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Previous seminars have sold out in advance. Attendance is limited.

Use priority code EPAS2DM when you register.

How to register

Phone: 1 866 405 2511

Web: gartner.com/us/epas2

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What you'll learn

In an intensive, two-day, classroom-style setting, you'll learn fundamental concepts and strategies needed to:

- Integrate business and IT strategies.
- Successfully plan and implement your EA program.
- Prevent EA initiatives from failing in a tough economy.
- Demonstrate the value of EA to senior management.
- Leverage EA planning in budget and cost-cutting decisions.

Justification Kit

Need help making your case? Our Attendee Justification Kit makes it easy to demonstrate the value of your conference experience.

Visit gartner.com/us/epas2 for more information.

Additional session

Can't make the June session? Join us at the next 2010 seminar from November 18 – 19, in Los Angeles, CA.

gartner.com/us/epas4

Gartner Enterprise Architecture Foundation Seminar 2010

June 23 – 24 • National Harbor, MD • gartner.com/us/epas2

The Quintessential Learning Event for Today's EA Best Practices

To master a subject, you need a firm grasp on the fundamentals to get the whole picture.

The Gartner Enterprise Architecture Foundation Seminar, June 23 – 24, in National Harbor, MD (Washington, D.C. area), reinforces the basic principles and concepts of EA and its overall impact, and is designed to give you a fresh perspective on the new essentials of the rapidly evolving EA landscape, such as cloud computing and service-oriented architecture.

Learn EA fundamentals and concepts from the experts.

Gartner seminar leaders Scott Bittler and Bruce Robertson are committed to making sure you get everything you need to make the decisions that will affect you tomorrow:

- Assess your organization's EA needs.
- Evaluate where you are today in your EA program.
- Identify the best next steps toward a world-class EA program.

With our unique classroom-style structure, you will experience an intimate group setting that encourages a healthy give-and-take sharing of real-world experiences, case studies and more.

We hope you will join us in June for this seminar to get the fundamental tools, insight and best practices you need to build a successful EA program. Review the seminar agenda and other details, and register by calling 1 866 405 2511 or visit gartner.com/us/epas2.

“The seminar provided an EA foundation I can build upon. It provided step-by-step guidance. Very usable information.”

Gartner
Enterprise Architecture
Foundation
Seminar 2010

Principles, requirements and model information on all aspects of EA was great.

Enjoy premium access to Gartner EA analysts

Your seminar leaders, Gartner Vice Presidents R. Scott Bittler and Bruce Robertson, are committed to making sure you get everything you need to make the decisions now that will have an immediate effect on you and your organization.



R. Scott Bittler
Vice President



Bruce Robertson
Vice President

Who should attend?

In an intensive, two-day, classroom-style setting, you'll learn essential EA strategies.

No previous EA knowledge is required. The seminar provides an in-depth view of the basics for chief architects, CIOs, senior IT management, enterprise architects and enterprise program management planners and directors. If you've already begun your EA journey, it's a valuable course on new strategies and best practices that you can apply immediately.

Gartner Enterprise Architecture Found

June 23 – 24 • National Harbor, MD (Washington, D.C. area) • gartner.com

Achieve mastery

Learn the fundamentals of developing a world-class EA program

The critical discipline of enterprise architecture is addressed front and center at the seminar, which is designed to give you insight on the key concepts you need to begin applying EA in your organization today, including the ever-increasing impact of SOA, BPM and PPM on EA.

Return home equipped to:

- Develop a communication plan to demonstrate the value of EA to senior management.
- Assemble a winning EA team and establish key roles and responsibilities.
- Integrate EA with related disciplines like enterprise program and portfolio management.
- Build governance mechanisms that give the EA program teeth.
- Apply EA in a federated organization.
- Assess EA maturity.
- Deliver the common requirements vision.
- Improve your leverage with valuable IT resources.
- Define and implement key governing disciplines.
- Facilitate future changes in business processes.

Three ways a Gartner seminar is different and how you will benefit

1

Classroom-style setting

You'll dive deep into the subject of EA in a small and intimate classroom-style setting limited to 55 participants. You'll be able to share detailed experiences freely with your peers and enjoy face time with the two Gartner EA analysts leading the seminar.

2

Focus on the basics

The seminar is designed to ensure everyone who attends learns the key fundamentals of EA. Even if you've already started your EA program, come for a valuable refresher—you'll learn new strategies and winning best practices you can apply immediately.

3

Deeper learning experience

These flexible, highly interactive classes let you ask questions or make comments at any time. The sessions build in time to learn exactly how to apply the concepts, frameworks and processes of EA in your organization. Hands-on exercises and focused attention help make this a richly rewarding experience that truly meets your specific needs.

Helped me understand the basics of EA and how to begin at my company.

Save \$400 when you register by May 1.

Wednesday, June 23		
8:00 a.m.	Registration and Breakfast	
9:00 a.m.	Attendee Introduction	
10:30 a.m.	Positioning Enterprise Architecture To provide value to the organization, enterprise architecture (EA) must contribute to the goals of all stakeholders. One of the challenges that enterprise architects face is the sheer complexity of EA. To be successful, enterprise architects must employ strong processes and organize the deliverables using robust frameworks.	How does EA contribute to the CEO and CIO agendas? Understanding the EA process and framework Managing EA stakeholders
12:00 p.m.	Lunch	
1:00 p.m.	Organize the EA Program Before we start defining the EA, we must do some basic blocking and tackling to define program scope, objectives and governance structures, among other things. Often, a good starting point is an architecture program maturity assessment, which helps to define program improvement goals.	Creating the EA program charter Understanding EA program maturity Planning for EA program improvements
2:00 p.m.	Develop the Business Context EA is primarily driven by business strategy, but often business strategies are not stated in a way that can be implemented directly. The business context helps bridge that gap by identifying the changes that must take place to implement a strategy, and then linking those changes back to the strategy that drives them.	Identifying environmental trends Understanding business strategies Determining change requirements for processes, information, technology and solutions
3:15 p.m.	Seminar Exercise: Common Requirements Vision	
3:45 p.m.	Develop EA Principles Strategy tells us what we will do; principles tell us how we will do it. EA principles provide guidance to improve the consistency of decision making across the enterprise. These principles become a key element in driving IT investment decisions within the governance process for the enterprise, as well as the IT investment planning process.	Understanding and positioning principles What are the sources for principles? How to define relevant principles to guide business, information, solution and technology architecture development
4:15 p.m.	Develop the Technology Architecture Viewpoint IT organizations planning technical architecture will increasingly do more than just adopt standards for technical components; they will also define models for combining those technical components from multiple technology areas for use in effective and repeatable ways. Technical services and technical patterns are two specific multicomponent models that show increasing levels of reuse and complexity reduction for planning infrastructure.	Understanding the basics of EA future-state modeling How to define technology standards and combine them into technical patterns Defining and documenting reusable technical services
5:00 p.m.	Seminar Exercise: EA Maturity Assessment	
5:30 p.m.	End-User Case Study	
6:30 p.m.	Networking Reception	
Thursday, June 24		
7:00 a.m.	Registration and Breakfast	
8:00 a.m.	Seminar Exercise: EA Maturity Assessment	
8:15 a.m.	Develop the Technology Architecture Viewpoint (continuation from day one)	
8:30 a.m.	Develop the Information Architecture Viewpoint Information is a strategic asset and, if managed effectively, it can be a key differentiator in the marketplace. At the same time, the explosive growth of uncontrolled, unmanaged information can be a serious business liability. Understanding and modeling the future-state information architecture can mitigate the risk of increasing complexity and duplication of information.	Defining information architecture Introducing the information architecture framework Modeling the future-state information architecture
9:15 a.m.	Develop the Business Architecture Viewpoint The development of the business architecture for an enterprise is becoming a central issue for improving business performance. No longer can an enterprise effectively undertake EA without including business architecture. Understanding practical modeling techniques for designing the future-state business architecture is a critical skill in the EA team.	Defining business architecture Modeling the future-state business architecture
10:15 a.m.	Develop Solution Architectures and Enterprise Solution Architecture In many organizations, technology-planning activities are splintered among per-project engineers, technology subject matter experts and enterprise architects, leading to disparate strategies. Unifying such activities yields significant delivery synergy within an organization. The solution architecture is the glue that binds the viewpoints of the designers of various aspects of the solution.	Defining the solution architecture Introducing a solution architecture framework Reconciling the viewpoints of various constituents
11:00 a.m.	Making EA Actionable EA has no intrinsic value. To yield a return, EA must be implemented. To be successful, enterprise architects must define the projects and migration plans for implementation.	Closing the gaps Prioritizing projects The role of EA in the system development life cycle
12:00 p.m.	Lunch	
1:00 p.m.	Defining EA Governance and Management To be effective, EA must drive change. Often, that change will come about by constraining the choices of projects. Frequently, these constraints are resisted and even resented, so they must be managed through appropriate governance arrangements. Equally, however, architects have an important role to play in communicating the benefits of EA and facilitating agreement among disparate interests.	EA approval and review processes Understanding the skills and talents required by enterprise architects Understand the various EA stakeholder
1:45 p.m.	Managing EA in a Federated Environment Group-level IT organizations are often charged with "sorting out the mess," but typically lack the governance structures, tools and methods to drive the optimization of IT management disciplines across the enterprise. Central IT management must employ specialized methods and tools while opening lines of communication to better align and optimize investments across the group.	How to balance centralization versus decentralization How to drive consistency and alignment through governance, processes and tools How to manage end-user empowerment and cost and control sharing while mitigating competing/conflicting interests across multiple lines of business
2:15 p.m.	Measuring the Value of EA An EA measurement program will uncover EA's linkages to business and IT key performance indicators, and help present a strong argument for the value of the program. To be successful, the EA program must understand, track and report on multiple levels to address each stakeholder constituency.	Understanding the metrics landscape Defining key performance metrics that support the IT agenda Defining key performance metrics that support the business agenda
3:00 p.m.	Selling the Value of EA Effective EA requires selling to a broad range of constituents. Although it overlaps within communications, marketing and organization change management in many ways, selling EA is distinct in that it involves gaining commitment from these groups.	Why enterprise architects need to be salespeople, too Articulating the value of EA to various stakeholders Creating the communication plan
3:30 p.m.	Seminar Exercise: Selling EA	
4:00 p.m.	Selecting EA Frameworks and Tools For immature EA programs, frameworks and tools can be a distraction, but are necessary to organize and manage EA artifacts. Frameworks differ markedly and focus on different aspects of EA, so choosing a framework can be difficult. The EA tool market is continuing to evolve and grow rapidly, with many acquisitions and new entrants.	What frameworks are available, and how are they useful? What are EA tool selection best practices?
4:30 p.m.	Wrap-Up and Next Steps	
5:00 p.m.	Seminar Adjourns	

How to register

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Three easy ways to register

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E-mail: us.registration@eventreg.com

Pricing

Save \$400 when you register by May 1.

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Standard price: \$2,495

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Special Gartner hotel room rate: \$199 per night

A limited block of rooms has been reserved at the Gaylord National Hotel for attendees of the Gartner Enterprise Architecture Foundation Seminar at the special group rate of \$199 per night. These can only be held until May 18, so make your reservation soon. To obtain our group rate, please be sure to indicate that you are attending the Gartner Enterprise Architecture Foundation Seminar when making your reservation.

Gaylord National Hotel & Convention Center
201 Waterfront Street
National Harbor, MD 20745
Phone: + 1 301 965 4000
Web: gaylordhotels.com



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“This was an excellent overview of EA. I feel that I can go back and get started on implementing an EA strategy.”