

## ***ABSTRACT***

*Telecommunications company is one type of company that has an important role and has a dynamic nature. This is proven by the existing business processes in telecommunications companies. In designing Enterprise Architecture, an architectural framework is needed to develop a broad scope of discussion of different architectures covering business, data, applications, and technology. This analysis and design uses the TOGAF ADM framework as a reference in making a general architecture consisting of the Introduction Phase, Architectural Vision, Business Architecture, and Information System Architecture consisting of Data Architecture and Application Architecture, where in each phase the information related to the company is determined. telecommunications on the insurance process that produces artifacts for Enterprise Architecture design. This research produces designs in the form of artifacts related to general architecture in telecommunications companies in the form of principles and stakeholder mapping. In addition, especially in the insurance process using the eTOM framework from the business side, SID from the information side, and TAM from the application side.*

***Keywords—general architecture, telecommunication company, assurance, eTOM, SID, TAM***