

## **ABSTRACT**

*PT. Telehouse Engineering is one of telecommunication manufacturing company that uses technology in every activities of business. To manage information technology in a good way, IT Master Plan design is needed to help PT. Telehouse Engineering in making balance for business strategy and IT strategy which is in the process would use Ward and Peppard method.*

*The research at PT. Telehouse Engineering will design IT Master Plan, in the process it uses phases of TOGAF ADM. Ward and Peppard are the method that would be used where the result is matched with the target technology of PT. Telehouse Engineering. To apply IT Master Plan design some tools are needed to help the process of analyzing business environment and environment of IT/IS company, the tools are analysis of Value Chain, analysis of SWOT, analysis of PEST, analysis of Five Forces Model and analysis of Mc Farlan.*

*This research will produce an IT Blueprint that explains business strategy and IT/IS which can be used by PT. Telehouse Engineering in developing IT/IS in the future. Beside that, there is also portfolio of IT Master Plan with IT Roadmap development for further apply.*

*Key words : IT Master Plan, TOGAF ADM, Ward and Peppard, Value Chain, SWOT, PEST, Five Forces Models, Mc Farlan, IT Roadmap.*