

Trip Report

Gartner Application Architecture, Development & Integration Summit 2009

December 7 – 9 | Las Vegas, NV | gartner.com/us/aadi



The 2009 Gartner Application Architecture, Development & Integration Summit was held December 7 – 9 at Caesars Palace Las Vegas. The conference drew attendees from a wide range of industries and public sector organizations. This report provides highlights from the three-day event, including:

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Overview

What a difference a year makes. Recovery doesn't mean a return to old ways or a rollback to business as usual. That sentiment was shared among attendees at the 2009 Application Architecture, Development & Integration Summit. Application architects and development and integration leaders from across North America were ready to explore how to adapt to the new normal in business and technology. The turnout was strong and the mood enthusiastic. In fact, a 20% increase in the number of delegates made 2009 a standout year for the event. The importance of cloud computing and how it will impact plans in 2010 was on everyone's radar. This year's agenda responded with significant new research and content. But that's not to say SOA is dead. Far from it. Doubts that service-oriented architecture (SOA) was on its way out were undercut by the popularity of the conference's SOA-related sessions. It, like cloud, was a top item of interest for many attendees.

Save the date

Gartner Application Architecture, Development & Integration Summit 2010 takes place November 15 – 17 in Los Angeles at the JW Marriott at LA Live. Be sure to bookmark the site—gartner.com/us/aadi—and check back for 2010 conference info.



“Outstanding research on the most relevant topics in AADI.”

“The Gartner AADI event provided relevant, timely content, balanced with forethought and practical advice that I can easily take back to the office.”

Key Takeaways

Across three days, six tracks and close to 100 sessions, attendees got big-picture perspectives and practical how-to recommendations on SOA, application development, application integration and game-changing technology trends like cloud computing. Here are just a few of the key takeaways:

- 1 Attendees expressed a keen interest in advancing their use of the Web, including new approaches to Web application development and the use of social computing. Additionally, cloud computing was of great interest to attendees, who mentioned that both public and private cloud computing are in production scenarios at their organizations.
- 2 While application development continues to be important to organizations, the process is getting more complex. Business units are placing greater emphasis on reducing costs and increasing agility. This, in turn, is driving accelerated movement to service-oriented development methods and platforms.
- 3 Application integration skills are both innovative and retro. They are innovative because requirements like cloud computing and SaaS integration are driving companies to acquire new skills such as effectively implementing cloud APIs and linking cloud-based services with on-premise applications and data. They are retro because traditional integration skills, like back-end and e-commerce (B2B) integration, will never go out of style as companies will continue to use them in a difficult economy to drive both cost savings and growth in IT projects such as supply chain integration.
- 4 A huge number of attendees had SOA initiatives under way. Their biggest challenges: building the business case and then measuring the value of SOA as it's applied to their portfolios. Many organizations needed to take existing SOA initiatives from their original scope across the enterprise. Service design, governance and enterprise service bus (ESB) and middleware technology were also hot topics for discussion.
- 5 Becoming more agile is a goal of many organizations. Unfortunately, the majority of those organizations haven't taken the time to define or determine what agile is. The result is that they improvise as they go along. Governance may be the framework that is the most disliked but it is absolutely necessary for the applications leader. Getting the governance framework to be “just enough” is the key to turning dislike to “must have.”
- 6 Advanced SOA (backplane, extreme transaction processing [XTP], event processing) and integration (data integration, application integration, B2B) dominated the thoughts of attendees. This is an indication of the character of the conference audience: the IT practitioners planning real-world work on behalf of their businesses.

Observations From the Conference Chair

At the 2009 summit, the message that came across loud and clear was a positive one. Given the state of the economy, participants were still sensitive to cost, but the conversations we heard in conference sessions, one-on-ones and analyst-user roundtables centered on new projects, ideas and technologies to consider. In short, many attendees were thinking beyond the current recession and beginning to put into place a radical repositioning of their application projects. The summit provided a real opportunity to rethink, in a foundational way, current projects and strategies so that new opportunities could be quickly seized, post-recession. Exploiting SOA to deliver agility is key. And finding ways to use the cloud to both cut cost and reposition the application portfolio is the next challenge for many.

“Good exposure to cloud computing and where it’s going.”

“A high-level overview of the direction SOA and cloud are taking.”

Conference Highlights

- **Close to 100 sessions, workshops, rapid-fire sessions and roundtables** were offered across six tracks covering SOA and the new world of application architectures, advanced IT use of SOA and events, the Web and cloud computing, the new reality of application development and integration, and organizations, governance and management. More than ever before, the conference invited active attendee participation. Many sessions replaced written Q&A with live-mike format, and the new rapid-fire sessions encouraged high level interaction within a streamlined 20-minute format.
- **Keynote power:** Multiple keynote addresses explored big-picture trends and featured an amazing line up of heavy-hitting thinkers: in addition to Gartner analysts (David Cearley, Andy Kyte, Susan Landry, Gene Phifer, Jeff Schulman, Roy Schulte, Val Sribar) guest speakers included IT visionary John Seely Brown, Amazon CTO Werner Vogels and CalTech’s Dr. Mani Chandy.
- **Live networking:** The opportunities to make important peer-to-peer connections throughout the summit were plentiful, starting with the new Sunday evening power networking forum, which gathered 60 early arrivals for speed networking and find-your-buddy roundtable activities. (“One of the highlights of the conference for me. Nicely done!”) More structured networking was available during the birds-of-a-feather breakfasts on Tuesday and Wednesday (“Excellent way to learn from my peers!”), with more informal interaction at Tuesday evening’s all-star happy hour.
- **Online networking:** A LinkedIn online community updated attendees on the latest event news and kept them connected before, during and after the event. More than 700 members (and growing) have joined the **Gartner Application Architecture, Development & Integration (Xchange)** group, where members can continue to have discussions, share information and network with others who have common goals and interest.

Join us at linkedin.com/e/gis/1213077 or by searching our group name on linkedin.com.

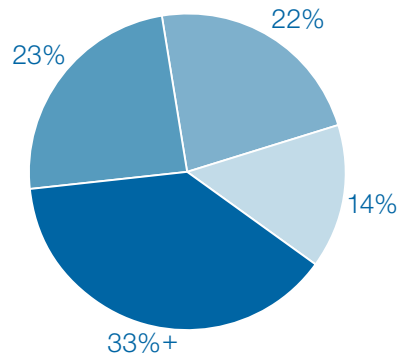
For the first time, we also used Twitter ([#gartneraadi](https://twitter.com/gartneraadi)) and many attendees and analysts tweeted hundreds of on-the-spot observations.

- More than 250 one-on-one meetings **were held with Gartner analysts, providing attendees with personalized insight and advice; 92% of these attendees gave their private discussion a rating of 4 or 5 on a scale of 1 to 5.**
- **Six highly-rated workshops.** Reserved for end users, our hands-on workshops delivered immersive, how-to learning in small-group sessions. They included a top-rated workshop by guest SOA expert Thomas Erl.
- **All 10 analyst-user roundtables** provided participants with an informal setting to share insights on today’s hottest topics. These moderated peer discussions were limited to 12 end users per session.



Snapshot of Attendees

“Great place to meet colleagues and baseline my own experiences.”



23% were from financial services

22% were employed in the public sector or government

14% were from healthcare and pharmaceutical industries, with the remainder coming from manufacturing, IT/telecom, retail and energy/utilities

More than 33% were in the application architecture role, followed by application development and enterprise architect/planner.

Keynotes

Keynote and semi-keynote sessions with Gartner analysts

Six compelling keynote sessions led by Gartner analysts examined big-picture issues defining application architecture, development and integration today. They included the following:

- SOA and Cloud: Gateways to the New Reality of IT (Jeff Schulman, conference chair)
- Enterprise 2013 (Val Sribar)
- Web and Cloud Computing: How to Ride the Wave and Avoid a Wipeout (David W. Cearley)
- Application Leader, 2010 (Andy Kyte, Susan Landry)
- Application Overhaul: Rationalize, Modernize, Standardize, Consolidate and Simplify (Andy Kyte, Dale Vecchio)
- Business-Aligned Applications: New Work, New Skills, New Approaches (Matt Hotle, Susan Landry)

Also Gartner Analyst Roy Schulte and Dr. Mandi Chandy of CalTech, co-authors of the newly released *Event Processing: Designing IT Systems for Agile Companies*, took to the stage in an informative mastermind interview conducted by Gartner analyst Yefim Natis.

“Very educational. It would have taken me a very long time to learn everything I learned at this conference.”



Guest Keynotes Speakers

John Seely Brown, independent co-chairman of Deloitte's Center for the Edge and Werner Vogels, Amazon's chief technology officer, received rave reviews for their insightful addresses. Brown's keynote kicked off the conference while Vogels' closed the event. Many attendees described their compelling presentations as the highlights of the conference. Here's a brief look at some of what they experienced.



John Seely
Co-Chair of Deloitte's
Center for the Edge

The Big Shift: Clouds, 'Pull' and the Changing Nature of Business and Innovation

John Seely Brown, independent co-chairman of Deloitte's Center for the Edge, former director of Xerox's Palo Alto Research Center

It is understandable that all of us focus on short-term economic events as they play out—particularly in times of crisis and recession. At the same time, however, it is dangerous to lose sight of the deep changes that will continue to unfold long after the current economic downturn is a memory. Keynote speaker John Seely Brown argued that we face a long-term performance challenge that will continue to intensify. New dynamics in the marketplace are redefining tomorrow's winners and losers. Efficiency is giving way to creativity and collaboration. What's more, cloud computing will certainly figure as a game changer in this new picture. In his riveting address, which one attendee described as "one of the most fascinating keynotes," Brown delivered a road map to help negotiate the different and unpredictable forms of disruption we are now experiencing.

Audience reaction:

"Fantastic! I could listen to him all day. "

"Very strategic and forward-looking. Thought-provoking."

"Excellent! Real vision with real thought research."

"As our organization looks at moving to some sort of cloud computing, the information that was provided was value added."

"Amazing. This alone is worth attending the conference."



Werner Vogels
Vice President and
Chief Technology Officer,
Amazon.com

The Power and the Future of the Cloud

Werner Vogels, vice president and chief technology officer, Amazon

Building the right infrastructure that can scale up or down at a moment's notice—the very essence of cloud computing—has become ever more crucial in today's demanding business environment. Werner Vogels explored the many challenges of building an architecture that can manage unpredictable behaviors of today's Internet business during the summit's closing keynote address. As Vogels reviewed key lessons learned from creating one of the worlds' largest distributed cloud systems at Amazon, audience members got an inside look as some of the thorny challenges confronting this highly respected CTO—privacy, security, reliability and integration.

Audience reaction:

"Outstanding. A five-star rating isn't even enough."

"Great presentation. Interesting to see how cloud evolved from one of the main providers."

“Informative, inspiring
and innovative.”

Top 5 Best-Attended Sessions

1. The Best SOA Moves You Can Make: Understanding Key SOA Patterns and Practices—
Thomas Erl and Dan Sholler
2. The Worst SOA Mistakes You Can Make—Paolo Malinverno
3. Languages and Tools for the Next Generation of Application Development—Mark Driver
4. Unconscious Incompetence and Change: Worst Practices, How to Recognize Them and
How to Avoid Them—Matt Hotle
5. Application Case Studies: Hot Trends, Cool Ideas and How to Survive—Sue Landry

If anyone still doubted that SOA is very much alive and top of mind for application and architecture leaders, those doubts were put to rest: the two track sessions that were comparatively the best-attended were about SOA best and worst practices.

Top 5 Best-Rated Sessions

1. Applications Overhaul: Rationalize, Modernize, Standardize, Consolidate and Simplify—
Andy Kyte, Dale Vecchio
2. Keynote: The Power and Future of the Cloud—Werner Vogels, Amazon CTO
3. Customer-Centric Web Strategies: Using the Web to Retain and Grow Customers,
Even in Tough Times—Gene Phifer, Ray Valdes
4. Unconscious Incompetence and Change: Worst Practices, How to Recognize Them and
How to Avoid Them—Matt Hotle
5. Governance and Value Measurement in an Advanced SOA Environment—Paolo Malinverno

Andy Kyte and Dale Vecchio, two of our best speakers, did it again! They stole the top conference content rating, followed by guest keynoter Werner Vogels. If you haven't attended these five presentations, make sure to check the slide decks on the event website's Agenda Builder—or better yet, replay the audio and the slides with Gartner Events on Demand.



“The definitive event addressing today’s
application issues. These sessions define
what we should be thinking about.”

“Great congregation of like-minded architects.”

“Right amount of content in the right amount of time.”

Thanks to our 2009 Application Architecture, Development & Integration Summit Sponsors

Throughout the summit, the show floor was buzzing with activity as attendees met with solution providers to ask questions and learn about the latest innovations and product offerings. Many thanks to our sponsors for helping to make Gartner Application Architecture, Development & Integration Summit a great event.

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