

Gartner Application Architecture, Development & Integration Summit 2013

16 – 17 May 2013

Park Plaza Westminster Bridge, London, UK

gartner.com/eu/aadi



HOT TOPICS

- *Convergence of cloud, mobile, social and information*
- *Minimizing complexity and legacy thinking*
- *Mobile application strategy*
- *Innovating vs. doing more with less*
- *New application and data integration approaches*
- *Global multi-enterprise development, governance and architecture*

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Integrate the Past. Embrace the Present.

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In 2013, it will be critical to manage the disruptive forces in how applications are designed, managed and consumed, caused by the convergence of cloud, mobile, big data and other trends. That's why the Summit will focus on how these trends impact your legacy investments, whether you should adopt them now, and how they can power your organization's innovation in the years ahead.

Integrate With the past comes much — much experience, much value, but also much baggage. To move forward, organizations must not just integrate legacy offerings and assets, but also do so in a way that minimizes dependencies on legacy thinking.

Embrace There is no time like the present. It is an exciting time to be in IT but there are many disruptions and pitfalls. In addition to navigating the changing landscape, organizations must pay attention to today's realities and uncertainties and manage cost pressures and plan for working in challenging times.

Shape The Nexus of Forces (cloud, mobile, social and information) provides a way to describe the disruptions. But the future will be shaped by how organizations leverage those disruptions caused by the intersections of those forces. In order to shape the future, organizations need to not just understand today's changes but be able to leverage them into innovations for tomorrow.

The 2013 **Application Architecture, Development & Integration Summit** has been carefully designed to help you position your organization now, by adopting these changes successfully!



David Mitchell Smith
VP and Gartner Fellow



Emma Tommony
Senior Programme Manager, Gartner Events



“ The summit paid out instantly. Haven't had that much valuable input in such a short time ever! Bringing home a myriad of ideas. ”
Team Leader, AON

Shape the Future.

Why Attend

- Learn how to support the **explosion of mobile, web and social** applications
- Understand how you can achieve the benefits of **cloud computing** while managing the risks
- Discover the **new opportunities** in application and data **integration**
- Analyse how application **development is radically changing** given cloud, social media and mobile
- Pin-point how to optimize and **govern SOA and WOA** effectively
- Assess how to go about **modernizing your applications** portfolio
- Consider how best to create, validate or revitalize your **application strategy**
- Review the **real cost and business value** of cloud, SOA and agile
- Establish how to make the most of your **existing web and software** investments
- Translate how the new disruptive trends **affect your role and career**
- Evaluate how the **vendor landscape** is being reshaped by cloud, mobile, and web trends
- Analyse how **SOA, cloud, mobile and agile** fit into an enterprise architecture

WHO SHOULD ATTEND?

Senior business and IT professionals including:

- Senior IT executives in charge of applications
- Application and web development leaders
- Application integration leaders
- Application architects and enterprise architects
- Application portfolio managers
- Mobile developers and mobile architects
- Web services and web infrastructure managers
- Business applications leaders
- Project managers and consultants implementing cloud, SOA and applications
- IT leaders involved in cloud, SOA and application strategies
- Business analysts and business leaders involved in applications decisions

A The Future of Application Development and Architecture

Application development is going through a metamorphosis. Technology such as mobile and cloud, methods like agile and the real need for business change are all driving a renewed interest in AD as a force for innovation. At the same time, AD is expected to do more with less, increase productivity and demonstrate more value. AD needs to be clear on its options regards methods, tools and architecture and it needs to have a clear and actionable strategy that balances innovation with the needs of cost optimization and legacy.

B Applications Strategy: From Business Applications to Governance

How can we take advantage of new, disrupting innovations in technology without creating chaos in existing applications portfolios? Where are mega vendors' applications leading to, and how good is that for me? What organization structures, skills, governance processes and tools are necessary for successful execution? It's time to give application governance the importance it deserves, and define an application strategy that can adapt to the increasing pace of change necessary to meet strategic goals.

C Integration and Platforms: Connecting the Past to the Future

Integration is about "making independently designed applications to work together", but there are more and more of them! Classic on-premises applications and B2B links are increasingly flanked by SaaS, mobile apps, social networks, web APIs and multienterprise systems, all enabled by application platforms supporting cloud-native, in-memory computing, mobile-first and other paradigms. Integration has become pervasive and business critical as never before to bridge the traditional and new IT worlds. IT leaders will face formidable new technical and governance challenges. Emerging sourcing options and cloud-based integration platforms will help, but choosing the right approach requires acumen.

D The Nexus of Forces: The Convergence of Cloud, Mobile, Social and Information

The individual forces comprising the Nexus of Forces (cloud, mobile, social, information) on their own are redefining IT strategies, but the combination and intersection of these forces are transforming industries. How are the Nexus of Forces impacting your IT strategies, and how can you prepare your infrastructure, staff, budgets and strategies for the rampant innovation which the Nexus provides?

V VIRTUAL TRACKS

- Technical Insights
- Advanced Practitioner Program
- Cloud
- Mobile

For more information on tracks and virtual tracks, visit our [Agenda Builder](http://ab.gartner.com/apps16i) at ab.gartner.com/apps16i and click on "Tracks"

KEYNOTES

Summit Opening and Welcome Presentation: Integrate the Past. Embrace the Present. Shape the Future.



Today is an exciting time to be in IT but there are many disruptions and pitfalls. In addition to navigating the changing landscape, organizations must pay attention to today's realities and uncertainties and manage cost pressures and plan for working in challenging times. The future will be shaped by how organizations leverage the Nexus of Forces (cloud, mobile, social and information) and the intersections of those forces. This is where tomorrow's innovations will arise from. But they will not appear magically. The past brings us much in the way of skills and assets. But also much baggage. To move forward, organizations must not just integrate legacy but also do so in a way that minimizes dependencies on legacy thinking.

David Mitchell Smith and Andy Kyte

Guest Keynote: Mastering a New Reality: A Competitiveness Outlook for 2013 and Beyond



Stéphane Garelli — a world authority on competitiveness — has pioneered research in this field for 25 years. Professor at IMD (Institute of Management Development) Lausanne, where he heads the World Competitiveness Centre, he is also associate professor at the University of Lausanne. Professor Garelli is closely connected to the world of business. He is, among others, Chairman of the Board of Directors of "Le Temps", the leading French language Swiss newspaper. He was formerly Chairman of the Board of the Sandoz Financial and Banking Holding, and member of the board of the Banque Edouard Constant. For twelve years he was permanent senior adviser to the European management of Hewlett-Packard, and before that Managing Director of the World Economic Forum and of the Davos Symposium for many years.

*Professor Stéphane Garelli
Professor at IMD Business School Lausanne,
Director of the IMD World Competitiveness Center,
Professor at the University of Lausanne*

Gartner Closing Keynote: What To Do On Monday?

When you get back to the office you will have key project and priority decisions to make based on the information at this event. How should you consider and prioritize what to do next?

Jeff Schulman, Gene Phifer, David Norton, Massimo Pezzini, Paolo Malinverno and David Mitchell Smith

MEET THE ANALYSTS

Gartner analysts draw on the real-life challenges and solutions experienced by clients from 12,400 distinct organizations worldwide

Ant Allan
Research VP



Identity and Access Management; Security and Risk Management

Joseph Bugajski
Managing VP



Application Lifecycle (ALM); Application Overhaul; Application Development Team Management; Application Architecture and Development; Testing and Quality Assurance (QA)

David Cearley
VP and Gartner Fellow



Cloud Computing; Mobile Computing; Web Technologies; Consumerization of IT

Ted Friedman
VP Distinguished Analyst



Data Integration; Data Quality; Data/Information Governance; Information Management Strategy

Dennis Gaughan
Managing VP



Application Governance and Strategy; Application Overhaul; Enterprise Applications Suites and ERP; Cloud Computing

Nick Jones
VP Distinguished Analyst



Mobile Application Development Tools and Techniques; Mobile Web; Mobile Strategy and Trends; Mobile App Stores and Ecosystems

Andy Kyte
VP and Gartner Fellow



Application Strategy; Application Governance; Application Total Cost of Ownership; Application Architecture; Application Maintenance

Benoit Lheureux
Research VP



Application Integration and Middleware; EDI, XML, Value Add Networks; B2B Gateways and Integration; Multienterprise Integration; Packaged Integration; Cloud Integration and Cloud Brokerage Services

Debra Logan
VP Distinguished Analyst



Information Governance; Information Innovation and Management; Leadership Skills

Paolo Malinverno
Research VP



Application Services Governance (SOA Governance + API Management); SOA/Integration Competency Centers; SOA/Integration Organizational Issues; Application Integration and Middleware; B2B and Multienterprise Integration (Including E-invoicing)

David Mitchell Smith
VP and Gartner Fellow



Cloud Computing; Web Technologies; Consumerization of IT; Mobile Web; HTML5

Yefim Natis
VP Distinguished Analyst



Cloud Platform as a Service (PaaS); Cloud Application Infrastructure; Application Infrastructure; Platform Middleware; SOA; Event-Driven Architecture; Event Processing

David Norton
Research Director



AD Methods and Modeling Tools; Agile Development, ARAD; Applications Measurement; CMM; Model-Driven, Service-Oriented Development

Massimo Pezzini
VP and Gartner Fellow



Cloud Integration and Application Platforms (iPaaS, aPaaS); In-memory Computing; Cloud Transaction Processing; Application Platforms; Application Integration and Middleware; SOA

Gene Phifer
VP Distinguished Analyst



Web Computing; Cloud Computing; Social Computing; Mobile Computing; Customer-centric Web; Portals

Brian Prentice
Research VP



Application Development; Innovation Management; Mobile Enterprise Strategy; User Experience (UX); Apps and App Stores; Consumerization

Jeff Schulman
Managing VP



Application Infrastructure; Application Architecture; In-memory Computing

Daniel Sholler
Research VP



Web Services Standards; Application Integration and Middleware; Composite Applications; SOA and Application Architecture; Enterprise Service Bus

Bill Swanton
VP Distinguished Analyst



Pace Layered Application Strategy; Application Organization Maturity; Application Overhaul; Business Value of Applications; Benefits Realization; BPM for ERP

Jess Thompson
Research VP



SOA and Application Architecture; Data Management; Application and Integration Platforms; Application Governance and Strategy; Cloud Computing

Ray Valdes
Research VP



Application Development; Portal and Web Strategies; Cloud Computing; Business Gets Social; Customer Strategy and Experience Management

Gartner for Technical Professionals (GTP)

Gartner for Technical Professionals provides in-depth, how-to research for your project teams to help them assess new technologies at a technical level, develop technical architecture and design, evaluate products and create an implementation strategy that supports your enterprise's IT initiatives.

Danny Brian
Research Director



User Interface; User Experience; Web Technologies

Richard Watson
Research Director



Cloud; Application Development; SOA; Business Process Management

AGENDA AT A GLANCE

THURSDAY 16 MAY

07:30 – 20:00	Registration, Information and Refreshments		
08:15 – 08:45	Tutorial: Choosing Optimal Integration Solutions In Complex, Hybrid IT Environments <i>Jess Thompson</i>	Tutorial: Cloud 101: A Foundation for Successful Cloud <i>David Cearley</i>	
09:00 – 10:15	Summit Chair Welcome and Gartner Keynote: Integrate the Past. Embrace the Present. Shape the Future. <i>David Mitchell Smith and Andy Kyte</i>		
10:15 – 10:45	Premier Panel		
10:45 – 11:15	Refreshment Break in the Solution Showcase		
	A The Future of Application Development and Architecture	B Applications Strategy: From Business Applications to Governance	C Integration and Platforms: Connecting the Past to the Future
11:15 – 12:00	Application Development in the Nexus Era <i>Joseph Bugajski</i>	Application Services Governance: Manage APIs, Services and Business Growth <i>Paolo Malinverno</i>	As Your Applications Flourish, Don't Let Your Integration Wilt! <i>Benoit Lheureux and Dennis Gaughan</i>
12:00 – 13:15	Lunch in the Solution Showcase		
13:15 – 14:00	HTML5 and the Journey to the Modern and Mobile Web <i>David Mitchell Smith and Ray Valdes</i>	Complexity is Killing Your Large Applications: Act Now to Save Them <i>Andy Kyte</i>	In-Memory Computing: Is it for Real? <i>Massimo Pezzini</i>
14:15 – 14:45	Solution Provider Session	Solution Provider Session	Solution Provider Session
15:00 – 15:45	Top 10 Mistakes in User Experience Design <i>Ray Valdes</i>	The App: Why It's Not an Application, and What to do About it <i>Brian Prentice</i>	Cloud Computing Powered By Platform as a Service <i>Yefim Natis</i>
15:45 – 16:15	Refreshment Break in the Solution Showcase		
16:15 – 16:45	Solution Provider Session	Solution Provider Session	End-User Case Study: TBC
17:00 – 18:00	Guest Keynote: Mastering a New Reality: A Competitiveness Outlook for 2013 and Beyond <i>Professor Stéphane Garelli</i> <i>Professor at IMD Business School Lausanne, Director of the IMD World Competitiveness Center, Professor at the University of Lausanne</i>		
18:00 – 20:00	Networking Reception in the Solution Showcase		

FRIDAY 17 MAY

08:00 – 16:45	Registration, Information and Refreshments		
08:30 – 09:15	Developing, Testing and Delivering Compelling Mobile Applications <i>Nick Jones</i>	Getting Your Application Portfolio Under Control: A Strategic Roadmap <i>Bill Swanton</i>	Cloud Service Integration: Enabling SaaS and On-premises Applications Working Together <i>Massimo Pezzini</i>
09:30 – 10:15	Agile Soup To Nuts — What Does A Truly Agile Organization Look Like? <i>David Norton</i>	Application Governance Meets Information Governance: Satisfying the Needs of Multiple IT and Business Constituencies <i>Debra Logan and Paolo Malinverno</i>	Making the Real-time Enterprise Real: Practical Approaches to Implementation <i>Jess Thompson and Yefim Natis</i>
10:15 – 10:45	Refreshment Break in the Solution Showcase		
10:45 – 11:15	Solution Provider Session	Solution Provider Session	Solution Provider Session
11:30 – 12:00	To the Point: Top Security Trends and Takeaways <i>Ant Allan</i>	To the Point: Turning Mobile Innovation Into Business Value <i>Nick Jones</i>	To the Point: You Know It's Big Data When... <i>Ted Friedman</i>
12:00 – 13:15	Lunch in the Solution Showcase		
13:15 – 13:45	To the Point: Developing the Super Skills of You Need To Be an Application Development Leader <i>Debra Logan</i>	To the Point: Best Practices in Implementing a Pace-Layered Application Strategy <i>Dennis Gaughan</i>	To the Point: Application and Data Integration: Converge Them For Maximum Value <i>Ted Friedman and Jess Thompson</i>
14:00 – 14:45	End-User Case Study: TBC	End-User Case Study: TBC	Integration Brokerage — For When You'd Rather Outsource, Entirely, Your Integration Projects <i>Benoit Lheureux</i>
14:45 – 15:15	Refreshment Break in the Solution Showcase		
15:15 – 15:45	To the Point: Application Platform Futures: Is There Life Beyond Java EE and .NET? <i>Massimo Pezzini</i>	To the Point: Impact of Application Mega vendors on Your Application Strategy <i>Dennis Gaughan and Dan Sholler</i>	
16:00 – 16:45	Gartner Closing Keynote: What To Do On Monday? <i>Jeff Schulman, Gene Phifer, David Norton, Massimo Pezzini, Paolo Malinverno and David Mitchell Smith</i>		
16:45	Summit close		

Gartner for Technical Professionals Sessions (see info on page 5)

Adoption *At the Summit, please refer to the agenda in the event guide provided, for the most up to date session and location information*

D The Nexus of Forces: The Convergence of Cloud, Mobile, Social and Information	Interactive Workshops	Roundtables
The Nexus of Forces — Cloud, Mobile, Social and Information: Driving Innovation <i>David Mitchell Smith</i>	11:15 – 12:30 Workshop: Building Applications with NoSQL <i>Danny Brian</i>	11:15 – 12:15 Roundtable: Getting Buy-in From the Business <i>Bill Swanton</i>
Build Solutions to Big Data Problems <i>Joseph Bugajski</i>	13:15 – 14:45 Workshop: Assessing Application Maturity With Gartner's ITScore <i>Bill Swanton</i>	13:15 – 14:15 Roundtable: Business Architecture — Uniting Business and IT <i>Jeff Schulman</i>
Solution Provider Session	15:00 – 16:00 Workshop: Do You Need an IaaS Cloud for Private PaaS? <i>Richard Watson</i>	14:30 – 15:15 Roundtable: You've Chosen Cloud — So Now How Will You Integrate and Govern it? <i>Paolo Malinverno and Massimo Pezzini</i>
How Disruptive Vendors are Threatening Your Incumbent Vendors <i>David Mitchell Smith</i>	15:00 – 16:00 Workshop: Do You Need an IaaS Cloud for Private PaaS? <i>Richard Watson</i>	15:30 – 16:30 Ask the Analyst: Best Practices in In-Memory Computing: How do You Make it Work? <i>Massimo Pezzini</i>
End-User Case Study: TBC	16:15 – 18:00 Workshop: User Experience: The Next Frontier <i>Ray Valdes</i>	16:45 – 17:45 Roundtable: Best Practices in Choosing an Application PaaS for Cloud-based Application Developments and Deployments <i>Yefim Natis</i>
The Cloud Computing Scenario: Shaking the Foundation of Business, Technology and People <i>David Cearley and David Mitchell Smith</i>	08:15 – 09:45 Workshop: Choosing Cloud Platforms for Windows .NET Applications <i>Richard Watson</i>	08:15 – 09:15 Ask the Analyst: Best Practices in Agile Development <i>David Norton</i>
The Mobile Scenario — Complexity and Opportunity Increase <i>Nick Jones</i>	10:30 – 12:00 Workshop: App Frameworks for the New Web: The Event Driven Web <i>Danny Brian</i>	09:30 – 10:15 Ask the Analyst: Renaissance Programmer: The Changing Role of the Application Developer <i>Danny Brian</i>
Solution Provider Session	10:30 – 12:00 Workshop: App Frameworks for the New Web: The Event Driven Web <i>Danny Brian</i>	10:30 – 11:30 Roundtable: Application Modernization <i>Bill Swanton</i>
End-User Case Study: TBC	10:30 – 12:00 Workshop: App Frameworks for the New Web: The Event Driven Web <i>Danny Brian</i>	13:00 – 13:45 Ask the Analyst: How do Enterprises Adapt Architecture and Processes to the Cloud? <i>Richard Watson</i>
To the Point: ERP in the Mobile and Post-PC Era <i>Brian Prentice</i>	13:00 – 13:45 Ask the Analyst: Mobile, Web and Cloud Working Together <i>Ray Valdes</i>	14:00 – 15:00 Ask the Analyst: Succeeding With Apps Through UX Design <i>Brian Prentice</i>
The Web: Central Technologies for the Nexus <i>Gene Phifer</i>	14:00 – 15:00 Roundtable: How Can Data Integration and Application Integration be Managed and Delivered Synergistically? <i>Jess Thompson and Ted Friedman</i>	14:00 – 15:00 Ask the Analyst: Succeeding With Apps Through UX Design <i>Brian Prentice</i>
To the Point: How Cloud, Mobile, Social and Information Redefine the Best Practices in Application Architecture <i>Yefim Natis</i>		

AGENDA GUIDANCE

To help you navigate the summit agenda, we've identified track sessions that match your experience level and information needs. Specific categories include:

MATURITY LEVEL

- F Foundational:** If you are at the early stages of your initiative, or are a newcomer to this space, these sessions will give you the necessary understanding and first steps.
- A Advanced:** If you are an advanced practitioner, these sessions are designed to take your initiative, or understanding, to the next level.

FOCUS

- P Practical:** Sessions providing practical information that can be used straight away, with a focus on "how to", dos and don'ts, and best practices.
- S Strategic:** Sessions focusing on the strategic insight supporting the development and implementation of your action plan.
- V Visionary:** Sessions focusing on emerging trends, concepts, or technologies that will help you with your future planning and decisions.

PERSPECTIVE

- B Business:** Sessions geared toward business leaders, or IT professionals who need to understand the challenges and opportunities from a business, organizational, or cultural perspective.
- IT Technology:** Sessions that address technical concepts, details, and analysis.

Application Development in the Nexus Era

The convergence of mobile, social, cloud and big data computing requires AD leaders to overhaul their organizations, processes and technologies. This session examines how a Pace-Layered Application Strategy™ and other innovations can harness these forces and propel the organization to success.

- How are these converging forces changing the AD mission?
- How have AD leaders harnessed these forces to serve their enterprises?
- What must AD leaders do to position their organization to deliver in this new era?

Joseph Bugajski



HTML5 and the Journey to the Modern and Mobile Web

Officially, HTML5 is the proposed specification for the next generation of HTML. But it generally also refers to a collection of technologies, including JavaScript and CSS. As the modern Web adapts to mobile and collides with existing native technologies, HTML5 is increasingly high on the agenda.

- How will HTML5 and other modern Web technologies evolve?
- What will the apps of tomorrow look like — native, Web or a combination?
- How will vendors and users adapt to and leverage HTML5 and the modern Web?

David Mitchell Smith and Ray Valdes



Developing, Testing and Delivering Compelling Mobile Applications

Mobile apps are a key component of any mobile strategy. But organisations developing them face a bewildering range of architectures, tools and cloud services. This presentation explores the future of web, hybrid and native apps, and the tools and techniques required to develop, test and maintain them. This presentation will discuss tools, app architectures, tool selection etc. and will include the MQ for mobile development platforms.

- What will be the key trends in mobile app architecture and development through 2017?
- How will developers select tools and technologies for mobile app development, monitoring and testing?

Nick Jones



Agile Soup To Nuts — What Does A Truly Agile Organization Look Like?

Becoming a world class agile organization is more than just about adopting Scrum, it's about removing the silos, using just enough governance and architecture, and fundamental culture change. As agile goes mainstream it is the organization's that are agile from "Agile Soup To Nuts" that will stand out from the also runs.

- What are the characteristics of a world class agile organization and how do you know if you have them?
- How do you overcome cultural resistance and the issues of legacy application and legacy process?
- How do you develop your strategic road-map for enterprise class agile and how do you execute on it?

David Norton



Top 10 Mistakes in User Experience Design

Five or six years after its launch, a website, application or information system is viewed as obsolete, unfriendly or unfashionable, and is replaced. The decision is to use HTML5, real-time chat, avatars, augmented reality or the latest hardware accessory.

- What could go wrong — what are the pitfalls in outsourcing UX design?
- What are the principles of effective user experience design?
- How can organizations implement process and practice to ensure successful UX outcomes?"

Ray Valdes



To the Point: Top Security Trends and Takeaways

With continuing trends in cloud, consumerization, mobility and the next big

thing, the way IT is delivered is changing. Each brings new threats and breaks old security processes. Here we review the top security hot topics to map the trends.

- What social, business and technology trends lead to increased threat to businesses?
- What security technologies and processes will provide the highest return on investment over the next five years?
- How can businesses balance protecting customer data with the need to increase revenue?

Ant Allan



To the Point: Developing the Super Skills of You Need To Be an Application Development Leader

Application development is a complex, multi-year business and IT program. It can be the springboard to greater career advancement and is certainly a proving ground for your personal leadership skills. Leading an AD team requires a strong vision and determined program management. This session explores the leadership skills you need to take your AD vision forward.

Debra Logan



To the Point: Application Platform Futures: Is There Life Beyond Java EE and .NET?

Java EE and the Microsoft .NET-based technologies are the forms of application platforms most widely adopted by enterprises. But they were originally designed more than 10 years ago. Meanwhile, the market has entered an era of transition and turmoil, driven by the cloud and in-memory computing revolutions; by change factors, such as mobile, social and big data; and by shifting cost expectations and changing technology (e.g., dynamic languages) adoption. This creates opportunities for new application platform architectures, vendors and breakthrough user initiatives.

Massimo Pezzini



Application Services Governance: Manage APIs, Services and Business Growth

Publishing Web APIs opens up new sales channels and opportunities. But fostering and managing the growth of API usage is a delicate process that needs careful, often cloud-based, policy management.

- What is API management and why is it key to mobile apps and cloud?
- How do API management and SOA governance relate to and strengthen each other?
- Why is using API management and SOA governance so valuable to your business?

Paolo Malinverno



Complexity is Killing Your Large Applications: Act Now to Save Them

Every year, more functionality and integration is added to your major applications. As the complexity of the application increases, the cost of change and the cost of testing increases exponentially. Eventually the applications die because their complexity has become unmanageable. Here's how to avoid that fate.

- What are the root causes of application complexity, and how can it be measured?
- How can new applications be developed so as to avoid the scourge of complexity?
- How can the complexity of existing applications be reduced?

Andy Kyte



Getting Your Application Portfolio Under Control: A Strategic Roadmap

Many new application leaders inherit an application portfolio that evolved randomly in response to business requests and doesn't meet emerging needs of the business. This session lays out a strategic road map for developing an application strategy, with a heavy emphasis on analyzing the current portfolio for technical and business fit.

- How do you develop an application strategy?

- How do you analyze the portfolio for technical and business fit?
- How do you engage the business in translating business strategy to application strategy?

Bill Swanton



Application Governance Meets Information Governance: Satisfying the Needs of Multiple IT and Business Constituencies

Governance of everything is a hot business and IT topic right now. As a result, there are many governance efforts working at overlapping and sometimes cross purposes. Tying governance efforts together — especially when it comes to the areas of application development and how those applications use and share information — information governance — will give both a better chance of success in yielding benefits for the enterprise.

- Who is leading application governance and information governance and how can these groups work together?
- How can tying information governance to application development bring powerful new business partners to the table?
- What steps can you take to lead both these important governance programs in your enterprise?

Debra Logan and Paolo Malinverno



To the Point: Turning Mobile Innovation Into Business Value

This session explores the new consumer-facing business opportunities that will emerge as today's mobile apps and web sites evolve into contextual interactions involving multiple devices, multichannel applications, new user experiences, and exploit technologies such as NFC and indoor location.

- Which mobile technology and market trends will impact customer relationships and customer-facing applications?
- How will corporations make the most effective use of mobility to interact with customers?

Nick Jones



The App: Why It's Not an Application, and What to do About it

Apps are purposeful. Their value is based on how well that purpose is defined and retained in the solution. That makes an app much different from an application which tries to appeal to as many usage scenarios as possible. This presentation will first frame these differences. It will then highlight organizations that have understood these concepts and how they adapted established processes to take advantage of this new software metaphor

Brian Prentice



To the Point: Best Practices in Implementing a Pace-Layered Application Strategy

Organizations now recognize that a "one size fits all" application strategy doesn't work. This session discusses those that have adopted the Gartner Pace-Layered Application Strategy for greater agility.

- How are companies adopting pace layers and what are their emerging best practices?
- What are some of the challenges with implementing a Pace-Layered Application Strategy?

Dennis Gaughan



To the Point: Impact of Application Mega Vendors on Your Application Strategy

As companies modernize their IT initiatives with more cloud computing, business-to-business processes, mobile, social and other innovations, they also need to modernize their application integration strategy, which is increasingly being influenced by a few key application mega vendors.

- How do integration requirements change as your application portfolio evolve?
- How do mega vendors influence your integration strategy?
- What are best practices for managing this constant change?

Dennis Gaughan and Dan Sholler



As Your Applications Flourish, Don't Let Your Integration Wilt!

SaaS, Pace Layering, Ecommerce and Shared, Multienterprise Applications are just a few examples of how your application portfolio is evolving and innovating. But as your applications flourish is your integration wilting? Or are you investing as we recommend in this session to modernize your integration strategy and skills to ensure you can effectively take advantage of IT innovations such as cloud, mobile, social and information?

- How do B2B, cloud and evolving applications affect key stakeholders in the IT organization?
- As your application portfolio evolves how does this impact application integration requirements?
- What new integration strategies and approaches can help you succeed in your IT role?

Benoit Lheureux and Dennis Gaughan



In-Memory Computing: Is it for Real?

In-memory computing pledges to enable previously “unthinkable” applications combining event processing, analytics and transactions in “a blink of an eye”. Leveraging IMC disruptive innovation to improve efficiency and build defensible business advantage is an opportunity user organizations cannot afford to miss. But the associated technical and organizational challenges will prove daunting for their IT departments.

- What are the key IMC-enabling technologies and how will they help user organizations established competitive advantage?
- How will mega vendors like IBM, Microsoft, Oracle and SAP and other key providers address the IMC opportunity?
- Which approaches will IT leaders adopt to tackle the IMC challenges?

Massimo Pezzini



Cloud Service Integration: Enabling SaaS and On-premises Applications Working Together

Integrating packaged and custom applications with SaaS and partners' web APIs is the new challenge for integration competency centers. Successfully tackling cloud service integration will require the

rethinking of the current methodologies and governance models. But also devising if, how and when emerging options, such as integration PaaS, can be more suitable alternatives to their established approaches.

- How will cloud service integration impact ICCs established methodologies, organizational settings and governance models?
- How will integration PaaS enable CSI?
- Which mix of iPaaS, traditional integration middleware and outsourcing services will best support the CSI challenge?

Massimo Pezzini



Making the Real-time Enterprise Real: Practical Approaches to Implementation

Visionaries announced the real-time enterprise (RTE) in the 1990s, but companies have realized only a few of the expected benefits. This session explores what worked, what failed and how a nexus of forces — cloud, information, mobile and social computing — have revised the concept of the RTE.

- What is the impact of analytics, event processing and decision management on the speed and intelligence of business?
- How will pragmatic companies leverage innovations in BPM, rules, cloud, social and mobile computing?
- What technologies will enable the multi-enterprise business process platform?

Jess Thompson and Yefim Natis



To the Point: Application and Data Integration: Converge Them For Maximum Value

A chasm exists between application integration and data integration. These domains don't intersect without conscious effort by IT management, but there are huge synergies from both a technology and practice point of view. Organizations must federate these activities and integrate the technologies to reduce costs and increase business agility.

- What are application integration and data integration, how do they overlap and differ?
- Why and how will these disciplines converge?
- What can organizations do to align with this convergence trend?

Ted Friedman and Jess Thompson



Cloud Computing Powered By Platform as a Service

Platform as a service is the way to build innovative and differentiated cloud solutions, but beware of false PaaS. IT decision makers must understand the trade-offs in choosing the platform technology before investing in strategic cloud initiatives.

- How will PaaS evolve to best serve users' business requirements?
- How will vendors compete for leadership in the cloud platform market?
- What best practices will emerge for using PaaS to build modern software solutions?

Yefim Natis



To the Point: You Know It's Big Data When...

'Big Data' is the subject of huge hype and debate, but few organizations know what precisely it is or when they are dealing with it. This session will provide, in the form of short, pithy statements, clues to determine when your data challenges have become 'Big'.

- What are common characteristics of 'Big Data' environments?
- What challenges arise in the world of 'Big Data'?
- How can organizations plan for and mitigate these challenges?

Ted Friedman



Integration Brokerage — For When You'd Rather Outsource, Entirely, Your Integration Projects

One impact of your burgeoning portfolio of applications, expanding ecosystem of external partners, and IT innovations — such as cloud, mobile, social and information — is that integration — of applications, processes and data — is getting more difficult! In many cases outsourcing, via integration brokerage, can help.

- What is Integration Brokerage, and when should you consider using it?
- What are common deployment patterns for Integration Brokerage?
- Which IT providers offer integration brokerage, and how do you choose between them?

Benoit Lheureux



The Nexus of Forces — Cloud, Mobile, Social and Information: Driving Innovation

Along with the hype in the IT industry about Cloud, Mobile, Social and Information, there have been many questions about how these forces can yield value to the business. Gartner defines these as the Nexus of Forces that will shape the future of IT. The true value of these forces will come not from the siloed use of these technologies but from the business value gained from the integration and interaction among them. We will examine how these forces will work together to bring innovation to business process and how you can realize greater business value from the Nexus of Forces.

- What is the Nexus of Forces?
- How will the Nexus of Forces shape the Future of IT?
- How can IT drive value from innovation?

David Mitchell Smith



The Web: Central Technologies for the Nexus

Web 2.0 was just a stop along the road. Semantic Web, HTML5, social computing and cloud drive a new era of innovation. The future Web will require a multichannel, multidevice approach, focusing on a holistic user experience. Analytics will be key, with big data driving tactical and strategic business decisions.

- What is the evolutionary path of the Web and what will the future Web look like?
- How will you prepare yourself and your enterprise for the future Web?

Gene Phifer



The Cloud Computing Scenario: Shaking the Foundation of Business, Technology and People

Cloud computing alters how solutions are built, marketed, acquired, used, managed and paid for. We examine the future of cloud computing, emphasizing the key factors that will promote or limit its evolution, and possible alternative futures based on these factors

- What key forces will determine how cloud will evolve over the next five years?

- What potential scenarios should organizations plan for?
- What specific actions should be taken today to prepare for these future scenarios?

David Cearley and David Mitchell Smith



The Mobile Scenario — Complexity and Opportunity Increase

The mobile scenario is a high level view of the key mobile trends and technologies including devices, networks, app stores, platforms, software and services. It's essential material for any organisation planning or managing mobile initiatives.

- What will be the key mobile and wireless technology, social and market trends through 2016?
- How will corporations choose and use mobile technology, services and tools to support customers and employees?

Nick Jones



How Disruptive Vendors are Threatening your Incumbent Vendors

The nexus of disruptive forces — cloud, mobile, social and information — are disrupting the status quo in the IT industry. Particular vendors have best represented and taken advantage of these forces and include Apple, Google, Amazon and Facebook. This presentation looks at overall disruptive forces and strategies and how these disruptive vendors are affecting the established enterprise vendors and the resultant impact on enterprise IT strategies.

- How are the nexus of disruptive forces affecting technology vendors?
- What strategies will be employed by disruptive vendors?
- How will the results of vendor disruption affect enterprise strategies?

David Mitchell Smith



To the Point: ERP in the Mobile and Post-PC Era

Enterprises have been integrating ERP capabilities with mobile devices for a decade. But the way the mobile landscape is evolving means that anytime, anywhere, anyone access to ERP-enabled business process capabilities is possible.

- What are the common mobile strategies implemented by leading ERP and business application providers.
- How does the emerging app metaphor impact business applications
- How do AD and business application teams work together to exploit Post-PC ERP

Brian Prentice



Build Solutions to Big Data Problems

Big data is a by-product of the Nexus of Forces. Solutions to big data problems are the realm of research and invention. To extract value from big data, application architects and developers work with data scientists and business analysts to understand the big data problem, develop application prototypes and architect production solutions.

- What are the solution components to big data problems?
- What roles do architects and developer take in solving big data problems in the nexus?
- What skills and resources are required for handling big data problems?

Joseph Bugajski



To the Point: How Cloud, Mobile, Social and Information Redefine the Best Practices in Application Architecture

The convergence of disruptive forces of information, mobile, cloud and social computing can create chaos in IT organizations: each track of innovation and business opportunity can pull IT resources in different directions. To safely combine the irresistible drive to innovation and the immovable demand for stability in the enterprise information systems the leading IT strategy planners turn to the next generation of enterprise solution architecture.

- How will Social, Mobile, Information and Cloud drive change to the best practices in application architecture?
- What will the state of the art application architecture principles look like by 2015?

Yefim Natis



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Danny Brian



Assessing Application Maturity With Gartner's ITScore

Bill Swanton



Do You Need an IaaS Cloud for Private PaaS?

Richard Watson



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Ray Valdes



Choosing Cloud Platforms for Windows .NET Applications

Richard Watson



App Frameworks for the New Web: The Event Driven Web

Danny Brian



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ANALYST-USER ROUNDTABLES

Getting Buy-in From the Business

Bill Swanton



Application Modernization

Bill Swanton



You've Chosen Cloud – So Now How Will You Integrate and Govern it?

Paolo Malinverno and Massimo Pezzini



Business Architecture – Uniting Business and IT

Jeff Schulman



Best Practices in Choosing an Application PaaS for Cloud-based Application Developments and Deployments

Yefim Natis



How Can Data Integration and Application Integration be Managed and Delivered Synergistically?

Jess Thompson and Ted Friedman



ASK THE ANALYST ROUNDTABLES

Succeeding With Apps Through UX Design

Brian Prentice



Best Practices in Agile Development

David Norton



Best Practices in In-Memory Computing: How do You Make it Work?

Massimo Pezzini



Mobile, Web and Cloud Working Together

Ray Valdes



Renaissance Programmer: The Changing Role of the Application Developer

Danny Brian



How do Enterprises Adapt Architecture and Processes to the Cloud?

Richard Watson



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Business-Outcome-Driven EA: A Quantum Leap to Delivering High Value
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WHAT'S NEW IN 2013!

- **Disruptive forces are having a major impact on your organization's effectiveness.** Gartner refers to these as 'The Nexus of Forces' (mobile, cloud, information and social) and we will be focussing a new track in 2013, dedicated to helping you not just tackle these issues, but gain competitive advantage from them too!
- **The challenges** you told us were of highest priority in 2013 — mobile, web issues, business applications and application strategy — have a **strong focus in the 2013 agenda.**
- **New research discussed** — research on Devops, big data, social trends and practices, HTML5 and user experience will all be covered at the 2013 Summit.
- **Application development is changing!** The critical importance of an application strategy has therefore never been more strongly felt! Freeing up resources through application migration and overhaul to concentrate on building new "systems of innovation" will therefore be assessed, with a strong emphasis on both advanced issues in technologies and the tactical — 'what to do on Monday morning'.



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