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Register now to join us.

Three easy ways to register

Web: gartner.com/us/epas4

Phone: 1 866 405 2511

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Pricing

Save \$400 when you register by September 24.

Seminar registration fee includes seminar attendance, documentation and planned functions.

Early-bird price: \$2,095

Standard price: \$2,495

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Expand your experience and arrive early to attend our co-located Gartner event

Application Architecture, Development & Integration Summit 2010

November 15 – 17, Los Angeles, CA

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Special Gartner hotel room rate: \$189 per night

A limited block of rooms has been reserved at the JW Marriott for attendees of the Gartner Enterprise Architecture Foundation Seminar at the special group rate of \$189 per night. These can only be held until October 27, 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.

JW Marriott at LA Live
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Los Angeles, CA 90015
Phone: + 1 213 765 8600
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Register now!

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

Use priority code EPAS4DM when you register.

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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 seminar experience.

Visit gartner.com/us/epas4 for more information.

Gartner Enterprise Architecture Foundation Seminar 2010

November 18 – 19 • Los Angeles, CA • gartner.com/us/epas4

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, November 18 – 19, in Los Angeles, CA, 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 Philip Allega 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 November 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/epas4.

Why Gartner

Gartner produces the world's leading technology conferences for CIOs, IT leaders and senior executives—designed to equip you with the knowledge, insight and advice you need to create the most effective technology strategy and become more successful in your role.

Whether or not you're a Gartner client, attending any of our 50+ global events is simply the most cost-effective and time-efficient way to stay on top of what's current, grow your leadership skills and accelerate your success.

Sign up for the Gartner Enterprise Architecture Insider

Access complimentary research and event value all year

The Gartner Enterprise Architecture Insider is a monthly e-mail newsletter offering complimentary access to role-based content focused on applications. Each monthly newsletter showcases insight from Gartner research along with industry data and best practices from Gartner Events.

Special features of the newsletter include:

- Complimentary Gartner research
- Podcasts
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- Upcoming events and special offers
- Survey and poll results from peers

Sign up today at gartnerinfo.com/eventsinsider. See our other role-based newsletters for the latest Gartner insight on all your key initiatives.

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

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



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 Philip Allega 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.



Philip Allega
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.



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



Gartner Enterprise Architecture Foundation Seminar 2010

November 18 – 19 • Los Angeles, CA • gartner.com/us/epas4

Agenda at a Glance

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 60 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.

Thursday, November 18		
8:00 a.m.	Registration and Breakfast	
9:00 a.m.	Attendee Introduction	
9:15 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.	<ul style="list-style-type: none"> - How does EA contribute to the CEO and CIO agendas? - Understanding the EA process and framework - Managing EA stakeholders
10:15 a.m.	Break	
10:30 a.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.	<ul style="list-style-type: none"> - Creating the EA program charter - Planning for EA program improvements
11:30 a.m.	Approaches to Supporting EA Organizations take a variety of approaches to develop an EA. Your approach is influenced by your business landscape, people, politics, vision and experience. In this presentation we explore different approaches to EA, from traditional, middle-out, federated, and managed diversity to blended.	<ul style="list-style-type: none"> - Understand the different approaches companies take to develop EA - Determine the approach that is best for your organization
12:00 p.m.	Lunch	
1:00 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.	<ul style="list-style-type: none"> - Identifying environmental trends - Understanding business strategies - Determining change requirements for processes, information, technology and solutions
2:00 p.m.	Business Context Workshop All well-run projects and programs need clearly articulated and agreed-upon requirements. Enterprise architecture (EA) is a program and, as such, no exception. But where do you find EA requirements? We'll lay out how to do it, and provide the opportunity to practice the technique.	<ul style="list-style-type: none"> - How EA requirements be derived - Examples of good EA requirement
2:45 p.m.	Break	
3:00 p.m.	Business Capability Modeling Integrating EA with business strategy and vision is critical for the success of your business and for demonstrating the value of EA to the business. One vehicle for communicating and uniting EA, IT and business efforts is a high-level business capability map that is also capable of drilling down to deeper levels of analysis.	<ul style="list-style-type: none"> - Understand why business capabilities matter - Explore how EA teams develop business capability models at different levels of detail to uncover business threats and opportunities
3:30 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.	<ul style="list-style-type: none"> - 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.	Break	
4:30 p.m.	Develop Enterprise Technical Architecture IT organizations that are planning enterprise technical architecture (ETA) 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.	<ul style="list-style-type: none"> - Defining enterprise technical architecture - How to define ETA standards and combine them into technical patterns - Defining and documenting reusable technical services
5:15 p.m.	Communications Workbook Assignment Effective communication is critical to an EA program's success. This assignment contains materials that teaches participants about effective EA communication and leads them through the process of developing a formal EA communication plan.	
5:30 p.m.	Networking Reception	
Friday, November 19		
8:30 a.m.	Develop Enterprise Information Architecture 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 enterprise information architecture (EIA) can mitigate the risk of increasing complexity and the duplication of information.	<ul style="list-style-type: none"> - Defining enterprise information architecture - Introducing the EIA framework - Modeling the future-state EIA
9:15 a.m.	Develop Enterprise Business Architecture Enterprise Business Architecture (EBA) is a hot topic because of its promise to help "align" IT and business, demonstrate business impact and deliver value from EA. In this session, we bring clarity to EBA development, delivery, case studies and best practices.	<ul style="list-style-type: none"> - Defining enterprise business architecture - Learn the steps to developing EBA
10:00 a.m.	Break	
10:15 a.m.	Develop the 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 enterprise solution architecture (ESA) is the glue that binds the viewpoints of the designers of various aspects of the solution.	<ul style="list-style-type: none"> - Defining the enterprise solution architecture - Introducing an ESA framework
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.	<ul style="list-style-type: none"> - Closing the gaps - Prioritizing projects - The role of EA in the system development life cycle
11:45 a.m.	Lunch	
12:45 p.m.	Defining EA Governance and Assurance 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.	<ul style="list-style-type: none"> - Understand EA Governance and Assurance - EA approval and review processes
1:30 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.	<ul style="list-style-type: none"> - Understanding the metrics landscape - Defining key performance metrics that support the business and IT agenda
2:00 p.m.	Break	
2:15 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.	<ul style="list-style-type: none"> - What frameworks are available, and how are they useful? - What are best practices for EA tool selection?
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.	<ul style="list-style-type: none"> - Articulating the value of EA to various stakeholders - Creating the communication plan
3:45 p.m.	Wrap-Up	
4:00 p.m.	Conference Adjourns	

Agenda as of October 15, 2010

Save \$400 when you register by September 24.

Visit gartner.com/us/epas4 for agenda updates and seminar details.