

Gartner
Application Architecture,
Development & Integration
Summit 2007

June 11-13
Nashville, TN
gartner.com/us/aadi-spring

Gartner
Enterprise Architecture
Summit 2007

June 13-15
Nashville, TN
gartner.com/us/ea-spring

Two Summits – One Week – It's Time to Take Your Next Steps in SOA and Enterprise Architecture

KEYNOTES



Clayton Christensen
Professor
Harvard Business School



Richard Buchanan
Managing VP
Gartner



Anne Lapkin
Research VP
Gartner



Yefim Natis
VP & Distinguished Analyst
Gartner

EARLY BIRD EXPIRES APRIL 20TH

Register for **both** Summits and save \$695
Register for **either** Summit and save \$200*

*see inside for details

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SOA and EA: The Time is Now—Two Gartner Summits That Bring it All Together.

Dear Colleague,

Gartner has created an expanded week of learning to help you take the next steps in your SOA and Enterprise Architecture strategy and implementation. Make the most of your time in Nashville: Join us for both the Gartner Application Architecture, Development & Integration Summit and the co-located Gartner Enterprise Architecture Summit. Or choose the Summit that best fits your needs.

You asked. Gartner delivered!

How can we make SOA work? Our brand-new Gartner Application Architecture, Development & Integration Summit was created to help you successfully design, architect, integrate, deploy and manage applications in the new SOA and Web-centric world. Get the full power of Gartner's application integration and application development content combined over six tracks and 60+ sessions into one industry-defining event.

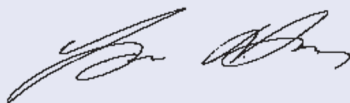
How must EA change to support the business? Mobility. Compliance. Collaboration, Agility. The road ahead has never looked more complex. At the Gartner Enterprise Architecture Summit, get a grip on how to meet the new challenges you face, acquire the new skills you need and adapt to the changing demands of the business. Benefit from three tracks and 30+ sessions packed with content presented for the first time here by our globally respected team of EA analysts and EA practitioners just like you who will report from the trenches on what has worked (and what hasn't) for them.

Attend both Summits: Best benefit. Best value. Best use of your time.

Join us in Nashville this June. There is no better investment in the knowledge that will matter most to your company's applications and architecture in the coming months.



Anne Lapkin
Gartner Research VP and
Enterprise Architecture Summit Chair



Yefim Natis
Gartner VP and Distinguished Analyst and
Application Architecture, Development & Integration Summit Chair

WHO SHOULD ATTEND

Application Architecture, Development & Integration Summit

- Applications Infrastructure Executives
- Integration and Development Leaders
- SOA and Web Services Project Managers
- Architects
- Business Analysts and Consultants
- Web Development Leaders
- CIOs and IT Directors
- Technology Watchers and Investors

Enterprise Architecture Summit

- Architects and Architecture Leaders
- Strategy and Planning Heads
- CIOs and Senior IT Management
- Software Development/Integration Executives
- Business and Systems Analysts
- Consultants

Attend Both Summits to Make the Most of Your Time!

Application Architecture, Development & Integration Summit

A **The Integrated Enterprise Track** will expose how companies will apply integration skills and technology to a wide range of IT projects to ensure that their software can successfully interact with other software—to support new integrated enterprises.

B **The Application Platforms & Infrastructure Track** will expose key technology trends and best practices associated with application servers, enterprise application servers, application platform suites and transaction processing monitors that provide the runtime environment in which to run business applications.

C **The Innovation in Architectures and the Web Track** will concentrate on innovation in architectures and the Web, including SOA, EDA, WOA, application architectures, Web 2.0 applications and models, consumerization, mashups, user interaction strategies, SaaS, new business models and social impacts.

D **The Enterprise Web & Web Services Track** will concentrate on how enterprises are using the Web effectively and deploying enterprise-class Web, including enterprise mashups and Web 2.0 apps, Web services, Web architectures, globally deployed Web infrastructures, multi-lingual sites, and integration with collaboration, analytics and line-of-business applications.

E **The Managing and Governing the Service-Oriented Organization Track** will discuss the techniques of conquering complexity via the ‘just enough’ approach to management and governance, and present a ‘just enough’ set of patterns and tools to help organizations not only cope, but conquer.

F **The Software Development 2007 and Beyond Track** will focus on what development will look like in the future and what skills, methods and tools are appropriate for the AD organization in the coming years. We’ll also examine how SOA and SODA mix with more traditional and existing applications.

Enterprise Architecture Summit

A **EA Future and Strategy Track** will explore the future of enterprise architecture—not only the links to new disciplines and new components, but a fundamental shift in the way we approach the problem.

B **EA Practical Execution Track** will focus on those things that high performing EA teams do to deliver value to the business and consistently improve their programs.

C **Enabling The Business Track** will explore the effects of the changing environment on business models—and the effects of changing business models on the practice of enterprise architecture.

APPLICATION ARCHITECTURE, DEVELOPMENT & INTEGRATION SUMMIT

In 6 powerful tracks and over 60 sessions, the Summit will cover the SOA and application infrastructure issues that matter most.

Hot topics:

- Managing applications in the age of SOA and Service-Oriented Integration and Development
- AD lifecycle: New issues in testing, quality and security
- Integration of application, information and processes
- How application modernization initiatives are evolving
- How to use Web services and Web 2.0 effectively
- Delivering strong application management and governance
- Programming methodologies and development environments
- Application project and portfolio management best practices
- The changing role of event processing and EDA

How you will benefit:

- Stay on top of key application platform and infrastructure trends and developments
- Conquer the complexities of managing and governing the Service-Oriented organization
- Identify future development in event processing and how to utilize them to improve business
- Balance project and application portfolio management to optimize IT payback
- Learn best practices for successfully adopting Web services
- Identify key initiatives that can significantly modernize your approach to AD

ENTERPRISE ARCHITECTURE SUMMIT

What’s new this year? A lot! Our innovative agenda features three tracks and 30+ sessions that reflect your changing needs and priorities.

Hot topics:

- Leveraging EA for SOA and BPM
- Preparing for Security 3.0
- What enterprise architects need to know about Web 2.0
- Information architecture and EIM
- EA 2010: New rules, new priorities
- Integrating EA, BPM and Service Management
- How model-driven development and EA work together

How you will benefit:

- Evaluate which EA strategies are most appropriate for your company
- Develop strategies to leverage your EA for SOA, BPM and EIM
- Acquire the new skills you need to develop and maintain an effective EA program
- Understand how security and risk management affect your EA

Keynote & Guest Speakers

Clayton Christensen
Professor, Harvard Business School
Tuesday, June 12, 8:30-9:30 AM



Clayton M. Christensen is a Professor of Business Administration at the Harvard Business School, with a joint appointment in the Technology & Operations Management and General Management faculty groups. His research and teaching interests center on managing innovation and creating new growth markets. A seasoned entrepreneur, Christensen has founded three

successful companies: CPS Corporation, Innosight, and Innosight Capital. He is author or co-author of five books including *The Innovator's Dilemma* (1997); *The Innovator's Solution* (2003); *Seeing What's Next* (2004); *Innovation and the General Manager* (1999) and *Strategic Management of Technology and Innovation, 4th edition* (2004). Professor Christensen will give an inspiring presentation on "Innovating for Growth" applying his insights on innovation to today's rapidly changing software world.

David Green
AVP Enterprise Solutions Architecture, Safeco Insurance
June 12, 2:00 – 3:00 PM



Dave's organization is accountable for setting direction for Safeco's application, information, and technology architecture. He currently leads a team of 20 enterprise and solutions architects as they define and implement the future state architecture platform in support of a \$250M enterprise wide transformation program. In his current role Dave is responsible for enterprise

project governance, architecture governance, enterprise and solution architecture, technology lifecycle management and technology standards at Safeco. Dave will share an enlightening case study on "Implementing an Effective Enterprise Architecture Organization—Practical Lessons Learned from Safeco."

David Linthicum
CEO, Linthicum Group, LLC
June 13, 11:00 AM-12:00 PM



David Linthicum (Dave) is an internationally known Enterprise Application Integration (EAI), Service-Oriented Architecture (SOA), and Web 2.0 expert. In his career, Dave has formed or enhanced many of the ideas behind modern distributed computing including EAI, B2B Application Integration, and SOA, approaches and technologies in wide use today. In his famously down-to-earth

style, Mr. Linthicum will present 2 action-packed sessions: "Justifying and Funding SOA—Lessons from the Trenches" explaining how companies determine the ROI and create a funding strategy for SOA initiatives; and a pre-conference paid workshop "SOA practitioner's crash course—Techniques to guarantee success" for those who are getting started on the SOA path.

David Luckham
Stanford Emeritus
Monday, June 11, 5:00-6:00 PM



David Luckham is the author of *The Power of Events*, the book dealing with the foundations of complex event processing in distributed enterprise systems. He has published three other books and over 100 technical papers. His research and consulting activities are focused on building real-time event-driven enterprises and span event-driven systems, complex event

processing, business activity monitoring and enterprise middleware among other areas. Before becoming Professor Emeritus, Electrical Engineering, he held positions in universities in the United States and Europe. In 1981, he was a founder of Rational Software, Inc. Dr. Luckham will share his knowledge in his presentation on "The Role of Event Processing in Improving Business Operations."




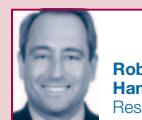





Analysts

For over 25 years, Gartner analysts have been the trusted advisors of many of the world's largest and most demanding enterprises. No one sees the implications of technology so clearly. Gartner analysts draw from the real-life problems and solutions experienced by more than 45,000 Gartner clients worldwide. The value of this resource, combined with our deep analysis of technology vendors and unbiased opinions is something you just can't get anywhere else.

Application Architecture, Development & Integration

 <p>Charles Abrams Research Director</p> <p>Focus Area: Web Services</p>	 <p>Gene Alvarez Research VP</p> <p>Focus Area: Customer Relationship Management</p>	 <p>Michael Barnes Research VP</p> <p>Focus Area: Application Development</p>	 <p>Michael Blechar Research VP</p> <p>Focus Areas: Business Process Management, Application Development & Integration</p>	 <p>Anthony Bradley Research Director</p> <p>Focus Areas: Application Development & Integration, Web Technologies</p>
 <p>Michele Cantara Research VP</p> <p>Focus Areas: Business Process Management, Application Development & Integration</p>	 <p>David Cearley Research VP</p> <p>Focus Area: Emerging Trends & Technologies</p>	 <p>Bill Clark Research VP</p> <p>Focus Areas: Networking & Communications Services, Networking & Communications Equipment</p>	 <p>Mark Driver Research VP</p> <p>Focus Areas: Open Source, Application Development</p>	 <p>Jim Duggan Research VP</p> <p>Focus Area: Application Development & Integration</p>
 <p>Joseph Feiman VP and Gartner Fellow</p> <p>Focus Area: Application Development & Integration</p>	 <p>David Gootzit Research Director</p> <p>Focus Areas: Application Development & Integration, High Performance Workplace</p>	 <p>Milind Govekar Research VP</p> <p>Focus Area: IT Operations</p>	 <p>Kathy Harris VP and Distinguished Analyst</p> <p>Focus Area: High Performance Workplace Development & Integration</p>	 <p>Matt Hotle VP and Distinguished Analyst</p> <p>Focus Area: Application Development & Integration</p>
 <p>Benoit Lheureux Research Director</p> <p>Focus Areas: Application Integration & Middleware</p>	 <p>Matt Light Research Director</p> <p>Focus Area: Application Development & Integration</p>	 <p>Paolo Malinverno Research VP</p> <p>Focus Areas: Application Integration & Middleware</p>	 <p>Tom Murphy Research Director</p> <p>Focus Areas: Application Development & Integration, Web Technologies</p>	 <p>Yefim Natis VP and Distinguished Analyst</p> <p>Focus Areas: Application Integration & Middleware</p>
 <p>Scott Nelson Managing VP</p> <p>Focus Areas: Customer Relationship Management</p>	 <p>David Newman* Research VP</p> <p>Focus Areas: Data Management & Integration, Business Intelligence</p>	 <p>David Norton* Research Director</p> <p>Focus Area: Application Development & Integration</p>	 <p>Massimo Pezzini VP and Distinguished Analyst</p> <p>Focus Areas: Application Integration & Middleware</p>	 <p>Gene Phifer VP and Distinguished Analyst</p> <p>Focus Areas: Web Services, Application Development</p>
 <p>Daryl Plummer GVP and Chief Gartner Fellow</p> <p>Focus Areas: Emerging Trends & Technologies, Application Development</p>	 <p>Ben Pring Research VP</p> <p>Focus Area: Outsourcing & IT Services</p>	 <p>Roy Schulte VP and Distinguished Analyst</p> <p>Focus Area: Application Development & Integration</p>	 <p>Dan Sholler Research VP</p> <p>Focus Areas: Web Services, Application Development & Integration</p>	 <p>Jim Sinur VP and Distinguished Analyst</p> <p>Focus Areas: Business Process Management, Application Integration & Middleware, Application Development</p>
 <p>David Smith VP and Gartner Fellow</p> <p>Focus Areas: Web Services, Application Development, Consumer Technologies, Application Integration & Middleware</p>	 <p>Jess Thompson Research VP</p> <p>Focus Areas: Security & Privacy, Application Integration and Middleware, Business Process Management</p>	 <p>Ray Valdes Research Director</p> <p>Focus Areas: Web Services, Application Development, Application Integration & Middleware</p>	 <p>Dale Vecchio Research VP</p> <p>Focus Areas: Business Process Management, Application Development & Integration</p>	

Enterprise Architecture




 <p>Richard Buchanan Managing VP</p> <p>Focus Area: Enterprise Architecture</p>	 <p>Brian Burke Research Director</p> <p>Focus Area: Enterprise Architecture</p>	 <p>Nick Gall VP and Distinguished Analyst</p> <p>Focus Areas: Web Services, Open Source, Enterprise Architecture</p>	 <p>Robert Handler Research VP</p> <p>Focus Area: Enterprise Architecture</p>	 <p>Greta James Research Director</p> <p>Focus Areas: Enterprise Architecture, Application Development & Integration</p>
 <p>Anne Lapkin Research VP</p> <p>Focus Area: Enterprise Architecture</p>	 <p>Bruce Robertson Research VP</p> <p>Focus Area: Enterprise Architecture</p>	 <p>Bill Rosser VP and Distinguished Analyst</p> <p>Focus Area: Business Process Management</p>	 <p>Tom Scholtz Research VP</p> <p>Focus Area: Security & Privacy</p>	<p>* Plus David Newman and David Norton</p>

Agenda at a Glance






Sunday, June 10

2:30pm	Pre Registration		
4:00pm	Pre Conference Tutorials	T1. Managing Applications in the Age of SOA and Web Services	T2. The Ying & the Yang of Process and Data: Which will Be King of the Next Generation? 
5:15pm	Pre Conference Tutorials	T5. Event Processing The Next Big Thing	T6. Ajax Limits, RIA Technology Risks, and User Experience Possibilities
		T7. Top Ten Initiatives to Modernize Your Applications Environment	

Monday, June 11

7:45am	Tutorials	T9. SOA: Where Do I Start? 	T10. Web 2.0 Basics: Principles, Platforms and Best Practices
8:45am	Welcome Address		
9:00am	K1. Gartner Keynote: Facing the Challenge of the Irresistible Service-Oriented Enterprise		
	Track A The Integrated Enterprise	Track B Application Platforms & Infrastructure	Track C Innovation in Architectures and the Web
10:15am	A1/B1. Platform and Integration Middleware Scenario: Time to Take IT Convergence Seriously		C1/D1. Web Technologies: Powering the Web, SOA and More
11:30am	A2/B2. Integration Scenario: Thinking Outside the Application Box		C2. Software as a Service: Now The Real Action Begins
12:30pm	Lunch, Solution Showcase Dessert Reception		
2:30pm	A3. From MDM to EIM: Information Management for a Service-Oriented World	B3. Best of Breed vs. Best of Brand: The Battle Of The Application Platform Stacks 	C3. Event Processing: Enhancing Business Applications Through EDA
3:45pm	Solution Provider and Case Study Sessions		
5:00pm	A4. SOA Governance and the SOA Portfolio. 	B4. Getting The Most Out of BPM and Rules	C4. The Role of Event Processing in Improving Business Operations
6:00pm	Solution Showcase Reception		


Tuesday, June 12

7:30am	Vertical Networking Breakfast		PB1 – Power Breakfast: Adaptive and Destructive Change in
8:30am	K2. Keynote: Innovating for Growth		
9:45am	A5. Extreme Transaction Processing for Advanced SOA: Challenges and Winning Strategies 	B5. Portal of the Future: Web 2.0 and Beyond	C5. Mobile Architectures and the Future of Enterprise Communications Application Development
11:00am	Solution Provider and Case Study Sessions		
12:00pm	Lunch, Solution Showcase Dessert Reception		
2:00pm	A6. CIO Case Study	B6. SOA and BPM: Better Together 	C6. Web Business Model Evolution 2000 – 2010
3:15pm	Solution Provider and Case Study Sessions		
4:30pm	A7. Integration Technology Selection: Discovering Your Requirements 	B7. Packaged Business Applications Evolve to SOA: The New Platform for Composite Applications 	C7. Case Study/User Panel 
5:30pm	Hospitality Suite		

Wednesday, June 13

7:30am	Birds of a feather breakfast – Roles/function		PB3 – Power Breakfast: Charting the Trajectory of the SOA,
8:30am	K3. Keynote: Gartner Open Research Meeting		
9:45am	Solution Provider and Case Study Sessions		
11:00am	A8. Practitioner's Guide: Moving Towards Enterprise SOA: How Do You Do That? 	B8. Justifying and Funding SOA...Lessons from the Trenches	C8. Case Study/User Panel – SOA 
12:00pm	ADI Attendee Lunch		
1:15pm	Solution Provider Sessions (Silver Plus)		
2:00pm	A9. Businesses Get "Edgy" With Multi-Enterprise Application and Process Integration	B9. Practitioner's Guide: So You're Building a SOA – Now How Will You Measure It's ROI? 	C9. Practitioner's Guide: Patterns and Guidelines for Starting with SOA and moving to Advanced SOA 
3:15pm	A10/B10. Data Integration: At the Heart of the Data Services Evolution		C10/D10. User Interaction Strategies: From Portals to Ajax to
4:30pm	K4. Keynote		
5:45pm	Closing Remarks		

 = Case Study/User Panels

 = Virtual Track – Service-Oriented Architecture (SOA)

“Gives a great overview of the multiple components and aspects of SOA and the impact of the future of the web.”

Richard Herritt, Manager E-Commerce & Web Services,
Halifax Regional Municipality

Visit gartner.com/us/aadi-spring
for agenda updates.

PW. Paid Workshop: SOA Practitioner's Crash Course: Techniques to Guarantee Success **3:15-6:15PM**

V1a. 2007: A Key Transitional Year for Enterprise Software Markets **2:45-3:45 PM**


V1b. Leveraging the Shift from Software Licensing to SaaS **2:45-3:45 PM**

V2a. The Application Development Software Industry Outlook

V2b. Understand Software Technology Lifestyle Risks

V3b. Application Development and Integration Software Buyers Rate Most Effective Marketing Activities

V3a. The Economics of Open Source: Measuring Impact on Application Development & Integration Software Markets


T11. Software Quality Issues for SOA/SODA 

**Track D
Enterprise Web & Web Services**

**Track E
Managing and Governing the Service-Oriented Organization**

**Track F
Software Development 2007 and Beyond**

D2. Service Oriented Architecture and the Web: Big Decisions About Applications Architecture 

E2. SOA Governance: Why You Can't Ignore It, What To Do About It 

F2. 21st Century Application Development: Foundations For The Next Generation

D3. New e-Commerce Technologies to Maximize your Web Selling

E3. The Optimal Portfolio: Balancing Project and Application Costs, Benefits and Risks

F3. How To Evolve to Modern Model-driven AD Paradigms

D4. Applying Web 2.0 Social Software Technologies Within the Enterprise

E4. Getting to the Right Portfolio of Enterprise Platforms and Applications: Migration, Evolution and Optimization

F4. Enterprise Platform Management – The IT Planning Challenge of the Decade

the Mutating Middleware Market 

PB2 – Power Breakfast: Web Services Standards and SOA: The State of Today and the State of Tomorrow 

D5. Best Practices for Adopting Web Services

E5. Governance and Change for the AD Organization: Leadership by Any Other Name

F5. Design Collaboration in a Modern AD World – A Future View


D6. Case Study/User Panel 

E6. Case Study/User Panel 

F6. IT Modernization: Creating a Modern Application Delivery Platform

D7. Web 2.0 Steamroller Moves Across the Enterprise Vendor Landscape

E7. Practitioner's Guide – Application Security in the SOA World: Technologies, Methodologies and Practices 

F7. Case Study/User Panel 


Web Services, and Web 2.0 Market 

PB4 – Power Breakfast: Applications in 2007 – 2011: The Expanding Universe 

Keynote: SOA Horror Stories 

D8. How to Manage Traditional Web Infrastructure and Web Sites

E8. Agile Development: Definition Fact, Management Fiction

F8. Managing Quality and Performance of Package Developments 

E9. Managing Outsourced Projects: Risk, Cost, Tools, and Tips

F9. Gartner's Open Source Scenario for 2007

Consumer Devices

E10/F10. Delivering Modern AD on Legacy Platforms: Point – Counterpoint

Session Descriptions

Pre-Conference Tutorials

T1. Tutorial: Managing Applications in the Age of SOA and Web Services

This presentation will explore how SOA and Web services management requirements are driving this transformation of application management.

- What are the challenges in managing SOA and Web services?
- How will the management technology, standards and market evolve for managing SOA and Web services?
- What are the best practices to manage SOA and Web services?

Milind Govekar

T2. Tutorial: The Ying & Yang of Process and Data: Which Will Be King of the Next Generation Applications?

The focus of BPM and SOA initiatives is to create a more agile and reusable set of processes and services.

- This presentation will discuss:
- What impact SOA and the next generation of content-driven solutions will have on the agility and management of the information architecture?
 - How will organizations capture, track, and use data rules and specifications for the next generation of process and content?
 - What must organizations do in terms of people, process and technology to ensure information agility?

Michael Blechar

T5. Tutorial: Event Processing-The Next Big Thing

Computer Science advances have made it practical to use events in new ways. This tutorial session will give those unfamiliar with events the background to understand this important concept.

- What is an event and why do events matter?
- How will event-driven architecture (EDA) applications differ from conventional SOA systems?
- How will event processing affect BPM and business activity monitoring (BAM)?

Roy Schulte

T6. Tutorial: Ajax Limits, RIA Technology Risks, and User Experience Possibilities

Some organizations are moving to powerful RIA platforms that go beyond Ajax, but this path comes with its own risks:

- What are the limits of Ajax and how can these be overcome?
- What are RIA alternatives to pure-browser Ajax, and how will these products and technologies evolve?
- How can organizations be most successful in building Ajax and RIA applications?

Ray Valdes

Tutorials

T7. Tutorial: Top Ten Initiatives to Modernize Your Applications Environment

New techniques and approaches will require process, methodology and even governance changes to achieve optimal benefits. This presentation will identify 10 initiatives that can significantly modernize your approach to Application Development.

- Which initiatives will transform application development from 2006 to 2010?
- What benefits, opportunities and hurdles will result from a modernization program?
- What should you do on Monday?

Kathy Harris

T9. Tutorial: SOA: Where Do I Start?

Many enterprises are uncertain about how to start the journey to SOA. Gartner's best-practice approach will enable an SOA effort to take off, while limiting the initial technological and organizational investment.

- How can companies avoid SOA false starts?
- Which is the ideal SOA starting point to help ensure SOA success and longevity?
- Once started, what milestones will help you keep the SOA momentum going?

Paolo Malinverno

T10. Tutorial: Web 2.0 Basics: Principles, Platforms and Best Practices

Understanding what's new about Web 2.0 and how it will impact the enterprise is essential to success.

- What architectural principles, technologies and standards are emerging from Web 2.0 and how should they be adopted by the enterprise?
- How will web mashups, the new Web platforms and participative business models influence enterprise computing and applications?
- What makes a Web 2.0 site successful and what best practices can be learned?

T11. Tutorial: Software Quality Issues for SOA/SODA

This presentation will outline best practices, automation techniques and tools for successfully testing SOA and SODA services.

- What practice can the QA team utilize to best drive reuse of services?
- What tools can provide the required infrastructure and capabilities needed to test services and composite applications?
- How will practices and tools evolve to create, and manage services and meet SLAs?

Tom Murphy

NEW! Pre-Conference Industry Provider Program Sessions

V1a. 2007: A Key Transitional Year for Enterprise Software Markets **Joanne Correia**

V1b. Leveraging the Shift from Software Licensing to SaaS **Ben Pring**

V2a. The Application Development Software Industry Outlook **Laurie Wurster**

V2b. Understand Software Technology Lifestyle Risks **Michael Blechar**

V3a. The Economics of Open Source: Measuring Impact on Application Development & Integration Software Markets **Laurie Wurster**

V3b. Application Development and Integration Software Buyers Rate Most Effective Marketing Activities **Michele Cantara**

Visit gartner.com/us/aadi-spring for additional session detail.

 = Virtual Track – Service-Oriented Architecture (SOA)

Session Descriptions

Keynotes

K1. Keynote: Facing the Challenge of The Irresistible Service-Oriented Enterprise

We will examine the current trends in software infrastructure and separate the irrelevant or incremental from the truly transformational.

- What are the emerging trends in software infrastructure that will have the greatest impact?
- What are the top technology trends in platform and integration middleware, application development, architectures and Web technologies?
- What should users do today to best survive and excel in the next five years of technology change?

Yefim Natis

K2. Keynote: Innovating for Growth

In this session world-renowned Harvard Professor Clayton Christensen will apply his research on technological innovation to several of the challenges facing application managers, architects and IT executives.

- How to understand what internal customers really are trying to accomplish, and to provide services and products that help them do the job.
- How to look into the future of IT products and services, to predict which products and vendors are likely to thrive, and which are likely to fade away.
- How to judge when deploying a proprietary, end-to-end solution is the best course of action, and when open, modular systems will work best.

Clayton Christensen, Professor, Harvard Business School

K3. Keynote: Gartner Open Research Meeting

Gartner research meetings are lively affairs, with an open exchange of ideas and many perspectives. In this special keynote session, we invite you to participate in an open research meeting with Gartner analysts and other conference delegates as we explore several important ideas and build new strategic assumptions around those topics.

K4. Keynote: SOA Horror Stories

This presentation covers three real user cases where SOAs went desperately wrong.

- What makes a SOA Project Degenerate?
- What are the worrying warning signs to watch out for in a SOA Project?
- What measures should an organization take to prevent a SOA project from degenerating?

Massimo Pezzini and Paolo Malinverno

Power Breakfasts

PB1. Power Breakfast: Adaptive and Destructive Change in the Mutating Middleware Market

This session projects the path of changes in the market and addresses:

- What is going on historically with the BPM, portals, and middleware markets?
- What are our surveys saying about IT budget increases and user buying behavior?
- How will the volatile BPM, Portals and middleware markets evolve during the next five years and will these changes be adaptive or destructive?

Michele Cantara

PB2. Power Breakfast: Web Services Standards and SOA: The State of Today and the State of Tomorrow

This session will provide an understanding what is possible today using Web standards, how the standards affect SOA, and how these standards are likely to evolve in the future.

- What has SOA become, and how does it relate to Web services standards?
- How have people used those standards to improve their IT solutions?
- What are the key questions for SOA's future evolution?

Dan Sholler

PB3. Power Breakfast: Charting the Trajectory of the SOA, Web Services, and Web 2.0 Market

This session describes the market scenario for SOA, Web services and Web 2.0 as some of these technologies emerge and others cross the chasm into mainstream adoption.

- What is the size and forecast for the SOA, Web services and Web 2.0 software and IT professional services markets through 2011?
- What are our user surveys saying about the adoption of these technologies?
- How should vendors and users address this market scenario as it unfolds?

Michele Cantara

PB4. Power Breakfast: Applications in 2007-2011: The Expanding Universe

From 2007 to 2011, application managers will encounter an ever-expanding array of business, technical and management requirements. Leaders must innovate to succeed.

- Which technology and business drivers will most affect applications during the next five years?
- How will organizations respond, innovate and alter their activities?
- How will organizations organize, architect and govern the resulting applications environment?

Kathy Harris

“The biggest value has been interacting with fellow attendees. Not to take away from the content – all sessions were very valuable. It's a refinement for me. I found the roundtables to be real gems. I think the analysts learned as much from them as the participants. Smart people go to Gartner events to get smarter.”

Samuel Joseph VP Information Technology Raymond James & Associates St. Petersburg, FL

Session Descriptions

Track Sessions

Track A: Integrated Enterprise

A1/B1. Platform and Integration Middleware Scenario: Time to Take IT Convergence Seriously

This presentation explains the impact of IT convergence on distributed business applications, and will help you choose the right infrastructure for your next distributed application project.

- How is IT convergence impacting application development and deployment?
- How do you overcome shortfalls of simple data integration and component design?
- What IT infrastructure should be used to deploy and integrate business applications?

Benoit Lheureux

A2/B2. Integration Scenario: Thinking Outside the Application Box

This presentation will expand the definition of integration from “making applications that were designed independently interoperate” to “making things that were designed independently work together.”

- How are organizations pursuing application integration today?
- What technologies and best practices should be used to extend data consistency integration into a holistic approach to data integration?
- What technologies and best practices should be used to extend multi-step process integration into holistic composition and business process management?

Jess Thompsen

A3. From MDM to EIM: Information Management for a Service-Oriented World

This presentation describes the information management challenges in SOA and the strategies to maximize the value of information assets.

- What is the impact of service-orientation on information architecture and management?
- What is master data management and why is it important in SOA?
- What is the relationship between master data management and enterprise information management?

David Newman

A4. SOA Governance and the SOA Portfolio: Joined at the Hip

This presentation examines a framework for governing SOA technology, development, and the maturation of an SOA Portfolio.

- How will SOA Governance affect your SOA Portfolio over the next 5 years?
- What technologies and vendors will be key in delivering strong SOA Governance?
- What must enterprises do to measure and capitalize on the maturity of an SOA strategy?

Daryl Plummer

A5. Extreme Transaction Processing for Advanced SOA: Challenges and Winning Strategies

In this presentation we investigate:

- How will transaction processing technology evolve to meet the requirements of advanced, enterprise SOA?
- How will software vendors address the extreme transaction processing (XTP) challenge?
- What will users have to do to succeed in implementing XTP-enabled, advanced SOA?

Massimo Pezzini

A6. CIO Case Study

In this session you will learn what SOA means for a CIO who's been there, done that. How does it fit with IT's strategic role? What are the key lessons learned for other CIO's and their teams?

A7. Integration Technology Selection: Discovering Your Requirements

In this session we present the required features of integration technology based on usage scenarios organized around the three styles of integration: data consistency, multi-step process and composite application. We will also provide drill down information about the vendors who provide those features (including the backend integration magic quadrant) and actionable guidance on establishing a process for selecting integration technology.

Jess Thompsen

A8. Practitioner's Guide: Moving Towards Enterprise SOA: How Do you Do That?

In this presentation we discuss how organizations should plan for enterprise-wide SOA and the related critical success factors.

- How and why will organizations adopt SOA enterprise-wide?
- What are the key capabilities organizations must put in place to succeed with enterprise SOA?
- Which are enterprise SOA critical success factors and how can organizations implement them?

Yefim Natis

A9. Businesses Get “Edgy” With Multi-Enterprise Application and Process Integration

Near real-time IT innovations such as AS2, RosettaNet, Web services and business process management technology are increasingly used in multi-enterprise projects to more tightly associate business process with IT automation.

- What types of B2B projects will you implement?
- Which B2B technologies and solutions should you (not) use?
- What strategies should you deploy (and avoid) to support your expanding portfolio of multi-enterprise projects?

Benoit Lheureux

A10/B10. Data Integration: At the Heart of the Data Services Evolution

Driven by the evolution of the role of data in SOA, the data integration and data quality technology markets are morphing as they become integral functions in an enterprise's infrastructure.

- What comes next in data integration and data quality investment and usage?
- How will the concept of data services change the manner in which data integration and data quality are deployed?
- What is the next generation in data integration and data quality technologies?

David Newman

 = Virtual Track – Service-Oriented Architecture (SOA)

Session Descriptions

Track B: Application Platforms & Infrastructure

B3. Best of Breed vs. Best of Brand: The Battle Of The Application Platform Stacks

BEA WebLogic, IBM WebSphere, Microsoft application platform, Oracle Fusion middleware, Red Hat JBoss EMS, and SAP NetWeaver – all must expand beyond their homogeneous core to remain relevant in the world of heterogeneous SOA and globalization of IT resources.

- How does heterogeneous advanced SOA change the requirements for software platforms?
- Which vendors are the strongest in the battle of the platform stacks?
- What are the users best strategies to build a foundation for the real-world SOA applications?

Yefim Natis

B4. Getting the Most Out of BPM and Rules

This session will concentrate on the state of BPM as a whole and where organizations are headed thus driving BPM forward towards continual optimization.

- What is the status of BPM?
- What are the BPM Maturity Model phases and critical success factors?
- How should organizations optimize the use of BPM and Rules technologies?

Jim Sinur

B5. Portal of the Future: Web 2.0 and Beyond

Through a concept called the “portal fabric,” users will become the center of their own portal universe and the types and methods of client interaction will change dramatically.

- What is the portal fabric and how does it work?
- How will consumer use and Web 2.0 affect enterprise portal strategies?
- How will the features and functions of future portal frameworks deliver value?

David Gootzit

B6. SOA and BPM: Better Together

To get the best business value out of SOA and BPM, the two initiatives should be aligned at multiple levels, to coordinate and share key resources.

- What is the relationship between SOA and BPM?
- Which new software architectures and technologies are critical for creating agile operational processes?
- How should SOA and BPM initiatives be aligned to maximize ROI?

Paolo Malinverno

B7. Packaged Business Applications Evolve to SOA: The New Platform for Composite Applications

This session explores the changes packaged business application will face, scrutinizes key vendors' strategy and discusses how organizations should prepare themselves for SOA and composite applications.

- How will packaged business application architecture and technology platforms evolve and what will be the business benefit?
- How will vendors support SOA and composite applications in their packages?
- What will organizations need to do to take advantage of the coming changes?

Massimo Pezzini

B8. Justifying and Funding SOA...Lessons from the Trenches

While everyone is determined to build an SOA, few have attempted to determine their Return on Investment (ROI) to justify it, and fewer still have a clear idea of how to fund both upfront and recurring SOA costs. In this presentation—using real world examples—we'll explain the value of SOA, how to cost justify it to your leadership, and what funding strategies will ensure durable success.

The value of reuse and agility

- Building your metrics
- Creating your own ROI study and funding strategy

David Linthicum, CEO, Linthicum Group, LLC

B9. Practitioner's Guide: So You're Building a SOA— Now How Will You Measure It's ROI?

This session presents a structured decision framework for measuring SOA value that helps translate conceptual benefits into business benefits and business benefits into metrics.

- How will companies understand when and where SOA is being used to positively impact business and IT operations?
- Which evaluation criteria must be used to measure SOA results and ROI?
- What can real world SOA success stories teach us regarding what metrics to use to measure SOA ROI?

Michael Barnes

Track C: Innovation in Architectures and the Web

C1/D1. Web Technologies: Powering the Web, SOA and More

This presentation will explore the business use of Web 2.0 applications and methodologies, and will examine the future impact of new Web architectures and consumerization.

- What Web 2.0 technologies will be used within the enterprise, and how does IT make them enterprise class?
- How will mashups become the dominant model of composite application?
- How will Web architectures evolve, and how will consumerization impact those architectures and Web-based applications?

Gene Phifer and David Smith

C2. Software as a Service: Now The Real Action Begins

There are numerous examples of enterprises using SaaS, new suppliers successfully leveraging SaaS, and large incumbent providers maneuvering to re-position themselves for a world of SaaS.

- How significant will SaaS be over the course of the next five years and in what areas will it make the most impact?
- What steps should users take to successfully utilize SaaS?
- How can software and services suppliers maximize the potential of SaaS and minimize its associated risks?

Ben Pring

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Session Descriptions

Track C: Innovation in Architectures and the Web

C3. Event Processing: Enhancing Business Applications Through EDA

In the next five years, event processing will spread to all mid-size and large companies to support business activity monitoring and the emerging generation of SOA applications.

- What benefits will emerge from EDA and business event processing?
- What will be the impact of industry standards, Web services and ESBs on the adoption of event processing?
- Which vendors will innovate and which will dominate event processing market segments?

Roy Schulte

C4. The Role of Event Processing in Improving Business Operations

New event processing technology is essential to manage the large volumes of business events and to detect and react to their strategic implications in real time. Event-Stream processing (ESP) and Complex Event Processing (CEP) are now employed in banking and financial services, transportation, eCommerce, RFID tracking, Web services, compliance and market regulation, fraud detection and many other areas.

- What happens to enterprises that lack essential business event processing?
- The core concepts of ESP and CEP and how and when they differ.
- Current and future business applications of event processing.

David Luckham, Professor Emeritus, Stanford University

C5. Mobile Architectures and the Future of Enterprise Communications Application Development

For the past decade mobility and enterprise applications have been almost completely separated, but these areas are beginning to converge at the architectural, application development, and user interaction levels.

- What is the enterprise communications architecture, and what are its benefits?
- How does mobile AD relate to SOA, Web-centric AD, and emerging enterprise communications architectures?
- What are the six styles of mobile architecture and why are they important?

Bill Clark

C6. Web Business Model Evolution 2000 – 2010

The introduction of semantic forms of communication, virtual reality commercial sites, and advanced web platform services will impact web business models over the next several years.

- How are web business models evolving through 2010?
- How will changes in web business models affect specific industries and organizational activities through 2010?
- What strategies should organizations deploy when planning changes in their web business models?

Charles Abrams

C7. Case Study/User Panel

In this session end-user practitioners will share first hand experience of their implementation, reviewing the business and technical aspects: goals, strategy, tool selection, costs and benefits, what worked and what didn't.

C8. Case Study/User Panel

In this session end-user practitioners will share first hand experience of their implementation, reviewing the business and technical aspects: goals, strategy, tool selection, costs and benefits, what worked and what didn't.

SOA Consortium

C9. Practitioner's Guide: Patterns and Guidelines for Starting with SOA and Moving to Advanced SOA

SOA appeals to a broad spectrum within a organization: programmers, project leaders, software architects, CIOs and even CEOs want it. All of them can not possibly have the same expectations of SOA.

- What are the true promises of SOA?
- What are the maturity stages from SOA to advanced SOA?
- What are the fundamentals of successful adoption of SOA?

Yefim Natis

C10/D10. User Interaction Strategies: From Portals to Ajax to Consumer Devices

A multitude of UI approaches and technologies are in use, many times by the same application. Mobility will make this challenging aspect of IT even more difficult.

- How will UI approaches and technologies evolve over the years?
- What will be the most appropriate UI approach to use for different types of applications?
- How must IT help its users manage the plethora of UIs that they will be confronted with?

Gene Phifer

Track D: Enterprise Web & Web Services

D2. Service oriented Architecture and the Web: Big Decisions About Application Architecture

The direction of application architectures is clear: move to SOA. Web architecture, based on REST principles and POX is suitable for some types of applications, and is demanded by users for some components of existing applications.

- What is the architecture of the web and how is it different from SOA?
- What are the key differences between these architectural approaches?
- How can the web architectures be implemented in my environment?

Dan Sholler and Michael Blechar

D3. New e-Commerce Technologies to Maximize your Web Selling

A shift towards improving the overall customer sales experience online is driving the use of new e-Commerce technologies, Web 2.0 and applications deployment options. These new capabilities enable enterprises to improve customer interactions and shopping experiences.

- How can Ajax help internet based selling?
- How will companies leverage Web 2.0 technologies to sell?
- How will companies leverage new Software as a Service e-commerce options?

Gene Alvarez

Session Descriptions

Track D: Enterprise Web & Web Services

D4. Applying Web 2.0 Social Software Technologies Within the Enterprise

Web 2.0 technologies such as wikis, blogs, social networking, folksonomies, and content exchange are dominating Web innovation, transforming the way people share knowledge, and creating new business models.

- What is the business value of Web 2.0 in the enterprise?
- What design principles can enhance enterprise adoption of Web 2.0 technologies?
- What best practices are emerging in creating communities within the organization?

Anthony Bradley

D5. Best Practices for Adopting Web Services

This session will evaluate the best practices that organizations should employ when adopting web services, including classic SOAP and WS* services and new services including POX and those based on RESTian concepts allied with the Web 2.0 architectures.

- How are web services changing, and how does this impact best practices for adoption?
- Which technologies and methodologies are best as 'starter kits' for Web service adoption?
- What specific organizational action items are required for adopting web services?

Charles Abrams and Dan Sholler

D6. Case Study/User Panel

In this session end-user practitioners will share first hand experience of their implementation, reviewing the business and technical aspects: goals, strategy, tool selection, costs and benefits, what worked and what didn't.

D7. Web 2.0 Steamroller Moves Across the Enterprise Vendor Landscape

Even as Web 2.0 begins to mature in the consumer space, it is also starting to roll through the enterprise sector. At the same time, a whole crop of startups seeks to challenge established players, be acquired, or reposition themselves as enterprise-centric solutions.

- What are the effects of Web 2.0 on the vendor landscape?
- What are the Web 2.0 strategies of the vendors, both large and small?
- How should organizations best leverage evolving offerings from vendors in the Web 2.0 space?

David Smith

D8. How to Manage Traditional Web Infrastructure and Web Sites

Most Web sites are still managed manually, with traditional Webmasters moving content around by hand or via simple scripts. Managing sites that are multi-national, multi-lingual or decentralized continue to cause big problems.

- What are best practices in Web site management?
- What Web architectures will be driving future Web applications?
- How will organizations handle gnarly Web problems like decentralized sites, multi-national sites, multi-lingual sites and sites for handicapped users?

Gene Phifer

Track E: Managing and Governing the Service-Oriented Organization

E1/F1. Is Applications Development Dead?

AD is NOT dead. It is different. The differences are so fundamental that development organizations of the future will need to change dramatically. We'll talk about development in a services-oriented world, the metaphor shifts associated with new delivery models, and the mechanics (people, processes and technologies) necessary to make the fundamental shifts involved.

Matt Hotle and Daryl Plummer

E2. SOA Governance: Why You Can't Ignore It, What to do About It

This session will explain the importance of Governance in a medium to large SOA project, and the role the various components of an Integration Competency Center/ SOA Center of Excellence play in it.

- What is SOA Governance, and why it is so important?
- What decisions in an SOA project need to be disciplined by Governance?
- What is the role of the various ICC/SOA CoE components in governing an SOA project?

Paolo Malinverno

E3. The Optimal Portfolio: Balancing Project and Application Costs, Risks & Benefits

Keeping the lights on" is important, but should be balanced with other opportunities to advance business goals with innovative and enhanced services and systems.

- What benefits accrue to the implementation of project and portfolio management procedures, skills and tools?
- What best practices should be used to prioritize and manage IT project portfolios?
- How do you balance project and application portfolio management to optimize IT payback?
- What are PPM product and vendor market trends and positions?

Matt Light

E4. Getting to the Right Portfolio of Enterprise Platforms and Applications: Migration, Evolution and Optimization

Changes in technology and business needs will drive almost all organizations into a portfolio optimization program before 2013.

- What options are available to application users from 2008 through 2013?
- How should teams organize themselves to decide among the available options?
- What is the Governance and Execution Process for APM?

Jim Duggan

E5. Governance and Change for the AD Organization: Leadership by Any Other Name

Far from being a set of monolithic processes that 'get in the way' of developers, our view of governance is active and based on organizational goals. This presentation discusses the governance map and the steps required for an AD organization as they set up and implement AD governance processes, and how to measure and improve the AD process.

Matt Hotle

E6. Case Study/User Panel

In this session end-user practitioners will share first hand experience of their implementation, reviewing the business and technical aspects: goals, strategy, tool selection, costs and benefits, what worked and what didn't.



Session Descriptions

Track E: Managing and Governing the Service-Oriented Organization

E7. Practitioner's Guide—Application Security in the SOA World: Technologies, Methodologies and Practices

How should AD processes for SOA change to meet modern security requirements? A myriad of applications have already been built without those security considerations and, yet they are an asset in enterprises Web services and SOA initiatives. Could they be made secure enough to withstand modern attacks? Will security requirements add to the chaos? What secure AD methodologies will be practically accepted and institutionalized for secure SOA?

Joseph Feiman

E8. Agile Development: Definition Fact, Management Fiction

Agile development stems from the need to validate users' requirements via software that addresses their priority needs quickly. This presentation helps separate Agile fact from fiction to support AD's use of "just enough process."

- What are the principles of agile development, and how does it fit with other software process models?
- What are the real pros and cons of agile development?
- How can AD organizations better work with stakeholders to improve requirements definition and management?

Matt Hotle

E9. Managing Outsourced Projects: Risk, Cost, Tools and Tips

Application Development Outsourcing is an accelerating trend. What would be the cost saving of outsourced AD: as high as touted in the media? What risk are you facing when embracing it? Would emerging SOA become a better AD paradigm for outsourcing? What AD professions are at risk to move offshore? What tools and best practices will mitigate the risk of global AD outsourcing, and what vendors should be watched?

Joseph Feiman

E10/F10. Delivering Modern AD on Legacy Platforms: Point—Counterpoint

Much of the focus of today's AD organizations is how to build new applications. This point/counterpoint session will debate whether we can reuse legacy systems or must we replace them.

- Can existing applications be reused in an SOA environment?
- Which new application paradigms preclude use of legacy systems for modern AD?
- How can organizations use SOA to modernize legacy applications and what are the limitations, if any, of this approach?

Dale Vecchio and Daryl Plummer

Track F: Software Development 2007 and Beyond

F2. 21st Century Application Development: Foundations for the Next Generation

In response to the increase in evolution for today's applications, the tools, technologies, skills, and processes required to deliver today's solutions are also evolving to meet these new challenges.

- What are the driving factors for next generation application development efforts?
- What are the strengths and challenges for today's industry dominant application development platforms?
- How will application development platforms evolve to meet the challenges of next generation IT solutions?

Mark Driver

F3. How To Evolve to Modern Model-driven AD Paradigms

BPM and SOA implementations are causing increased demand for model-driven analysis and design tools to increase quality, productivity, consistency and compliance through reuse.

- What modeling and model-driven development technologies, products and services will organizations use to analyze, design, and develop their applications?
- What are the strategies, best practices and standards for the successful selection, implementation and management of model-driven development tools?
- How should organizations change their policies, methods, governance and organizational structures to leverage modeling tools and increase quality, productivity, consistency and compliance?

Michael Blechar and David Norton

F4. Enterprise Platform Migration—The IT Planning Challenge of the Decade

Most businesses developed their Applications Architecture by acquiring, aggregating and integrating individual applications. The result is generally an unwieldy and inflexible portfolio of application services. The emergence of sophisticated technologies and architectures such as SOA and BPM enable a radically different approach to the delivery of application services—but in order to enjoy the benefits it will be necessary to migrate the applications portfolio to a more sophisticated state.

Scott Nelson

F5. Design Collaboration in a Modern AD world—A Future View

Social networks and virtual worlds are a fact of life for many in their personal lives, but what part do they have to play in the very real world of application development? This session takes a futuristic look at how AD will evolve to take advantage of these virtual working environments.

- What exactly are virtual worlds and why they are more than just games?
- What effect will virtual environments have on the development organization in terms of productivity and quality?
- How Agile development and SOA complement the "Digital Native" in the virtual work place?
- What organization can do to take advantage of these tools now?

David Norton

Session Descriptions

Track F: Software Development 2007 and Beyond

F6. IT Modernization: Creating a Modern Application Delivery Platform

What issues must be considered when creating a modern application delivery platform? This session will examine the options for migrating—and leveraging—legacy applications and platforms for new AD.

- What is the relationship between application platforms and the underlying hardware/operating environment?
- Which vendors are providing modernization solutions that can help an organization create a modern AD platform?
- Which techniques can be used to leverage existing systems in a modern AD environment?

Dale Vecchio

F7. Case Study/User Panel

In this session end-user practitioners will share first hand experience of their implementation, reviewing the business and technical aspects: goals, strategy, tool selection, costs and benefits, what worked and what didn't.

F8. Managing Quality and Performance of Package Developments

This presentation will cover tools, practices and people issues including outsourced testing involved with the upcoming major software upgrades driven by SAP and Oracle.

- How should organizations effectively test package software rollouts and upgrades to mitigate risks and manage deployment costs?
- How does changing package software architecture change to support SOA impact software testing efforts?
- What benefits will be realized in the use of software automation tools and what are the limitations and costs of using these tools?

Tom Murphy

F9. Gartner's Open Source Scenario for 2007

Successfully managing the challenges of an open source model, both large and small, is the key to maximizing potential rewards from open source software. In this presentation we take a broad view of the open source model, review its recent past, address its current challenges, and outline its future scenarios.

- How will the open source software model evolve?
- How can IT organizations leverage open source software for maximum value and minimal risk?
- How will open source software impact commercial IT markets?

Mark Driver



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Agenda at a Glance

Wednesday, June 13

12:00pm	Attendee Kick-off Lunch		
1:00pm	Welcome Address		
1:15pm	EA1. Keynote: EA – What Does the Future Hold?		
1:45pm	EA2. The Architect's New Imperative: Integration EA, BPM and Service Management		
3:00pm	EA3a. Security 3.0 – Conceptual and Logical Models	EA3b. The Role of EA in Shaping BPM and SOA	EA3c. Chief Architect's Guide to Strategic Planning and Tools
4:30pm	EA4. Keynote		
5:45pm	EA Solution Showcase Reception		

Thursday, June 14

7:30am	Vertical Networking Breakfast	PB1 – Power Breakfast: Security Architecture Best Practices	PB2 – Power Breakfast: Tools for EA: A Work in Progress
8:30am	EA5. Keynote		
9:45am	EA6a. Laying the Foundation for Successful Information Management	EA6b. Ten Best Practices of EA	EA6c. Case Study
11:00am	Solution Provider and Case Study Session		
12:00pm	Attendee Lunch		
1:30pm	EA7a. Communication, Persuasion and Interpersonal Skills for EA	EA7b. Closing the Gap Between EA and Model Driven Development	EA7c. Monetizing Information: How to Architect Information Assets for Value and Profit
2:45pm	EA8a. The New EA: Inversion of Control	EA8b. Building the Common Requirements Vision	EA8c. Bringing Technology Trends to the Board Room
4:00pm	Solution Provider and Case Study Session		
5:15pm	EA9a. Case Study: Implementing an Effective Enterprise Architecture Organization – Practical Lessons Learned from Safeco	EA9b. Solution Architecture: Planning, Delivering and Managing Services	EA9c. EA's Role in Risk Management

Friday, June 15

7:30am	Breakfast with the Analysts	PB3 – Power Breakfast: The Emergence of the Information Infrastructure	PB4 – Power Breakfast: Case Study
8:30am	EA10a. Why Should EA Care about Web 2.0?	EA10b. Defining an EA Technical Pattern for Web Services	EA10c. Best Practices for Developing Leaders in the EA Discipline
9:45am	EA11a. EA and SOA – Service Oriented All Over	EA11b. EA 2007 – What the Numbers are Saying	EA11c. Case Study
11:00am	EA12. Keynote: Gartner Predicts: An Open Research Meeting, Plus Conference Wrap Up		

“The event brought me up to date in this technology space and helped validate our architecture and technology decisions.”

John Vondracheck, Portfolio Architect, Ameriprise Financial

Visit gartner.com/us/ea-spring for agenda updates.

EA Session Descriptions

Keynotes

EA1. Keynote: EA—What Does the Future Hold

Gartner has written extensive research on the changing face of enterprise architecture, and developed a number of controversial predictions about what the future holds for architecture and architects. Join this interactive session in which we, together with the audience, will analyze some of these predictions. Do you agree with Gartner than by 2010 30% of enterprise architecture teams will report into the business strategy or change management organizations? Hear what we think, and tell us what you think.

Richard Buchanan

EA2. The Architect's New Imperative: Integration EA, BPM and Service Management

Three converging disciplines are critical to every business's strategic use of IT. Enterprise Architecture, Business Process Management and Service Management have traditionally evolved along separate, sometimes parallel trajectories, but these competencies are interdependent and when pursued holistically, can create a strategic capability that is greater than its individual parts.

- What do we mean by Enterprise Architecture, Business Process management and Service management?
- What are the interdependencies and synergies between these disciplines and why do they matter?
- How can we strategically integrate these disciplines?

Anne Lapkin

EA4. Keynote EA5. Keynote

Visit gartner.com/us/ea-spring for updates.

EA12. Keynote: Open Research Meeting? Plus Conference Wrap Up

Gartner research meetings are lively affairs, with an open exchange of ideas and many perspectives brought

Power Breakfasts

to bear on a topic. At the closing session of this conference, we invite you to participate in an open research meeting with Gartner analysts and other conference delegates as we explore several important ideas and build strategic assumptions around topics selected by the audience. The interaction between analysts and delegates—and each other, makes for a spirited and stimulating discussion. Let the games begin!

PB1. Power Breakfast: Security Architecture Best Practices

Remote access and dynamic business models make the virtual perimeter hard to define. Security architectures are rapidly maturing in parallel with enterprise architecture. This session describes the future of security architecture.

- What are good information security architecture best practices?
- What are the best techniques for assessing the maturity of ISA practices in your organization?
- What are the main obstacles to closer integration of the ISA into the EA, and practical strategies for overcoming these obstacles?

Tom Scholtz

PB2. Power Breakfast: Tools for EA: A Work in Progress

Many enterprises have identified the need to develop a range of models for their enterprise architecture. In addition, there is increasing awareness of the need for EA to coordinate with other functions such as business strategy, the program office, business process improvement, application development and integration and IT management.

- How and when can tools help with EA?
- What tools are available and how well do they work together?
- What are some best practices for using tools?

Greta James

PB3. Power Breakfast: The Emergence of the Information Infrastructure

Organizations must rethink their one-size-fits-all models for integration, innovation and collaboration. Information infrastructure is a collection of technologies (some old, some new) for organizing, sensing and exchanging any content, anywhere, anytime and on any device. This presentation discusses:

- What is information infrastructure?
- How does the information infrastructure unify the content continuum?
- How does the information infrastructure determine technology investments?

David Newman

PB4. Power Breakfast: Case Study

In this session end-user practitioners will share first hand experience of their implementation, reviewing the business and technical aspects: goals, strategy, tool selection, costs and benefits, what worked and what didn't.

Track Sessions

Track A: Future and Strategy

EA3a. Security 3.0—Conceptual and Logical Models

Security has traditionally been reactive, always behind the curve when new business trends or new technologies hit. Security 3.0 means changing our approach to security, to be focused on the key processes and architectures that support security at the speed of business.

- What does a strategic vision for Security 3.0 encompass?
- What does typical information and business viewpoint artifacts look like in the Security 3.0 architecture?
- How can trust management be used to develop multi-baseline security architectures?

Tom Scholtz



Session Descriptions

Track A: Future and Strategy

EA6a. Laying the Foundation for Successful Information Management

Without the right foundations, business intelligence delivers inaccurate, inconsistent and dated information. Properly done, enterprise architecture creates a meaningful context for Enterprise Information Management and helps to managed issues such as data quality, data currency and consistency.

- How does EA relate to EIM?
- How do you build an enterprise information architecture that lays the right foundation for EIM?
- What are the synergies between EA & EIM?

Greta James

EA7a. Communication, Persuasion and Interpersonal Skills for EA

On average, 13% of the EA team consists of people focused on communication and persuasion, 16% of the EA effort is spent on communication and 18% is spent on leadership. Most claim that the amount and quality of EA effort devoted toward people issues is substandard.

- What people issues need to be addressed?
- How should you address the people issues to drive results?
- What practical steps can you take and what benefits will you derive?

Robert Handler

EA8a. The New EA: Inversion of Control

Conventional wisdom holds that enterprise architecture is a “command and control” discipline that focuses on creating a robust set of technology standards to control costs and reduce risk. However, the evolution of the business environment with its requirements for flexibility and hyper-connectivity demand a different approach—inversion of control.

- What is “middle out architecture” and why do we need this new approach?
- How does the “inversion of control” principle reconcile top down and middle out architecture?
- What does this mean to you?

Nick Gall

EA9a. Case Study: Implementing an Effective Enterprise Architecture Organization— Practical Lessons Learned from Safeco

For years Safeco struggled to leverage Enterprise Architecture for competitive advantage. Within the past year Safeco implemented a stronger, centralized architecture organization that quickly delivered business value. Today, architecture is deeply embedded in the strategic planning process and is becoming an integral part of how IT delivers solutions to the business. Success stems from aligning the team’s charter to Safeco’s business goals and approach, focusing on the process and discipline of architecture, and integrating architecture into core delivery processes.

**Dave Green, AVP,
Safeco Insurance**

EA10a. Why Should EA Care about Web 2.0?

As both Service-Oriented Architecture (SOA) and Web 2.0 mature, it is becoming increasingly clear that the architectural styles of their service interfaces are diverging instead of converging. It is now clear that before such a unified approach can emerge we must first understand the fundamental differences in approach between WS-* style services (SOA) and POX or REST style services (Web 2.0). This presentation will address how these two styles will evolve tomorrow--and how that will impact enterprise architecture.

Nick Gall

EA11a. EA and SOA— Service Oriented All Over

SOA is not just Web services. All areas of EA are increasingly enabled using a service-oriented approach. This session will describe a full portfolio-based framework view of services, from business process services, information services, technical services and finally solutions including applications and application services.

- How can you define services in all framework areas?
- How do you define principles, interfaces and key attributes for all service models?
- How should you practice a portfolio management approach to services all over?

Bruce Robertson

Track B: EA Practical Execution

EA3b. The Role of EA in Shaping BPM and SOA

Five years into Business Process Management and Service-Oriented Architecture initiatives, leading organizations have discovered that, executed in isolation, BPM and SOA fall far short of expectations. The key to success for both BPM and SOA is to coordinate them within an enterprise architecture comprising unified views of business, information, and technology.

- How do you coordinate EA, BPM, and SOA around a common theme: Agility?
- How do you unify the architecture and management of process and information?
- Lessons learned from leading organizations.

Brian Burke

EA6b. Ten Best Practices of EA

Successful enterprise architecture programs are characterized by consistent attention to basic best practices that ensure constant delivery of value to the enterprise and continuous improvement of the architecture process. This presentation explores best practices and provides techniques for applying them to your enterprise architecture effort.

- What are the ten best practices of enterprise architecture?
- What benefits do organizations see when they apply these best practices consistently?
- What are some techniques for applying these best practices?

Anne Lapkin

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Session Descriptions

Track B: EA Practical Execution

EA7b. Closing the Gap Between EA and Model Driven Development

Model Driven Development (MDD) and Model Driven Architecture (MDA) has generated a lot of debated in IT. Where exactly is the "Architecture"? What part does it play in Enterprise Architecture? Organizations adopting MDD need to understand that it's headless without EA, and Enterprise Architects need understand how to maximize MDA. This presentation will discuss how to get Enterprise Architecture and MDD/MDA to work together, and give real value to the Business and IT.

David Norton

EA8b. Building the Common Requirements Vision

Gartner has developed a structured process for examining the business strategy of the enterprise and the environmental factors that affect the architecture. This process provides insight into the strategic drivers of the organization and provides a vehicle for articulating a set of requirements for change that the entire enterprise can agree to.

- What are the steps for creating a Common Requirements Vision?
- What should the outputs of the CRV look like?
- How can I get my EA stakeholders engaged in the development of the CRV and invested in the outcome?

EA9b. Solution Architecture: Planning, Delivering and Managing Services

This session will compare and contrast different IT constituencies views of services, and develop a high level dependency model between them.

- What are the Common IT Views of Services: Operations, Application Development, and Infrastructure Engineering?
- What are the Common non-IT Views of Services: Business, Information?
- What are the Dependencies Between Views of Services?

Bruce Robertson

EA10b. Defining an EA Technical Pattern for Web Services

With applications no longer the only solutions we must deploy, we must consider modeling the pattern to support things other than traditional applications—specifically a technical pattern for deploying web services:

- What are some Common Technical Pattern and Technical Service Models?
- How do you distinguish EA Technical Patterns from AD-centric Design Patterns?
- How do you develop a Web Service Technical Pattern?

Bruce Robertson

EA11b. EA 2007—What the Numbers are Saying

In 2006, we embarked on an aggressive data collection program, capturing information on organizations' use of enterprise architecture. From this information, we can glean insight on what others are doing and how well it's working.

- The Numbers—How Did We Get Them and What Are They?
- The Meaning Behind The Numbers—What Are Others Doing, What Works, and What Doesn't?
- How Can You Use This Information To Advance Your Own Effort?

Robert Handler

Track C: Enabling the Business

EA3c. Chief Architect's Guide to Strategic Planning and Tools

Enterprise architecture is strategic planning. High performing teams leverage and reinforce their organizations' mainstream strategic planning and control mechanisms such as Six Sigma, Balanced Score Card, TQM, and MBO. What are the specific and actionable interfaces between EA and these tools, techniques and control mechanisms? What are the risks to the EA effort if they are not acknowledged? How can they be leveraged to supercharge the EA effort?

Richard Buchanan

EA6c. Case Study

In this session end-user practitioners will share first hand experience of their implementation, reviewing the business and technical aspects: goals, strategy, tool selection, costs and benefits, what worked and what didn't.

EA7c. Monetizing Information: How to Architect Information Assets for Value and Profit

The explosive growth of uncontrolled, unmanaged information can be a serious business liability. Increased regulatory scrutiny has increased the need for 'compliance' and the resources required for legal 'discovery'.

- How do you find, classify and control information that presents a serious risk to your business?
- How can you use information to increase efficiency of your operations and control costs?
- How do you turn information into money?

David Newman

EA8c. Bringing Technology Trends to the Board Room

Future's research has evolved techniques for disciplined and actionable analysis of possible emerging trends being considered by enterprise's. Leading edge IT organizations are increasingly adopting these approaches to supercharge their planning efforts.

- What business problems can a future's research approach address?
- What roles do techniques such as Scenario Planning and DELPHI play in futures research?
- How can IT successfully communicate the impact of technology change to senior business management?

EA9c. EA's Role in Risk Management

The multitude of serious enterprise risks can all be ameliorated by effective use of enterprise architecture. EA brings awareness, planning, and consistent systems guidance for effective use of technology that can play a major role in helping to manage enterprise risk.

- What are the primary enterprise risk areas where EA can help?
- What are the benefits to be expected from employing EA here?
- How can we assure that EA guidance will be followed?

Bill Rosser

Session Descriptions

Track C: Enabling the Business continued

EA10c. Best Practices for Developing Leaders in the EA Discipline

Complex organizations understandably devote lots of time and energy trying to find, hire and retain individual architects who have talent for leadership. But is it also possible to train leaders; to develop them regardless of their native talent?

- What makes a great enterprise architect leader?
- Great leaders need great followers. What makes a great EA team?
- What are some practical tools for team leadership?

Richard Buchanan

EA11c. Case Study

In this session end-user practitioners will share first hand experience of their implementation, reviewing the business and technical aspects: goals, strategy, tool selection, costs and benefits, what worked and what didn't.



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