

## **ABSTRACT**

# **ENTERPRISE ARCHITECTURE AS A STRATEGY IN PRODUCT AND PROCESS INNOVATION IN TECHNOLOGY DEVELOPMENT FUNCTION IN INDUSTRIAL AND MANUFACTURING COMPANIES USING TOGAF ADM**

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The existence of a Ministerial Regulation that regulates policies in terms of guidelines for the preparation of information technology management in companies that aims to ensure the alignment of business with IT in accordance with the role of IT in the company makes one of the companies engaged in industry and manufacturing to evaluate the management of information technology that successfully identifies problems in the technology development function, there is still a lot of work done through the help of other divisions and / or outside vendors because the full machine load / technology is not qualified, the development of the technology function has not been fully synchronized with marketing and sales and production programs, and the lack of cooperation with institutions others that have a significant impact and lack of collaboration to develop ideas or create new product innovations. To solve this problem, the company initiated the design of enterprise architecture using TOGAF ADM. With the enterprise architecture design expected to be able to integrate information technology and other resources that exist in the company. The results of this study will produce an output in the form of a blueprint and IT Roadmap in the form of integration of the SolidWork PDM application in the technology development function with the Xcelcius dashboard in the marketing and sales function, the SOP update and the development of new applications, namely the collaboration management application to support the company's strategy.

Keywords: Enterprise Architecture, TOGAF, technology development function, manufacture.