

Enterprise Architecture Design Using TOGAF ADM for Digital Transformation at PT Profito Inovasi Kreatif

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Abstract— Rapid advancements in information technology are driving organizations to improve operational integration and business performance through enterprise systems and process automation. PT Profito Inovasi Kreatif is a B2B distribution company that utilizes ERP, CRM, and cloud-based systems to support operational activities and distribution management. However, the company faces several operational challenges, including declining ERP performance due to increasing transaction volumes, the complexity of managing more than 6,000 product SKUs, manual distribution planning and delivery coordination, and limited integration among operational systems. These challenges affect operational scalability, inventory coordination, and real-time decision-making. This study aims to design an enterprise architecture using the TOGAF ADM framework to support digital transformation and operational optimization. A qualitative case study approach was employed through semi-structured interviews, operational data analysis, and system documentation reviews. The analysis covered business, data, application, and technology architectures using as-is and to-be models to identify operational gaps and integration requirements. The proposed enterprise architecture includes ERP Develop Internal, Transportation Management System (TMS) integration for automated routing, API-based system integration, and centralized dashboard monitoring to improve operational coordination. The resulting architecture provides a structured blueprint for enhancing system integration, operational scalability, and data-driven decision-making, thereby supporting the company's digital transformation and long-term business growth.

Index Terms— Enterprise Architecture; TOGAF ADM; Digital Transformation; ERP; System Integration; Transportation Management System (TMS)

I. INTRODUCTION

Digital transformation is an essential strategic option for organizations that are looking to improve operational efficiency, business agility, and the competitive advantage of their firms in dynamic business environments [1]. Enterprise architecture (EA) facilitates alignment between business processes and information technology by integrating the management of systems, data, applications, and technology infrastructure [2]. With proper Enterprise Architecture planning, organizations can integrate systems, streamline operations, and support sustainable digital transformation initiatives [3].

PT Profito Inovasi Kreatif is a growing B2B distribution company specializing in industrial materials, interior products, and furniture. The company has implemented several technologies, including Accurate ERP, CRM, AWS cloud services, dashboard technology and GPS device-based delivery tracking. Nonetheless, operational issues remain in manual distribution planning, performance degradation of ERP with increasing transaction volumes, and managing more than 6,000 product types (SKUs). Such scenarios reduce productivity and create challenges in managing scalable, cohesive business processes.

In this study digital transformation refers to the digitalization of distribution business processes through ERP integration, SKU data management, and TMS-based routing automation to enhance operational efficiency. TOGAF ADM was chosen because it offers a systematic and adaptable method for organizing

business processes, information systems, data, and technology infrastructure within complex organizational settings [4]. By using TOGAF ADM, organizations can create an enterprise architecture framework that facilitates business process integration and digital transformation efforts [5].

This research aims to design an Enterprise Architecture using the TOGAF ADM Framework for PT Profito Inovasi Kreatif to support digital transformation and improve operational efficiency in distribution operations.

II. LITERATURE STUDY

A. THEORETICAL FRAMEWORK

Enterprise Architecture (EA) is a structured approach to linking business processes and information systems to an organization's overall objectives. EA helps improve organizational efficiency and effectiveness by providing a high-level overview of the relationships among business strategy, enterprise-level information systems, and IT infrastructure [6]. In addition, EA eliminates redundancy, integrates information systems, and assists strategic decision-making [7]. EA also enables organizations to conduct a gap analysis from the "as-is" to the "to-be" and to design better systems [8]. TOGAF (The Open Group Architecture Framework) is one of the most popular frameworks for Enterprise Architecture design. The Architecture Development Method (ADM) within TOGAF is designed to help businesses integrate business demands and information technology across the organization. The method consists of several interconnected phases that build on each other to ensure the architecture meets the organization's needs and supports business processes. TOGAF ADM also supports sustainable enterprise architecture development and improves efficiency in system development and change management [6].

B. Previous Research

TOGAF ADM has been widely applied in government services [9], healthcare [10], and retail and industrial sectors [11], [12] to support system integration and business process optimization. In the context of digital transformation, Enterprise Architecture (EA) plays a crucial role in aligning business processes, information systems, and cross-functional data integration through ERP modernization and integrated system design [13], [14], [15]. In addition, EA supports operational scalability and interoperability of information systems to improve

efficiency and data-driven decision making [16], [17]. However, there is still a research gap in Enterprise Architecture design for B2B distribution companies with high transaction volumes and SKU complexity. Limited studies address specific issues such as ERP performance degradation caused by large transactions and high data volumes, managing more than 6,000 SKUs, and integration between ERP and Transportation Management Systems (TMS) to support automated distribution routing. Therefore, this study aims to design an enterprise architecture using TOGAF ADM at PT Profito Inovasi Kreatif to support digital transformation in distribution operations through ERP integration, operational scalability, and process automation.

III. METHODOLOGIES

A. Research Type and Approach

The purpose of this research is to conduct a descriptive case study with a qualitative approach to design and analyze information systems and business processes at PT Profito Inovasi Kreatif, a B2B distribution company [18]. Interviews, observations, and analyses of operational documents were conducted to describe the current state of the company's systems and business processes. This study uses the TOGAF ADM framework to model an integrated enterprise architecture that enables digital transformation through system integration and operational scalability [8].

B. Data Collection Sources and Techniques

To determine the business process flows, operational challenges, and information systems used in the company, data were collected through semi-structured interviews with the Director of PT Profito Inovasi Kreatif [19]. The interview lasted approximately 60 minutes and focused on ERP performance, inventory management, distribution processes, system integration challenges, and digital transformation initiatives. The Director was selected as the key informant due to direct involvement in strategic and operational decision-making across business functions. Semi-structured interviews were adopted because they allow researchers to explore participants' perspectives while maintaining alignment with the research objectives [19].

In addition to interviews, secondary operational data were collected to support and validate the findings. Transaction records were reviewed to verify the high

volume of business transactions and the ERP performance challenges reported during the interview. Product and SKU data were analyzed to validate the complexity of inventory management, particularly the management of more than 6,000 product SKUs. System documentation was examined to confirm the existing information systems, application landscape, and operational workflows, including the use of ERP, CRM, dashboard systems, and distribution monitoring systems. Data triangulation was conducted by comparing interview findings with these operational records and documents to ensure the consistency, credibility, and accuracy of the results used as the basis for the enterprise architecture design.

C. System Analysis Method

System analysis in this research was conducted to evaluate the condition of information systems and business processes at PT Profito Inovasi Kreatif, including the management of more than 6,000 product SKUs with high operational complexity, as well as the use of the Accurate ERP system, CRM, and distribution systems. The analysis focused on operational challenges, ERP performance, process efficiency, and system integration. The results of the analysis were used to identify system requirements as the basis for designing enterprise architecture using the TOGAF ADM framework [8].

D. System Design Method

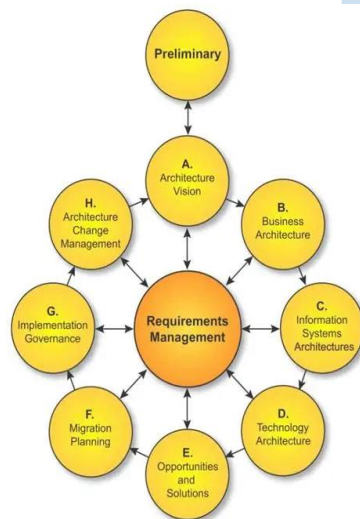


Fig. 1. TOGAF ADM Phases

Figure 1 shows the TOGAF ADM phases. This research implements an Enterprise Architecture (EA)

approach using the TOGAF ADM framework to align business strategy and technology and produce an integrated architecture that supports PT Profito Inovasi Kreatif in its digital transformation [20]. The design process follows the TOGAF ADM cycle as outlined below:

1. Preliminary Phase and Architecture Vision. The purpose is to determine the boundaries and aims of architecture (ERP, CRM, website, distribution systems).
2. Business Architecture. Analyzing ordering, inventory, and distribution processes to identify existing problems.
3. Information Systems Architecture. Designing data and application management, including product data (>6,000 SKUs), customer data, and transaction data, as well as the integration of ERP, CRM, and distribution systems to support real-time data synchronization.
4. Technology Architecture. Determining the technology infrastructure, such as AWS and GPS-based monitoring systems.
5. Opportunities & Solutions. Developing technology solutions, such as ERP-integrated TMS, that assist in the automation of routing and delivery coordination.
6. Migration Planning. Planning the system implementation phases, priorities, and resource allocation.
7. Implementation Governance. Implementation of monitoring systems in accordance with plans, standards and digital transformation objectives.
8. Architecture Change Management. Handling changes to keep the system flexible in line with business needs.

Moreover, Requirements Management is performed to manage system requirements throughout the design process, enabling the production of an integrated architecture as a basis for system development. The requirements listed are aligned with the potential solutions via mapping to the operational problems and system requirements identified during the analysis step, as shown in Table 1.

TABLE 1. REQUIREMENTS TRACEABILITY

Problem Identified	Requirement	Proposed Solution
ERP performance decreases due to large SKU data	Scalable and integrated system	ERP optimization and integration
Manual distribution process	Automated route management	Transportation Management System (TMS)
Data is not fully integrated	Real-time system integration	API-based integration
Difficulty in monitoring operational data	Centralized monitoring system	Dashboard and reporting system

IV. RESULTS AND DISCUSSION

A. Preliminary Phase

The analysis revealed that PT Profito Inovasi Kreatif has a relatively integrated system. However, several issues remain, particularly in ERP performance, SKU data management, distribution planning, inventory management, and ERP-distribution system integration. Therefore, this study focuses not only on system integration but also on improving operational efficiency, enabling automation, and optimizing distribution processes. These requirements are translated into the Architecture Principles presented in Table 2, which serve as the foundation for the proposed solutions in the Opportunities and Solutions section.

TABLE 2. ARCHITECTURE PRINCIPLES

No	Architecture	Principle	Description
1	Business	Business Process Optimization	Business processes must be optimized to improve efficiency in distribution, inventory, and customer service.
		Data-Driven Decision Making	Decisions must be based on accurate and real-time data.
2	Data	Data Quality	Data must be accurate, consistent, and relevant.
		Data Integration	Data must be integrated across systems (e.g., ERP, CRM) to avoid redundancy.
		Data Availability	Data must be available in real-time.
3	Application	Business Process Automation	Systems must automate key business processes.
		System Scalability	Applications must support increased data and transaction volumes.
4	Technology	System Performance	Systems must be fast and stable.
		Intelligent System	Technology must support analytics and optimization.
		Infrastructure Security	Systems must be secure from threats.

B. Architecture Vision

The enterprise architecture design for PT Profito Inovasi Kreatif was developed in this phase to support the company in its digital transformation, enhancing operational efficiency and business competitiveness. Based on interviews with company representatives, the company's goal is to be the leading ecosystem solution provider through technology-driven innovation in the interior and furniture industry, with a targeted annual growth of 25%. Currently, the company uses several information systems, including Accurate ERP and an internal CRM solution, as well as various dashboards and AWS infrastructure. Nonetheless, a few concerns were raised such as declining ERP performance caused by increasing data volume, manual data analysis processes, and inefficient distribution processes. Hence, various strategic initiatives were suggested, including internal ERP development to improve scalability and performance, a Transportation Management System (TMS) for automated route optimization, enhancements to company websites to support online transactions, and integration of data across systems to enable real-time business analytics.

C. Business Architecture

The Business Architecture phase analyzes the core business processes of PT Profito Inovasi Kreatif by identifying the current (as-is) processes and proposing improvements for the future (to-be) processes, as shown in Fig. 2.

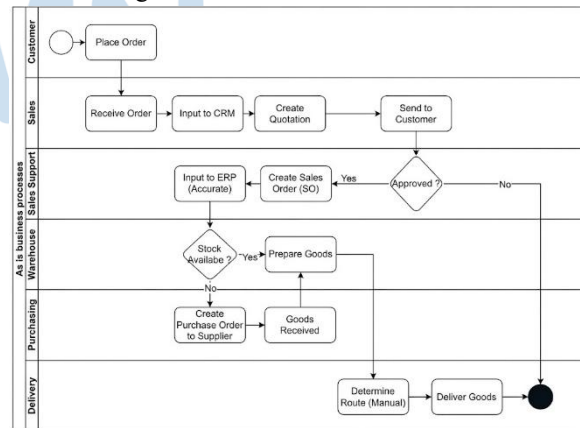


Fig. 2. Current (as-is) business processes.

The proposed business process (to-be) is presented, as shown in Fig. 3.

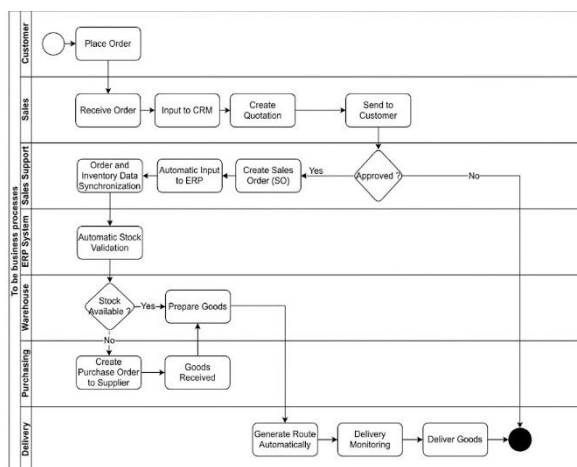


Fig. 3. Proposed (to-be) business processes

The proposed business process was designed based on operational requirements related to ERP performance, manual distribution processes, and the complexity of SKU management. Currently, stock validation and delivery route planning are performed manually, leading to delays and potential human errors. The future process integrates ERP and TMS to support automated stock validation, route generation, and real-time distribution coordination. In addition, data synchronization enables real-time processing and improves operational coordination. These improvements are expected to reduce errors, improve operational processes, and support data-driven decision-making.

D. Information Systems Architecture

1. Data Architecture

The Data Architecture phase aims to define the key data entities required to support the business processes and proposed system, as shown in Fig. 4.

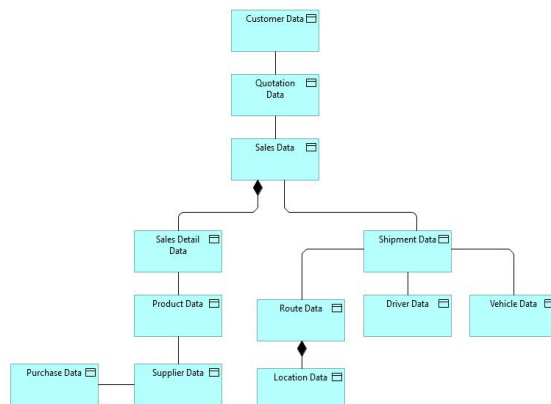


Fig. 4. Data Architecture using ArchiMate

The Data Architecture phase identifies key data objects designed to support the proposed enterprise architecture, as shown in Fig. 4. These data objects are derived from the company's sales, inventory, purchasing, and distribution processes. Product and sales data support SKU and transaction management, while shipment, route, driver, vehicle, and location data support distribution planning and automated routing. The proposed architecture supports ERP, CRM, and TMS integration to reduce manual processes and fragmented data processing. ArchiMate relationships are used to represent data dependencies within the distribution process.

2. Application Architecture

The Application Architecture integrates various applications that support the business processes of PT Profito Inovasi Kreatif, including ERP, CRM, dashboard systems, websites, and the Transportation Management System (TMS). Application architecture supports information system integration within the organization [8]. In addition, TOGAF ADM supports the alignment between business needs, application integration, and digital transformation initiatives [21]. In this study, digital transformation focuses on improving distribution operations through ERP integration, TMS-based routing automation, and real-time operational monitoring. The analysis compares the current condition (as-is) with the proposed condition (to-be), as presented in Table 3.

TABLE 3. COMPARISON OF APPLICATION ARCHITECTURE (AS-IS AND TO-BE)

Aspect	As-Is	To-Be
ERP	Using Accurate with declining performance due to high data volume	Development of an internal ERP to improve performance and scalability
CRM	Internal CRM for customer and quotation management	Further integration with ERP to improve efficiency
Website	Online ordering with real-time stock updates	Development of a new website to improve service quality
Dashboard	Used for operational data access, analysis is still manual	System enhancement for more integrated data analysis
Distribution	Manual route planning	TMS implementation for automated route

		planning and analysis
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As presented in Table 3, the proposed Application Architecture is developed based on the company's distribution business processes, focusing on improving system integration, operational efficiency, real-time data synchronization, and automated distribution coordination. This includes the integration of ERP, CRM, dashboard, and TMS to support the digital transformation of distribution operations.

E. Technology Architecture

The Technology Architecture aims to examine the infrastructure that supports the operation of information systems at PT Profito Inovasi Kreatif. Table 4 shows the current condition (as-is) and a proposed condition (to-be), on which this analysis is based.

TABLE 4. COMPARISON OF TECHNOLOGY ARCHITECTURE (AS-IS AND TO-BE)

Technology	As-Is	To-Be
Cloud Computing (AWS)	Server and database infrastructure	Scalable cloud infrastructure
Database System	Operational data storage	Improved data management and analysis
API Integration	ERP and website integration	Real-time system integration
GPS Tracking System	Vehicle tracking	TMS integration
Internet and WiFi Network	Network connectivity	Improved network stability
Google Workspace	Cloud-based collaboration platform	Integrated collaboration system

As presented in Table 4, the existing technology infrastructure has supported operational activities. However, challenges remain in system performance, data processing, and real-time system integration. Therefore, the proposed Technology Architecture focuses on optimizing cloud infrastructure, improving database management, and implementing API-based integration to support real-time integration between the internal ERP system and the Transportation Management System (TMS).

F. Opportunities and Solutions

During the Opportunities and Solutions phase, several initiatives are proposed, including the implementation of a Transportation Management System (TMS) for automated routing, the development of an internal Enterprise Resource Planning (ERP) system to improve scalability and system performance, and API-based integration to support cross-functional data exchange. These initiatives aim to enhance operational efficiency, reduce manual data processing, and support the digital transformation of distribution operations. The development of an internal ERP was selected because the company requires greater flexibility to manage more than 6,000 product SKUs, increasing transaction volumes and future integration requirements. Although upgrading the existing ERP could improve performance, it would provide limited customization and scalability for long-term business needs, particularly in supporting the integration of ERP, CRM, TMS, and other operational systems. Therefore, an in-house ERP solution was considered more suitable to accommodate the company's specific operational requirements and long-term digital transformation strategy.

Moreover, the proposed architecture was reviewed by a lecturer with expertise in Enterprise Architecture and TOGAF ADM. The validation process focused on assessing the alignment between business requirements and the proposed architecture, the consistency of architectural components across TOGAF ADM phases, the feasibility of implementation within the company's operational environment, and the ability of the architecture to support future scalability and system integration. Feedback and recommendations obtained during the review process were incorporated into the final architecture design. Based on the evaluation, the proposed architecture was considered appropriate for supporting the company's operational requirements and digital transformation objectives.

G. Migration Planning

During the system implementation planning phase, as presented in Table 5, each step is planned

based on priority, aligned with the company's business and operational needs.

TABLE 5. MIGRATION PLANNING ROADMAP

Phase	Implementation Focus	Objective	Priority
Phase 1	Internal ERP Development	Improve ERP system scalability and performance	High
Phase 2	TMS Implementation	Support automated route planning and distribution coordination	High
Phase 3	System Data Integration	Support real-time data synchronization across systems	Medium
Phase 4	Website Enhancement	Improve customer service and support online transactions	Medium
Phase 5	Dashboard Optimization	Support more integrated and real-time business analytics	Low

Table 5 shows that priorities are established based on the urgency of the items, the impact on business processes, and dependencies between systems. The creation of an in-house ERP and a Transportation Management System (TMS) are considered high priorities because they are directly related to ERP performance issues and manual distribution processes. Furthermore, system data integration is carried out to support real-time data synchronization, while website enhancement and dashboard optimization are focused on improving service quality and data analysis.

H. Implementation Governance

In this phase, architecture implementation is carried out in a controlled manner to ensure alignment between the proposed architecture and the company's business objectives. Using the TOGAF ADM approach, the implementation process is managed in a structured manner to support business needs and information technology development. The implementation includes the development of an internal ERP system, Transportation Management System (TMS), website enhancement, and system data integration. The governance process involves management evaluation, system testing, quality assurance, and periodic reviews to ensure that the

implemented architecture remains aligned with operational needs and business objectives.

V. CONCLUSION

This research generates an enterprise architecture design based on TOGAF ADM framework to accommodate the digital transformation needs of PT Profito Inovasi Kreatif through the alignment between business processes and information technology. Through interviews and analysis of the current system, several key problems were identified, including declining ERP performance, manual data processing, and inefficient distribution processes.

The architecture is developed and includes the development of an internal ERP system to support scalability and performance, the implementation of a Transportation Management System (TMS) for automated route optimization, and improved system integration to support real-time data processing. The implementation of this architecture is expected to improve operational efficiency, reduce manual processing errors, and support data-driven decision-making.

Overall, the proposed enterprise architecture provides a structured and integrated blueprint as a reference for system development and digital transformation initiatives at PT Profito Inovasi Kreatif.

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