

Gartner Enterprise Architecture Summit 2012

May 23 – 24 | National Harbor, MD | gartner.com/us/ea



Enterprise Architecture Leads Business Transformation Through Disruption

Trip Report

The **Gartner Enterprise Architecture Summit 2012** was held May 23 – 24, at the Gaylord National in National Harbor, MD. This report provides highlights from the event, including:

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OVERVIEW

Gartner Enterprise Architecture Summit 2012 experienced record-breaking attendance with more than 500 attendees on-site. It was an exciting two days (five for those who came early for the colocated Gartner PPM & IT Governance Summit 2012), with all-new content delivered in more than 40 sessions across three tracks. Throughout the conference, we focused on the powerful nexus of trends that is driving business and technology disruption, and attendees experienced an increased emphasis on key trends and outcome-driven EA.

A phenomenal keynote address by George J. Mitchell, Former U.S. Senate Majority Leader and Nobel Peace Prize Nominee, kicked off the event with a thought-provoking and inspiring presentation on leadership, consensus building and negotiation to achieve results. And in her compelling keynote, the Honorable Elizabeth McGrath, Deputy Chief Management Officer, Department of Defense, discussed the challenges facing enterprise architects and how to successfully navigate political and organizational complexities in order to actually focus on business outcomes and impact.

SAVE THE DATE

The Gartner Enterprise Architecture Summit 2013 will take place May 22 – 23, in National Harbor, MD, at the Gaylord National. Be sure to bookmark gartner.com/us/ea and check back for 2013 conference updates.



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KEY RECOMMENDATIONS/TAKE-AWAYS FROM TOP-ATTENDED SESSIONS

A1. Connecting Business Strategy and Execution

- Frame every comment in terms of business outcomes, value and business performance
- Show value for money with the right services at the right level of quality and at the right price
- Position EA in investment terms, including near- and long-term business performance

B3. Net IT Out: Architecting Cloud — The Extended Enterprise Architecture

- Focus on business outcomes first
- Look for opportunities to apply EA to the broader nexus of business and technology changes — social, cloud, mobile and information — not just cloud itself
- Develop deliverables (actionable, enabling, diagnostic) that help senior managers make the right business and technology decisions

A5. Net IT Out: Business Architecture — Uniting Business and IT

- Get agreement on the definition and impact of business architecture
- Understand stakeholders' pain and passion points
- Focus on actionable, diagnostic and measurable deliverables

C4. Upside-Down EA: Moving to a Value-Driven EA

- Stop trying to force-fit your EA program into an industry framework
- Ensure the program outputs are actionable
- Measure impact, not activity

“ Another great Gartner event! I attended the event hoping to glean some new tips and approaches that would help me in my EA efforts. I left with a notepad full of actionable tasks. ”



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CONFERENCE HIGHLIGHTS

Workshops

- W1.** Creating an Enterprise Context for Public Sector Organizations
- W2.** When Selecting EA Tools, Use Cases Are Not Optional
- W3.** Gartner ITScore: An Assessment of EA Maturity
- W4.** Developing an EA Business Value Case Study

Analyst-user roundtables

- AUR1.** Improving Trust and Transparency: Planning Strategies for Future Chief Data Officers
- AUR2.** Recruiting a New Generation of Enterprise Architects
- AUR3.** Best Practices for Managing the Relations Between Solution Architects and Application/Service Architects
- AUR4.** After the Downturn: Supporting EA for Financial Services

TOP-OF-MIND CONCERNS

A confluence of events like never before presents an unprecedented opportunity for EA practitioners to fill the gap between strategy and execution: the adoption of new business models; the nexus of cloud, social, big data and mobile technologies; and management expectations that EA must deliver business value. Some top-of-mind concerns for attendees included:

- What is the impact of cloud computing on EA?
- How can EA manage consumer devices and mobile apps?
- What governance processes are required for EA success?
- How can we demonstrate the value of EA to the business?
- How can we really engage EA stakeholders?
- Why have framework driven EA approaches failed and what's next?

“ Provided a great opportunity to solidify my understanding of EA. It was a wonderful networking opportunity. ”



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TOP 5 BEST-RATED SESSIONS

A1. Connecting Business Strategy and Execution

Betsy Burton, Vice President and Distinguished Analyst

A8. Net IT Out: Using Business Capability Modeling to Illustrate Action Deliverables

Betsy Burton, Vice President and Distinguished Analyst; Ian Dumanski, Enterprise Architect, Canadian International Development Agency

K2. Guest Keynote: Negotiation and Leadership – From the Global Stage to the Boardroom

George J. Mitchell, Former U.S. Senate Majority Leader, Nobel Peace Prize Nominee

C4. Upside-Down EA: Moving to a Value-Driven EA

Brian Burke, Vice President

A4. Lessons Learned From Implementing EA in the Public Sector

Cathleen E. Blanton, Vice President

SELECTION OF BEST-ATTENDED SESSIONS

K2. Guest Keynote: Negotiation and Leadership – From the Global Stage to the Boardroom

George J. Mitchell, Former U.S. Senate Majority Leader, Nobel Peace Prize Nominee

A6. Case Study: The Power of Illustrating Your Strategy on a Page

Andy Parkins, Enterprise Architect, FortisBC

A8. Net IT Out: Using Business Capability Modeling to Illustrate Action Deliverables

Betsy Burton, Vice President and Distinguished Analyst; Ian Dumanski, Enterprise Architect, Canadian International Development Agency

K1. Gartner Opening Keynote: Breakthrough Opportunities in Disruptive Times

Phillip Allega, Managing Vice President; Betsy Burton, Vice President and Distinguished Analyst; Carol Rozwell, Vice President and Distinguished Analyst; Valentin T. Sribar, Group Vice President; Leif-Olof Wallin, Vice President

B2. Net IT Out: Bigger Than Big Data – How to Win in the Data Economy

David Newman, Vice President

K3. Gartner Keynote: Navigating the Nexus of Change With Pace Layers

Valentin T. Sribar, Group Vice President

“ An excellent experience! ”





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KEYNOTE ADDRESSES

GUEST KEYNOTES

Negotiation and Leadership: From the Global Stage to the Boardroom

George J. Mitchell, Former U.S. Senate Majority Leader, Nobel Peace Prize Nominee

George J. Mitchell opened the summit with a thought-provoking presentation on leadership, consensus building and negotiation that achieves results. His personal accounts of conflict resolution were alternately humorous (encountering, for the first time, the less-than-luxurious sleeping accommodations in the back of the Senate chamber during a filibuster) and weighty (persevering with the Northern Ireland peace process in the midst of ongoing violence). He stressed the importance of open-minded listening, and he left the audience with the oft-repeated — and tweeted — quote of the summit: “I’ve never learned one thing in my life when I was speaking.”



George J. Mitchell

Leading Business Transformation Through Turmoil: Lessons From the Trenches

The Honorable Elizabeth McGrath, Deputy Chief Management, Officer, Department of Defense

Among the challenges facing enterprise architects is how to successfully navigate political and organizational complexities in order to actually focus on business outcomes and impact. Elizabeth McGrath shared real stories and best practices to help lead during times of tumultuous political, economic, technology and business change, and peppered her talk with practical advice gleaned from personal experiences as varied as coaching girls’ basketball to getting the DoD audit ready by 2017. From helping integrate business and IT to driving business architecture and portfolio management efforts toward business value, McGrath offered lessons learned, and revealed opportunities for greater leadership.



Elizabeth McGrath



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GARTNER KEYNOTES

Breakthrough Opportunities in Disruptive Times

Betsy Burton, Vice President and Distinguished Analyst, Conference Chair; Philip Allega, Managing Vice President; Valentin T. Sribar, Group Vice President; Carol Rozwell, Vice President and Distinguished Analyst; Leif-Olof Wallin, Vice President

Disruptive trends from the nexus of cloud, social, big data and mobile technologies, coupled with challenging economic times, provide unprecedented opportunities for EA practitioners to deliver business value from EA more effectively than ever before. Our lead analysts introduced these opportunities — and how they would be addressed in the summit’s three specialized tracks — to a packed audience of enterprise architects and business strategists who are focusing their EA programs on delivering business value, growth and transformation.

Navigating the Nexus of Change With Pace Layers

Valentin T. Sribar, Group Vice President

Mobile, social, big data and cloud forces are overlapping to create a nexus of change that will fundamentally transform your information, applications and infrastructure. In this keynote, group vice president and leader of Gartner’s Enterprise Software Research group Val Sribar delved into how enterprise architects can apply the concept of pace layers to harness these forces.

Enterprise Architecture for “Money Making” CIOs

Philip Allega, Managing Vice President

CIOs’ new responsibilities include profit-making divisions in business, not just in IT management. Many CIOs recognize that direct reports responsible for delivering enterprise architecture may not be the best fit to deliver the goods. In this closing session, Philip Allega explored the leading indicators for CIOs to manage, or to take on, this role within their leadership team.



Betsy Burton



Carol Rozwell



Leif-Olof Wallin



Valentin T. Sribar



Philip Allega

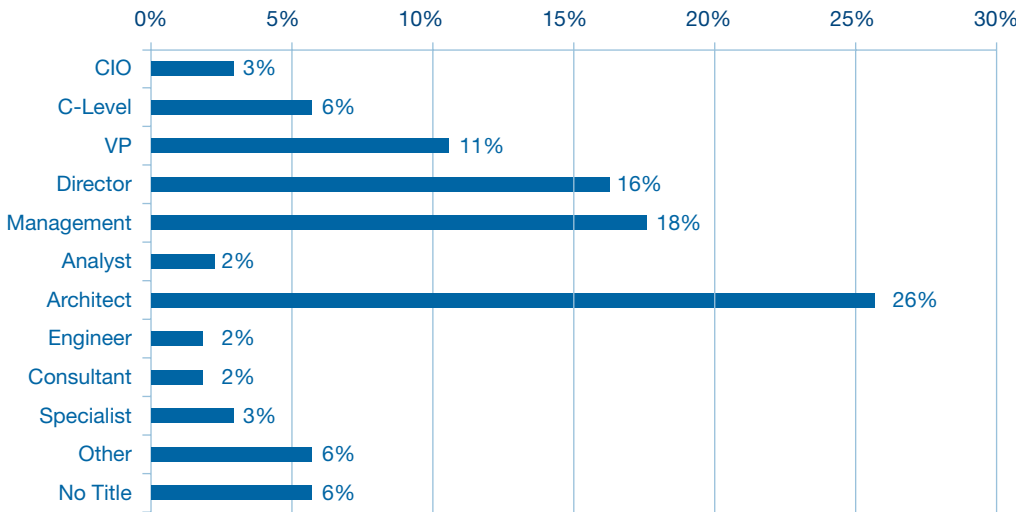


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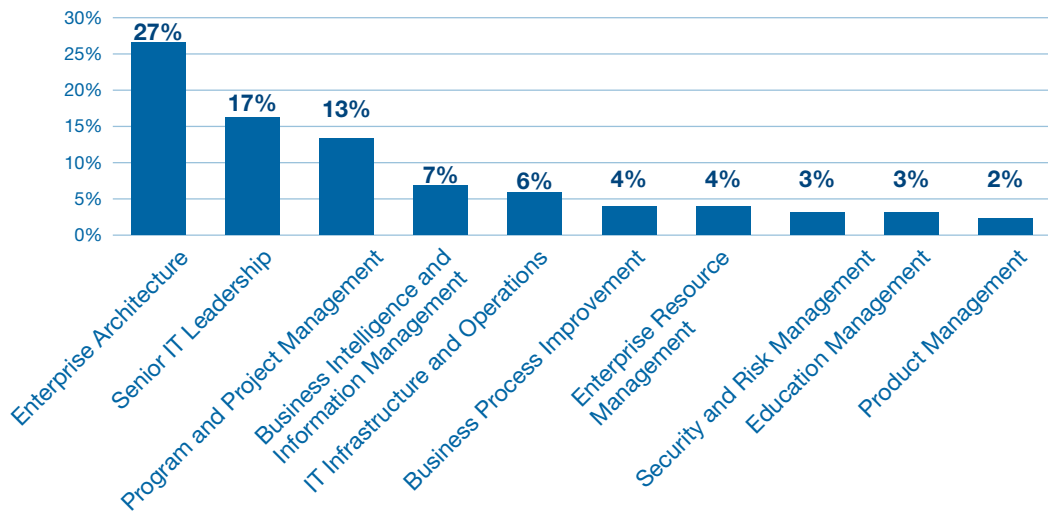
SNAPSHOT OF ATTENDEES

Who participated in the 2012 conference?

Job Title Breakdown



Job Role



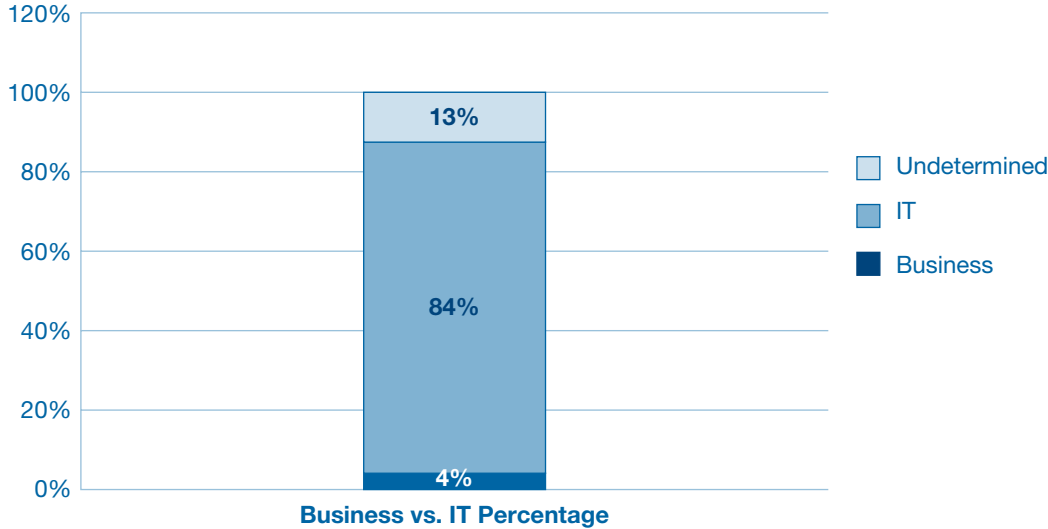


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SNAPSHOT OF ATTENDEES (CONTINUED)

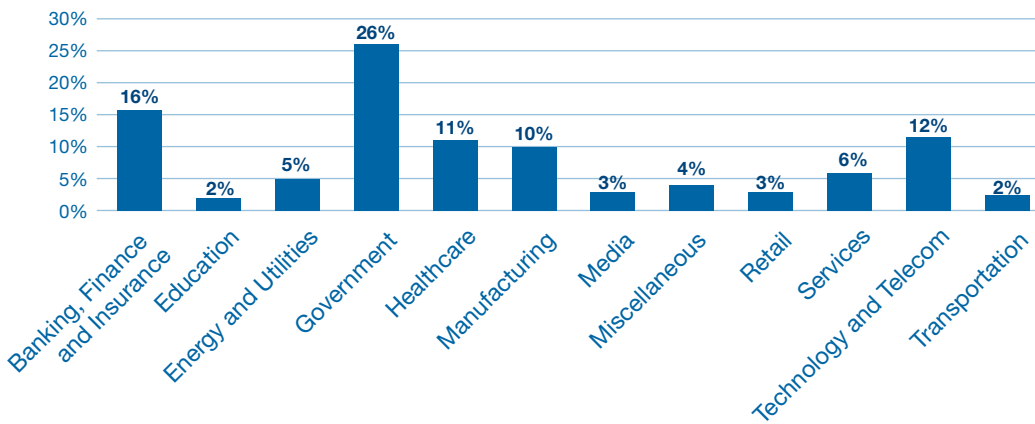
Who participated in the 2012 conference?

Business vs. IT Breakdown



Business vs. IT Percentage

Industry Sector



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