



Gartner
Seminars

Gartner Enterprise Architecture Foundation Seminar 2011

2 – 3 June 2011

Hilton Hotel, Sydney

gartner.com/ap/eafssydney

The Perfect Introduction to Enterprise Architecture

GARTNER SEMINAR LEADERS



Philip Allega
Research Vice President



Bard Papegaaij
Research Director

A Unique, Two-day Learning Experience



“This seminar is a great overview of how to start, sell and maintain these processes within an organization.”

Senior Director, IT, Timberland

What You Will Learn

- Demonstrate the value of Enterprise Architecture (EA) to senior management
- Establish key organizational roles and responsibilities
- Integrate EA with related disciplines like enterprise program and portfolio management
- Build strong governance processes for your EA program
- Improve your leverage with valuable IT resources
- Implement key disciplines for enterprise-level planning and EA
- Facilitate future changes in business processes
- Enable successful alignment of business and IT

Who Should Attend

No previous EA knowledge is required. This seminar will provide an in-depth view of the basics for CIOs, senior IT management, chief architects, directors of enterprise program management, business strategists, and business managers reliant on IT for success and driving value.



Learn the Fundamentals of Developing a World-class Enterprise Architecture (EA) Program

Rapid response to new business initiatives, increased technical complexity and heightened time and budget constraints continue to place unprecedented pressure on organizations. Delivering on the larger business vision requires an approach to change based on a holistic, overall business perspective.

In this two-day seminar, you'll learn a disciplined process — from planning to implementation — that focuses on the enterprise as a holistic system of systems and delivers the agility, speed and integration your business needs.

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 no more than 50 participants. You'll be able to freely share detailed experiences with your peers and enjoy face time with the two expert 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 begun your EA journey, come for a valuable refresher — you'll learn new strategies and best practices you can apply immediately.

3 Deeper learning experience

The seminar is a flexible, highly interactive class you can stop at any time to ask a question or make a comment. Built into the sessions is time to figure out 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.

“Very valuable in clarifying the driving strategies behind EA.”

Group IT Director, Al Rostamani Group

Seminar Agenda

Day One: Foundations

Objective: To enable you to successfully integrate business and IT strategy

08.00 Registration

09.00 Attendee Introduction

09.15 Positioning Enterprise Architecture

- How does EA contribute to the CEO and CIO agendas?
- Understanding the EA process and framework
- Managing EA stakeholders

10.30 Organize the EA Program

- Creating the EA program charter
- Planning for EA program improvements

11.30 Approaches to Supporting EA

- Understand the different approaches companies take to develop EA
- Determine the approach that is best for your organization

12.00 Lunch

13.00 Develop the Business Context

- Identifying environmental trends
- Understanding business strategies
- Determining change requirements for processes, information, technology and solutions

14.00 Business Context Workshop

- How EA requirements be derived
- Examples of good EA requirements

15.00 Business Capability Modeling

- Understand why business capabilities matter
- Explore how EA teams develop business capability models at different levels of detail to uncover business threats and opportunities

15.30 Develop EA Principles

- Understanding and positioning principles
- What are the sources for principles?
- How to define relevant principles to guide business, information, solution and technology architecture development

16.30 Develop Enterprise Technical Architecture

- Defining enterprise technical architecture
- How to define ETA standards and combine them into technical patterns
- Defining and documenting reusable technical services

17.15 Communications Workbook Assignment

17.30 Case Study – topic to be confirmed

18.30 Networking reception

Day Two: Planning and Running

Objective: To provide you with best practices for a successful EA initiative

07.30 Coffee on Arrival

08.30 Develop Enterprise Information Architecture

- Defining enterprise information architecture
- Introducing the EIA framework
- Modeling the future-state EIA

09.15 Develop Enterprise Business Architecture

- Defining enterprise business architecture
- Learn the steps to developing EBA

10.15 Develop the Enterprise Solution Architecture

- Defining the enterprise solution architecture
- Introducing a ESA framework

11.00 Making EA Actionable

- Closing the gaps
- Prioritizing projects
- The role of EA in the system development life cycle

11.45 Lunch

12.45 Defining EA Governance and Assurance

- Understand EA governance and assurance
- EA approval and review processes

13.30 Measuring the Value of EA

- Understanding the metrics landscape
- Defining key performance metrics that support the business and IT agenda

14.15 Selecting EA Frameworks and Tools

- What frameworks are available, and how are they useful?
- What are best practices for EA tool selection?

15.00 Selling the Value of EA

- Articulating the value of EA to various stakeholders
- Creating the communication plan

15.45 Wrap-Up

16.00 Seminar Adjourns

Please note, all agenda timings are approximate and subject to change.

How to Register

Online: gartner.com/ap/eafssydney

Telephone: +61 2 8569 7622 or
1300 766 663 (Australia only)

E-mail: apac.registration@gartner.com

Previous Enterprise Architecture Foundation Seminars have sold out quickly. If you wish to join us in June make sure you book your place as soon as possible. Register at gartner.com/ap/eafssydney



Registration Rates

Seminar registration fee includes:

- Seminar attendance, documentation and planned functions.

Standard Price: \$3,050 includes GST

Early Bird Price: \$2,595 includes GST

(applies if credit card payment is received by 1 April 2011)

Gartner Clients: We also accept payment using 1 Theme Ticket plus \$500 cash top-up fee. Please contact your account manager with queries about tickets.

Venue Information

2 – 3 June

Hilton Hotel
488 George Street
Sydney NSW Australia

Upcoming Events

Gartner is the leading provider of research and analysis on the global information technology industry. Our goal is to support organizations as they drive innovation and growth through the use of technology.

As in our research, our events help clients make informed technology and business decisions by providing in-depth analysis and actionable advice on virtually all aspects of technology.

For a full listing of our events please visit gartner.com/events

Gartner APAC Events 2011

Enterprise Architecture Foundation Seminar

2 – 3 June, Sydney
gartner.com/ap/eafssydney

Enterprise Architecture Foundation Seminar

7 – 8 June, Melbourne
gartner.com/ap/eafsmelbourne

Business Process Management Summit

8 – 9 August, Sydney
gartner.com/ap/bpm

Application Architecture, Development & Integration Summit

9 – 10 August, Sydney
gartner.com/ap/aadi

Symposium/ITxpo

14 – 17 November, Gold Coast
gartner.com/au/symposium

Symposium/ITxpo

21 – 23 November, Mumbai
gartner.com/in/symposium

