

## **Business Architecture Guild Announces the Inaugural Edition of the Business Architecture Body of Knowledge Handbook in Conjunction with Opening of Guild Membership to the Public**

**24 Aug 2011 | FOR IMMEDIATE RELEASE**

August 24, 2011 - The inaugural edition of the *Business Architecture Body of Knowledge Handbook* was released today to members of the Business Architecture Guild. The release is based on the collaborative effort of a cadre of business architecture experts with input from an expert Advisory Board of corporate, government, academic and industry leaders. The Handbook is an evolving, living document that will continue to develop over time in response to the input, experiences and needs of practitioners in the field. In conjunction with the inaugural release, the Business Architecture Guild is pleased to announce that application for the Associate Level membership in the Guild is now open to business architecture practitioners and those interested in the field of Business Architecture.

According to William Ulrich, a founding member of the Guild Board of Directors, "The Business Architecture Guild is not only publishing a comprehensive, meaningful and evolving Body of Knowledge that incorporates feedback from practicing business architects, but is also providing a professional membership community that offers opportunities for ongoing knowledge sharing and networking"

*The Business Architecture Body of Knowledge Handbook* organizes best practice-based disciplines into an easy to use handbook specifically aimed at the business architecture practitioner. Included in the inaugural release are the Table of Contents, Introduction section, Capability Mapping section, Value Mapping section and Business Architecture Glossary. A feedback structure is provided with the Handbook. With input from members, the Business Architecture Guild is planning a second release with more content for the fall of 2011. Members of the Guild will find that the *Handbook* is a sustainable, easily accessible online publication that they can refer to on a frequent basis.

Using the *Body of Knowledge Handbook*, practicing organizations will be able to quickly understand business architecture and begin to apply this important discipline to priority business challenges across a number of different business scenarios. Neal McWhorter, Jim Rhyne, Mike Rosen, Greg Suddreth and William Ulrich are the primary authors of the Handbook. They are practicing business architects who work closely with organizations to develop business-driven solutions across a variety of industries and government environments.

Membership in the Business Architecture Guild offers more than just access to the *Business Architecture Body of Knowledge Handbook*. In addition to actively seeking feedback from members on the *Handbook*, the Guild has created an interactive website with discussion forums, a searchable member directory to promote social networking and other opportunities for members to form online communities where they can connect, share ideas, learn from one another and help to expand the practice of business architecture.

Diana Krohn, the Business Architecture Guild's first member, stated that "For anyone interested in business architecture, already working in the field, or exploring the idea of becoming a business architect, the Business Architecture Guild provides a member-based community where knowledge of the field can be shared and expanded. This is an exciting milestone in the formalization of the business architecture practice and its community."

The Business Architecture Guild is a not-for-profit corporation. For more information, go to [www.businessarchitectureguild.org](http://www.businessarchitectureguild.org) or contact [info@businessarchitectureguild.org](mailto:info@businessarchitectureguild.org).