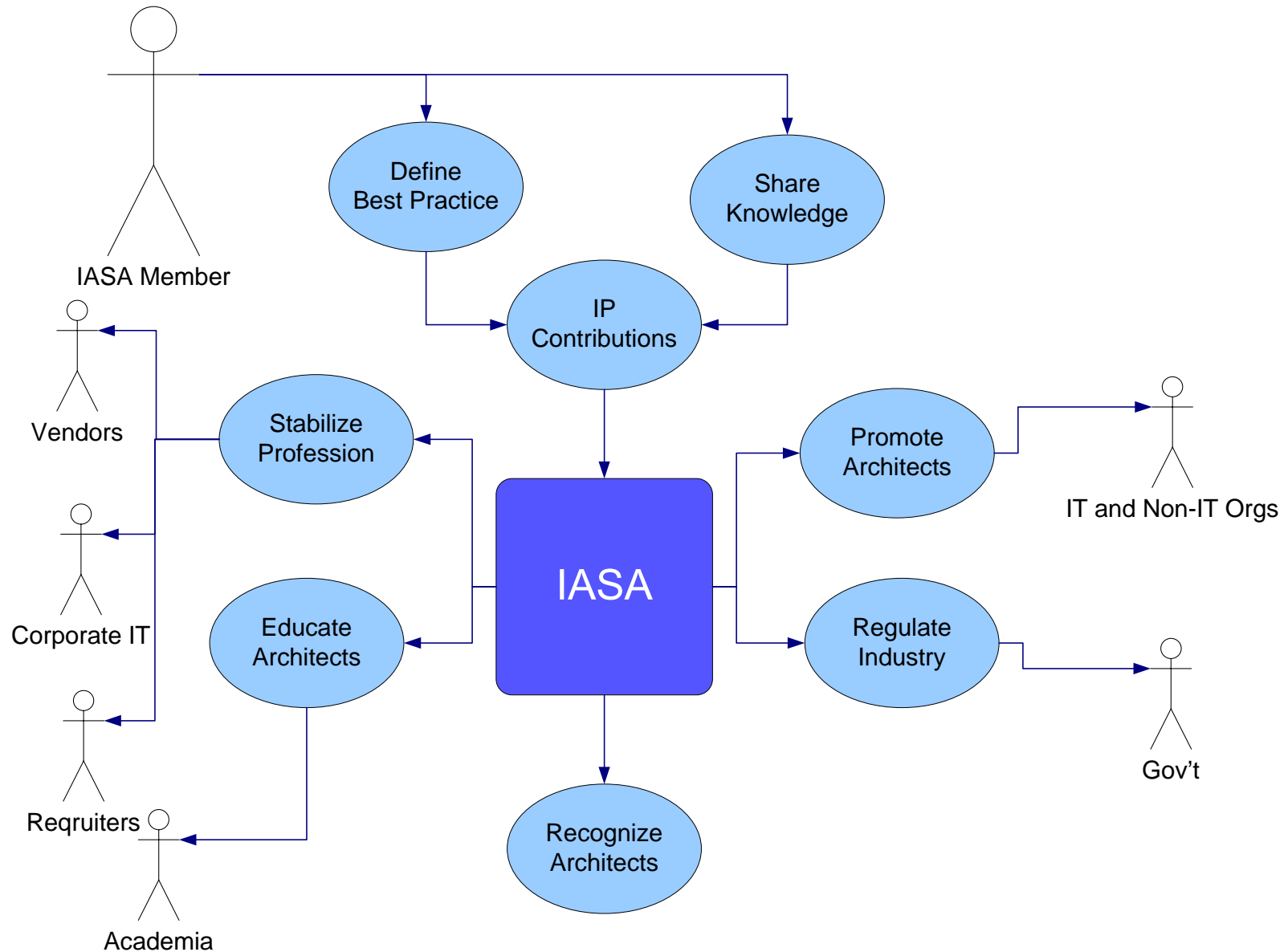


- Architects regulate and control the profession
- Identifiable and dependable body of knowledge
- Architecture is educable, testable, deliverable
- A practical certification or licensing body



- **Resources for architects by architects**
 - Able to find what you need to solve your problems
 - Able to publish to highlight your expertise
 - Stuff that helps you tomorrow not next year or never (see templates by Nick Rozanski and Eoin Woods)!
- **Finding your peers**
 - Now you know where to look
- **Experience matters**
 - Represent architects in all areas to stabilize role and job descriptions
- **Recognition**
 - Know where your skills are and find jobs that match them
- **Stabalization**
 - Common terminology and representation

What's left to do?





- Create local communities around the world
 - Gives a 'face' to the community –
 - Solves the peer problem
 - Infrastructure for later local activities (certification, training)
 - Chapters help generate interest in sponsorship
- How
 - Support chapters with reasonable budgets
 - Speakers/Topic sharing and brainstorming
 - Connection with working group(s)



- Solves the knowledge problem
- Web Knowledge Base
 - Filtered, High Quality: Styles, Patterns, Templates, Glossary with Versioning and Review(s)
- Meetings
 - Capture for reuse
- Knowledge Communities
 - Bring in targeted content from experts in architecture ‘topics’
- Working Groups
 - Start generating new knowledge and debate and evaluate at the chapter level



- **Certification**
 - Two-tiered: Peer Review AND Objective
- **Work with industry partners to stabilize**
 - Vendor, consulting and corporate sponsors become invested
- **Provide reusable job descriptions**
 - Related to body of knowledge
 - Saves people time and money in HR



- **Objective Certification (the test) requires an accepted body of knowledge**
 - Field WGs and pass them through the community until developed
 - Centralize the certification in each region
 - Regulate by working with Country and State/Province legislatures
- **Subjective Certification (the board review) requires ‘Senior’ members**
 - Create Senior Membership at chapters
 - Create quarterly, bi-annual, or annual review boards from senior members
 - Provide mentors (preferably local) to guide members



- A team of 14 executive leaders
- Over 30 chapters formed or forming
- 3500 members globally
 - Equal J2 and .NET, Equal split between roles (Ent, Infra, App)
- 5 working groups
- IASA Fellows – Grady Booch, Scott Ambler, Richard Hubert, Oliver Sims, Jeff Tash, Paul Clements, Len Bass
- Significant corporate participation
 - Members from much of the Fortune 500
- Close ties with education and rigorous foundations
- Partnerships with existing organizations



- **Architects are too diverse to build on**
 - The 'technical' architect vs. patrician architect
 - The academic vs. the tactical
- **Maintaining a strong link to our members**
 - Sponsor dollars pull away our attention
 - Resources too low to provide real value
- **Keeping members involved**
 - Chapters unable to create a solid membership
- **Losing momentum**
 - Massive interest early on but without continued progress we lose momentum



- Do you have an opinion? Then why aren't you contributing
- IASA Chapter List website or VP Chapters (chapters@iasahome.org)
 - Contact chapter leader or start one locally
 - Present to local members and networking
- Architecture Repository
 - Write articles
 - Highlight your primary contacts
- Working Groups and Knowledge Communities
 - Provide targeted knowledge base
- Chapter Councils
 - Formed from the best architects and provide a 'peer filter'
- www.iasahome.org