Gartner Application Architecture, Development & Integration Summit 2015

18 – 19 May | London, UK | gartner.com/eu/aadi

Renovate, Innovate and Dominate in the New Digital Economy

Key Benefits
Advance mobile and API strategies
Bridge the legacy integration gap
Design powerful user experiences
Lead digital-age business innovation
Improve governance and cloud security
Reinvent your applications strategy for a new world of digital opportunity

Advance your mobile, cloud, analytics and API capabilities

As the Nexus of Forces — mobile, cloud, social and analytics — takes hold, your applications strategy is set to accelerate into a digital world of major business opportunity. The Internet of Things and the ubiquity of data mean much greater complexity, requiring application professionals to rethink the fundamentals of how applications are designed, built, delivered and managed.

At this year’s Gartner Application Architecture, Development & Integration Summit, we take on the digital revolution, giving you the information you need to reinvent your strategy, renovate legacy applications and infrastructure, architect for agility and speed, minimize risk exposure in the cloud, overcome integration challenges and deliver the innovation your organization needs to keep up with the rapidly emerging digital reality.

Accelerate innovation to seize new opportunities:

- Take mobile and Web user experience design (UXD) to the next level
- Bridge the legacy gap with new approaches to renovation and integration
- Adopt agile, dynamic, iterative, ecosystem-based delivery methods
- Secure data in the cloud, improve governance and balance risk
- Gain technical guidance to deliver flawless execution of your applications strategy
- Be the catalyst for digital-age business transformation

Who should attend

- Enterprise architects and business leaders
  - Transform the business with digital-age innovation
- Application architects, web services and infrastructure managers
  - Renovate and modernize core IT systems
  - Understand new agile, iterative, dynamic, ecosystem-based building blocks
- Application development, integration and portfolio management leaders
  - Get the latest tools and methodologies for mobile, cloud, BYOD and APIs
  - Address legacy and integration challenges
- Information architects
  - Address security imperatives
  - Enable richly relevant user experiences
- Application strategists
  - Tap the power of the digital revolution to advance business objectives
**Keynotes**

**Keynote: Powering Success in the New Digital Economy**
The digital age is getting very real, very fast. Your success, and the success of your enterprise, requires a tight alignment between innovation, transformation and acceleration. We’ll explore the steps you need to take to bring your application strategy, and your enterprise, into the digital age.

*Daryl C. Plummer*

**Keynote: Decommissioning Applications – The Emerging Role of The Application Undertaker**
Transitioning to digital business readiness will inevitably demand saying ‘goodbye’ to many large, old applications, but few IT organizations are experienced in disposing them. As a result, many portfolios are bulging with zombie applications: dead but not yet buried. We’ll discuss a critical new applications role: someone who can bury the zombies!

*Andy Kyte*

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**Meet the Analysts**

<table>
<thead>
<tr>
<th>Analyst Name</th>
<th>Title/Role</th>
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</thead>
<tbody>
<tr>
<td>Betsy Burton</td>
<td>VP Distinguished Analyst</td>
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<tr>
<td>Ian Finley</td>
<td>Managing VP</td>
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<tr>
<td>Nick Jones</td>
<td>VP Distinguished Analyst</td>
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<tr>
<td>Kirk Knernschlid*</td>
<td>Research VP</td>
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<tr>
<td>Paolo Malinverno</td>
<td>Research VP</td>
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<tr>
<td>Yefim Natis</td>
<td>VP &amp; Gartner Fellow</td>
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<tr>
<td>Gary Olliffe*</td>
<td>Research Director</td>
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<tr>
<td>Gene Phifer</td>
<td>VP Distinguished Analyst and Conference Chair</td>
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<tr>
<td>Magnus Revang</td>
<td>Research Director</td>
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<tr>
<td>David Mitchell Smith</td>
<td>VP &amp; Gartner Fellow</td>
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<tr>
<td>Dale Vecchio</td>
<td>Research VP</td>
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<tr>
<td>Joseph Feiman</td>
<td>Research VP</td>
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<tr>
<td>Joachim Herschmann</td>
<td>Research Director</td>
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<tr>
<td>Eric Knipp*</td>
<td>Managing VP</td>
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<tr>
<td>Andy Kyte</td>
<td>VP &amp; Gartner Fellow</td>
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<tr>
<td>Richard Marshall</td>
<td>Research Director</td>
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<td>David Norton</td>
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<tr>
<td>Massimo Pezzini</td>
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<tr>
<td>Daryl C. Plummer*</td>
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<tr>
<td>Jeff Schulman</td>
<td>Managing VP</td>
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<tr>
<td>Anne Thomas</td>
<td>VP Distinguished Analyst</td>
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<tr>
<td>Nathan Wilson</td>
<td>Research Director</td>
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* Gartner for Technical Professionals

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**Analyst One-on-One Meetings**

Schedule a private 30-minute meeting with a Gartner analyst to discuss your hot issues.

Go to [gartner.com/eu/aadi](http://gartner.com/eu/aadi) to see analyst focus areas.

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**Two Gartner Summits in one week**

Gartner is holding the Application Architecture, Development & Integration Summit back to back with the Enterprise Architecture Summit in London.

**Gartner Enterprise Architecture Summit 2015**

20 – 21 May | gartner.com/eu/ea

Before embarking on an application initiative, organizations must create a sound enterprise architecture strategy that will ensure business value and high impact. Gain a full understanding of both the business and the technical challenges for your architecture by attending both AADI and Gartner EA Summit.

Visit [gartner.com/eu/aadi](http://gartner.com/eu/aadi) for more information and to register
### Agenda at a glance

When attending this event, please refer to the printed Agenda provided or the Gartner Events mobile app for the most up to date session and location information.

#### Monday, 18 May 2015

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>07:30 – 20:00</td>
<td>Registration, Information and Refreshments</td>
</tr>
</tbody>
</table>
| 08:00 – 08:45 | T1. Tutorial: Getting Started With Application Strategy  
 Andy Kyte [● ● ▲]  
 T2. Tutorial: Technical Insights — The Only Mobile App Architecture You’ll Ever Need  
 Eric Knipp and Gary Oliffe [▲ ▲ M T1] |
| 09:00 – 10:00 | P1. Summit Chair Welcome and Gartner Keynote: Powering Success in the New Digital Economy  
 Daryl C. Plummer [▲ EA] |
| 10:00 – 10:30 | P2. Industry Panel: The Road to Digital Business — Insights and Observations  
 Moderator: Gene Phifer |
| 10:30 – 11:00 | Refreshment Break in the Solution Showcase                                                 |
| 11:00 – 11:45 | TRACKS                                                                 |
|              | A1. Mastering the Cloud Application Platform: Public, Private or Hybrid?  
 Yefim Natis [▲ ▲ C] |
 Betsy Burton [▲ EA]  
 Joachim Herschmann [●] |
|              | C1. Application Development in a Bimodal World  
 David Norton [●] |
|              | D1. APIs, Microservices and Software-Defined Architecture: Standing on the Shoulders of SOA  
 Anne Thomas [● ● ▲] |
|              | 12:00 – 12:30 Solution Provider Sessions                                                   |
| 12:30 – 13:30 | Lunch in the Solution Showcase                                                             |
| 13:45 – 14:15 | TRACKS                                                                 |
|              | A2. Successful Practices of High Performance Web Teams  
 Magnus Revang [●] |
 Joseph Feiman [● S] |
|              | C2. Scaling Agile Development With Gartner’s Enterprise Agile Principles  
 David Norton [●] |
|              | D2. Integration: The Thorn on Backside of your Mobile AD Projects  
 Massimo Pezzini [▲ ● M] |
| 14:30 – 15:15 | TRACKS                                                                 |
 Eric Knipp and Gary Oliffe [▲ C T1] |
|              | B3. Architecting for Velocity — Why Architecture Is Essential for Web-Scale and DevOps Development  
 Nathan Wilson [▲ ▲ EA] |
|              | C3. The Mobile Scenario — How Mobility Will Revolutionize Your Work and Life  
 Nick Jones [M] |
|              | D3. Tying IT Together: The Evolving Role of Integration in Digital Business  
 Jeff Schulman [●] |
| 15:15 – 15:45 | Refreshment Break in the Solution Showcase                                                 |
| 15:45 – 16:15 | TRACKS                                                                 |
|              | A4. IT Modernization: An Application Portfolio and Infrastructure for the Digital World  
 Dave Vecchis [▲ ▲ ●] |
|              | B4. Application Development and Architecture for Business Moments  
 Nick Jones [▲ EA] |
|              | D4. Basic API Management Will Grow Into Application Services Governance  
 Paolo Malinverno [●] |
| 16:30 – 17:00 | Solution Provider Sessions                                                                 |
| 17:15 – 18:00 | P3. Guest Keynote: Making Innovation Happen  
 Professor Eddie Obeng, Pentacle Business School |
| 18:00 – 20:00 | Networking Reception in the Solution Showcase                                             |

#### Tuesday, 19 May 2015

<table>
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<tr>
<td>07:30 – 17:00</td>
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</table>
| 08:30 – 09:00 | A5. Surviving the Coming IT Shakeout  
 Nathan Wilson [▲ ▲ ●] |
|              | B5. The Top Ten Cloud Myths  
 David Mitchell Smith [● M C] |
|              | C5. Technical Insights: The Software Development Life Cycle: We’ve Got It Backward  
 Kirk Knopperschild [▲ ● ▲] |
|              | D5. Enabling Digital Business With a Mobile Integration Architecture  
 Richard Marshall [▲ ● M] |
| 09:15 – 09:45 | Solution Provider Sessions                                                                 |
| 09:45 – 10:15 | Refreshment Break in the Solution Showcase                                                 |
| 10:15 – 11:00 | P4. Gartner Keynote: Decommissioning Applications — The Emerging Role of The Application Undertaker  
 Andy Kyte [● ● ▲] |
 Joseph Feiman [▲ S] |
 Kirk Knopperschild [▲ ▲ T1] |
|              | C6. We Want It Now! “Citizen Integrators” (and LOBs) Aim at Do-It-Yourself Cloud Service Integration  
 Massimo Pezzini [C] |
| 12:00 – 13:15 | Lunch in the Solution Showcase                                                             |
| 13:15 – 14:00 | TRACKS                                                                 |
|              | U1. Changing the DNA of a Telco: Finding the Balance between Agile and Waterfall  
 Swisscom |
|              | U2. Rapid Application Delivery in a Bimodal World  
 LV Insurance |
|              | U3. The Journey to a More Open and Enhanced Developer Experience  
 Sabre |
 Joseph Feiman [▲ S] |
| 14:15 – 15:00 | TRACKS                                                                 |
|              | A7. Application Architecture for Digital Business  
 Anne Thomas [▲ ▲ EA] |
|              | B7. Application Architecture for Digital Business  
 ANS Thomas [▲ ▲ EA] |
|              | C7. Lean and Agile UX: How to Deliver UX in Agile Teams  
 Magnus Revang [▲ ▲ ●] |
|              | D7. Creating a Game Plan for the Internet of Things  
 Jeff Schulman [▲ ●] |
| 15:00 – 15:30 | Refreshment Break in the Solution Showcase                                                 |
| 15:30 – 16:00 | TRACKS                                                                 |
|              | A8. Cloud Security: Is It a Barrier or a Driver for your Cloud Adoption  
 Joseph Feiman [● S C] |
|              | B8. Enterprise and Application Architecture Best Practices  
 Betsy Burton and Anne Thomas [▲ ▲ EA] |
|              | B9. Enterprise and Application Architecture Best Practices  
 Betsy Burton and Anne Thomas [▲ ▲ EA] |
|              | D8. HTML5 and the Web: Their Roles in Mobile, App Development and Digital Business  
 Gene Phifer and David Mitchell Smith [● ●] |
| 16:15 – 16:45 | TRACKS                                                                 |
|              | K5. Gartner Closing Keynote — What to do on Monday?  
 Gene Phifer [●] |
**Agenda key**

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<tr>
<th>Maturity level</th>
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**Recommended agendas**

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<tr>
<th>M</th>
<th>Mobile</th>
<th>C</th>
<th>Web/Cloud</th>
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<tr>
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**Registration and pricing**

**3 Easy Ways To Register**

**Web:** gartner.com/eu/aadi

**Email:** emea.registration@gartner.com

**Telephone:** +44 20 8879 2430

**Pricing**

**Standard Price:** €2,475 + UK VAT

**Public Sector Price:** €1,950 + UK VAT

**Gartner Clients**

A Gartner ticket covers both days of the Summit. Contact your Account Manager or email emea.events@gartner.com to register using a ticket.

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**Venue**

**Park Plaza Westminster Bridge**

Phone: +44 844 415 6780

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