TRIP REPORT

Gartner Application Architecture, Development & Integration Summit 2013 was held December 3 – 5 at Caesars Palace Hotel and Casino in Las Vegas, NV. This report summarizes and provides highlights from the event.

Overview

Disruptive innovation driven by the effects of mobile, cloud, social and big data is changing everything, from what IT does to the skills you need to get the job done. This year’s conference, the biggest ever, tackled this challenge head on, delivering the new tools and insights necessary to advance the business by enabling innovation.

Keynote speakers urged a major shift in perspective from control to coordination, from rigid to agile. Session presenters in seven tracks explored how to engage users, deliver the experiences users want, architect for continuous innovation, make mobile a top priority and lead the way with an application strategy focused on delivering business value. In a new security track, presenters showed how to take a balanced approach to risk that clears the way for business transformation.
Key take-aways

1. **Disruptive change to your reality has arrived.** It’s time to wake up, recognize it and take the necessary steps to be sure you are leading enterprise change.

2. **IT’s new role is not to control, it’s to coordinate and enable.** Your job is to make what people want to do safe, add value, make improvements, integrate data, manage vendors and make the future happen.

3. **Mobile first, mobile mostly, is the new rule.** Deliver mobile apps that drive the business forward, wow users with great user experience (UX) design and bring new life to customer relationships. If you don’t have the skills you need to develop standout mobile applications, now is the time to acquire them.

4. **Don’t let security stand in the way of progress.** Cloud, mobile, social and big data involve risk, but the business benefits outweigh them. Take a balanced approach, tighten up the chain of responsibility, implement sound governance strategies and prioritize risks, then give your users the freedom they want.

5. **SOA is more critical than ever.** The age of the monolithic application is over. An agile, multidimensional approach to architecture is absolutely essential to support continuous development and innovation. Give developers the tools to fail fast, iterate quickly and innovate for business transformation.

6. **Terminate, transform, upgrade, modernize and move on.** To free up budget for innovation, you must deal with legacy application integration once and for all.

7. **Craft an application strategy that focuses on business outcomes** and uses new technologies to engage users and customers in new and different ways. Work with business leaders to identify desired outcomes, then make them happen with applications that drive the business forward.

“What will be your engagement initiative? ... Join the revolution of engaging people better.”

Daryl C. Plummer
Managing Vice President
and Gartner Fellow
Keynote sessions

**Gartner Opening Keynote: Making the Nexus Real**

*Daryl C. Plummer, Managing Vice President and Gartner Fellow; Don Scheibenreif, Vice President; Jeff Schulman, Managing Vice President*

Daryl C. Plummer began with a discussion of the intensifying consumerization of IT and how the role of IT must change. No longer a gatekeeper to activities, the new IT must enable innovation and support user freedom. Next up was Don Scheibenreif, who shared examples of how the Nexus of Forces — mobile, social, cloud and information — is impacting organizations right now. Lastly, conference chair Jeff Schulman spoke about the aggregate effect of mobile, social, cloud and big data redefining everything we do, and how to make these forces real in your enterprise.

- It’s time to wake up and face the disruption of reality taking place all around you.
- What new tools and skills will you need to succeed in the age of the Nexus of Forces?
- Where are the real opportunities for business transformation?

**Gartner Keynote: Business-Outcome-Driven Enterprise Architecture — A Quantum Leap to Delivering Value**

*Betsy Burton, Vice President and Distinguished Analyst*

Enterprise architecture (EA) has taken a powerful turn. In response to a variety of disruptive forces challenging today’s businesses, enterprise architects are using a revolutionary new approach to drive business transformation and spearhead change. Betsy Burton explained how this major new development in EA enables you to create signature-ready road maps to necessary change by focusing on business outcomes. Done right, business-outcome-driven EA produces simple, elegant solutions that help grow and transform the business.

- Developing a narrow focus on targeted business outcomes is the key to EA success.
- How can your organization target, frame and deliver business outcomes?
- What are the critical inputs and factors for success?
Keynote Panel: Technology Trailblazers — The Shifting Balance of Power in IT

David Mitchell Smith, Vice President and Gartner Fellow; Yefim V. Natis, Vice President and Gartner Fellow; Charlie Bell, Vice President, Information Technology Infrastructure, Amazon Web Services; Dr. Kristof Kloeckner, General Manager, Rational Software, IBM Software Group; Shailesh Rao, Director, New Products and Solutions, Google; Mark Russinovich, Technical Fellow, Microsoft

The Nexus of Forces comprises four disruptive trends and each is now significantly changing the balance of power in the IT industry. In this Gartner analyst-moderated panel, representatives from IBM, Microsoft, Google and Amazon — vendors that are poised to influence and be influenced by the future of the nexus — discussed the combination and intersection of these forces, which opens the door to radical vendor innovation and disruption.

Gartner Closing Keynote: Setting the Right Priorities for Generating Real-World Nexus Value

Daryl C. Plummer, Managing Vice President and Gartner Fellow

Summing up key conference imperatives and insights, Daryl C. Plummer urged attendees to find new ways to engage today’s empowered users and enable the convenience, collaboration and mobility they so emphatically want. IT must become more adaptive, trade control for progress and allow for user freedom while helping to minimize risk. As architectures, vendors and organizational structures change, IT must become a value center that is ready to lead the way with solutions that improve engagement and deliver outcomes.

• What priorities and assumptions are being changed by the Nexus of Forces?
• What best practices will help architects decide on how to prioritize their efforts?
• What next steps can you take to get the most value out of the nexus at your organization?

GUEST KEYNOTES PROVIDED INSPIRATION AND PROMPTED NEW WAYS OF THINKING

Guest Keynote: The Element — How Finding Your Passion Changes Everything
Sir Ken Robinson, Ph.D., Internationally Acclaimed Expert on Creativity and Innovation, and Author of “Finding Your Element,” “The Element” and “Out of Our Minds”

Guest Keynote: Disruptive Fun
Ze Frank, Executive Vice President of Video at BuzzFeed.com, Internet Celebrity, Entrepreneur and Viral Media Consultant
Top-of-mind concerns (what attendees asked about)

• How can I make sure my organization’s systems and architecture are rock solid and ready for major change?
• How do I deal with legacy applications once and for all, and get the latest insights to help us transform, upgrade, modernize and move on?
• How do I support innovation and agility with the latest strategies for flexible architecture, and improve UX to better engage customers and employees?
• How can I seize major opportunities to lead the business forward with next-wave mobile and social, advanced analytics and the future Web?
• How can disruptive change be turned into business advantage?

Top 6 most-attended sessions

TH1. Town Hall: Enterprise and Application Architecture Best Practices
   Ross Altman, Betsy Burton

D6. Ten Essential Principles of Modern Application Architecture
   Yefim V. Natis

D1. Applications 2020 — Building an Architecture Today for Tomorrow’s Applications
   Ross Altman

D4. Technical Insights: SOA in the Age of Nexus
   Anne Thomas Manes

F2. Agile Soup to Nuts — What Does a Truly Agile Organization Look Like?
   Nathan Wilson

T1. Tutorial: Beginning Mobile Application Development
   Gordon Van Huizen
Snapshot of attendees

Who participated in the 2013 conference?

Top 5 job titles

- 24% Manager
- 20% Director
- 19% Architect
- 12% Vice president
- 9% Others

Top 5 industry sectors

- 26% Banking, finance and insurance
- 18% Technology and telecom
- 13% Manufacturing
- 9% Government
- 8% Services

“One of the best conferences I’ve attended. It is a must for every business and IT professional. Speakers are extremely knowledgeable and useful for individuals to take something back to their own organizations.”

Yogananda Karra
Application Integration Architect
Discount Tire Company
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“The event really cleared my mind and all the questions I had for my company regarding mobile technologies. These guys are REAL experts and really have all the answers (and the right questions too). Hearing my peers have the same doubts was reassuring.”

Hernan Guerra, CIO
PYOSA, S.A de C.V.
Gartner

Application Architecture, Development & Integration Summit 2014

December 8 – 10 | Caesars Palace | Las Vegas, NV

The 2014 date is set!

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

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