ADM Example: Fashion Retail Platform Transformation

How an architecture develops through ADM phases for an online-style retailer with outsourced warehouse and order fulfilment.

This example shows that each ADM phase adds a different type of architectural understanding.
start with the business reason for change, then describe business, data, application and technology views, then turn those into options, roadmap, governed delivery, and future change.

Business driver

Scale the website, release features faster, reduce operating cost, and integrate reliably with an outsourced warehouse and ordering provider.

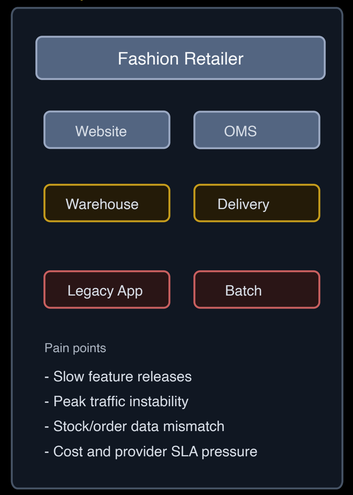
ADM Journey

Each phase adds detail: need -> vision -> BDAT -> options -> roadmap -> delivery.

An EA, when using the ADM, does not jump straight to technology.
The ADM helps an EA turn business needs into views, target architectures, choices, roadmaps, governed delivery, and continuous change.

Current estate and business need

Conceptual



Requirements

SLA
RPO / RTO
Response Time
Application Development cycle
Reduce costs with SaaS

Constraints

Security Levels Set
WMS vendor

Risks

Operational Knowledge
Bottleneck of content until CDN
Firewall open from APP

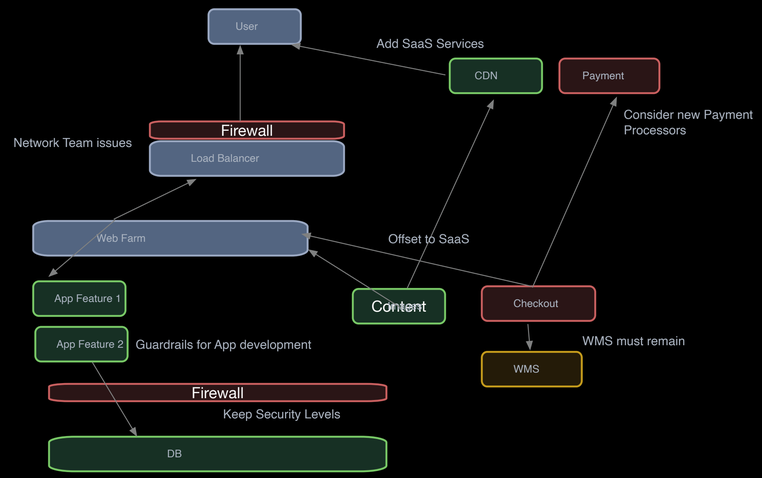
Interoperability

SaaS CDN in use with other BU
Firewall support remains

Assumptions

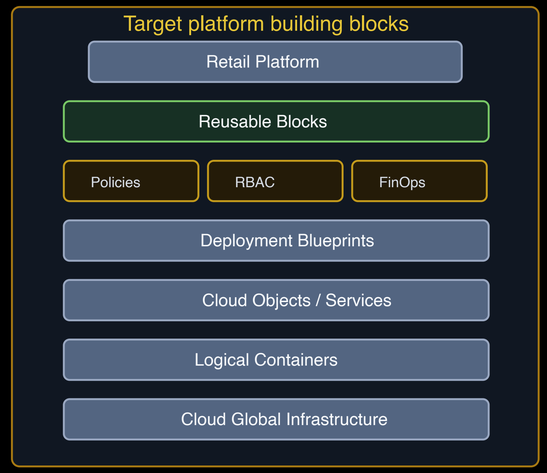
WMS ISV will support approach?

Logical Discussion



Physical

Target platform building blocks



Examples: subscriptions/accounts, resource groups, pipelines, API gateway, event bus, WMS integration, monitoring, security zones.

ADM phase progression

Preliminary — rules and capability
A — vision and scope
B — business
C — data and apps
D — technology
E — solution options
F — roadmap
G — govern build
H — manage change

Questions

Who owns change?
What standards?
What governance?

Output

Architecture Vision
Stakeholders
Statement of Work

Business view

Capabilities
Value streams
SLA and cost needs

Information view

Product / inventory
Order / customer
Application map

Platform view

CDN / LB / web farm
App tier / DB
Secure checkout

Choices

Buy SaaS OMS?
Build API layer?
Modernize in waves?

Roadmap

1. CDN and release
2. OMS integration
3. Data platform

Controls

Architecture contract
Security review
Cost guardrails

Feedback

Measure conversion
Track SLA/cost
Trigger next cycle

Physical example created by Phase D and governed through G/H

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A Simplified mapped example.
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