

ABSTRACT

PT. Herona Express is a company provided delivery service by railroad and trucks box, in terms of information technology PT. Herona Express remains less experience with the other delivery service competitors. In the business process that runs on the Marketing function problems occurred which reduced income received by the company, began to decrease customer loyalty to the company's services, and they have not used promotions used by media technologies such as websites. While the functions of customer service problems that occur are not specifically part of their staff handling customer complaints, and still lack a system for complaint. Based on these problems, it is necessary to design enterprise architecture to illustrate the concept in the marketing and customer service.

Togaf ADM is framework that helps in the design enterprise architecture. Design process using togaf adm includes two parts in the preliminary phase and architecture vision in PT .Herona Express in general and business architecture, information system architecture and technology architecture to business on function marketing and customer service .

The result of design it will be a target business model, And artefact from each architecture design covering preliminary phase until technology architecture. With the result is expected to be in developing enterprise architecture pt.Herona express after the needs of the company business and is expected to make marketing and customer service worth for customer

Keyword : Enterprise Architecture, TOGAF ADM, Marketing, Customer Service, PT. Herona Express