**Architecting the Enterprise - A Design Science Approach**

The presentation will provide an overview of our ongoing research related to Data Governance aiming to develop an Enterprise Architecture Development Method for Smart Cities. It will present in overview some aspects of the Smart City Lighthouse project +CityXchange (<https://cityxchange.eu/>), in which we collaborate with Limerick City and County Council to develop demonstration projects in climate-friendly and sustainable urban environments. The presentation will introduce the area of Digital Services Innovation. As a novel paradigm it follows the Service-Dominant Logic to enable architecting service ecosystems based on a Design Science approach.

**Short Bio:**

Markus Helfert is a Professor for Digital Service Innovation at Maynooth University, Innovation Value Institute (Ireland) and the Director of the Business Informatics Group at Maynooth University. He is a Principle Investigator at Lero – The Irish Software Research Centre and at the Adapt Research Centre. His research is centred on Digital Service Innovation, Smart Cities and IoT based Smart Environments and includes research areas such as Service Innovation, Intelligent Transportation Systems, Smart Services, Building Information Management, FinTech, Data Value, Enterprise Architecture, Technology Adoption, Analytics and Business Process Management. Prof. Helfert is an expert in Data Governance Standards and is involved in European Standardisation initiatives. Helfert has received national and international grants from agencies such as European Union (FP7; H2020), Science Foundation Ireland and Enterprise Ireland, was project coordinator on EU projects, and is the Project coordinator of the H2020 Projects: PERFORM on Digital Retail.