Gartner
Enterprise Architecture Summit 2015

June 3 – 4 | Grapevine, TX (Dallas area) | gartneresevent.com/us/eabr

Architecting the Digital Business Ecosystem

Key benefits

Get the latest Gartner “must have” research on new EA trends, tools and skills

Explore how you can lead enterprise response to disruptive trends such as the Internet of Things, predictive analytics, cloud, mobile, 3D printing and smart machines

Embrace today’s digital business revolution to cement your business and IT leadership

Attend SPARK sessions to learn about new ideas and innovations affecting EA
Architecting the Digital Business Ecosystem

The World’s Most Influential Enterprise Architecture Conference

Digital business is the new reality, creating opportunities for innovation, growth and competitive advantage. Enterprise architects must lead the change, leveraging emerging technologies to create new business models. At Gartner Enterprise Architecture Summit, June 3 – 4, in Grapevine, TX, enterprise architects, strategists, business and system analysts, and IT innovation teams will discover how game-changing technologies — cloud, big data, mobile, Internet of Things (IoT), 3D printing, smart machines — can deliver business value in exciting new ways. After two days with the Gartner analyst team, industry thought leaders and peers, attendees will leave with actionable recommendations to hone personal EA leadership skills, develop the talent of the EA team, align EA programs with business objectives, and elevate EA value within the organization as a whole.

Hot topics for 2015

• Driving business and technology innovation through EA
• Leveraging the Internet of Things to create new business opportunities
• Becoming a leading-edge “vanguard” enterprise architect
• Expanding EA to focus on your digital business ecosystem
• Communicating the business value of EA
• The 3D printing revolution

New this year

• SPARK sessions: featuring Gartner’s most leading-edge research to enable you to think creatively
• Emerging digital business ecosystem and implications for enterprise architects
• Ways to leverage IoT, smart machines, cloud, mobile and other disruptive technologies
• Best practices in enabling collaboration and innovation to achieve business objectives

Featuring 30-plus must-attend sessions, including:

• The Cloud Computing Scenario: Examining Cloud Maturity and Adoption in the Age of Digital Business Best practices in cloud adoption and state of the market
• Gartner Keynote: The Top 10 Strategic Technology Trends for 2015 The Gartner annual list of the top 10 trends that companies should be reviewing and factoring into their strategic planning
• SPARK: Economic Architecture — Uncovering New Business Opportunities Strengthen investment decisions and metrics through economic architecture
• Creating the Internet of Things: Technologies, Architectures and Vendors Technologies, skills, vendors and principles to create the next generation of IoT system
• Leverage EA to Understand the Value and Impacts of Digital Disruption How EA can help organizations build strategies to weather the digital storm
• Three Road Maps to Guide and Drive Change in Your Organizations Identifying the road maps that best support your strategies and improve your ability to drive change
• Information 2020: Opportunity Through Uncertainty Leverage information to take advantage of new opportunities and accelerate innovation
• SPARK: How Gamification Takes Motivation to the Next Level The essential elements of gamification in order to motivate people

“Yet again, Gartner is leading the conversation and expanding our thinking on EA.”

Hou Wang
Manager, Deloitte

Table of contents

4 Keynotes
5 Meet the analysts
6 Plan your experience
8 Agenda at a Glance
10 Solution Showcase
11 Registration and pricing
Keynotes

**Guest keynote**

**Digital Business Strategy for the Second Machine Age**
The wave of exponential, digital and networked technologies is accelerating innovation, automating many jobs and fundamentally changing business. Like the industrial revolution, the Second Machine Age is creating a multitrillion-dollar opportunity for wealth creation. But the benefits will be very uneven, with many businesses worse off than they were before. Erik Brynjolfsson of the MIT Center for Digital Business discusses the economics of the digital economy and summarizes some key results from analysis of more than 30,000 establishments, in which he identifies a set of management practices that are common across the best performers.

**Gartner keynotes**

**Architecting the Digital Business Ecosystem**
Digital business is the new reality, opening vast opportunities for innovation, growth and competitive advantage unimagined even a few years ago. Digital business architects must lead transformative change, leveraging emerging technologies to create entirely new business models. To address digital business opportunities, enterprise architects must now embrace the architecture of the broader business ecosystem.

_Brian Burke, Vice President, Gartner Research_

**The Top 10 Strategic Technology Trends for 2015**
Strategic technology trends are the disruptive trends with the most potential to drive significant enterprise impact during the next three years — and IT cannot afford to ignore them. This session presents the Gartner annual list of the top 10 trends companies should be reviewing and factoring into their strategic planning for 2015-2016.

_David W. Cearley, Vice President and Gartner Fellow, Gartner Research_

**Future of EA 2025: Evolving From Enterprise to Ecosystem**
By 2025, organizations will focus on delivering business outcomes from the perspectives of their business ecosystem. Enterprise architects will adapt to digital disruption and adopt new competencies to reframe EA to add business value and remain relevant in the digital age. This session focuses on what you need to do now to prepare for tomorrow.

_Betsy Burton, Vice President and Distinguished Analyst, Gartner Research, and Conference Chair_

Meet the analysts

- Philip Allega, Managing Vice President
- Tom Austin, Vice President and Gartner Fellow
- Pete Basiliere, Vice President
- Cathleen E. Blanton, Vice President
- Marcus Blosch, Vice President
- Saul Brand, Director
- Brian Burke, Vice President
- Betsy Burton, Vice President and Distinguished Analyst, Conference Chair
- Frank Buytendijk, Vice President and Gartner Fellow
- Douglas Laney, Vice President
- Mark McGregor, Director
- David W. Cearley, Vice President and Gartner Fellow
- Anne Thomas, Vice President and Distinguished Analyst
- Mike J. Walker, Director
- David A. Willis, Vice President and Distinguished Analyst
Plan your experience

Agenda tracks

A. Delivering Business Outcomes
EA practitioners are now expected to deliver high levels of business impact and value. This track focuses on new ways to drive enterprise transformation and execute against strategy for successful business outcomes. Explore how to develop and optimize relationships with business stakeholders, how to prioritize and support key business capabilities, and how to create an effective road map for sustainable change.

B. Leveraging Leading Practices in EA
Digital business is creating organizations that are open, collaborative and innovative, blurring boundaries between business and IT. In this track, learn which skills, roles and competencies are needed for success in the new digital era, and gain insights into building and sustaining a business-driven EA culture. Develop personal leadership skills and create an EA team equipped with digital proficiency and business acumen.

C. Architecting the Digital Business
The role of EA is undergoing radical change, driven by the need to address a spectrum of business disruptions. This track focuses on a broader wave of change that is driving the digital future of enterprise IT. Research-driven sessions will help ensure your organization fully benefits from emerging digital technology, and guide the shift from an IT-driven EA approach to one that supports transformation in the business ecosystem as a whole.

Customize your agenda

Gartner Events Navigator
Gartner Events Navigator helps you organize, view and custom-create an agenda based on:
- Date and time
- Track
- Analyst/speaker profiles
- Session descriptions
- Key initiatives
- Vertical industries
- Topics of interest

Network with peers

End-User Case Studies
Learn about recent implementations firsthand, with an opportunity for a Q&A with the IT and business executives leading the initiatives

SPARK sessions
30-minute visionary sessions, featuring Gartner’s latest, most leading-edge research on the topics and trends that will affect your enterprise and role: hear the innovative ideas that will enable you to think creatively, stay ahead of the curve and become an EA leader

Solution showcase reception

“[EA Summit is a] fantastic experience to learn, network, collaborate and push the ‘thinking’ frontier.”
Ravi Raghavan, CISO, Head, Enterprise Architecture & IT, CFA Institute

Analyst interaction

Analyst one-on-one meetings*
Complimentary consulting with two Gartner analysts of your choice

Analyst-user roundtable discussions*
Moderated by Gartner analysts for exchanging ideas and best practices with your peers

Workshops*
Small-scale and interactive; drill down on specific topics with a how-to focus

*Space is limited and preregistration is required.

Gartner Enterprise Architecture Summit 2015
Visit gartnerevent.com/us/eabr for updates and to register!
# Agenda at a Glance

**Wednesday, June 3**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Tracks</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Registration and Attendee Networking Breakfast</td>
<td></td>
</tr>
<tr>
<td>7:15 a.m.</td>
<td><strong>T1. Digital Government: Hold the Fort and Advance</strong></td>
<td>A. Delivering Business Outcomes</td>
</tr>
<tr>
<td></td>
<td>Cathleen E. Blanton</td>
<td></td>
</tr>
<tr>
<td>8:15 a.m.</td>
<td><strong>K2. Gartner Opening Keynote</strong></td>
<td>B. Leveraging Leading Practices in EA</td>
</tr>
<tr>
<td></td>
<td>Architecting the Digital Business Ecosystem</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brian Burke, Vice President, Gartner Research</td>
<td></td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td><strong>K3. Guest Keynote</strong></td>
<td>C. Architecting the Digital Business</td>
</tr>
<tr>
<td></td>
<td>Digital Business Strategy for the Second Machine Age</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Erik Brynjolfsson, Professor, MIT Sloan School of Management; Director, MIT Center for Digital Business</td>
<td></td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td><strong>A1. The Business Value of EA</strong></td>
<td>Workshops</td>
</tr>
<tr>
<td></td>
<td>Philip Allega</td>
<td>W1. Architecting for a Disruptive Future: A Practical Approach</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>David W. Cearley</td>
</tr>
<tr>
<td>12:00 p.m.</td>
<td><strong>A2. SPARK: Economic Architecture — Uncovering New Business Opportunities</strong></td>
<td>AUR1. Creating the Business Case for EA Tools</td>
</tr>
<tr>
<td></td>
<td>Betsy Burton, Saul Brand</td>
<td></td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td><strong>A3. Mobility: A Centerpiece in Your Digital Business Strategy</strong></td>
<td>AUR2. EA in Government: Delivering Outcomes to the Public Sector</td>
</tr>
<tr>
<td></td>
<td>David A. Willis</td>
<td></td>
</tr>
<tr>
<td>3:15 p.m.</td>
<td><strong>A4. Leverage EA to Understand the Value and Impacts of Digital Disruption</strong></td>
<td>AUR3. Transcend the Hype: 3D Printing in the Real World</td>
</tr>
<tr>
<td></td>
<td>Mike J. Walker</td>
<td></td>
</tr>
<tr>
<td>4:15 p.m.</td>
<td><strong>A5. Business-Outcome-Driven Application Strategy</strong></td>
<td>AUR4. BYOD: What’s Working, What’s Not?</td>
</tr>
<tr>
<td></td>
<td>Anne Thomas</td>
<td></td>
</tr>
<tr>
<td>5:15 p.m.</td>
<td><strong>A6. Critical Factors for Selecting, Purchasing, Deploying EA Tools</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Saul Brand</td>
<td></td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td><strong>A7. SPARK: Use Branding to Increase Stakeholder Engagement</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Frank Buytendijk</td>
<td></td>
</tr>
<tr>
<td>7:00 a.m.</td>
<td><strong>A8. Big Data Strategy Essentials</strong></td>
<td></td>
</tr>
<tr>
<td>8:15 a.m.</td>
<td><strong>K4. Gartner Keynote</strong> The Top 10 Strategic Technology Trends for 2015</td>
<td></td>
</tr>
<tr>
<td></td>
<td>David W. Cearley, Vice President and Gartner Fellow, Gartner Research</td>
<td></td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td><strong>A9. Driving Portfolio Investment Decisions With EA</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cathleen E. Blanton</td>
<td></td>
</tr>
<tr>
<td>10:15 a.m.</td>
<td><strong>A10. Solving Portfolio Provider Sessions</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td><strong>B1. Application Architecture for Digital Business</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Anne Thomas</td>
<td></td>
</tr>
<tr>
<td>12:00 p.m.</td>
<td><strong>B2. SPARK: How Gamification Takes Motivation to the Next Level</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brian Burke</td>
<td></td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td><strong>B3. Application Architecture in a Biomedical World</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>David Norton</td>
<td></td>
</tr>
<tr>
<td>3:15 p.m.</td>
<td><strong>B4. Three Road Maps to Guide and Drive Change in Your Organizations</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mark McGregor</td>
<td></td>
</tr>
<tr>
<td>4:15 p.m.</td>
<td><strong>B5. Critical Factors for Selecting, Purchasing, Deploying EA Tools</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Douglas Laney</td>
<td></td>
</tr>
<tr>
<td>5:15 p.m.</td>
<td><strong>B6. The Digital Humanist: Planning for a Human-Centric Architecture</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brian Burke</td>
<td></td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td><strong>B7. SPARK: Digital Ethics, or How Not to Mess Up With Technology</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Frank Buytendijk</td>
<td></td>
</tr>
<tr>
<td>7:00 a.m.</td>
<td><strong>B8. Orchestrating Ideation: Creating Breakthrough Innovation Opportunities</strong></td>
<td></td>
</tr>
<tr>
<td>8:15 a.m.</td>
<td><strong>B9. Information 2020: Opportunity Through Uncertainty</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Frank Buytendijk</td>
<td></td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td><strong>B10. Future of EA 2025: Evolving From Enterprise to Ecosystem</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Betsy Burton, Vice President and Distinguished Analyst, Gartner Research</td>
<td></td>
</tr>
</tbody>
</table>

**Thursday, June 4**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Tracks</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Registration and Attendee Networking Breakfast</td>
<td></td>
</tr>
<tr>
<td>8:15 a.m.</td>
<td><strong>K5. Gartner Closing Keynote</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Future of EA 2025: Evolving From Enterprise to Ecosystem</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Betsy Burton, Vice President and Distinguished Analyst, Gartner Research</td>
<td></td>
</tr>
</tbody>
</table>

---

**Agenda key**

Each Gartner session has been identified with icons to help you locate the sessions that give you the most value.

- **Maturity level**
  - **Foundational:** Offers the necessary understanding and first steps to those in the early stages of initiatives
  - **Advanced:** Uses complex concepts requiring foundational knowledge and prior experience to take initiatives to the next level

- **Focus**
  - **Tactical:** Provides tactical information that can be used straightaway, with a focus on how-to’s, do’s and don’ts and best practices
  - **Strategic:** Focuses on the strategic insight supporting the development and implementation of an action plan

- **Perspective**
  - **Business:** Targets business leaders or IT professionals who need to understand the challenges and opportunities from a business, organizational or cultural perspective
  - **Technology:** Aids IT professionals who need to understand the challenges and opportunities from a technology perspective
Solution Showcase

Platinum Exhibitors

Microsoft

Microsoft’s mobile first, cloud first approach helps Enterprise Architects enable application innovation throughout the organization. Whether you are building web and mobile applications, using transactional data, big data or machine learning, moving existing workloads or looking to accelerate the development process, cloud can play a role. Learn more at http://microsoft.com/architecture.

Pegasystems

Pegasystems is the leading provider of business process management (BPM) and customer relationship management (CRM) software solutions. With a powerful business rules engine and support for real-time predictive analytics, Pega Better Business Software® is the ideal platform for intelligent business process automation and optimization. Pega business process management software and customer relationship management software support a wide range of use cases including order fulfillment, claims processing, case management, real-time marketing, and business process outsourcing. Pega accelerates time-to-value by offering solutions tailored to specific industries such as financial services, insurance, manufacturing, and communications, as well as healthcare management solutions and other types of healthcare solutions for payers and providers. To learn more visit www.pegas.com.

Silver Exhibitors

Akamai Technologies
Armstrong Process Group, Inc.
Axway
BiZZDesign
Casewise
Corso
EOS Software
IBM
MEGA International
Qualiware
Software AG
Troux Technologies
SOA Software

Media Partners

Fierce Content Management
Fierce Government IT
Information Management
IT Briefcase

Sponsors as of February 12, 2015, and subject to change.

Registration and pricing

What’s included

In addition to three tracks of the latest analyst research, your conference registration fee includes complimentary access to these special features:

- Two analyst one-on-ones
- Analyst-user roundtables
- Workshops
- Solution Showcase
- Networking breakfasts, lunches and reception

Online preregistration is required for one-on-ones, workshops and roundtables. Reserve your place early, as space is limited.

What’s included

In addition to three tracks of the latest analyst research, your conference registration fee includes complimentary access to these special features:

- Two analyst one-on-ones
- Analyst-user roundtables
- Workshops
- Solution Showcase
- Networking breakfasts, lunches and reception

Online preregistration is required for one-on-ones, workshops and roundtables. Reserve your place early, as space is limited.

Group Rate Discount

Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your session take-aways later.

Complimentary registrations

- 1 for every 3 paid registrations
- 2 for every 5 paid registrations
- 3 for every 7 paid registrations

For more information, email us.registration@gartner.com or contact your Gartner account manager.

Events On Demand

Get the most value from your ticket! Watch your favorite keynote and track sessions again and see any that you miss with Gartner Events On Demand. All attendees have access to recorded sessions for one year after the event. Visit gartnereventsondemand.com.

Money-back guarantee

If you are not completely satisfied with this Gartner conference, please notify us in writing within 15 days of the conference and we will refund 100% of your registration fee.
3 ways to register

Web: gartnerevent.com/us/eabr
Email: us.registration@gartner.com
Phone: 1 866 405 2511

Two summits, twice the value

Gartner PPM & IT Governance Summit 2015
Gartner Enterprise Architecture Summit 2015
June 1 – 4 | Grapevine, TX
PPM and EA teams manage enterprise change and digital transformation initiatives; collaboration yields higher-value business outcomes.
Register for both events and save $1,195.
Learn more at gartner.com/us/ppmea.

Join the conversation!

Gartner Enterprise Architecture Summit 2015 is on Twitter and LinkedIn.

Gartner Enterprise Architecture

Gartner
Enterprise
Architecture

Register now and save $300

Early-bird discount expires April 3.

© 2015 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. or its affiliates. For more information, email info@gartner.com or visit gartner.com.