

ABSTRACT

PT Industri Telekomunikasi Indonesia (Persero) or abbreviated PT. INTI is one of the State Owned Enterprises (SOEs) engaged in the telecommunications industry. PT. INTI in 2016 plans to change the business focus of the company distributor telecommunication equipment into a manufacturing company that provides products of telecommunications equipment. Thus, PT.INTI must develop the marketing and sales process, so PT. INTI can provide the best service, and competes with other leading provider of products telecommunications equipment. The marketing activities and sales process relate with account team and sales and marketing support. Both divisions are inter-related in the provision of products that can be sold. Account team receive product orders from customers, while sales and marketing support division provide user requirements required by the account team and run the marketing activities. To increase the sales and develop the marketing, account team and sales and marketing support need design of enterprise architecture including integration between business architecture, data architecture or information, application architecture, and technology architecture .

To support the design of enterprise architecture in this study will require a framework. Framework used is TOGAF ADM focusing Preliminary architectural design phase, Architecture Vision, Business Architecture, Information System Architecture, Technology Architecture, Opportunities and Solution Architecture . Architectural design provide architectural blueprints, the blueprints are business architecture blueprint, data architecture blueprint, application architecture blueprint, technology architecture blueprint, and opportunities and solution architecture blueprint.

The result of this research are gap analysis, business architecture blueprint, data architecture blueprint, application architecture blueprint, and technology architecture blueprint, and IT roadmap. This result can be recommendation for account team and sales and marketing support to improve their service and performance.

Keywords: TOGAF ADM, Enterprise Architecture, Manufacturing Company, Account Team, Sales and Marketing Support