AYAMER

AYMAN AMER

BUSINESS ARCHITECT

Business Process Consultant, Digital Transformation Expert
ERP, RPA & Coaching

WWW.AYAMER.COM

AGENDA

AYAMER

HELLO!

I am Ayman Amer

I am here because I love to give Business Consultant.

You can find me at

www.ayamer.com

AYAMER

4

Biography Summary

- Build and supervise the Business Architecture team with more than 12 years of experience in analyzing, designing, and developing roadmaps and implementation plans based on current versus future state business architecture, and assess near team needs to establish business priorities and aligns architectural requirements with IT strategy.

- Working in a dynamic and evolving Enterprise Environment. Knowledgeable of relevant Enterprise Architecture Methodologies, Frameworks (TOGAF, FEAF, NORA), Modeling Tools (VISIO, BIZAGI, MEGA, ARIS), and Project Management Tools, ERP System implementation (Odoo, MSD365). Familiar with organizational design business models, management, and structures.

- Lead and facilitate the Business Architecture governance process based on the Enterprise Architecture governance structure.. Analyze and develop Business Architecture Requirements.. Coordinate architecture implementation and modification activities.. Align Business Architecture with IT strategy. Owns the stewardship duties of business architecture artifacts. Ensure Computability with existing solutions, infrastructures, services, and strategies.

- Design business processes and functions. Analyze the current processes to identify weaknesses and develop opportunities for continuous improvement. Establish a business process reengineering. Analyze costs versus benefits, risks, impact, and technology priorities.

Ayman Amer

Business Architecture Consultant
12+ years of experience
ayman@ayamer.com
• **BSc in Engineering**

Industry Experience:

- **Government**
- **Private Sectors**
- **Manufacturing**
- **Transportation**
- **Construction**

Key Expertise

- Strategy & Performance ■■■■□
- Project Management ■■■■■
- Organization & Development ■■■■□
- Governance, Risk & Compliance ■■■■□

- Business Architecture ■■■■■
- Enterprise Architecture ■■■■■
- Service Design (SaaS) ■■■■□
- IT Management ■■■■□

- Innovation Management ■■■■■
- Process Automation ■■■■□
- BI & Data Analytics ■■■□□
- Business Process Excellence ■■■■■

Tools

- ☑ Mega
- ☑ BIZAGI
- ☑ ARIS
- ☑ VISIO
- ☑ Microsoft Azure
- ☑ Primavera
- ☑ iServer – Orbus
- ☑ Jira
- ☑ Visual Paradigm
- ☑ Odoo
- ☑ Microsoft Power BI

Certifications

- TOGAF 9.2 Certified
- Project Management Professional (PMP)
- OCEB – Business Process Management
- Six Sigma YB
- Scrum Fundamental
- ITIL4
- Bizagi process Modeling and Automation

Successful Projects

Commitments

Innovative

Integrity

Delivery

Agility

Always strive to add greater #Value and #Better changes to all of my clients and partners .

AYAMER

My Clients

Projects

AYAMER

Projects Dashboard

Projects Type

- **Business Digital Transformation**
- **Business Process Reengineering**
- **Enterprise Architecture**

Projects Number

Business Digital Transformation	**4**
Business Process Reengineering	**7**
Enterprise Architecture	**2**

Total Number of Projects — 13

Happy Customers 81%

Deliver in Time 90%

Running, 1

Completed, 12

■ Completed ■ Running

20000
15000
10000
5000
0

16358

6864

2122

Business Digital Transformation

Business Process Reengineering

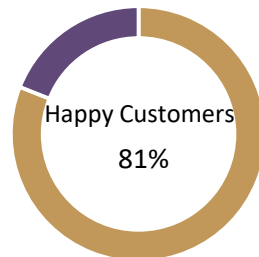Enterprise Architecture
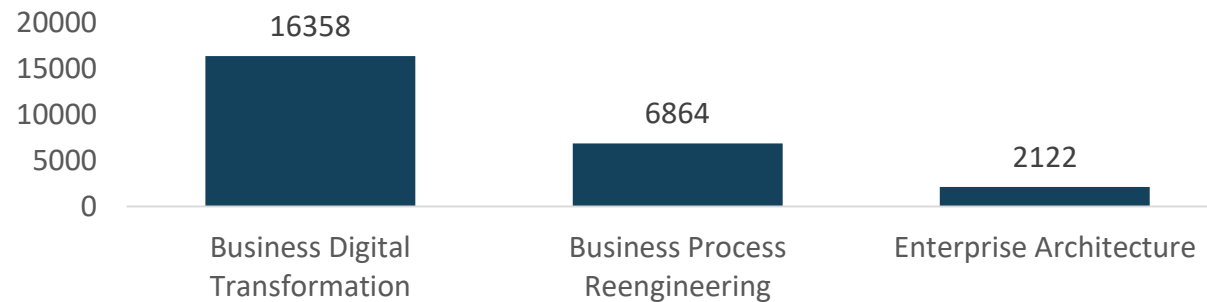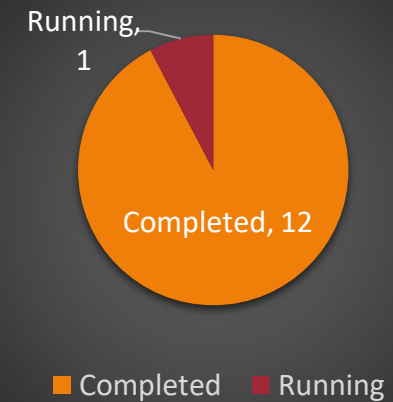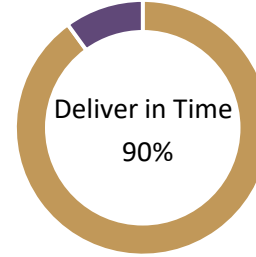
■ Total Number of Working Hours = 25,344

Projects

Business Digital Transformation

Clients
SITE - Devoteam

Project Scope:
Study and identify the digital services of the National Cyber Security Authority (NCA)

Tasks:
- Building a general perception of current services.
  (Stakeholder analysis – Value stream – Benchmarking – Customer Journey – Governance)
- Building a Architecture Domains for digital services (SaaS Platform)
- Modelling the To – Be business processes (BPMN)
- Defining the scope of the solution and the plan for developing digital services. (Solution Landscape)
- Developing Entity Relationship Diagram (ERD) - Conceptual Level
- Solution-level decisions and analysis of their impact on the overall business goals and outcomes.
  (Analyzing the technology environment - Participating in technology selection - Context diagram - Integration (API / ESP / ..etc.) – Cloud Solutions – Data Entities Relation)
- Approach: Agile   Tools: Visio - Jira

📍 Riyadh, KSA | 01 Jan 2022 | On Going   SITE devoteam

Business Digital Transformation

Client
Al Ghurair Investment - FITS

Project Scope:
Transfer the ERP system of from Oracle to Microsoft Dynamic 365. Managing the Business and ITBOP to alignment with MS Dynamic consultants & Business team.

Tasks:
Through my role I have participated in four business units (AG Cars Taxi, AG Investment, AG printing and Publishing & AG Core Finance & Operation).
- Defining and Implementing Change Management Plan
- Preparing Business Requirements Document (BRD)
- Working on Business process Re-engineering
- Modelling the To – Be business processes (BPMN).
- Preparing Business Architecture Definition Document (Customer Journey – Org. Structure – Stakeholder Analysis – Risk Analysis – Value Stream – BCM)
- Preparing Function Requirements Document (FRD)
- Approach: Agile / Waterfall / ADKAR
- Tools: MEGA- Microsoft Azure DevOps

📍 Dubai, UAE | Aug - 2021 | 5 Months | Dec- 2021   FITS Al Ghurair

Projects

Enterprise Architecture

Clients
Ministry of Economy and Planning- RMG

Project Scope:
Implementing National Overall Reference Architecture (NORA) Framework

Tasks:
- Organization Strategy Plan
- Architecture Vision
- Architecture Governance Document
- Business Requirements Document (BRD)
- Business Architecture Definition Documents
- Approach: Waterfall   Tools: Visio – Microsoft Office

Feb- 2021   Jul - 2021

Riyadh, KSA   6 months   RMG

Enterprise Architecture

Client
Tabuk Municipality - RMG

Project Scope:
Providing consultant services by establishing and activating the Enterprise Architecture Office using the Enterprise Architecture Framework approach and preparing the transformation plan and roadmap in accordance with the best practices followed in the application of the Enterprise Architecture. (TOGAF & NORA Hybrid)

Tasks:
- Preparing Organization Strategy
- Preparing Architecture Vision and framework
- Preparing Architecture Governance Document
- Define Assessment of Architecture Maturity level
- Define Baseline & Target Architecture
- Define Opportunities and Solutions
- Define Migration Planning
- Implement Architecture in an EA tool
- Setup EA Office (Structure, Roles and Responsibilities, Management, and Governance)
- Approach: Waterfall   Tools: Visio – Microsoft Office – Visual Paradigm

Aug - 2020   Jan - 2021

Tabuk, KSA   6 months   RMG

Business Digital Transformation

Clients
MOMRAH – Dar Al Riyadh

Project Scope:
Phase 4: Complete the digital transformation through the merging and integration of all e-services line related to buildings and facilities control in Riyadh Municipality under the umbrella of unified services called " BMS: Building Monitoring System" in cooperation with The Ministry of Municipal and Rural Affairs "MOMRAH" represented by Pwc, using the National Overall Reference Architecture "NORA" & "TOGAF" Frameworks.

Tasks:
- Review and update all documents and regulations related to the business work.
- Assessing the readiness for transformation and risks (Capability Maturity Model CMM)
- Develop BA project plan and principles
- Develop BA framework and tailoring the EA framework with other frameworks such as (TOGAF, Project Management, Agile, ITIL,..)
- Build the Meta Model and reference models for the business work such as (Business capability model -Value stream model – RACI - Business process model – OBS - Business/ services model – Business use case)

- Establish and analyse the "AS-IS" and "TO-BE" Business document
- Developing Entity Relationship Diagram (ERD) – Logical Level
- Develop a transition plan
- Execute and maintain
- Business Architecture Definition Document
- Integrate (BMS) with other governments entities through GSB:
  - Ministry of Labour
  - Ministry of Interior
  - Ministry of Commerce and Investment
  - Ministry of Justice
  - Ministry of Finance
- Approach: Agile   Tools: Bizagi– Microsoft Office – Essential Project

March -2017

Jun- 2020

Riyadh, KSA

3 yrs., 3 mos.

وزارة الشؤون البلدية والقروية والإسكان
Ministry of Municipal Rural Affairs & Housing

دار الرياض DAR AL RIYADH
ARCHITECTURE & DESIGN SERVICES

Projects

Business Process Reengineering

Clients
Riyadh Municipality– Dar Al Riyadh

Project Scope:
Phase 3: Implement the work of the third phase of the Strategic Improvement Plan, by establishing an e-services line, were design the end to end business process modelling for 5 departments.

Tasks:
The outputs of Business process reengineering and system design:
- Project vision (Overview - goals - constraints - assumptions)
- Business requirements Document (BRD) (Service requirements - Stakeholders management - policies - Quality requirements)
- Functional requirements specification document (FRS) (Functional requirements - Non-Functional requirements- Data requirements - Use case - Dependencies - User interface requirements - Security requirements – Governance - Requirements traceability matrix)
- Business process modelling document (BPM) (Service card - Business Process modelling - Automation prototype)
- Strategic implementation plan
- Test Document (TD) – Black Box Test (Test case - Taste scenario - Test data - Test steps - Test requirements - Test result - Recommendations)

Project 1
"RIS" System (Reporting Inspection System)

Project 2
"RCS" System (Report Control System)

Project 3
"RAS" System (Report Analytics System - BI)

Project 4
"CGS" System (Complaints and Grievances System)

Project 5
"CCS" System (Commission Committee System)

Project 6
"DRS" System (Demolition Reporting System)

Project 7
"EOS" System (Engineering Offices System)

Dec -2013

Feb - 2017

Riyadh, KSA

3 yrs., 3 mos.

DAR AL RIYADH
ARCHITECTURE & DESIGN SERVICES

Business Digital Transformation

Clients

Riyadh Municipality– Dar Al Riyadh

Project Scope:

Phase 1: Drawing a roadmap for strategic goals by preparing essential documents and blueprints for the project.

Phase 2: Documenting the "Business Services & Processes" for all the departments of "Building and Facilities Supervision Department" @ Riyadh Municipality.

Tasks:

- Stakeholder analysis.
- Collect requirements from different departments, and create "Business Requirements Document and Requirements Traceability Matrices".
- Create the current Business process modelling for all services.
- Applying Business Process Modelling for:
  - 1- "RASD" System as an (IOT) - (Monitoring the status of the reports and capture the actual time of transactions).
  - 2- Location Tracking App system as an (IOT) - (Locate Inspectors at regular time interval and capture the actual time for inspection work).
- Documenting the Business Process Modelling for all works of the General Administration of Building Control Department in Riyadh Municipality.
- Based on the observed data, the improvement philosophy was drawn on three axes (people - processes & technology).
- Preparing Strategic Improvement Plan.
- Total Quality Management. (Quality Polices, RACI, Communication Plan, Resource management, Key performance Indicators KPIs, Continual Improvement Plan)
- Governance Model - Healthy, Safety, and Environmental Manual - Templates and technical reports.

Aug -2010   Nov - 2013

Riyadh, KSA   3 yrs., 3 mos.

وزارة الشـؤون البلدية
والقروية والإسكان
DAR AL RIYADH
ARCHITECTURE & DESIGN SERVICES
Ministry of Municipal Rural Affairs & Housing
دار الريـاض

AYAMER

SERVICES & CRM

MY SERVICES

▸ End – To- End Business Architecture

Representing holistic, multidimensional business views of capabilities, end-to-end value delivery, information, and organizational structure; and the relationships among these business views and strategies, products, Initiatives, and stakeholders.

- Lead and facilitate the Business Architecture governance process based on the Enterprise Architecture governance structure.
- Analyse and develop Business Architecture Requirements.
- Coordinate architecture implementation and modification activities.
- Align Business Architecture with IT strategy.
- Owns the stewardship duties of business architecture artifacts.
- Ensure Computability with existing solutions, infrastructures, services, and strategies.

▸ Business Process Reengineering

Redesigning the way work is done to better support the organization's mission and reduce costs. Reengineering starts with a high-level assessment of the organization's mission, strategic goals, and customer needs.

- Design business processes and functions.
- Analyse the current processes to identify weaknesses and develop opportunities for continuous improvement.
- Establish a business process reengineering.
- Analyse costs versus benefits, risks, impact, and technology priorities.
- Analyse stakeholders to present compelling business cases for proposed IT solutions.
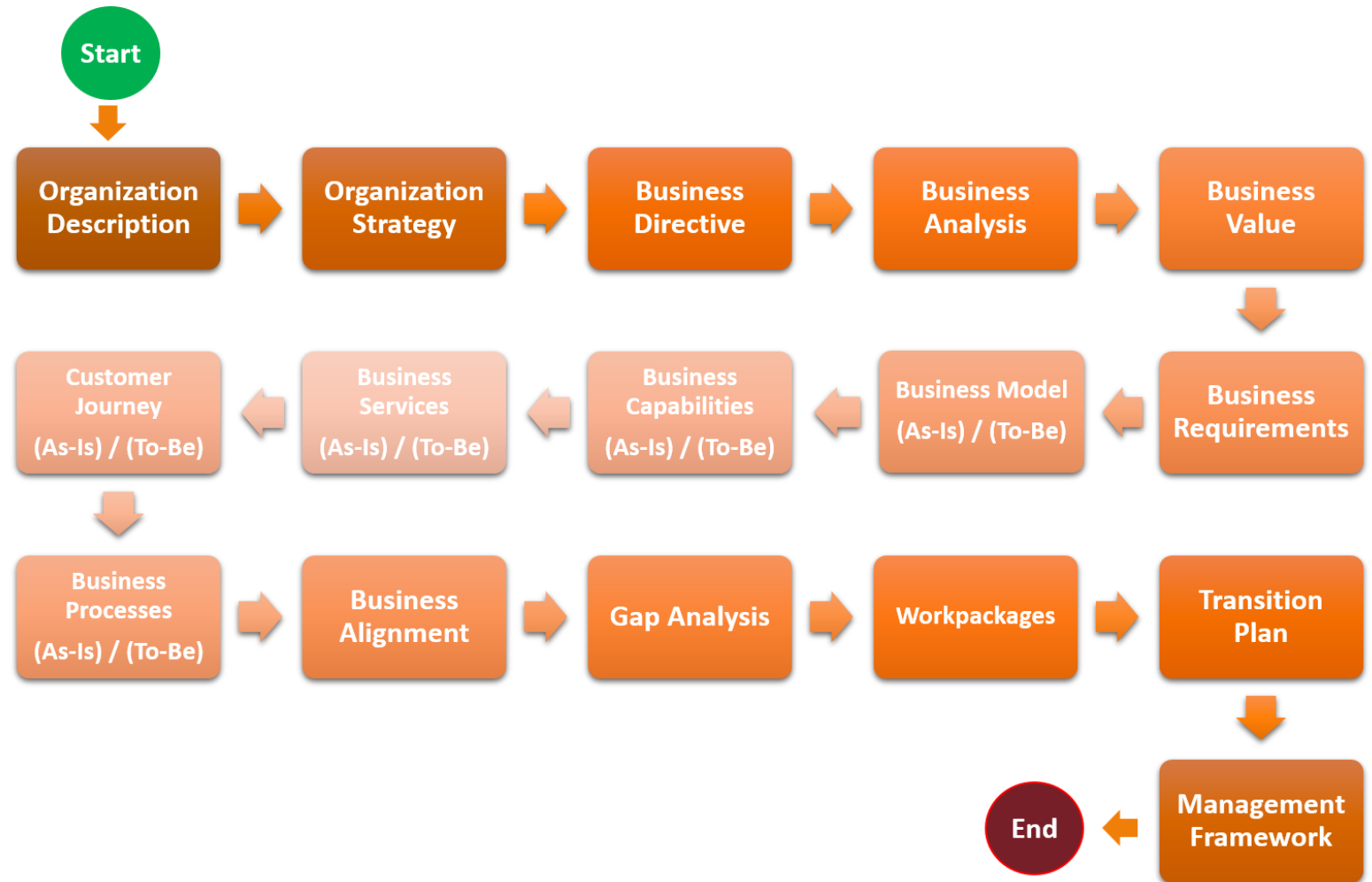
▸ Business Digital Transformation

Exploiting digital technologies and supporting capabilities to create a new digital business model. Changing of an organization ecosystem through an integration of digital technologies, processes and competencies across all levels in a strategic way.

- Identify Business goals, strategy, and governance.
- Identify potential risk and opportunities.
- Analysing and Benchmarking against your peers.
- Setup right Enterprise Architecture (Business – Solution – Technology).
- Plan the Immigration strategy and plan.
- Manage your initiatives implementation.
- Provide BI reports and measure the performance.
- Setup ERP Systems.

MY SERVICES

AYAMER
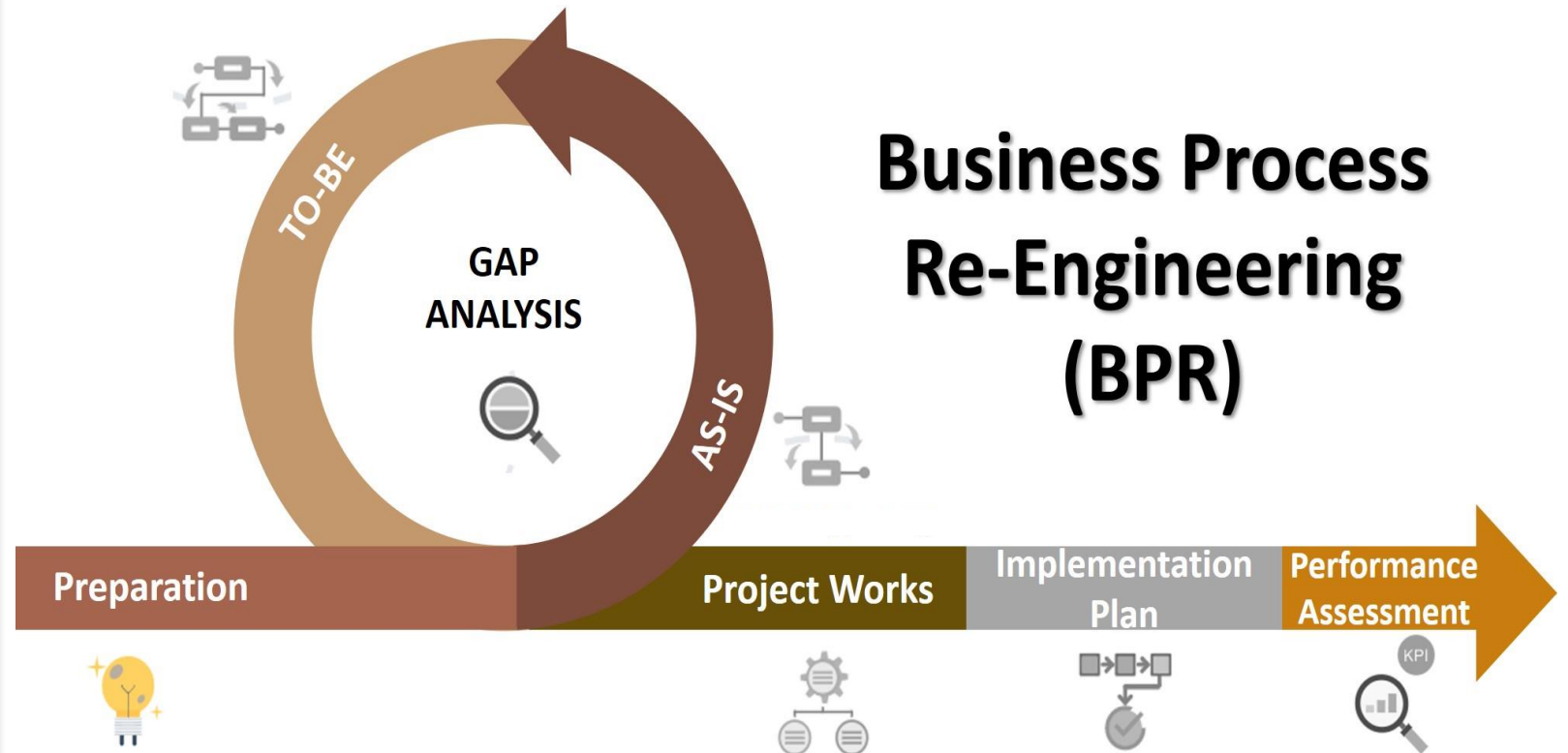
End – To – End Business Architecture

Main Deliverables:

- Project scope and strategy
- Current state analysis
- Maturity assessment
- Governance plan
- Change management plan
- Business requirements document (BRD)
- Current Business Architecture document (Business model – To Be processes - …)
- Workshops / Interviews / Benchmarking / Brainstorming reports
- Target Business Architecture document
- Gap Analysis
- Projects and initiatives
- Transition plan
- Management plan
- Implementation tool
- Monitoring reports

Start

Organization Description → Organization Strategy → Business Directive → Business Analysis → Business Value

Business Value ↓

Business Requirements

Customer Journey (As-Is) / (To-Be) ← Business Services (As-Is) / (To-Be) ← Business Capabilities (As-Is) / (To-Be) ← Business Model (As-Is) / (To-Be) ← Business Requirements

Customer Journey ↓

Business Processes (As-Is) / (To-Be) → Business Alignment → Gap Analysis → Workpackages → Transition Plan

Transition Plan ↓

End ← Management Framework

Business Process Reengineering

Main Deliverables:

- Business requirements document (BRD)
- Current business process modelling
- Analyse current state
- Process mining
- Improvements and opportunities
- Target business process modelling
- Gap analysis
- Projects and Initiatives
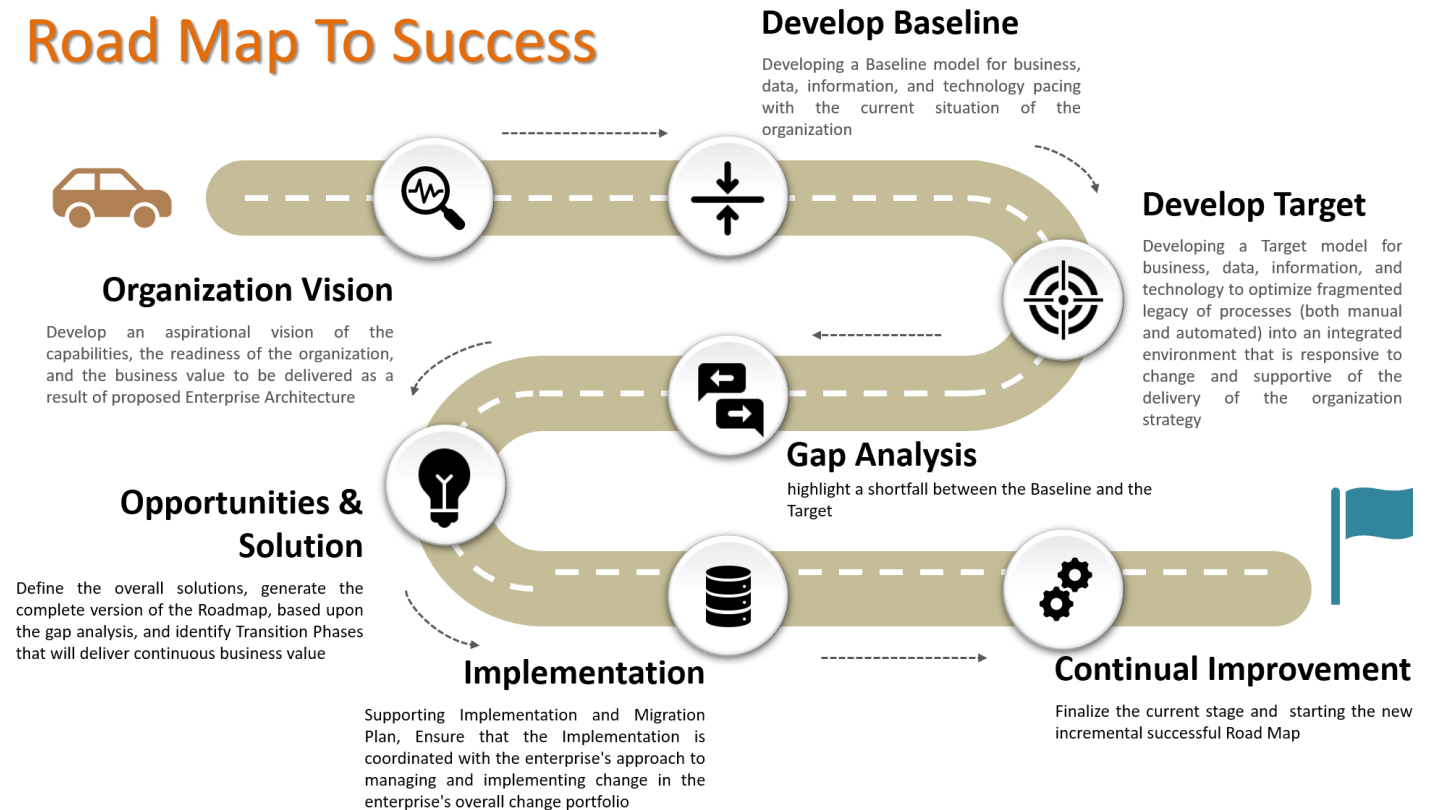- Transition plan
- Implement and monitor (KPIs)

TO-BE

GAP ANALYSIS

AS-IS

Business Process Re-Engineering (BPR)

Preparation

Project Works

Implementation Plan

Performance Assessment
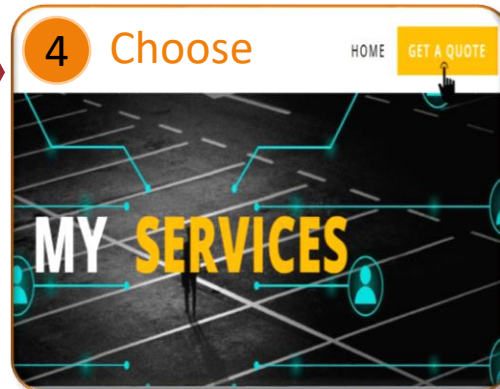
Business Digital Transformation

Main Deliverables:

- Project scope and strategy
- Current state analysis
- Maturity assessment
- Governance plan
- Change management plan
- Current Business Architecture definition
- Target Business Architecture definition
- Current Data Architecture definition
- Target Data Architecture definition
- Current Application Architecture definition
- Target Application Architecture definition
- Current Technology Architecture definition
- Target Technology Architecture definition
- Metamodel
- Solution Architecture
- Gap Analysis
- Projects and initiatives
- Transition plan
- Management plan
- Implement the solutions (ERP / SaaS Platform / ..)
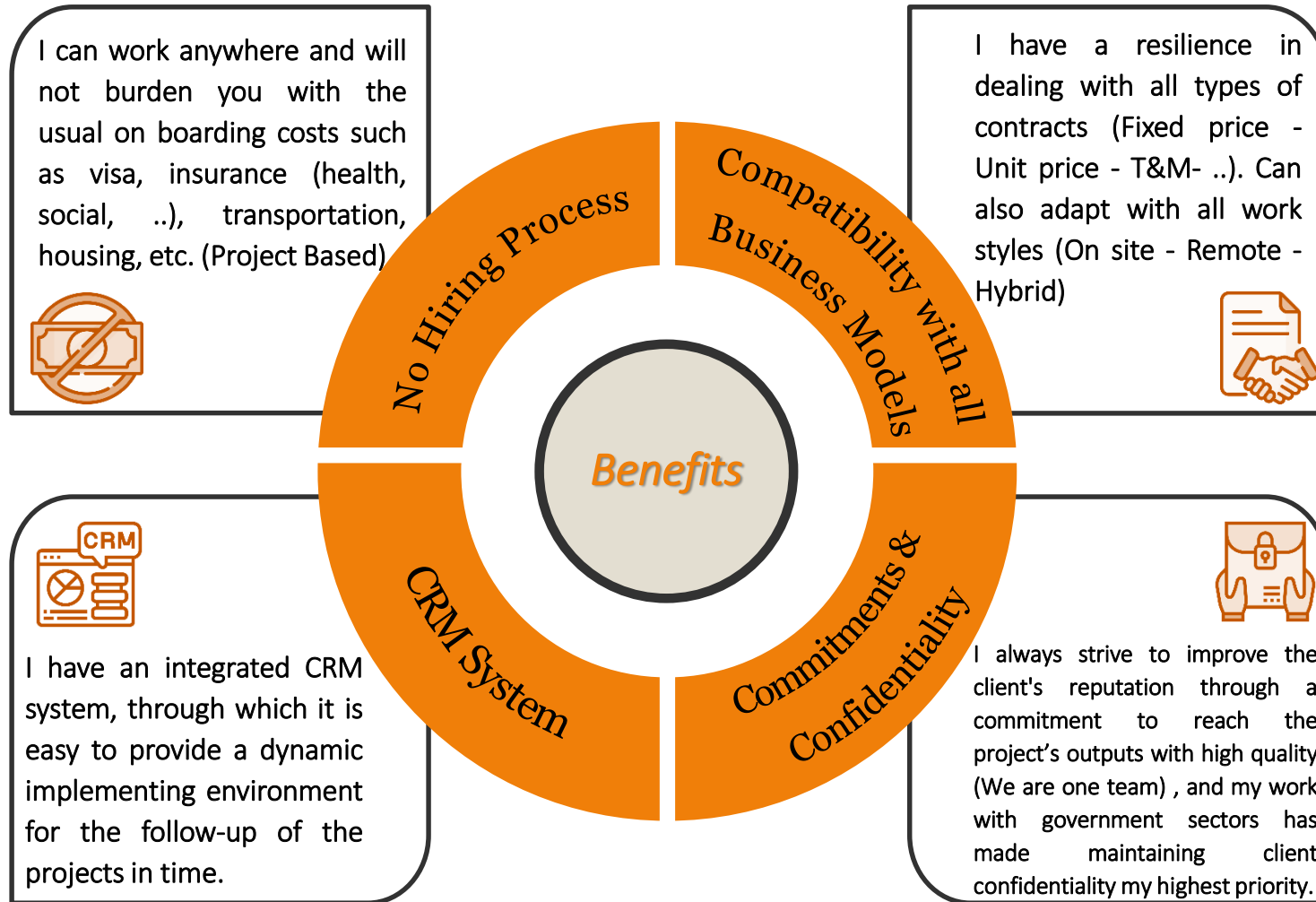- Monitoring reports (KPIs)

Road Map To Success

Develop Baseline

Developing a Baseline model for business, data, information, and technology pacing with the current situation of the organization

Develop Target

Developing a Target model for business, data, information, and technology to optimize fragmented legacy of processes (both manual and automated) into an integrated environment that is responsive to change and supportive of the delivery of the organization strategy

Organization Vision

Develop an aspirational vision of the capabilities, the readiness of the organization, and the business value to be delivered as a result of proposed Enterprise Architecture

Gap Analysis

highlight a shortfall between the Baseline and the Target

Opportunities & Solution

Define the overall solutions, generate the complete version of the Roadmap, based upon the gap analysis, and identify Transition Phases that will deliver continuous business value

Implementation

Supporting Implementation and Migration Plan, Ensure that the Implementation is coordinated with the enterprise's approach to managing and implementing change in the enterprise's overall change portfolio

Continual Improvement

Finalize the current stage and starting the new incremental successful Road Map

REQUEST YOUR SERVICES

AYAMER

ONLY IN 5 STEPS

1 Login

WWW.AYAMER.COM

2 Services

ABOUT ⌄ SERVICES PROJECTS ⌄

I'M AYMAN A...
Business Arch

Build and supervise the Business Architecture Do...
experience in modeling, and analyzing proc...
implementation projects based on current ver...
requirements, and assess organization needs to es...
architectural requirements with IT strategy.

3 MY **SERVICES**

Business Process Reengineering

...siness
...e

...sional business
value delivery,
...cture; and the
...ss views and
...d stakeholders...

Redesigning the way work is done to better support
the organization's mission and reduce costs.
Reengineering starts with a high-level assessment of
the organization's mission, strategic goals, and
customer needs...

Bus...
Tra...

Exploiting digit...
capabilities to cre...
Changing of an or...
integration of dig...
competencies ac...

KNOW MORE

4 Choose

HOME GET A QUOTE

MY **SERVICES**

5 **Request For Quotation**

First Name *

LAST NAME *

Email Address *

Phone Number *

Company Name

How Can I Serve you?

End To End Business Architecture

Select your service

End To End Business Architecture

Business Process Reengineering

Business Digital Transformation

Technical Proposal

Oth...

0 / 1000

Upload file

Drag and Drop (or) Choose Files

Request Quote

Submit

Customer Relationship Management

Working Anywhere

Remote

On Site

Hybrid

19

AYAMER

WHY WORKING TOGETHER?

I can work anywhere and will not burden you with the usual on boarding costs such as visa, insurance (health, social, ..), transportation, housing, etc. (Project Based)

I have a resilience in dealing with all types of contracts (Fixed price - Unit price - T&M- ..). Can also adapt with all work styles (On site - Remote - Hybrid)

No Hiring Process

Compatibility with all Business Models

Benefits

CRM System

Commitments & Confidentiality

I have an integrated CRM system, through which it is easy to provide a dynamic implementing environment for the follow-up of the projects in time.

I always strive to improve the client's reputation through a commitment to reach the project's outputs with high quality (We are one team) , and my work with government sectors has made maintaining client confidentiality my highest priority.

CRM SYSTEM

AYAMER

Secure Access to Your Account

CRM SYSTEM

AYAMER

Sign Your Contract Digitally

CRM SYSTEM

Monitor & Control Your Projects Anytime , Anywhere through one Dashboard

AYAMER

PARTNERS

MY PARTNERS

Ready Partner

QAxess Manufacturing ERP System

DynamicsPrint (Powered by Microsoft Dynamic 365)

Solution of Human Resources

CONTACTS

Country List (Ability to work in 20 Countries)
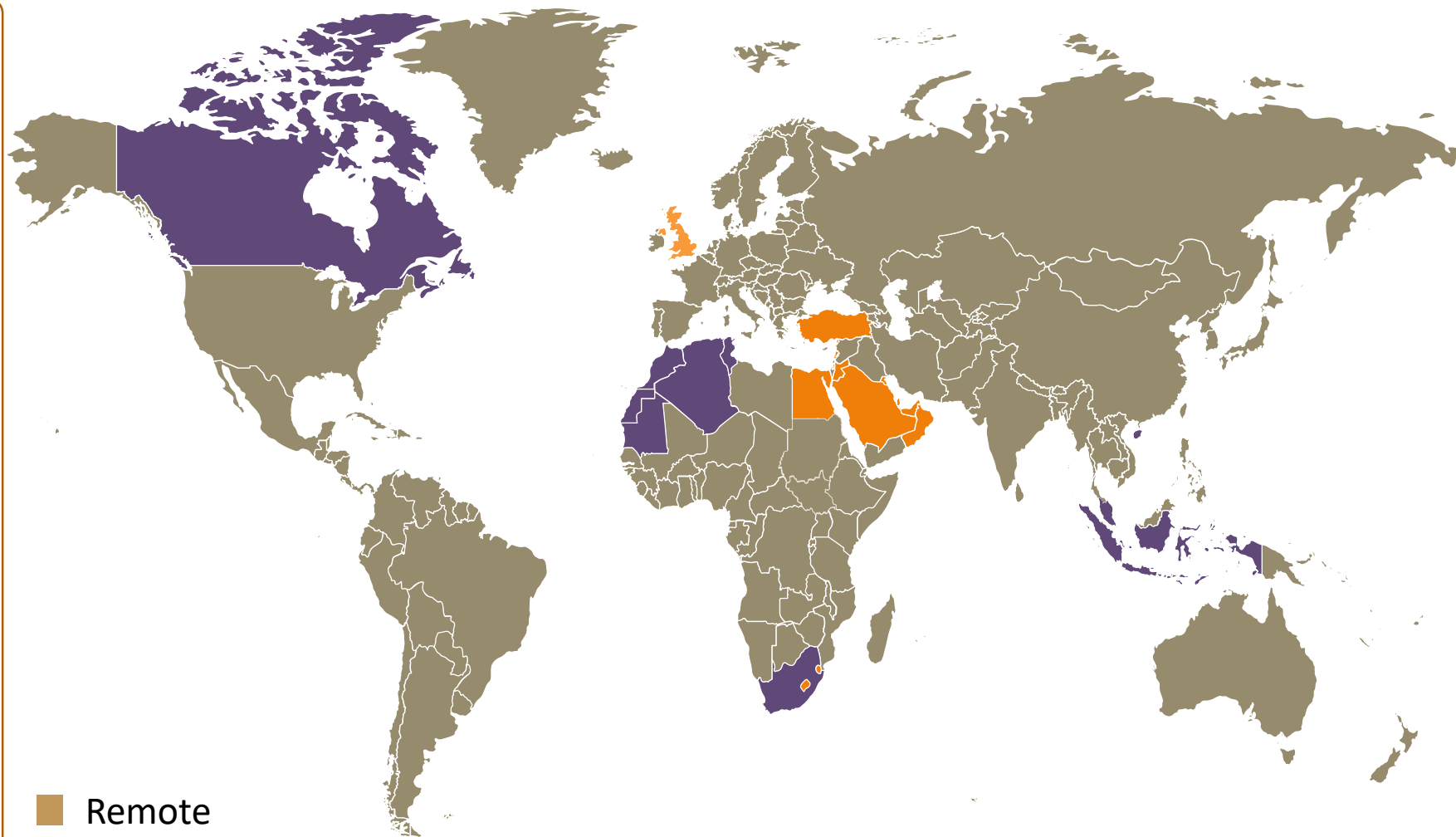
AYAMER

On Site
- Egypt
- UAE
- UK
- KSA
- Oman
- Bahrain
- Qatar
- Kuwait
- Jordan
- Lebanon
- Turkey

Hybrid
- Canada
- Tunisia
- Mauritania
- Algeria
- Morocco
- South Africa
- Malaysia
- Indonesia
- Hong Kong

Remote
- The rest of the world

Contact Me

AYAMER

Get In Touch

📞 +971 - 505344745
+966 - 531117261

+2-0111-444-0703

✉ ayman@ayamer.com

24/7

Thank You

AYAMER