

## ***ABSTRACT***

# ***ENTERPRISE ARCHITECTURE USING TOGAF: ENTERPRISE RESOURCE PLANNING AS SOLUTION FOR DATA INTEGRATION (STUDY CASE: SALES AND MARKETING FUNCTION IN PT.BIO FARMA)***

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*In the current era of globalization, increasing competition among companies makes companies compete to improve the development of information technology to achieve desired goals the need for a design that can harmonize between strategy and information technology in an organization or company that is running its business activities. PT. Bio Farma (Persero) is one company that is developing information technology, in this case, the integration of company data. PT. Bio Farma (Persero) Vaccine provider company engaged in manufacturing. In achieving the vision and mission of PT. Bio Farma (Persero) requires an information technology that supports every line of business, especially in the sales and Marketing functions.*

*At this time the company has used ERP technology as a system of information contained in the company. ERP technology in this company has been used for the integrity of all data from various functions in the company. However, the Company has not been maximized in the use of ERP technology itself due to the need for alignment between ERP implementation and business strategy in the company.*

*The method is carried out to align the ERP implementation needs and the company's business strategy, namely Enterprise Architecture. while the framework used in designing Enterprise Architecture is the TOGAF Framework (The Open Group Architecture Framework). In which there is a TOGAF ADM (Architecture Development Method), an Enterprise Architecture design methodology at PT. Bio*

*Farma (Persero). TOGAF ADM itself includes all core domains in the company in the form of business, data, applications, and technology. The EA design phases contained in TOGAF ADM start from the preliminary phase until the migration planning phase. Architectural design will be adjusted to the conditions and business needs of the company. The hope is with the use of this method PT. Bio Farma (Persero) can produce effective and efficient use of ERP in sales and Marketing functions.*

*Key Word : Enterprise Aarchitecture, ERP, Togaf ADM*