Gartner Enterprise Architecture Summit 2014

21 – 22 May | London, UK | gartner.com/eu/ea

Lead Change and Deliver Business Outcomes in Today’s Digital Economy

HOT TOPICS
Focusing EA on business outcomes and creating actionable deliverables
Applying EA to capitalize on business and technology disruptions
Developing talents and skills for the new EA generation
Driving effective business and IT change within the enterprise
Creating and delivering EA in the digital age
Integrating EA with governance, risk and compliance initiatives

SAVE €300
Register by 21 March 2014 by visiting gartner.com/eu/ea
Organizations today are facing unprecedented disruptions and opportunities brought on by increased digitalization, and are looking to enterprise architects like you for guidance through this profound transformation. But you need critical new skills and competencies in order to provide this vision and leadership.

At the Gartner Enterprise Architecture Summit 2014, get the latest critical insights and practical advice on how to respond to emerging business and technology trends, drive innovation, and achieve strategic business objectives in the era of digitalization. Learn how to effectively leverage EA to produce desired business outcomes and guide your enterprise from chaos to competitive advantage.

We hope to see you in London in May!

“Thought-provoking, experience-based talks, adding immediate value to daily EA practise.”

JUHA KAIRAMO, SENIOR ENTERPRISE ARCHITECT, TIETO FINLAND
Tracks

A  Quick-Starting EA
This is your chance to do EA right, right from the start. Organizations launching EA initiatives face the challenge of getting up to speed quickly in order to deliver real value and impact in their organization. This track focuses on enabling organizations starting or restarting EA to deliver business outcomes and value quickly.

B  Refocusing EA on Business Outcomes
Leverage business and IT change to create a new mindset and perception of enterprise architecture. Organizations renewing their EA efforts are often saddled with past perceptions — both good and bad. This track illustrates new practices and approaches that will enable EA practitioners to refocus their efforts on delivering business impact and outcomes.

C  Leading Practices in EA
Leading EA practitioners are becoming planning and vision leaders in both business and IT. Delivering business outcome-driven EA in a digital economy requires different thinking, perspectives and practices. This track focuses on the diversity of skills, people and tools that EA practitioners can employ to help drive business and IT change.

Who should attend?
Senior business and IT professionals including:
- Chief Architects and Enterprise Architects
- Business Architects
- Application Architects
- IT Strategists
- Business Strategists
- Innovation Teams
- Business and IT Planners

What’s New
- Practical advice on how to apply and practice business outcome-driven EA
- Understand how EA teams can link IT with business strategy
- Larger focus on the skills, tools and practices needed for the new generation of EAs
- New sessions addressing the impact of cloud, social media, mobility and big data on EA
- Just-released research focused on innovation and future technologies
- More opportunities for networking and exchanging ideas with peers

Case studies
Hear real hands-on “this is how we made it happen” insight, from international organizations whose senior executives are working on the best and most successful Enterprise Architecture initiatives in Europe. The latest case study information will be added to the agenda as it is confirmed at gartner.com/eu/ea

Attend to learn…
- How digitalization will dramatically change the way we need to think about business
- Which major technological innovations must be on your planning horizon
- What vanguard enterprise architects are, and how they will affect your enterprise moving forward
- How to measure the impact of EA and show its value to business leaders
- What new EA skills you need to operate in the digital age
- How to select and effectively use consultancies
- How to develop a laser focus on business outcomes
- How to optimize projects to reduce waste and redundancy
- How to identify cost saving opportunities in the existing asset portfolio

Visit gartner.com/eu/ea for more information
## Agenda at a Glance

### Wednesday, 21 May 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:30 – 19:45</td>
<td>Registration</td>
</tr>
<tr>
<td>08:15 – 09:00</td>
<td>Tutorial: Use Business Outcomes to Drive Your EA Efforts from the Start Marcus Blosch</td>
</tr>
<tr>
<td>09:15 – 09:30</td>
<td>Welcome Address Brian Burke</td>
</tr>
<tr>
<td>09:30 – 10:30</td>
<td>Gartner Opening Keynote: Delivering Business-Outcome-Driven EA in the Digital Business Economy Betsy Burton and Chris Howard</td>
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<tr>
<td>10:30 – 11:00</td>
<td>Refreshment Break in the Solution Showcase</td>
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<tr>
<td>11:00 – 11:45</td>
<td>Guest Keynote: From Legacy to Next Generation Through Innovative Transformation Eddie Obeng, Author and Professor, Henley Business School</td>
</tr>
<tr>
<td>11:45 – 13:00</td>
<td>Lunch in the Solution Showcase and Ideas Exchange Networking Session</td>
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### TRACK A

**Quick-Starting EA**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>13:00 – 14:00</td>
<td>EA Teams: How to Manage This Scarce Key Resource Chris Wilson</td>
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<tr>
<td></td>
<td>Applying Business Architecture to Lead Business Transformation Betsy Burton</td>
</tr>
<tr>
<td>14:15 – 14:45</td>
<td>Solution Provider Sessions</td>
</tr>
<tr>
<td>14:45 – 15:15</td>
<td>Refreshment Break in the Solution Showcase</td>
</tr>
<tr>
<td>15:15 – 16:15</td>
<td>To the Point: Business Capability Modeling Betsy Burton</td>
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<tr>
<td>16:30 – 17:30</td>
<td>Lessons Learned From Leading EA Practitioner in the Public Sector Cathleen Blanton</td>
</tr>
<tr>
<td>17:45 – 18:15</td>
<td>To the Point: Business-Outcome-Driven EA: A Quantum Leap to Delivering Value Brian Burke</td>
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### TRACK B

**Refocusing EA on Business Outcomes**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>13:00 – 14:00</td>
<td>Successful Applications Demand Selfish Software Andy Kyle</td>
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<tr>
<td></td>
<td>The Critical Link Between Governance, Risk, and Compliance Julie Short and French Caldwell</td>
</tr>
<tr>
<td>14:45 – 15:15</td>
<td>Refreshment Break in the Solution Showcase</td>
</tr>
<tr>
<td>15:15 – 16:15</td>
<td>To the Point: Business-Outcome-Driven EA: A Quantum Leap to Delivering Value Brian Burke</td>
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<tr>
<td>16:30 – 17:30</td>
<td>CEO Concerns 2014 — Business Gets Digital Mark Raskino</td>
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### TRACK C

**Leading Practices in EA**

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<th>Time</th>
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<tbody>
<tr>
<td>13:00 – 14:00</td>
<td>EA on the Vanguard: Architecting Innovation Brian Burke</td>
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<tr>
<td></td>
<td>Use EA to Support Adaptive Sourcing Marcus Blosch</td>
</tr>
<tr>
<td>16:30 – 17:30</td>
<td>The Disruptive Impact of the Nexus of Forces Chris Howard</td>
</tr>
<tr>
<td>17:45 – 18:15</td>
<td>The Role of the Data Scientist and the Art of Data Science Alexander Linden</td>
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### Thursday, 22 May 2014

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>08:00 – 17:15</td>
<td>Registration</td>
</tr>
<tr>
<td>08:30 – 09:15</td>
<td>Gartner Keynote: Business-Outcome-Driven EA Responds to Disruptive and Emerging Trends David Cearley</td>
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<tr>
<td>09:30 – 10:30</td>
<td>How to Leverage a Consultancy Effectively to Deliver Business Outcomes Saul Brand</td>
</tr>
<tr>
<td>10:30 – 11:00</td>
<td>Refreshment Break in the Solution Showcase</td>
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<tr>
<td>11:00 – 12:00</td>
<td>Balancing Public Policy and Emerging Technologies French Caldwell</td>
</tr>
<tr>
<td>12:00 – 13:15</td>
<td>Lunch in the Solution Showcase and Ideas Exchange Networking Session</td>
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<tr>
<td>13:15 – 14:00</td>
<td>Case Study</td>
</tr>
<tr>
<td>15:15 – 15:45</td>
<td>Refreshment Break in the Solution Showcase</td>
</tr>
<tr>
<td>15:45 – 16:15</td>
<td>To the Point: Road Maps: When to Use Them, When to Lose Them Cathleen Blanton</td>
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<tr>
<td>16:30 – 17:15</td>
<td>Gartner Closing Keynote: Measuring and Monetizing Business Outcomes Michael Smith</td>
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<tr>
<td>17:15</td>
<td>Conference Close</td>
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### Keynotes

**Gartner Opening Keynote:** Delivering Business-Outcome-Driven EA in the Digital Business Economy

Digitalization is reinventing our industries and the ways we work. Regardless industry or size, your organization will need a digital business strategy to support digitalized business processes, models and moments. In this keynote, we discuss growing need to enable a digitalized business and what enterprise architects can do to deliver business outcomes.

Betsy Burton and Chris Howard

**Guest Keynote:** From Legacy to Next Generation through Innovative Transformation

Professor Obeng explores ways to accelerate transformation by both accelerating delivery and overcoming resistance to change from the business and legacy owners.

Eddie Obeng, Author and Professor, Henley Business School and TED Speaker

**Gartner Keynote:** Business-Outcome-Driven EA Responds to Disruptive and Emerging Trends

Rapid changes in the technology landscape interact with one another to drive disruption and create opportunities for new business outcomes which can radically change IT architectures and strategies. Anticipating the impact of these emerging technologies and disruptive forces is a key demand for EA leaders and CTOs.

David Cearley

**Gartner Closing Keynote:** Measuring and Monetizing Business Outcomes

The objective of EA is to improve business outcomes, but which outcomes should we focus on and how do these outcomes affect financial results? This session covers our research on the metrics most frequently used by business executives to measure performance and how to calculate the financial impact that improvement to these metrics will have.

Michael Smith

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**Tutorial:** First 100 Days of Enterprise Architecture  
**Saul Brand**

**10:35 – 10:55** Solution Snapshot Session

**Workshops**

**Hands-on sessions with specific “how to” guidance.**

<table>
<thead>
<tr>
<th>Time</th>
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</table>
| 13:00 – 14:15 | Digital Product Remastery  
Mark Raskino  
Saul Brand |
| 15:15 – 16:30 | Turn EA Tool Requirements into Use Cases to Deliver Business Outcomes  
Saul Brand |
| 16:45 – 18:00 | Getting Started in Application Strategy  
Andy Kyte |

**Roundtables**

**Small-group discussions led by a Gartner analyst or peers. End-users can discuss, question and share information on a specific topic.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Roundtable</th>
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</thead>
</table>
| 13:00 – 14:15 | Analyst-User Roundtable: Leading Practices Implementing Effective EA Governance  
French Caldwell |
| 15:30 – 16:00 | Analyst-User Roundtable: How to Quantify The Benefits and Show the Value of EA  
Michael Smith |
| 16:30 – 17:00 | Analyst-User Roundtable: Enterprise Architecture Response to Bimodal IT  
Chris Wilson |

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Meet the Analysts

Philip Allega
Managing VP
Delivering business outcomes with enterprise architecture; EA in global organizations; EA impact on investment decisions

Tom Austin
Research VP and Gartner Fellow
Smart machines; workplace performance; fostering disruptive innovation (Gartner’s Maverick research program)

Cathleen Blanton
Research VP
Enterprise architecture program design and value; IT and EA governance; federal and healthcare industries

Marcus Blosch
Research VP
Enterprise architecture support of disruptive business trends and innovation management; EA consultancies; EA value; business architecture; business capability modeling; EA and sourcing

Saul Brand
Research Director
Business value from investment decisions using enterprise architecture and EA consultancies

Brian Burke
Research VP
Enterprise architecture management and evolution, innovation management, gamification

Betsy Burton
VP, Chief of Research and Distinguished Analyst
Business architecture; business capability modeling; integrating EA and business planning

French Caldwell
Research VP and Gartner Fellow
Governance; risk management and compliance (GRC); corporate governance; enterprise risk management (ERM); vendor risk management; IT risk management; public policy and legal developments; social risk management; strategic information risk analysis

David Cearley
Research VP and Gartner Fellow
Emerging business and technology trends; cloud computing; impact of technology

Chris Howard
Research VP
Enterprise technology; impact of business trends on architecture and technology strategy; SOA and application architecture; professional effectiveness for IT professionals; cloud computing; applications leaders; application rationalization

Andy Kyte
VP and Gartner Fellow
Application strategy; application governance; application rationalization; application total cost of ownership; application portfolio management

Alexander Linden
Research VP
Big data analytics; business intelligence and performance management; information innovation

Mark Raskino
VP and Gartner Fellow
Emerging business trends; CEOs and IT hype cycles; CIO trends and directions

Michael Smith
VP and Distinguished Analyst
Business performance frameworks and methodologies; business value of IT; managing business value

Chris Wilson
Research Director
EA governance; EA value proposition; EA maturity; EA organizational structure; enterprise architect skills, training, roles and development
Solution Showcase

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troux

Troux Enterprise Portfolio Management solutions empowers more informed decision making by providing transparency and control over the connected set of information portfolios that define a business.

www.troux.com

“Excellent conference. The topics are topical/current and very relevant to EA from both a business and IT perspective.”

MARTIN COLLINS, PROGRAMME MANAGEMENT, INVESCO

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ends 21 March 2014
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Public Sector Price: €1,875 + UK VAT
Joint Price with Application Architecture, Development & Integration Summit: €3,700 + UK VAT

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• 10 for the price of 7

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

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• Each Summit is a thought leadership showcase of best practices and renowned Gartner expertise
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