

ABSTRACT

Enterprise Architecture (EA) is a discipline that addresses the use of a set of concepts and practices based on a holistic view of the system. Telecommunications companies need EA to manage processes in the business domain, data domain, and application domain so they can run aligned and integrated. In telecommunication companies in Indonesia, the main problem encountered is that EA in the form of a reference architecture framework cannot be implemented directly because it must be adapted to each domain in the company. Due to this, this paper will discuss general architectural design as a form of EA in telecommunications companies using a reference architecture framework. The process that will be focused on is the Product Management process which specifically discusses a series of activities in the production process that produce value in the form of goods and services. The reference used in the design analysis is TOGAF ADM 9.2 covering the Preliminary Phase process, Architecture Vision, Business Architecture, Information Systems Architecture, as well as three types of reference architecture frameworks incorporated in the framework, namely the Telecom Operations Map type or also called the Business Process Framework (eTOM), Application Framework (TAM), and also Shared Information/Data Model (SID). The research method used is a literature study. The results of the study are in the form of output artifacts as general architecture. These results are expected to be useful either to be applied directly to telecommunications companies or to be a reference for other researchers and add insight to all readers.

Keywords— *Enterprise Architecture,, TOGAF ADM 9.2, eTOM, SID, TAM*