



Application Architecture, Development & Integration Summit 2007

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December 3-5, 2007 Rio All Suite Hotel & Casino Las Vegas, NV gartner.com/us/aadi-fall

Get down to business with your SOA



The most comprehensive, independent advice
on application development and integration,
SOA and Web Services.

KEYNOTE & GUEST SPEAKERS



Patrick Lencioni
President, The
Table Group and
Best-selling author



Thomas Erl
Founder, SOA
Systems and author
*SOA: Principles of
Service Design*



Jeff Schulman
Managing VP,
Gartner

SUMMIT CHAIR

Co-located with the

Gartner
Enterprise Architecture
Summit 2007

December 5-7, 2007
gartner.com/us/ea-fall
See page 17 for details.

Gartner
Application Architecture,
Development & Integration
Summit 2007

December 3-5, 2007
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Las Vegas, NV
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The **Gartner**
Application Architecture,
Development & Integration
Summit
is co-located with

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Enterprise Architecture
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See page 19 for details.



SOA can help ... or hurt. How do you make it work?

As many of you have already started experiencing, there are 100 ways to get value from SOA, and 100 ways to fail. You've heard a lot about what SOA is, why you should do it, what methods, technologies and governance are needed ... but lately your CFO and business partners have been asking some tough questions... so now it's time to get down to business and make SOA work.

The new format for this conference integrates the best of our former "Application Integration & Web Services Summit" and "Application Development Summit" to deliver the latest independent Gartner advice on all things SOA, Web Services, Application Development and Application Integration.

In June, 95% of the attendees said they would recommend the conference to their colleagues.

This December, we'll deliver updated insights, roadmaps and best practices, and make it even more actionable, with more case studies, Practitioner's Guide, and workshops.

Join us in Las Vegas this December, and get down to business with your SOA.

Plus, our co-located Enterprise Architecture Summit – bringing you the best advice anywhere on the emerging trends and building blocks of business and technical architecture, is the perfect complement to ground your applications and SOA activities on a sound foundation.

I look forward to seeing you in December!



Jeff Schulman
Managing VP and Summit Chair
Gartner

WHO SHOULD ATTEND

- Application, Solution, and Technical Architects
- Application Development Managers
- Application Integration Managers
- Project Managers and Consultants
- Enterprise Architects, Business Architects
- Web Development and Infrastructure Leaders
- CIOs and IT Directors
- Business and Systems Analysts
- Systems/Software Engineers
- Technology Watchers and Investors



Six focused tracks. An independent point of view. Advice you can trust.

What's in it for you? A lot.

You'll get...

- Roadmaps and predictions
- Best practices and “how to”
- Case studies and user panels
- Vendor and product evaluation
- Peer and analyst exchange

... around the following topics:

- AD Methods, Tools & Languages
- AD and SOA Governance
- Application Testing, Quality and Security
- Application Portfolio Management
- Integration and Middleware Technologies (ESBs, Appliances...)
- Advanced SOA and Event Processing
- SOA & Service-oriented Development
- Software Configuration Management
- Web Services and Web 2.0
- And more!

A Best Practices in Application Architectures

Applying the patterns of SOA, event processing and web-based computing requires both expertise and insight into business systems modeling and software design. This track will explore the choices and trade-offs in modern architecture, the innovation future as seen by leading IT visionaries and best practices for mainstream IT practitioners.

B Leveraging the Web for Applications & SOA

Despite the promise of the Web 2.0 movement, many features are not ready for enterprise deployment – which means that application leaders must capitalize on new Web technologies carefully, and integrate them with their existing Web Services framework. This track will focus on how to use Web technologies and practices, including enterprise mashups and Web 2.0 applications, collaboration methods, Web services and Web-oriented architecture (WOA).

C Mastering Application Development

Success in application development demands a fine balance of costs, schedules, resources and technologies. This track focuses on the big barriers, the mastery of which makes or breaks AD management in today's environments. We'll focus on what it takes to master these process areas and to delight your customer by setting and delivering predictably and with high quality against expectations.

D Managing and Governing the Agile Applications Organization

For most Applications organizations, the need is clear, but the direction is not. Businesses are demanding agility, and it's up to development organizations to meet those needs or be deemed irrelevant. If agility is the answer, applications organizations need to chart a course in that direction. Agility requires the use of new skillsets, new methods, and yes, new technology. Governance provides the policies, procedures and rules to not only hold the applications organization together, but to enable change.

E Platform Technologies for SOA Projects and Application Deployment

Application platform middleware has expanded from its traditional role as a simple container for application logic into a diversified portfolio of IT infrastructure that also supports application development, integration and personalization with a direct role enabling SOA, extreme transaction processing and software as a service. This track will help IT professionals understand what classes of platform middleware are available, how these solutions are evolving, and how to effectively leverage various platform middleware to support distributed applications and SOA.

F Integration in Practice

Today, SOA and BPM initiatives are popular, but integration but has not lost its value or relevance. Integration skills and technology are now an inherent component of BPM, application development, SOA, Web services, as well as legacy, packaged and composite applications. Innovative approaches such as multi-enterprise (B2B), SaaS and Web 2.0 increasingly utilize integration features. Additionally, your company's – and your partners' – databases, portals, applications and systems are collectively linked into one 'integrated enterprise'. This track will help you apply integration skills and technology to a wide range of projects to ensure that their software can successfully interact with other software.

Keynote Sessions

Down with Miserable Jobs and Dysfunctional Teams!



Patrick Lencioni, President, The Table Group; Best-selling Author of *The Five Dysfunctions of a Team* and *The Three Signs of a Miserable Job* Wednesday, December 6, 8:30am

In his latest book, acclaimed author Patrick Lencioni explains that any job can make you miserable, unless you can detect certain telltale signs – and remedy them. As a manager or employee, don't miss this keynote, where Patrick will share practical ways for you and your colleagues to work effectively as teams, break the organizational silos, and be more motivated by your job – the keys to higher productivity, better retention, and competitive advantage. One of the world's most powerful speakers on organizational and leadership issues, he blends hard-hitting recommendations from years of experience helping Fortune companies with relevant real-world stories that will inspire you to make your – and your team's – job more fulfilling and productive.

K5. CIO Mastermind Interview: SOA from the Top

In this closing keynote, we'll put a major end-user organization onstage for a special keynote, where the CIO will share how SOA fits with their vision, what strategy they have put in place, what challenges and results they have encountered, and what lessons they have learned.

Gartner Analyst Keynotes

K1. SOA: Now is the time to deliver

As mainstream enterprises adopt service-based architectures, the issues shift from selecting technologies to delivering value. In this keynote, we will address the following issues:

- How do you measure the value of SOA?
- What are the top five things to do now as services go mainstream?
- How will the evolution of technology support the revolution in services?
- How will you manage applications in the age of SOA and service-oriented integration and development?

Jeff Schulman and analysts guests

K2. SOA Horror Stories

As organizations grow their post-pilot SOAs, they face two major challenges. First, they must extend the initial pilot infrastructure to guarantee the required levels of performance, scalability, reliability, connection into legacy applications, dynamic discovery of services, load balancing, security and more. They must also grow their SOAs with discipline by enforcing service reuse and avoiding service duplication.

This presentation will cover three – real-world user cases where SOAs went terribly 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, Paolo Malinverno

Pre-Conference Workshop:

**Understanding Service Design for SOA
Sunday, December 2, 3:15 – 6:15 pm**



**Thomas Erl,
Founder SOA Systems,
Author *SOA: Principles
of Service Design***



All workshop attendees will receive a complimentary copy of *SOA: Principles of Service Design* by Thomas Erl. (More information at www.soabooks.com)

This workshop goes beyond the basics to explore service-orientation and various analyses and design techniques for successfully realizing the strategic benefits associated with SOA and service-oriented computing.

After a brief recap of fundamental SOA concepts, this workshop will drill down into service analysis and design processes, service-orientation design principles, service composition design, and service governance issues. Key design considerations and common challenges will be discussed in relation to custom-developed services and services that need to encapsulate legacy systems. We will also explain how service-orientation compares to object-oriented design and other established distributed computing design approaches.

Join us as this workshop explores:

- What is true “service-orientation” beyond vendor hype?
- How should services be analyzed, designed and composed?
- What are the most common design mistakes you should avoid?
- What processes and governance are most effective?
- How is service-oriented design different than other design methods?

Additional \$495 fee applies. Limited seat availability.

Co-located Gartner Enterprise Architecture Summit Keynotes & Guests.

For those who stay on for the co-located Enterprise Architecture Summit, you can also enjoy the following special keynotes:

- Ram Charan, author and business advisor on “*Know Your Business – Think Like Your CEO*”
- Susan Cramm, Founder Valuedance on “*The Case of the Irritating Architect*”
- Nick Gall, “*The New EA: Less is More*”

And remember: you'll save \$795 if you register for both summits! (see page 19 for details).

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.



Michael Blechar
Research VP

Focus Areas: Business Process Management, Application Development & Integration



Anthony Bradley
Research Director

Focus Areas: Application Development & Integration, Web Technologies



David Cearley
Research VP

Focus Area: Emerging Trends & Technologies



Eric Deitert
Research Director

Focus Area: Business Process Management



Mark Driver
Research VP

Focus Areas: Open Source, Application Development



Jim Duggan
Research VP

Focus Area: Application Development & Integration



Nick Gall
VP and Distinguished Analyst

Focus Areas: Enterprise Architecture, Open Source, Web Services



Matt Hotle
VP and Distinguished Analyst

Focus Area: Application Development & Integration



Frank Kenney
Research Director

Focus Area: Applications Strategy & Governance



Sue Landry
VP and Distinguished Analyst

Focus Area: Application Development & Integration



Benoit Lheureux
Research Director

Focus Areas: Application Integration & Middleware



Neil MacDonald
VP & Gartner Fellow

Focus Area: Security & Privacy



Paolo Malinverno
Research VP

Focus Areas: Application Integration & Middleware



Tom Murphy
Research Director

Focus Areas: Application Development & Integration, Web Technologies



Yefim Natis
VP and Distinguished Analyst

Focus Areas: Application Integration & Middleware



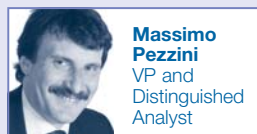
David Newman
Research VP

Focus Areas: Data Management & Integration, Business Intelligence



David Norton
Research Director

Focus Area: Application Development & Integration



Massimo Pezzini
VP and Distinguished Analyst

Focus Areas: Application Integration & Middleware



Pat Phelan
Research Director

Focus Areas: ERP & Supply Chain Management, High Performance Workplace, Government



Gene Phifer
VP and Distinguished Analyst

Focus Areas: Web Services, Application Development



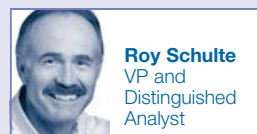
Ben Pring
Research VP

Focus Area: Outsourcing & IT Services



Jeff Schulman
Managing VP

Focus Areas: Application Integration, Web Services



Roy Schulte
VP and Distinguished Analyst

Focus Area: Application Development & Integration



Dan Sholler
Research VP

Focus Areas: Web Services, Application Development & Integration



David Smith
VP and Gartner Fellow

Focus Areas: Web Services, Application Development, Consumer Technologies, Application Integration & Middleware



Jess Thompson
Research VP

Focus Areas: Security & Privacy, Application Integration and Middleware, Business Process Management



Ray Valdes
Research Director

Focus Areas: Web Services, Application Development, Application Integration & Middleware



Dale Vecchio
Research VP

Focus Areas: Business Process Management, Application Development & Integration



David Willis
VP and Distinguished Analyst

Focus Areas: Networking & Communications Equipment, Networking & Communications Services

Agenda at a Glance

Sunday, December 2

3:00pm	Pre-Registration		
3:15pm	Attendee Orientation		
4:00pm	Pre-Conference Tutorials	T1. Software Quality Issues for SOA and SODA, T Murphy	T2. Understanding ESBs and Other SOA Infrastructure Alternatives, J Thompson
5:15pm	Pre-Conference Tutorials	T4. SOA – Where do I start?, J Schulman	T5. A Practical Approach to Using Ajax and Rich Internet Applications, R Valdes

Monday, December 3

7:00am	Registration		
7:30 am	Continental Breakfast		
7:45pm	Pre-Conference Tutorials	T7. Event Driven Architecture (EDA) and Business Activity Monitoring (BAM), R Schulte	T8. Web 2.0 Basics: Principles, Platforms and Best Practices, D Cearley
8:45am	Welcome Address		
9:00am	K1. Gartner Keynote – SOA: Now is the Time to Deliver – Jeff Schulman, Managing VP, Gartner		
	Track A	Track B	Track C
	Best Practices in Application Architectures	Leveraging the Web for Applications & SOA	Mastering AD
10:15am	A1/B1. The Patterns of Architecture and Web Innovation in the Modern Enterprise IT, Y Natis, A Bradley		C1/D1. Agility and SOA: Dancing with Webs, V Sribar
11:30am	A2. SOA for Developers and Architects: One Model Does Not Fit All, R Valdes	B2. Web Technologies: Powering the Web, SOA and More, G Phifer, D Smith	C2. New Challenges and New Solutions for Application Testing & Quality, T Murphy
12:30pm	Lunch and Solution Showcase Dessert Reception		
2:30pm	A3. Service-Oriented Architecture & the Web: Big Decisions About Application Architecture, D Sholler	B3. Enterprise Mashups: The Face of SOA and Composite Applications, A Bradley	C3. Practitioner's Guide to Application Security: Methodologies, Technologies & Best Practices, N MacDonald
3:45pm	Solution Provider Sessions and Case Studies		
5:00pm	A4. Software-as-a-Service: The Architecture of Applications on the Business Web, B Pring	B4. Point-Counterpoint: Web Services vs. REST/POX for SOA Interoperability, R Schulte, N Gall	C4. Roadmap for Service-Oriented Development of Applications, M Blechar
6:00pm	Solution Showcase Reception		

Tuesday, December 4

7:30am	Vertical Networking Breakfast		PB1. Power Breakfast: Understanding the Mutating Middleware
8:30am	K2. Keynote: SOA Horror Stories		
9:45am	A5. The Yin & Yang of Process & Data: Which Will Be King of the Next Generation Applications?, M Blechar	B5. User Experience: Why It Matters and How Success Can Be Achieved, R Valdes	C5. Case Study - Application Development
11:00am	Solution Provider and Case Study Sessions		
12:00pm	Lunch and Solution Showcase Dessert Reception		
2:00pm	A6. Event-Driven Architecture Improves Operational Business Decisions, R Schulte	B6. Applying Web 2.0 Social Software Technologies Within the Enterprise, A Bradley	C6. Running Application Delivery like a Business with Application Lifecycle Management, J Duggan
3:15pm	Solution Provider and Case Study Sessions		
4:30pm	A7. User Panel: Lessons Learned in Advanced SOA	B7. Case Study – Web	C7. Modern Development Languages - Snakes, Jewels and Border Wars, M Driver
5:30pm	Hospitality Suite		

Wednesday, December 5

7:30am	Birds of a Feather Breakfast – Roles/function		PB3. Power Breakfast: What Are Users Telling Us About Their S
8:30am	K3. Keynote: Down with Miserable Jobs and Dysfunctional Teams! – Patrick Lencioni, President The Table Group, Author of Best-sellers The Five Dysfunctions of a		
9:45am	Solution Provider and Case Study Sessions		
11:00am	A8. Context-Oriented Architecture: Preparing For the Know-Me Internet, B Hafner	B8. Web 2.0 Steamroller Moves Across the Enterprise Vendor Landscape, D Smith	C8. How Competence Centers & Governance for Enterprise Applications Must Change for SOA, SaaS and BPO, P Phelan
12:00pm	ADI Attendee Lunch		
1:00pm	A9. Practitioner's Guide: Patterns & Guidelines for Starting With SOA & Moving to Advanced SOA, Y Natis	B9. Best Practices in Web Services Security, N MacDonald	
2:15pm		B10. Web Services Standards & SOA: The State of Today & the State of Tomorrow, D Sholler	C10. Practitioner's Guide for Software Configuration and Change Management, J Duggan
3:30pm	A11/B11. Practitioner's Guide: Moving towards Enterprise-wide SOA – Do's and Don'ts, M Pezzini		C11/D11. User Interaction Strategies: From Portals to Ajax to Cons
4:30pm	K5. Keynote: CIO Mastermind Interview: SOA from the Top		
5:35pm	ADI Closing Remarks		

3:15 - 6:15pm

Paid Workshop

Understanding Service Design for SOA

Thomas Erl, Founder SOA Systems, Author

SOA: Principles of Service Design

(Fee: \$495)

T9. Top Ten Initiatives to Modernize Your Applications Environment, **S Landry**

Track D

Managing and Governing the Agile Applications Organization


D2. Just Enough Governance: Policies, Procedures and Rules for the Agile Application Organization, **M Hotle**

D3. Applications Grow Up: Maturity Assessment and Advancement, **S Landry**


D4. Acting on an Application Portfolio Assessment: Tolerate/Invest/Migrate/Eliminate, **J Duggan**

Track E

Platform Technologies for SOA Projects and Application Deployment

E1/F1. Platform Technology Convergence Drives SOA and Application Deployment, **B Lheureux** 

E2. IT Modernization: SOA-Enabling Existing Applications and Assets, **D Vecchio** 

E3. SOA and BPM – Symbiotic Technologies for SOA-Enabled Business Processes, **P Malinverno** 

E4. Integrated SOA Governance – Controlling SOA and Web 2.0, **F Kenney**

Track F


Integration in Practice

F2. Integration Scenario: Transitioning to Federated Integration, **J Thompson**

F3. Composite Applications: How Modern Architecture Will Help You to Leverage Your Packaged Application Assets, **M Pezzini**


F4. Effectively Championing Business Process Management, **E Deibert**

and Application Development Markets, **F Biscotti**

PB2. Power Breakfast: Justifying and Funding SOA 


D5. Agile Methods: New Processes for when a Waterfall Just Isn't Fast Enough, **D Norton, M Hotle**

D6. Modernize This! Best Strategies for Legacy Modernization, **D Vecchio**

D7. SOA Governance: Why You Can't Ignore It, What to Do About It, **P Malinverno** 


E5. Best of Breed vs. Best of Brand: The Battle Of The Application Platform Stacks, **Y Natis**

E6. Portal of the Future: Web 2.0 and Beyond, **R Valdes**

E7. Don't Stop! Move Fast! Enable your SOA with Extreme Transaction Processing, **M Pezzini** 

F5. How to Succeed with Multi-Enterprise Application and Process Integration, **B Lheureux**


F6. Understanding Information Services for SOA, **D Newman**

F7. Integration Technology: Selecting the Right Product(s) to Support Your SOA and BPM Initiatives, **J Thompson** 

SOA, Web Services & Web 2.0 Deployments?, **F Biscotti**

Team and The Three Signs of a Miserable Job

D8. Case Study: SOA Governance 

D9. A Practitioner's Guide to Project and Portfolio Management, **M Hotle** 

D10. Building The New Application Team, **S Landry**

E8/F8. Appliances – How To Accelerate and Simplify Your SOA and Middleware, **F Kenney** 

E9. Case Study Panel – Legacy Modernization though SOA, **D Vecchio**  

E11/F11. The Technologies of Business Process Management and Business Rule Management, **E Deibert**

F9. Case Study Panel – Integration's Role in Deploying SOA, **J Thompson**  

 = Case Study/User Panels  = Virtual Track – Service-Oriented Architecture (SOA)  = Virtual Track – Practitioners' Guides



Create an agenda that's a perfect fit for your role and responsibilities.

Make the best use of your time at the Summit. With 68 sessions to choose from, we encourage you to attend sessions and interact with analysts based on the specific needs and issues of your organization. Here are a few not-to-be-missed highlights relevant to your job role.

Application Architect

Can't miss sessions!

A1/B1. The Patterns of Architecture and Web Innovation in the Modern Enterprise IT

A3. Service-Oriented Architecture and the Web: Big Decisions About Application Architecture

A6. Event-Driven Architecture Improves Operational Business Decisions

A7. User Panel: Lessons in advanced SOA

A9. Practitioner's Guide: Patterns and Guidelines for Starting With SOA and Moving to Advanced SOA

A11/B11. Practitioner's Guide: Moving towards Enterprise-wide SOA – Dos and Don'ts

D7. SOA Governance: Why You Can't Ignore It, What to Do About It

Analysts you need to meet:

Yefim Natis, Dan Sholler, Roy Schulte, Nick Gall, Anthony Bradley

Application Development Manager

Can't miss sessions!

C1/D1. Agility and SOA: Dancing with Webs

C2. New Challenges and New Solutions for Application Testing & Quality,

C3. Practitioner's guide to Application Security: Methodologies, Technologies & Best Practices

C4. Acting on an Application Portfolio Assessment: Tolerate/ Invest/ Migrate/ Eliminate

C7. Modern Development Languages – Snakes, Jewels and Border Wars

D2. Just Enough Governance: Policies, Procedures and Rules for the Agile Application Organization

Analysts you need to meet:

Jim Duggan, Dale Vecchio, Tom Murphy, Matt Hotle, Michael Blechar, Ray Valdes

Application Integration Manager

Can't miss sessions!

D4. Integrated SOA Governance – Controlling SOA and Web 2.0

E1/F1. Platform Technology Convergence Drives SOA and Application Deployment

E3. SOA and BPM – Symbiotic Technologies for SOA Enabled Business Processes

E8/F8. Appliances – How To Accelerate and Simplify Your SOA and Middleware

F2. Integration Scenario: Transitioning to Federated Integration

F3. Composite Applications: How Modern Architecture Helps You Leverage Your Packaged Applications

Analysts you need to meet:

Jess Thompson, Frank Kenney, Benoit Lheureux, Massimo Pezzini, Paolo Malinverno

And of course, for everyone...

Keynotes

K1. SOA: Now is the Time to Deliver

K3. Down with Miserable Jobs and Dysfunctional Teams!

K5. CIO Mastermind Interview: SOA from the Top

Power Breakfasts

PB1. Understanding the Changing Middleware and Application Development Markets

PB2. Justifying and Funding SOA

PB3. What are Users Telling us About their SOA, Web Services, and Web 2.0 Deployments?

Session Descriptions



Pre-Conference Tutorials

T1. Software Quality Issues for SOA and SODA

As organizations adopt SOA and Service-Oriented Development of Applications (SODA), success will depend on a solid foundation of software quality. Without it, the ability to drive reuse, meet SLAs and guarantee security, performance and correctness will all be impaired. This session will outline best practices, automation techniques and tools for successful services testing.

- 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, Research Director

T2. Understanding ESBs and Other SOA Infrastructure Alternatives

The technology issues associated with effectively deploying and managing SOA are more challenging than many vendors are willing to admit. This session will explain ESBs and alternative technologies that can be used to start and evolve SOA deployments in the proper context.

- What is it about SOA that results in the requirement for complex application infrastructure?
- What are the components of this complex infrastructure and the product alternatives for these components?
- What should companies do to successfully implement SOA infrastructure?

Jess Thompson, Research VP

T4. SOA – Where Do I Start?

Service-oriented architectures are complex constructions. Many enterprises are uncertain about how to start the journey to SOA. In this session, Gartner's best-practice approach will enable an SOA effort to take off, while also 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?

Jeff Schulman, Managing VP

T5. A Practical Approach to Using Ajax and Rich Internet Applications

The Ajax phenomenon continues its rapid rate of adoption among Web developers, as a lightweight alternative to heavyweight "Smart Client" technology. However, Ajax has limitations in such areas as offline mode and local device integration. Also, concerns have been raised regarding security and performance. This session will examine the full spectrum of Rich Internet Applications (RIA) technology, both Ajax as well as more complete alternatives – and present the key success factors in building effective RIAs.

- What is Ajax, and how does it fit into the context of RIAs and smart clients?
- Which vendors provide tools for building RIAs, and how will this market evolve?
- How can organizations get maximum value from RIAs and smart clients?

Ray Valdes, Research Director

T7. Event Driven Architecture (EDA) and Business Activity Monitoring (BAM)

The concept of events has been used in technical aspects of computing for decades, but only now are business events being elevated to a central, explicit role in business application architecture. This session will give those unfamiliar with event processing and business activity monitoring (BAM) the background to understand how events can be used to improve application design and operational business intelligence.

- What is an event and what role do events play in enterprise architecture?
- How do event-driven architecture (EDA) applications compare and contrast with other SOA systems?
- What is the difference between event stream processing (ESP), EDA, complex-event processing (CEP) and BAM?

Roy Schulte, VP Distinguished Analyst

T8. Web 2.0 Basics: Principles, Platforms and Best Practices

Web 2.0 refers to a set of technology, community and business models that characterize today's leading web sites. Understanding what's new about Web 2.0 architecture and applications, and how it will impact the enterprise, is essential to success. If you think Ajax and online communities such as MySpace are all there is to Web 2.0, then this session is for you!

- What are the core architectural principles, technologies and standards emerging from Web 2.0?
- How can enterprises capitalize on social, participative, open community and business models?
- What are Web platforms, Web mashups, and Rich Internet Applications (RIA) and how are they impacting the enterprise?

David Cearley, VP Distinguished Analyst

T9. Top Ten Initiatives to Modernize Your Applications Environment

Most applications organizations have evolved rather than transformed their approaches during the past five years. Consequently, many have fallen behind and require modernization. But modern techniques and approaches differ radically from those of the past – and organizations must address process, methodology and even governance changes to achieve optimal benefits. This session will identify ten initiatives that can significantly modernize your applications environment.

- Which initiatives will transform application development from 2007 to 2010?
- What benefits, opportunities and hurdles will result from a modernization program?
- What should you do on Monday?

Sue Landry, VP Distinguished Analyst

NEW! WS-I Interoperable Secure Web Services Demo

Interoperability across heterogeneous environments and security are critical for the development and deployment of Web services. This December, Web Services Interoperability Organization (WS-I) members demonstrate interoperability and Best Practices for "Secure Web services". A sample application showcases six interoperable demonstrations of WS-I Profiles – along with guidelines and conventions for using a defined set of specifications to ensure interoperability.

Be sure to set aside time to visit the Demo located on the Showfloor.

All Attendees get an EXCLUSIVE SOA Poster!

As an attendee to either Summit, you will get an exclusive FREE poster illustrating key SOA trends, issues and recommendations. Let everyone in your office know who's the SOA expert.



Session Descriptions

Power Breakfasts

PB1. Understanding the Mutating Middleware and Application Development Markets

The distinction between application development and middleware markets in vendor product offerings is beginning to blur – and previously distinct middleware markets are mutating to encompass other domains such as BI and Collaboration. This session will project the path of these mutations.

- What is going on with the AD, BPM, portals, and middleware markets?
- What are our surveys saying about IT budget increases and user buying behavior?
- How will the volatile AD, BPM, Portals and middleware markets evolve during the next five years, and what does this mean for users and vendors?

Fabrizio Biscotti

PB2. Justifying and Funding SOA

Visit gartner.com/us/aadi-fall for updates.

PB3. What are Users Telling us About their SOA, Web Services, and Web 2.0 Deployments?

Users tell us that they plan to spend over one fifth of their total IT budget on solutions involving SOA, Web Services, or Web 2.0 technologies. This session will present the results of end user surveys conducted at several Gartner Summits that describe 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 are the implementation trends for the SOA, Web Services and Web 2.0 software markets through 2011?
- What are our user surveys saying about user's patterns of adoption of these technologies?
- How should vendors and users address this market scenario as it unfolds?

Fabrizio Biscotti

Track A Sessions

A1/B1. The Patterns of Architecture and Web Innovation in the Modern Enterprise IT

SOA is the means to application agility, and the Web is the platform for application ubiquity. Combined, these two phenomena have an amplified impact on enterprise IT practices, opportunities, challenges and futures. We'll look at application architectural patterns from basic SOA to communication, context, event and on-demand as they exert influence on, and are influenced by, the massive innovations of the Web.

- How will enterprise, consumer and global business innovation influence the evolution of software applications?
- What architectural patterns are emerging from innovations in SOA and Web business?
- What user best practices and vendors best strategies are resulting from the rapidly growing architectural richness of the Web and the Enterprise?

Yefim Natis, Anthony Bradley

A2. SOA for Developers and Architects: One Model Does Not Fit All

The value proposition of SOA is to enable complex systems to evolve and adapt to shifting real-world requirements. But often the concepts of SOA must themselves adapt to meet the real-world circumstances of developers, organizational structure, governance and corporate culture. Conversely development teams must adapt their skills, processes, vocabulary to meet the challenge of implementing SOA.

- How do the core concepts of SOA change when applied to a range of development scenarios?
- How should development teams change their process to better implement SOA?
- What tools, techniques and services can help development organizations implement SOA?

Ray Valdes

Gartner gives you more!

Analyst One-On-One Sessions

Gartner clients meet privately with a Gartner analyst to dig deeper into the issues, challenges and concerns most relevant to them – a rare opportunity to seek personalized Gartner advice.

End User Case Studies and Panels

The people responsible for some of the most compelling application programs join us to reveal the behind-the-scenes details of their successes and lessons learned.

Networking Breakfasts

Attendees choose the table – and the topic, role or vertical industry – then get a real-world point of view from our analysts and their peers, as well as have the opportunity to share their own challenges and concerns.

Analyst-User Roundtables

A small gathering up to 12 people discuss a pre-assigned topic, moderated by a Gartner analyst. Our Roundtables are a great way to hear what your peers have to say about the issues that may be keeping you up at night.

Hospitality Suites

Beyond the food, beverages, and entertainment brought to you by some of our sponsors, our Hospitality Suites provide a relaxed and friendly setting for continuing the discussions of the day, and make new connections.

Virtual Tracks

Sessions throughout the summit highlighting specific topical features. See page 6 & 7 for details!

Two Summits. One week. Attend BOTH and SAVE!

Make the most of your time in Las Vegas by attending both the Gartner Application Architecture, Development & Integration Summit, December 3-5, 2007, and the co-located Gartner Enterprise Architecture Summit, December 5-7. **Register for both Summits before October 15, 2007 and save \$795.**

Session Descriptions

A3. Service-Oriented Architecture and the Web: Big Decisions About Application Architecture

Today's application architectures are undergoing significant change. The maturation of the web, web services, and service oriented architecture are introducing new concepts and methods into the design of modern applications. This presentation will look into the key decisions that must be made by application managers and architects.

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

Dan Sholler

A4. Software as a Service: The Architecture of Applications on the Business Web

The growing pervasiveness of the Software as a Service (SaaS) architecture will impact the way enterprises develop, source, and manage business applications. This presentation will examine the architectural foundation of SaaS, its current state, where it will go over the next five years, and the steps that users can take to maximize the potential of SaaS potential in their organizations.

- How significant will SaaS be over the course of the next five years and where will it have the most impact?
- What are the benefits of multi-tenant architecture based software – and its limitations?
- What steps should users take to successfully manage the migration from an "On Premise" world to an "On Demand" one?

Ben Pring

A5. The Yin & 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. But the majority of services will only be as agile as the data and content they need. Content-driven solutions – in the form of composite applications and "mashups" – will offer opportunities for increased agility.

- What impact will SOA and the next generation of content-driven solutions 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

A6. Event-Driven Architecture Improves Operational Business Decisions

What do situational awareness, sense-and-respond and track-and-trace have in common? They are all examples of operational business intelligence – and all are achieved through event processing. Application architectures use Business Activity Monitoring (BAM) dashboards and other end-user information channels to enable faster and better decisions.

- What benefits will organizations derive from using event-driven architecture (EDA) in their business processes?
- How can mainstream companies leverage event processing concepts in operational business intelligence?
- What strategies will vendors use to pursue the event processing market, and how can user companies pick the right type of event processing product for their needs?

Roy Schulte

A7. User Panel: Lessons Learned in Advanced SOA

In this session co-moderated by Gartner and the SOA Consortium, end user practitioners will share their first-hand experiences of SOA implementations beyond the initial stages. They will explain what issues they encountered, and what approaches they took as their SOA efforts expanded, scaled and intensified across their organizations.

Moderators: Richard Soley (SOA Consortium), Yefim Natis Panelists: Jeff Adkins, ICC Architect, Ohio Bureau of Workers' Compensation; Ayan Mitra, Sr Enterprise Architect, France Telecom R&D; plus other guests

A8. Context Oriented Architecture: Preparing for the Know-Me Internet

New architecture thinking is needed to adequately prepare for the next generation of the internet.

Communications architectures that evolved in the last 20 years from pipe-oriented network services to today's internet must now be blended with advanced software architectures at a time of discontinuities caused by advances in distributed computing, social software, mobile, and unified communications.

- How will COA begin to impact enterprises during the next three to five years?
- Which technologies and vendors will shape COA?
- Which best practices can enterprise architects adopt now in order to recognize and capitalize on COA?

Bob Hafner

A9. Practitioner's Guide: Patterns and Guidelines for Starting With SOA and Moving to Advanced SOA

SOA appeals to a broad spectrum of people within an organization: programmers, project leaders, software architects, CIOs and even CEOs want it – yet they all cannot possibly have the same expectations of SOA. Successfully meeting everyone's expectations requires both experience and a range of new competencies.

- What are the true promises of SOA?
- What are the types of SOA applications, from simple to advanced SOA?
- What are the best practices of successful adoption of SOA?

Yefim Natis

A11/B11. Practitioner's Guide: Moving towards Enterprise-wide SOA – Dos and Don'ts

Most organizations have successfully embraced SOA in point projects, and are now ready to move forward. The next technical and organizational challenges will be to expand the scope of their SOA across multiple departments, business units and subsidiaries. This requires careful preparation and planning; otherwise, the risk of failure is all too real. In this presentation, we will discuss the critical success factors required for enterprise-wide SOA deployments.

- What are the technical and business drivers for enterprise-wide SOA?
- What are the critical stages organizations will go through in implementing SOA?
- What should users do – and not do – to succeed in large-scale SOA initiatives?

Massimo Pezzini

Track B Sessions

A1/B1. The Patterns of Architecture and Web Innovation in the Modern Enterprise IT

See Track A for full description.

B2. Web Technologies: Powering the Web, SOA and More

The waves of innovation in IT industry are unrelenting. What was leading-edge yesterday is common reality today and "legacy" tomorrow. Seasoned IT leaders learn to let the waves pass – yet some carry discontinuities and opportunities, not just hype or incremental change. We will examine current trends in the software infrastructure arena and separate the incremental from the inevitable and discontinuous.

- 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, David Mitchell Smith

B3. Enterprise Mashups: The Face of SOA and Composite Applications

The celebrity of mashups has exploded on the fuel of Web 2.0 hype – stemming from their potential to deliver composite application capabilities directly to end users for quick information integration and rapid application development. Enterprises are considering taking mashups from Web hobby to enterprise class systems, while vendors are entering the mashup market with promising tools. Application architects must investigate this growing space for the transformational potential it may offer.

- What is an enterprise mashup system architecture?
- What business value can enterprise mashup systems deliver?
- What should enterprises do now with mashups?

Anthony Bradley

Session Descriptions

B4. Point-Counterpoint: Web Services vs. REST/POX for SOA Interoperability

Web services (WS-*) and ReST/POX based Web-oriented Architecture (WOA) have fundamental differences that will significantly affect design choices. WS-* standards are progressing slowly, and adoption is less-dramatic and widespread than initially anticipated. WOA is rapidly emerging but lacks maturity and robustness for enterprise application-to-application (A2A) integration. Organizations should not hastily commit to either WS-* or WOA but must consider a blended architecture.

- What are the important architectural differences between WS-* and WOA?
- When does it make sense to use Web services or WOA standards?
- When is it appropriate to use the WOA sub-style or the WS-* sub-style?
- How will WS-* and WOA evolve over time?

Roy Schulte, Nick Gall

B5. User Experience: Why It Matters and How Success Can Be Achieved

Previous generations of technology have promoted user interface ideas such as richness and reach in defining the value of a user interaction with a system. However, user experience goes beyond just the presentation, and can determine the success or failure of entire businesses. This session examines the emergence of user experience as a key measure of value in a Web 2.0 and service-oriented world.

- What is User Experience and why should you care?
- How can development processes be successful in enabling effective user experience design?
- What technologies and best practices will emerge in the evolution of user experience and interaction design?

Ray Valdes

B6. Applying Web 2.0 Social Software Technologies Within the Enterprise

Web 2.0 Social Software technologies such as wikis, blogs, social networking, folksonomy and content exchange are dominating web innovation, transforming the way people share knowledge, and creating new internet business models – and are just beginning to penetrate the enterprise as corporate assets. Because the contexts differ considerably, the enterprise must take a planned and concerted approach to applying Web 2.0 technologies in the enterprise.

- How is the business value of Web 2.0 in the enterprise growing?
- How do differences in the Web context and the enterprise context impact enterprise adoption, and how are they converging?
- What design principles can enhance enterprise adoption of Web 2.0 technologies?

Anthony Bradley

B7. Case Study – Web

In this session, an enduser practitioner will share a first hand experience of Web Technologies implementation: including business goals, strategy, tool selection, costs and benefits, what worked and what didn't.

B8. Web 2.0 Steamroller Moves Across the Enterprise Vendor Landscape

Even as the Web 2.0 trend begins to mature and slow in the consumer space of public Web sites, the trend continues to roll through the enterprise sector and is changing the landscape of vendors and products. Established major players in enterprise software adjust product roadmaps and portfolios to incorporate Web 2.0 technologies and business models. At the same time, a new crop of small startups seeks to either challenge established players or become fodder for acquisition – and consumer-oriented startups will 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 Mitchell Smith

B9. Best Practices in Web Services Security

Web services deployments are now a reality in most enterprises. What it takes to secure them has become more clear, but the threats have multiplied, and the arrival of new Web technologies opens up new potential security issues. We'll look at standards, technologies, best practices, for securing Web services, from internal proof-of-concept projects to high-value, across-the-firewall deployments.

- What architectures are available and most effective for secure Web services deployment?
- Which Web services technologies and standards are relevant to security and what is their state of development?
- What steps can the organization take to move securely to Web services deployment now and in the future?

Neil MacDonald

B10. Web Services Standards and SOA: The State of Today and the State of Tomorrow

Web services standards have continued to evolve, although at a slower pace than most people expected. Understanding the standards' capabilities today, how the standards affect SOA, and how these standards are likely to evolve in the future will help organizations plan their current projects, refine their technology selections, and align their future plans with the direction of the industry.

- 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, and how will standards contribute to this?

Dan Sholler

A11/B11. Practitioner's Guide: Moving towards Enterprise-wide SOA – Dos and Don'ts

See Track A for full description.

Track C Sessions

C1/D1. Agility and SOA: Dancing with Webs

Leading web and SOA practitioners excel at the technology and service orientation part of the puzzle. However, as their systems become more sophisticated, they struggle mightily with methodology and testing. This session will focus on how to leverage agile methods and 'just enough' governance in Web and SOA efforts.

- How can SOA, web, and agile concepts become better together?
- What governance approaches and tools help deliver the best mix of business capabilities, speed, and quality?
- What steps must application leaders take to achieve the best of these worlds?

Val Sribar

C2. New Challenges and New Solutions for Application Testing & Quality

Rising complexity and risk, together with the demand for greater accountability to cooperate and stringent regulatory standards is driving the need for additional tools and practices. Learn how the market is evolving to support more agile development practices, outsourced testing, and to cope with new technologies.

- How can I take advantage of virtualization, centralization, and outsourcing to create a test factory?
- How does QA work with Agile Development?
- Who are the key technology players in the test tools market?

Tom Murphy

C3. Practitioner's Guide to Application Security: Methodologies, Technologies and Best Practices

Many enterprises talk about pushing security testing further back into the application development lifecycle, but few organizations actually have achieved this level of penetration of security testing tools. The good news is that application development and testing platform vendors like Compuware, HP, IBM and Microsoft have seen a need, and are adding security testing capabilities to their development platforms.

- Why do AD organizations build insecure applications and which methodologies will improve secure application development?
- Which vendors, tools and concepts enable higher security assurance in application development?
- How must security in the world of service-oriented development change?

Neil MacDonald

Session Descriptions

C4. Practitioner's Guide to Service-Oriented Software Development & Platforms

In this presentation we will examine the scope of issues related to service-oriented development of applications (SODA). We will examine the best practices for defining service granularity, rules of thumb for deciding what should and should not be services, and the relationship of SODA to the ESB and to BPM.

- What are "services" and which platform issues are most important for supporting SOA initiatives?
- What are the key aspects of a SODA platform and how does it relate to other SSPs?
- How does SODA impact people, process and technology decisions?

Michael Blechar

C5. Case Study – Application Development

In this session, an enduser practitioner will share a first hand experience of implementing AD techniques. Including: goals, strategy and approach, tool selection, costs and benefits, what worked and what didn't.

C6. Running Application Delivery like a business with Application Lifecycle Management

Any investment in IT should ensure that business activities are both well enabled and efficient. Establishing this state requires sophisticated governance and good planning, measurement, control and reporting.

- Why do SOA and Agile make the management of application lifecycles more important?
- What are current offerings and how well do they deliver on the promise of the value?
- How will the ALM offerings evolve?

Jim Duggan

C7. Modern Development Languages – Snakes, Jewels and Border Wars

From SOA to Web 2.0, today's applications have radically evolved in dramatically short timeframes – with no end in sight. In response, the tools, technologies, skills, and processes required to deliver today's IT solutions are evolving to meet these new challenges. We will address the past, present and future of application development languages and tools ranging from COBOL to Ruby and examine the roles they will play in future IT challenges.

- What are the principle driving factors for next generation application development efforts?
- What are the strengths and challenges for today's industry dominant application development languages?

- How will application development tools evolve to meet the challenges of next-generation IT solutions?

Mark Driver

C8. How Competence Centers and Governance for Enterprise Applications Must Change for SOA, SaaS and BPO

This presentation describes the areas where business application support for acquisition, implementation and support services will be impacted by SOA, SaaS, and BPO. It provides recommendations for firming up the methods, strategies, and resources required to provide support in an environment comprised of numerous application components, sourced in a variety of ways.

- What is the state of business application support today?
- How will adding SOA, SaaS, or BPO to the mix impact acquisition, implementation and support of technologies in the business application portfolio?
- What should organizations do to be better prepared for the componentized application environment?

Pat Phelan

C10. Practitioners Guide for Software Configuration and Change Management

Visit gartner.com/us/aadi-fall for updates.

Jim Duggan

C11/D11. User Interaction Strategies: From Portals to Ajax to Consumer Devices

The user interface (UI) pendulum has swung from one extreme to another several times over the last few decades. Now, 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. At the same time, UI is expanding to encompass the entire user experience (UX).

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

Gene Phifer

Track D Sessions

C1/D1. Agility and SOA: Dancing with Webs

See Track C for full description.

D2. Just Enough Governance: Policies, Procedures and Rules for the Agile Application Organization

Gartner defines 'governance' as a set of processes that define decisions and authority rights. 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 agile AD governance processes; and helps separate Agile fact from fiction to support AD's use of "just enough process."

- What governance principles need to be reflected in agile development methods?
- How can AD organizations better work with stakeholders to improve requirements definition and management?
- What policies procedures and rules are appropriate for an agile application organization?

Matt Hotle

D3. Applications Grow Up: Maturity Assessment and Advancement

In response to business demands for greater agility and capability, many organizations are adopting new approaches such as SOA, extending information and process management, and blending a more complex assortment of software acquisition and deployment options. Success requires increasingly sophisticated competencies in methods, tools, and disciplines. This session will introduce the new Maturity Assessment for Applications Organizations, and will provide practical advice that leaders need to evaluate their current state and develop plans to evolve and advance their organization's capabilities.

- What are current best practices for application development, governance and management disciplines, and how will these need to evolve?
- How do you determine the right level of competency for your organization?
- Where are the major opportunities for optimization and effectiveness?

Sue Landry

D4. Acting on an Application Portfolio Assessment: Tolerate/Invest/Migrate/Eliminate

Dragging a load of legacy applications? Application Portfolio management helps break the deadlock of old applications consuming the lion's share of resources while the business seeks faster better solutions from you. We'll discuss how to structure an APM program, as well as clarify how the best performers are tuning their legacy investments for both business and technology advantage.

- What are my goals for APM and how do we organize, staff and define the scope?
- Why kind of information should be collected and in how much detail?
- What kind of deliverables and Action Plans does a good APM program generate?

Jim Duggan

D5. Agile Methods: New Processes for when a Waterfall Just Isn't Fast Enough

Agile and Lean based development are viable alternatives to traditional prescriptive waterfall life cycles. Yet managing agile projects to gain and maintain agreement on scope, understand the impact of changes and more, is difficult with an agile approach. Factor in external service providers and agile emphasize on lightweight requirements and planning and you face serious contractual issues. This presentation will help separate agile fact from fiction to support AD's use of "just enough process" to gain optimum return on agile methods.

- What are the principles and characteristics of agile development, and how does it fit with other major software process models?
- What are the critiques and benefits of agile development, and what are its real pros and cons?
- How can AD organizations better work with stakeholders to improve requirements definition and management, flexibly using both agile and other software processes?

David Norton, Matt Hotle

Session Descriptions

D6. Modernize This! Best Strategies for Legacy Modernization

The allure of new technologies is strong. But how does an organization get from yesterday's good technology decisions to tomorrow's? Several strategies can be used for modernizing existing systems to be used as services in a service-oriented architecture to complete migration to a new platform. This presentation will focus on the various strategies and provide advice when selecting each one.

- What strategies are available for modernizing legacy applications?
- What factors determine an organization's modernization strategy?
- Which vendors are providing modernization solutions that can help an organization create a modern AD platform?

Dale Vecchio

D7. 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. The process of definition of high level, coarse granularity, highly reusable services needs to be governed to make an SOA project successful, especially when Web Services are used.

- 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

D8. Case Study: SOA Governance

In this session, an end user practitioner will share a first hand AD governance strategy implementation experience, including: business goals, strategy and approach, methods and techniques, costs and benefits, what worked and what didn't.

D9. A Practitioner's Guide to Project and Portfolio Management

Too many IT organizations let insatiable demand for application and infrastructure maintenance and support slash away at their resource capacity till little or nothing is left. "Keeping the lights on" is important, and is indeed aligned with basic needs of the business, but should be balanced with less basic – and usually riskier – opportunities to advance business goals with innovative and enhanced services and systems. This presentation will offer guidance on how to consistently get, and keep, your portfolio balance.

- 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 effective IT organizations balance project and application portfolio management to optimize IT payback?

Matt Hotle

D10 Building The New Application Team

Clearly, the application environment is radically changing: SOA, advanced Web applications, process orientation, stronger security approaches, and more. Workforce changes – baby boomers retiring, declining enrollment in technology education – add to the challenge. Application leaders and managers need to anticipate the impacts and develop strategies and processes to effectively lead a transformation. This presentation examines the future resource requirements for application organizations, and examines the strategies, processes and approaches that will enable leaders to gradually yet rapidly transition their organizations.

- What skills and knowledge will be required, and how do I plan the right resource mix?
- Of my current staff, how can I determine their ability to master new skills, and what new career road-maps are possible?
- What organizational frameworks will work, and how can I select and transition to the one that is right for us?

Sue Landry

C11/D11. User Interaction Strategies: From Portals to Ajax to Consumer Devices

See Track C for full description.

Track E Sessions

E1/F1. Platform Technology Convergence Drives SOA and Application Deployment

If development tools can do integration, and integration tools can do development – and both enable SOA – then how will software designers, system engineers and architects choose any form of development, integration and platform middleware to support SOA and application deployment? In this session, we'll clear up the confusion and put middleware into perspective to help you choose.

- 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

E2. IT Modernization: SOA-Enabling Existing Applications and Assets

Can modern AD be delivered on yesterday's application platforms? WE will outline the options for enabling legacy applications and platforms through SOA, as well as examine the options for leveraging legacy systems 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

E3. SOA and BPM – Symbiotic Technologies for SOA-Enabled Business Processes

The link between SOA and BPM is clear, so why are so many organizations not leveraging it? To get the best business value out of SOA and BPM, the two initiatives should be aligned at several levels: architectural, organizational, and even technological.

- Why is there SOA in my BPM and BPM in my SOA?
- What are the business and technological reasons to keep SOA and BPM together?
- How should SOA and BPM initiatives be aligned to maximize ROI?

Paolo Malinverno

E4. Integrated SOA Governance – Controlling SOA and Web 2.0

As IT moves into the next wave of Internet-based technologies and business models, the nontraditional IT user will be responsible for ad hoc "on the fly" projects using both Web 2.0 technologies and valuable, sometimes critical and confidential, corporate business services. Because the SOA governance strategies at most companies are still immature, Web 2.0 will be disruptive – this session will cover emerging SOA Governance strategies and solutions to help companies prepare for this change.

- What impact will Web 2.0 technologies have on underlying SOA infrastructures and why?
- What technologies and methodologies should you have in place to ensure continued governance of SOA and Web 2.0 initiatives?
- What are the vendors' approaches to SOA Governance and Web technology governance?

Frank Kenney

E5. 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, 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

E6. Portal of the Future: Web 2.0 and Beyond

The portal of the future will evolve significantly through a concept called the "portal fabric," in which the user will become the center of their own portal universe. At the same time, the types and methods of client interaction will change dramatically as more Web 2.0 features are leveraged by portal vendors in their product offerings.

- What is the portal fabric and how will it work?
- How will interaction with portals change in the future and how will consumer use and Web 2.0 affect enterprise strategies?
- What are the features and functions

Session Descriptions

of future portal frameworks and how will they deliver business value?

Ray Valdes

E7. Don't Stop! Move Fast! Enable your SOA with Extreme Transaction Processing

Large scale SOA and Event-Driven Architecture (EDA) projects imply the deployment of business mission critical application services that support thousands of users over the global network. In this session, we will explore how Transaction Processing technology will be leveraged to achieve this vision – focusing on technologies and challenges related to supporting extreme performance, availability and scalability in enterprise-wide SOA.

- What will be the impact of SOA and EDA on the evolution of transaction processing?
- How will software infrastructure vendors react to the extreme transaction processing (XTP) challenge?
- How can users successfully implement cost conscious XTP-enabled SOA?

Massimo Pezzini

E8/F8. Appliances – How To Accelerate and Simplify Your SOA and Middleware

Many integration specialists, architects and project managers have long considered XML appliances to be devices used solely for acceleration, performance enhancement and security. This has proven to be shortsighted as a new generation of appliances has emerged to solve challenges related to application integration, SOA infrastructure and governance and SaaS.

- How will appliance technology continue to evolve, compete with and become complimentary to licensed software and hosted services?
- What specific roles will appliances have in integration, SOA and SaaS initiatives?
- How can companies distinguish between the functions and types of appliances and vendors?

Frank Kenney

E9. Case Study Panel – Legacy Modernization through SOA

The struggle to leverage and reuse existing legacy applications to meet new business needs continues. The interest in using a service oriented architecture to enable access to these systems by any new development, whether in Windows or Java – as well as package solutions – is growing. This panel will present several real-life case studies of companies who have taken this step of applying SOA to their legacy applications.

Moderator: Dale Vecchio

E11/F11. The Technologies of Business Process Management and Business Rule Management

Cutting-edge enterprises are embracing the technologies behind the disciplines of Business Process Management (BPM) and Business Rule Management (BRM). In combination, BPM and BRM enabling technologies are more valuable than either is alone. This session will introduce the technologies behind BPM and BRM and will guide you to greater Business Process Improvement opportunities.

- What are the key technologies driving BPM?
- What are the key technologies driving BRM?
- How do BPM and BRM technologies enable agility, productivity and accountability?

Eric Deitert

Track F Sessions

E1/F1. Platform Technology Convergence Drives SOA and Application Deployment

See Track E for full description.

F2. Integration Scenario: Transitioning to Federated Integration

Today, different types of integration are usually pursued as independent disciplines. This presentation will provide advice that will enable an organization to federate those disciplines.

- What are the preferred composite application integration technologies and practices?
- What is the role of business process management technology?
- How can enterprise architecture techniques align integration with business value?

Jess Thompson

F3. Composite Applications: How Modern Architecture Will Help You to Leverage Your Packaged Application Assets

Composite application integration helps organizations build new applications by leveraging custom and purchased assets. This session will explore the changes to packaged applications, analyze key vendors' strategy and discuss how organizations should prepare for SOA and composite applications.

- What is the impact of composite application integration and SOA on packaged business applications architecture and technology?
- How will Oracle, SAP and other packaged application vendors support SOA and composite applications?
- How will packaged application users leverage composite application integration and SOA?

Massimo Pezzini

F4. Effectively Championing Business Process Management

Pursuit of operational excellence has long been a key strategy for improving corporate performance. Over the years, management of operational processes has formalized, with methods like Six Sigma, Lean, and Kaizen. Today's BPM thinking advances goals from process efficiency to process transparency, effectiveness and agility. Our BPM scenario presentation will explore the business case for BPM, highlighting best practices and case studies.

- What's really new in BPM?
- How should users build the business case for BPM?
- What are the best (and worst) practices to be learned from the experiences of others?

Eric Deitert

F5. How to Succeed with Multi-Enterprise Application and Process Integration

For decades, companies have used traditional EDI and batch file transfer in discrete B2B projects to implement B2B projects. But what strategies and solutions will be available to collectively manage these projects as they proliferate and leverage innovations such as Applicability Statement 2 (AS2), EDI, managed file transfer and Web services?

- 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?

Benoît Lheureux

F6. Understanding Information Services for SOA

Service-orientation brings new challenges to information management. Master data management, data services, data integration and data quality will play leading roles as key parts of the enterprise's future application infrastructure. This presentation will help you plan for this new world.

- What is the impact of service-orientation on information management?
- What is master data management and why is it important in SOA?
- How will the concept of data services change the manner in which data integration and data quality capabilities are deployed?

David Newman

F7. Integration Technology: Selecting the Right Product(s) to Support Your SOA and BPM Initiatives

Today, different types of integration are pursued as independent disciplines. This presentation will provide advice that will enable an organization to federate those disciplines.

- What are the preferred composite application integration technology and practices?
- How can enterprise architecture techniques align integration with business value?

Jess Thompson

E8/F8. Appliances – How To Accelerate and Simplify Your SOA and Middleware

See Track E for full description.

F9. Case Study Panel – Integration's Role in Deploying SOA

In this session, end user practitioners will share their first hand integration technology implementation experiences, including: business goals, strategy, tool selection, costs and benefits, what worked and what didn't.

Moderator: Jess Thompson

E11/F11. The Technologies of Business Process Management and Business Rule Management

See Track E for full description.

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Agenda at a Glance

Wednesday, December 5

1:00pm	Welcome Address		
1:15pm	EA1. The New EA – Less Is More – Nick Gall, VP Distinguished Analyst, Gartner		
	Track A ADVANCED EA – Emerging Trends for Established Practitioners	Track B PRACTICAL EA – Establishing the Foundation	Track C INTEGRATED EA – Processes and Techniques for Success
2:15pm	EA2A. The Enterprise Architect's New Imperative: The Strategy-Driven Enterprise, A Lapkin	EA2B. Ten EA Best Practices, R Buchanan	
3:30pm	EA3A. Contending With Key Issues for Business Results, R Handler	EA3B. How to Create Business-Driven Architecture Requirements, S Bittler	EA3C. User Panel - SOA and EA, N Gall, Richard Soley (SOA Consortium)
4:45pm	EA4A. EA and SOA – Service-Oriented All Over, B Robertson	EA4B. Beginners Guide to Business Architecture, P Allega	EA4C. Case Study: Warner Brothers - IT Strategic Planning: The Business Value of Enterprise Architecture, Doug Rousso, Warner Bros. Entertainment
5:45 - 7:45pm	Solution Showcase Reception		

Thursday, December 6

7:00am	Registration		
7:30am	Vertical Networking Breakfast	Power Breakfast: The Technologies of Business Process Management and Business Rule Management, E Deitert	
8:30am	EA5. Keynote: Know Your Enterprise Architecture – Learn to think like your CEO. – Ram Charan, business authority and best-selling author		
9:45am	EA6A. The Role of EA in Shaping BPM and SOA, N Gall	EA6B. Security Architecture Best Practices, T Schotz	EA6C. Chief Architect's Guide to Strategic Planning and Tools, R Buchanan
11:00am	Solution Provider and Case Study Sessions		
12:00pm	Attendee Lunch and Solution Provider Showcase		
1:45pm	EA7A. The Yin & Yang of Process and Data: Which Will Be King of Next-Generation Applications? D Newman	EA7B. Best Practices for Developing Leaders in the EA Discipline, R Buchanan	EA7C. EA Lyceum: Gartner's Best Practices Council, Co-moderators: P Allega, Samuel Johnson
3:00pm	Solution Provider Sessions and Case Studies		
4:15pm	EA9A. Why Should EA Care About Web 2.0, N Gall	EA9B. Solution Architecture: Planning, Delivering and Managing Services, B Robertson	EA9C. Beyond the Business Case: Projects in the Enterprise Architecture, R Handler
5:30pm	EA10. Keynote: The Case of the Irritating Architect – Susan Cramm, Founder and President of Valuedance®		

Friday, December 7

7:30am	Birds of a Feather Breakfast	PB. Power Breakfast: User Panel	
8:30am	EA11A. Enterprise Architecture: Not Just for IT Organizations Anymore, P Allega	EA11B. Case Study: Implementing an Effective Enterprise Architecture Organization – Practical Lessons Learned from Safeco, David Green, Safeco Insurance	EA11C. Communication, Persuasion and Interpersonal Skills for EA, R Handler
9:45am	EA12A. Conceptual and Logical Models for Security Architecture, T Schotz	EA12B. Information Architecture Techniques That Maximize the Value of Information Assets, D Newman	EA12C. Case Study: Emerson – Manufacturing EA: Leading a Federated EA Effort, B Khuti, Emerson
11:00am	Keynote/Open Research Meeting and Conference Wrap-up		
12:15pm	Summit Adjourns		



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