

Gartner **Application Architecture, Development & Integration Summit 2012**

November 27 – 29 | Caesars Palace, Las Vegas, NV | gartner.com/us/aadi



No Fear: Embracing Game-Changing Application Strategies

Trip Report

The Gartner Application Architecture, Development & Integration Summit 2012 was held on November 27 – 29 at Caesars Palace in Las Vegas, NV. This report summarizes and provides highlights from the event.

Overview

The nexus of forces is here, and it's a game changer. What to do about it was the core message at the **Gartner Application Architecture, Development & Integration Summit 2012**. Cloud, mobile, social and the information explosion are combining to transform applications. Forty Gartner analysts presented their latest research on how to stay ahead in the age of tablets, smartphones, Facebook and Twitter.

More than 60 sessions covered next steps in SOA, WOA and event-driven architecture; APIs; real-time analytics; data integration; and more. With mobile the new default platform, rapid innovation and building a foundation that supports continuous change are key to an application strategy that lets business goals lead the way.

The 2013 date is set

Gartner Application Architecture, Development & Integration Summit, December 3 – 5, 2013, Las Vegas, NV.

Check back for updates at gartner.com/us/aadi

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Caesars Palace, Las Vegas, NV



Jeff Schulman speaking at Gartner Application Architecture, Development & Integration Summit 2012



Key Take-Aways

- 1 Cloud**

In addition to a dedicated cloud track, cloud strategies ran through almost every track, including its profound impact on integration and architecture. Sessions covered new tools for evaluating the real benefits, costs and risks of the latest cloud options, including SaaS, IaaS, PaaS, and ERP cloud opportunities.
- 2 Mobile**

Mobile took center stage in its own track as well as throughout the agenda. Analysts described how to create a strategy that delivers on mobile's full business potential, including ways to encourage innovation, keep up with user expectations and enable new business capabilities securely.
- 3 Integration**

From cloud and SaaS to pace layering and mobile, integration challenges are multiplying as the nexus of forces takes hold. We devoted a full track to integration strategies that maximize efficiency, move legacy systems forward, and prepare the way for the business opportunities and real-time analytics of tomorrow.
- 4 Competitive Advantage**

Cloud and mobile have opened the door to a new world of business opportunity — faster speed to market, greater efficiency, and new ways to connect with and delight customers. Delivering the right applications can mean a significant competitive advantage. Throughout the event, attendees learned new ways to help drive the business forward.
- 5 Social**

A great social, interactive experience encourages collaboration, innovation and efficiency; improves customer engagement; and drives business growth. From its impact on architecture to its role in tomorrow's Web, sessions covered where social is headed and what decisions and strategy shifts need to be made now.
- 6 Forward-looking strategy**

Innovation and constant change are the new normal. Leading organizations will build a foundation designed to accommodate rapid, ongoing change. A complete track was devoted to application strategies and how to harness the power of cloud, mobile, social and big data to rapidly innovate and support business growth.
- 7 Application development**

Faster and better is not enough. To stay ahead of user expectations and business needs, developers must spearhead business innovation. The AD track presented new research across priorities, including agile, dynamic languages, continuous release, DevOps, mobile, cloud, security, HTML5 and virtualization.
- 8 Web evolution**

Given the pace at which the Web is evolving — becoming rich, mobile, social and programmable — how can you future-proof your application strategy? From HTML5 to changing user interfaces to increasing multichannel demand, analysts addressed what it will take to get the most out of tomorrow's Web and how to prepare.

“The conference was very well planned and communicated. The Gartner Events Navigator was perfect and the website Agenda Builder worked perfectly! Content was excellent and there was no shortage of quality material. Very relevant content and timely topics.”

APPLICATION &
INTEGRATION MANAGER,
TASC

Keynote Addresses

K1 Gartner Opening Keynote: Game Changers, Risks and Rewards — Embracing a New Application Strategy

- Traditional application strategies can't keep up with evolving challenges. Now is the time to reinvent your strategy for the long haul.
- A future-proof strategy means pace layering, among other changes.
- People expect a profound new level of interactivity and access in all their roles.
- Prioritizing new application technologies requires new evaluation criteria.
- Yes, you can protect legacy investments while motivating your organization to leap forward.



*Michael Abbott
Partner
Kleiner Perkins
Caufield & Byers*

K2 Mastermind Interview: Emerging Technologies — Breaking Through the Hype

- Mike Abbott, general partner at Kleiner Perkins Caufield & Byers, joined analysts Ian Finley and Drue Reeves for a conversation about the breakneck speed of technology change.
- Every new technology promises to be the next silver bullet, but where's the ROI? Abbott drew on his experience on the leading edge of IT to discuss how to identify real value.
- Business audiences are skeptical. You must demonstrate the value of new technologies in terms they appreciate.



*Patrick Lencioni
Founder and President
The Table Group*

K3 Guest Keynote: Leading for Innovation

- Patrick Lencioni, author of "The Advantage" and "The Five Dysfunctions of a Team," explored the value of teamwork in fostering innovation.
- Lencioni outlined how leaders can build a healthy organization that keeps politicking and confusion to a minimum while enabling collaboration and increasing productivity.
- He offered strategies to help leaders foster the behaviors necessary for innovation and create a culture of teamwork, trust and spirited debate.



*Jeff Schulman
Managing Vice
President and
Conference Chair*

K4 Delivering at the Speed of Change: Disciplines of High-Productivity Application Organizations

- To be the engine of business growth and transformation, what must the application organization of the future look like?
- The best application organizations combine relentless engineering efficiency with laser focus on the true needs of business stakeholders.
- Ten disciplines can improve your organization — for example, "Create a culture of reuse."
- Among the closing recommendations was, "Start nothing until you have a definition of done."



*Andy Kyte
Vice President and
Gartner Fellow*

K5 Gartner Closing Keynote: What to Do on Monday?

- Analysts summarized top priorities in seven categories: application strategy, architecture, development, integration, Web, cloud and mobile.
- Applications professionals must start thinking agile, embracing hybrid IT, finding ways to free up budget and engaging the business.
- Key take-aways: Don't delay; leverage HTML5 today. Design for cloud first. Stop building monolithic applications. Use the customer perspective as your primary motivation.

“ The AADI Summit gave me an opportunity to network with others and hear about all the latest trends I should be focusing on. ”
Lead Architect, MetLife

Top-of-Mind Concerns (What Attendees Asked About)

- Cloud: Understand the real benefits, costs and risks of new cloud options, SaaS, IaaS and PaaS, and recognize ERP cloud opportunities
- Mobile: Create a mobile strategy that delivers a world-class user experience, security and new business capabilities
- Innovation: Retool my IT organization, skill set and systems to support fast, agile innovation
- Integration: Tackle complex integration challenges with the latest tools and strategies
- Competitive advantage: Implement leading-edge business intelligence and real-time analytics
- Social: Deliver a social, interactive experience that encourages collaboration, innovation and efficiency, and improve customer engagement to drive growth
- Strategy: Use cloud, mobile, social and big data to help innovate, support business growth and help us keep up with rapid ongoing change

Top 10 Most-Attended Sessions

K1 Gartner Opening Keynote: Game Changers, Risks and Rewards — Embracing a New Application Strategy

Jeff Schulman; Managing Vice President and Conference Chair

K3 Guest Keynote: Leading for Innovation

Patrick Lencioni, Founder and President, The Table Group

K4 Delivering at the Speed of Change — Disciplines of High-Productivity Application Organizations

Andy Kyte, Vice President and Gartner Fellow

K5 Gartner Closing Keynote: What to Do on Monday?

Panel moderated by Jeff Schulman

K2 Mastermind Interview: Emerging Technologies — Breaking Through the Hype

Michael Abbott, Partner, Kleiner Perkins Canfield & Byers

D1 Getting Your Application Portfolio Under Control: A Strategic Road Map

Matthew Hotle, Bill Swanton

A4 HTML5 and the Journey to the Modern and Mobile Web

David Mitchell Smith, Ray Valdes

B3 Why Master Data Management Should Drive Application Architecture and Integration

Andrew White

B4 Choosing Optimal Integration Solutions In Complex, Hybrid IT Environments

Jess Thompson

A3 Agile vs. Waterfall: The Great Debate

Matthew Hotle, Nathan Wilson

Snapshot of Attendees

Who participated in the 2012 conference?

Top 5 Job Titles Represented

1. Management
2. Director
3. Architect
4. VP
5. C-Level

Top 5 Industry Sectors Represented

1. Banking, Finance, Insurance
2. Education
3. Energy & Utilities
4. Government
5. Healthcare

Top 5 Job Roles Represented

1. Program & Project Management
2. Senior IT Leadership
3. Enterprise Architecture
4. Business Intelligence & Information Management
5. Application Management

Post-Event Resources

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.

Free to attendees

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“ This event gave me a big opportunity to gain insight about new IT trends, especially mobile, cloud and the future Web. All speakers provided expertise and passion to their presentations. The Gartner Events Navigator was also very useful. ”

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Gartner Application Architecture, Development & Integration Summit 2013

December 3 – 5

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The 2013 date is set!

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Register by December 27, 2012, to enjoy:

- Raffle drawing for a complimentary 2013 registration
- \$50 American Express gift card on-site at next year's event
- \$300 discount on standard registration fee

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