

Gartner Application Architecture, Development & Integration Summit 2014

December 8 – 10 | Las Vegas, NV | gartner.com/us/aadi

Innovate, Transform, Accelerate: Powering the Digital Future

Trip Report

Gartner Application Architecture, Development & Integration Summit 2014 was held December 8 – 10, at Caesars Palace in Las Vegas, NV. This report provides highlights and a summary of the event.

Overview

The digital age has arrived. With businesses looking to applications to drive everything from growth and loyalty to new products and markets, it's no surprise this year's summit drew record attendance. More than 1,500 IT and business leaders joined 46 Gartner analysts and guest speakers to explore how to use mobile, social, cloud, analytics, and the Internet of Things to deliver business advantage.

The summit kicked off with six popular rapid-fire boot-camp sessions focused on cloud, two workshops and a welcome networking reception. After an opening keynote reviewed emerging digital business opportunities and challenges, analysts presented the latest insights across applications priorities in more than 60 sessions. The big message? Prioritize agility. Get there by using a bimodal approach that supports both long-term goals and ready responsiveness. As business units go their own way, IT must dig deep to find ways to enable innovation, architect change and make digital business transformation happen.



Caesars Palace, Las Vegas, NV



Daryl C. Plummer, Vice President and Gartner Fellow, Gartner Research

Save the date

Gartner Application Architecture, Development & Integration Summit 2015 will take place December 1 – 3, in Las Vegas, NV. Be sure to bookmark gartner.com/us/aadi, and check back for 2015 summit updates.

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Key take-aways

- 1 We are entering the third era of enterprise digital business.**
To cover all fronts in a digitalized world, you need a bimodal strategy. Mode one is traditional, emphasizing scale, control and reliability. Mode two is exploratory, emphasizing innovation, agility and speed, and requires a new approach to application development.
- 2 Seek business advantage, not perfection.**
Stability is no longer an option — enterprise agility is paramount. Put systems in place that let you innovate and iterate quickly and fail fast. Watch for opportunities and be ready to move quickly.
- 3 UX is the new core of customer engagement.**
Invest in the user experience. Use post-deployment behavioral analytics to define app evolution. Implement a mobile application integration (MAI) platform to avoid integration spaghetti. Manage data and apps, not devices.
- 4 Shift to people-centric, trust-based security.**
People-centric security reduces bureaucracy, costs, frustrations and complaints while improving agility, morale and security. Educate others to make better risk decisions so you can focus on important exceptions.
- 5 Adopt a defensible risk model.**
Treat proactive risk management as a critical requirement for good decision making. Raise visibility of risks to influence project-wide decision making. Improve governance through greater risk transparency and accountability.
- 6 Use analytics to identify and seize business moments.**
Analytics, operational intelligence technologies and the Internet of Things can help you recognize and act on opportunities in real time. Leverage key business moments to increase revenue, minimize costs and improve loyalty.
- 7 As user expectations grow, context is everything.**
Customers expect to interact contextually across all their devices. They assume you know who they are, where they've been, what they like (and don't like) and what they want next — and they expect you to act on their behalf.
- 8 Focus on APIs.**
Not all API providers are created equal. Establish a vetting process to avoid choosing "weedy" APIs. Use a defensive architecture. Monitor and manage your consumption of critical APIs; don't rely on the provider.



“Excellent content on integration bimodal recommendation. Look forward to working with Gartner in 2015 to understand details on adapting to bimodal IT.”

Naga Ramanna, Sr.
Integration Solutions
Manager
Lowe's

Guest keynotes

Building Your Lens for Navigating the Future

Tom Koulopoulos, President and Founder, Delphi Group

In this highly engaging talk, Tom Koulopoulos discussed what it takes to thrive in an atmosphere of continuous, rapid, disruptive change. How can we prepare ourselves and our organizations to navigate this unprecedented level of change and uncertainty? How will we build the future and capitalize on its promise? Drawing on his latest books, “Living in the Cloud” and “The Gen Z Effect,” Koulopoulos described a future where we enjoy a nearly infinite ability to reinvent our world and ourselves.



Tom Koulopoulos

The Art of Innovation

Guy Kawasaki, Chief Evangelist, Canva

How will you change the world? As former chief evangelist at Apple and author of more than a dozen books, Guy Kawasaki knows how to inspire people to take chances, innovate and change. In this keynote, he drew on his experience with Apple and Google and his study of dozens of world-class companies to outline strategic steps any organization or individual can take to create new products, processes and possibilities.



Guy Kawasaki

Digital Transformation: Building the Industrial Internet

Jeff Schulman, Managing Vice President, Gartner Research; Jeremiah Stone, CTO for Software, General Electric

In this Technology Trailblazer Interview, Jeff Schulman spoke with Jeremiah Stone about the Internet of Things (IoT), the industrial Internet and their impact on life and business. General Electric recognized the potential of IoT early and reinvented their application strategy to support major innovation. What GE learned has opened up new partnerships and business opportunities that are helping to drive growth, create new products and transform the company's future.



Jeff Schulman

Gartner keynotes

Opening Keynote: Powering the Digital Future

Tina Nunno, Vice President and Gartner Fellow; Gartner Research; Daryl C. Plummer; Jeff Schulman

The digital age is getting very real, very fast. How will your enterprise seize digital opportunities? Daryl C. Plummer took the stage to describe why fluid change is the new normal. At its core, digital business innovation is about dynamically exploiting transient opportunities. Next, Jeff Schulman explained why digital business transformation is all about people and the user experience. Finally, Tina Nunno championed the need for speed. Accelerating into the digital age means bimodal strategy that balances core capabilities with the freedom to experiment.



Jeremiah Stone

The Wolf in CIO's Clothing

Tina Nunno

IT is in the crosshairs. As IT budgets and implementations shift to business units and the pressure to innovate heats up, IT leaders may find themselves negotiating tricky situations laden with risk. What would Niccolò Machiavelli do? Tina Nunno made it clear: Go on the offensive. Deploy Machiavellian disciplines of power, manipulation and warfare. At the extreme, normal management tactics no longer apply and leaders may need to go to the “dark side” to defend themselves and win.



Tina Nunno

Closing Keynote: Transitioning to the Digital Age: What Must You Change?

Daryl C. Plummer, Vice President and Gartner Fellow, Gartner Research

The digital age is creating disruption and a rapid change cycle that we all must face. Applications are no less affected than the rest of the world. Each organization must confront how and what it will change in order to make the greatest difference in customer relationships, products, skills and strategies. Daryl Plummer outlined the critical changes organizations and applications professionals must make now.



Daryl C. Plummer

Top-of-mind concerns (what attendees asked about)

- The need for integration is escalating out of control, holding back innovation. How can we simplify integration and bridge the gap between front-end innovation and back-end legacy?
- Business units are self-serving more than ever, which raises security and integration issues. What's the best way to support them? How can we assess risks and put good governance in place?
- How can we improve the mobile user experience in ways that actually deliver business value?
- Managing a mountain of tiny apps is overwhelming our people and processes. Which aspects can be streamlined or eliminated?
- How can I accelerate development and innovation? We're great at methodical, linear development, but speed and agility is more important now. How and what do we need to change?
- Is the Web going to play a backseat role in the world of digital business? What about HTML5? Where does the future Web fit in the digital business picture?
- The new generation of analytics is overwhelming. Which analytics will deliver real business value — not just more information?
- I don't want to get stuck as a back-office infrastructure provider — I want to lead my company into the digital age. How can I evolve my role and the IT organization to be a catalyst of business transformation?

“By 2017, 80% of consumer engagement with brands will occur on mobile devices.”

Source: Gartner

Top 10 most-attended sessions

TOH3. Town Hall: Enterprise and Application Architecture Best Practices

Ross Altman, Betsy Burton

T2. Tutorial: Technical Insights — The Only Mobile App Architecture You'll Ever Need

Kirk Knoernschild

SPS2. IBM Corporation: DevOps — Software-Driven Innovation Delivered at Speed

Daniel Berg, IBM Distinguished Engineer, CTO IBM DevOps Tools and Strategy; Kristof Kloeckner, General Manager, Rational Software, IBM; Rosalind Radcliffe, Distinguished Engineer, Chief Architect for IBM CLM and DevOps; Slavik Zorin, President, CEO and Founder of Synchrony Systems, an IBM Business Partner

B6. Technical Insights: Time to Get Off the Enterprise Service Bus

Gary Olliffe

C3. New Application Architecture Supports Context-Aware Decisions

Yefim V. Natis

SPS18. Apigee: API-Centric Architecture — Fad or Core to Enterprise Systems of Engagement?

Ed Anuff, Vice President of Product Strategy, Apigee

C4. The Future of Enterprise Architecture in the Digital Business of 2025

Betsy Burton

SPS12. Microsoft: Demystifying Cloud Development — Where Should I Start?

Scott Woodgate, Director, Microsoft

T1. Tutorial: How Do I Get Them to Do That?

Matthew Hotle

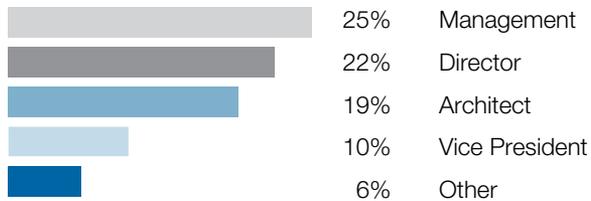
C5. Technical Insights: Fragile vs. Agile Application Architecture

Kirk Knoernschild

Snapshot of attendees

Who participated in the 2014 summit?

Top 5 job titles



Top 5 industry sectors



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Gartner Application Architecture, Development & Integration



“Great conference. Very informative for architects. An absolute must for keeping up-to-date with the applications.”

Raj Nakka, Tech Principal, FedEx

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Customizable post-event worksheet

Take a moment to complete your own post-event trip report, a valuable resource for future reference and a great way to share with colleagues what you learned. **Click here** to access the trip report worksheet.

Learn more with relevant research

Want to learn more about the topics that interest you most? Turn to the end of each session presentation for a list of related Gartner research notes. Select Gartner research is available on demand at **gartner.com**.

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Gartner events

Gartner Application Architecture, Development & Integration Summit 2015

May 18 – 19
London, U.K.

Gartner Application Architecture, Development & Integration Summit 2015

July 20 – 21
Sydney, Australia

Gartner Application Architecture, Development & Integration Summit 2015

December 1 – 3
Las Vegas, NV

“By 2018, the number of new connections for IoT devices will exceed all other new connections for interoperability and integration combined.”

Source: Gartner



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Register by January 3, 2015, to enjoy these benefits

- Raffle drawing for a complimentary 2015 registration
- \$50 American Express gift card on-site at next year's event
- \$300 discount on standard registration fee

Register for this must-attend applications event
at gartner.com/us/aadi or call 1 866 405 2511