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Enterprise Architecture Summit 2008

JUNE 11-13, 2008 ORLANDO WORLD CENTER MARRIOTT RESORT AND CONVENTION CENTER ORLANDO, FLORIDA
www.gartner.com/us/ea-spring

Adapt to the new realities of enterprise architecture.

The most comprehensive,
independent advice on:

- Emerging trends affecting EA
- Becoming a strategic partner to the business
- Effective governance and organizational structure
- Defining effective patterns and standards

Co-located with the

Gartner
Application Architecture,
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Summit 2008

June 9-11, 2008
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See page 13 for details.



Conference Chair
Anne Lapkin
Research VP



Conference Chair
David Newman
Research VP



Guest Keynote
Nick Carr
Author of *The Big
Switch: Rewiring the
World, From Edison
to Google*



Guest Keynote
Michael Raynor
Deloitte

Gartner
Enterprise Architecture
Summit 2008

5 Reasons to Attend

- 1 Learn about the “business” skills — communication, facilitation, strategic planning — that are becoming essential to your role.
- 2 Explore emerging trends such as cloud computing, virtualization, context delivery architecture and user participation.
- 3 Get advice on how to deliver measurable value from your technical, business and information architecture.
- 4 Discuss your specific issues through analyst one-on-ones and roundtables.
- 5 Network and share with hundreds of enterprise architects with the same issues.

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Drive change and deliver business value with EA.

Demands on enterprise architecture are changing rapidly, forcing architects to acquire a whole new set of skills and knowledge just to stay relevant. The **Gartner Enterprise Architecture Summit 2008** will help you adapt to these new realities and take command in an environment that increasingly rewards business acumen over technical expertise.

As the largest independent EA gathering anywhere, the Summit offers the most comprehensive view and objective analysis of where EA is headed and what strategies work, including the implications of emerging trends and the importance of becoming a valued strategic partner who can deliver measurable business value. In over 30 sessions jam-packed with insights, road maps, predictions and best practices, we'll cover it all.

What's new? Everything!

- **NEW Topics:** Including Cloud Computing/SaaS, Virtualization, Context-Oriented Architecture, Portable Personality, Consumerization and more
- **NEW Analyst Sessions:** 75% of the analyst presentations are brand new to this Summit, including sessions on business architecture, technical patterns, metrics and communication skills
- **NEW Workshops:** Introducing 4 drill-down workshops on EA metrics and the Federal Enterprise Architecture, Zachman and TOGAF Frameworks
- **NEW Case Study Session:** Featuring the Department of Homeland Security, the Canadian Government and more
- **NEW Keynotes:** Just-published insights by Nick Carr and Michael Raynor plus a special closing keynote panel, “The Attack of the Digital Natives”
- **NEW Networking Opportunities** with over a dozen Analyst/User Roundtables and new User-led Roundtables

Attend BOTH Summits and SAVE!

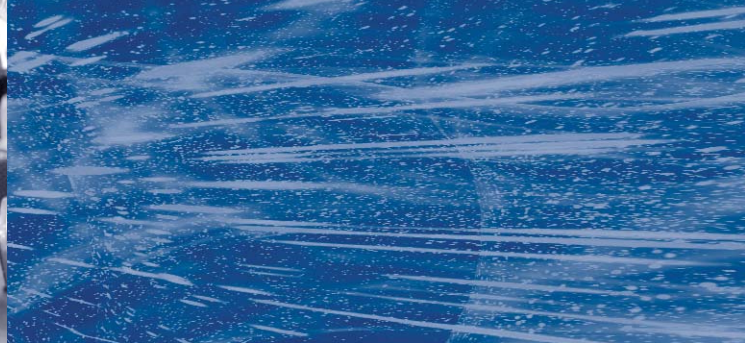
Get twice the Gartner insight in a single week.

Stay for back-to-back Summits at the Orlando World Center Marriott. Register for both the Gartner Enterprise Architecture Summit, June 11-13, 2008, and the Gartner Application Architecture, Development & Integration Summit, June 9-11, 2008.



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Three focused tracks on emerging trends, best practices and partnering with the business.

Our all-new agenda this year reflects the significant changes taking place in the world of enterprise architecture. You'll benefit from a full program of analyst sessions, case studies, workshops and roundtables offering more vision and more practical advice than ever before.

Learn how to make the right technology, architecture and business decisions. Discover how to leverage best practices – and create effective standards and patterns – to execute a strong EA that delivers value. Understand the implications of emerging trends on enterprise architecture. And enhance your EA effectiveness through better communication and strategic planning.

A

Understanding Emerging Trends

This track is designed to help you understand emerging trends — such as service-oriented, event-driven and context-delivery architectures — and their impact on enterprise architecture.

B

Leveraging Best Practices

This track will help you learn what you need to know to be effective in EA. Understand how to develop a common requirements vision. Learn about the role of business and information architecture in the EA process. For those already familiar with the basics of EA, use this track to get a refresher on important topics that include new case studies, insights and best practices.

C

Enhancing Your EA Effectiveness

Much of your future success depends less on understanding technical architecture and more on interpersonal skills, such as facilitation and communication. This track will teach you techniques to help you manage customer expectations and communicate EA progress.

WHO SHOULD ATTEND

- Enterprise Architects
- Application, Solution, Business and Technical Architects
- Strategy and Planning Heads
- CIOs and Senior IT Management
- Software Development/Integration Executives
- Business and Systems Analysts
- Consultants

For the full agenda including session timings, see page 6.

HOT TOPICS COVERED

- ✓ Business Architecture Strategies
- ✓ The Impact of Cloud Computing/SaaS and Virtualization on EA
- ✓ Defining Effective EA Standards and Patterns
- ✓ Metrics and Business Value of EA
- ✓ Creating and Managing an Information Architecture
- ✓ The Future of Enterprise Architecture
- ✓ IT and Business Alignment Through Architecture
- ✓ EA Frameworks Best Practices
- ✓ EA Governance and Organization
- ✓ EA, IT Strategy and Portfolio Management
- ✓ Communicating Your EA Strategy
- ✓ Building and Managing a Successful Architecture Team
- ✓ The Place of BPM, SOA in EA



Guest Keynote Speakers

Nicholas Carr, Author

EA4. The Big Switch: How the New Grid Will Transform IT



Former executive editor of the *Harvard Business Review*, Nicholas Carr set the stage for a global debate on the strategic value of information technology in business with his 2003 article *IT Doesn't Matter*, and follow-up bestseller *Does IT Matter?: Information Technology and the Corrosion of Competitive Advantage*. His new 2008

book, *The Big Switch: Rewiring the World, From Edison to Google*, examines the future of computing and its implications for business and society. *The Wall Street Journal* says *The Big Switch* is "destined to influence CEOs and the boards and investors that support them as companies grapple with the constant change of the digital age."

Carr has written more than a dozen other articles and interviews for *Harvard Business Review* and writes regularly for the *Financial Times*, *Strategy & Business* and *The Guardian* as well as in his blog, *Rough Type*.

In 2005, *Optimize* magazine named Carr one of the leading thinkers on IT, and in 2007 *eWeek* named him one of the 100 most influential people in IT.

Earlier in his career, Carr was a principal at Mercer Management Consulting. He holds a B.A. from Dartmouth College and an M.A., in English Literature, from Harvard University.

Michael Raynor, Deloitte

EA5. The Accidental Strategist: Why Uncertainty is Making Enterprise Architects Indispensable to Business Strategy



Michael Raynor is the Deloitte Research Distinguished Fellow, and a key figure in Deloitte's global Strategy & Operations practice. He is also an adjunct professor at the Richard Ivey School of Business at the University of Western Ontario in London, Canada where he teaches innovation, advanced strategy and executive education.

Michael is a prize-winning essayist, including a McKinsey award-winning article in the *Harvard Business Review*. Author of the best-selling *The Innovator's Solution*, his latest book *The Strategy Paradox* breaks significant new ground on both of the fundamental problems of strategy: driving the competitive success of your business without taking on the risk of failure. In this book he provides a fact-based and practically applicable approach to strategy that will change the way you look at every aspect of your business.

**For descriptions of these Keynote sessions, see page 9.
For dates and times, see our full agenda on page 6.**

Special Bonus: FREE Book by Nick Carr

Keynote attendees get a free copy of *The Big Switch: Rewiring the World, From Edison to Google*, Nick Carr's visionary look at the coming transformation of IT. Book signing available.



Co-located Event Highlight

Application Architecture, Development & Integration Summit Keynotes & Guests

Attendees who start the week with the Application Architecture, Development & Integration Summit can enjoy the following special keynotes:

- **Andrew Lippman**, MIT Media Lab's futurist on IT architectures for the future
- **Jeff Hiatt**, Founder and CEO, Prosci

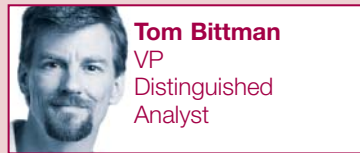
Remember: You'll save \$895 if you register for both Summits! (See page 14 for details.)

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.



Focus Areas: Enterprise Architecture



Focus Areas: Servers & Storage



Focus Areas: Enterprise Architecture



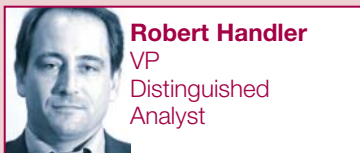
Focus Areas: Enterprise Architecture



Focus Areas: Networking & Communications Equipment/Services



Focus Areas: Open Source, Web Services, Enterprise Architecture



Focus Areas: Enterprise Architecture



Focus Areas: Application Development & Integration, Web Services, Business Process Management



Focus Areas: Enterprise Architecture



Focus Areas: Security & Privacy



Focus Areas: Business Intelligence, Data Management & Integration



Focus Areas: Application Development & Integration, Emerging Trends & Technologies



Focus Areas: Enterprise Architecture



Focus Areas: Enterprise Architecture



Focus Areas: IT Management

At a Glance

JUNE 11-13

ORLANDO WORLD MARRIOTT RESORT & CONVENTION CENTER, ORLANDO, FLORIDA

NEW WORKSHOP SERIES

Wednesday, June 11

10:15am-12:15pm
Pre-conference Paid Workshop #1:
PW3. Enterprise Architecture Measurement Masterclass: Metrics for Business Value (\$495 additional fee applies)

Thursday, June 12

8:30am-12:30pm
EAW2. Workshop: Using "Methodology for Business Transformation" (MBT) to Develop Segment Architecture (\$100 additional fee applies)

2:00-4:00pm
EAW3. Workshop: Using the Zachman Framework in the Real World (\$100 additional fee applies)

Friday, June 13

8:30am-12:00pm
EAW4. Workshop: TOGAF Framework (\$100 additional fee applies)

Wednesday, June 11

1:00pm **Welcome Address**

1:15pm **EA1. Keynote: EA as Strategy: What Your CEO and CIO Need You to Know – Colleen Young, Gartner**

	Track A Understanding Emerging Trends	Track B Leveraging Best Practices	Track C Enhancing Your EA Effectiveness
2:15pm	EA2A. Portable Personality: Freeing Your Users to Work Anywhere on Any Device	EA2B. Business Architecture: A Primer	EA2C. Building an Effective EA Team
3:30pm	EA3A. Virtualization Changes Virtually Everything	EA3B. Getting Started in Information Architecture	EA3C. Communication, Persuasion and Interpersonal Skills for EA
4:45pm	EA4. Keynote: The Big Switch: How the New Grid Will Transform IT – Nick Carr, Author		
5:45pm	Solution Showcase Reception		

Thursday, June 12

7:15am Registration

7:30am **Vertical Networking Breakfast**

PB1. Power Breakfast: "EA by Stealth" – Breaking Through on the Business Side

8:30am **EA5. Keynote: The Accidental Strategist: Why Uncertainty Is Making Enterprise Architects Indispensable to Business Strategy – Michael Raynor, Deloitte**

9:45am *Solution Provider and Case Study Sessions*

11:00am	EA6A. The New EA: Inversion of Control	EA6B. Defining and Managing Your Technical Architecture	EA6C. Case Study: It's All About the Mission – Revitalizing EA at Customs and Border Protection
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12:00pm Attendee Lunch & Solution Provider Showcase

1:45pm	EA7A. Context Delivery Architecture: What the Future Holds	EA7B. Effective IT Planning: Integrating EA, IT Strategy, and Portfolio Management	EA7C. EA Metrics: Getting a Grip on the Business Value
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3:00pm *Solution Provider and Case Study Sessions*

4:15pm	EA8A. EA and BPM: How to Make the Synergy Work	EA8B. Managing the Migration to Your Future State Architecture	EA8C. Communications Will Make or Break Your EA Effort
5:30pm	EA9A. Individual Users Could Unravel Your Enterprise Architecture	EA9B. Enterprise Technical Architecture Patterns – A Practitioner's Guide	EA9C. The Management Nexus: How to Close the Gap Between Strategy and Execution

Friday, June 13

7:30am **Breakfast with the Analysts**

PB2. Power Breakfast: Case Study

8:30am	EA10A. How Cloud Computing Will Change Your Future	EA10B. SOA and EA: Lessons Learned from the Trenches	EA10C. Effective EA Governance: Best Practices
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9:45am	EA11A. Case Study	EA11B. Maximizing the Value of Your Information Assets	EA11C. Strategize: The Chief Architect's Guide to Strategic Planning Tools and Techniques
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11:00am **EA12. Closing Keynote Panel: The Attack of the Digital Natives – Moderated by Betsy Burton, Gartner**



More Ways to Learn with Gartner

- ✓ **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 reveal the behind-the-scenes details of their successes and the lessons they've 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. They also have the opportunity to share their own challenges and concerns.
- ✓ **Analyst-User Roundtables**
A small gathering of up to 12 people discuss a preassigned 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.



Attend **BOTH** Summits and **SAVE!**

Get twice the Gartner insight in a single week... and SAVE \$895!

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ENTERPRISE ARCHITECTURE INSIDER

The Enterprise Architecture Insider is a monthly email newsletter designed for those focused directly on the strategies and deployment of enterprise architecture. Information within the EA Insider will support readers in the areas of architecture and enterprise planning. Special features of the newsletter:

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- Analyst Bios
- Webcasts & Teleconferences
- Event Updates
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There are 8 Insiders to choose from — choose all that apply to stay up to date.

Workshops

PW3. Pre-Conference Paid Workshop: Enterprise Architecture Measurement Masterclass: Metrics for Business Value (\$495 additional fee applies)

Enterprise architecture teams are under constant pressure to demonstrate their value to the organization. High-performing teams have a well-planned EA measurement program that clearly articulates the EA value proposition to both business and IT stakeholders. Success with measurement programs depends on building and implementing an iterative measurement process that is flexible, pragmatic and simple. It must also generate immediate value through the development of targeted metrics that address stakeholders' immediate and long-term requirements. Unlike other metric programs, EA program metrics can vary significantly from organization to organization with a varied focus on architecture activities carried out, products produced and on the benefits realized from this effort. Thus an EA measurement program must be able to change along with the increased success and influence of the EA program and as the organization matures. The correlation between measurement and improvements in technology performance is clear. The link to increased business performance is less obvious but just as important to the success of an EA program.

- Where will EA add the most value and when?
- What methods can be applied to capture this?
- Can EA benefits be "proven" by ROI?
- What is the best approach to selection of metrics and communicating the results?

Deborah Weiss,
Research Director

EAW2. Workshop: Using "Methodology for Business Transformation" (MBT) to Develop Segment Architecture (\$100 additional fee applies)

The US Office of Management and Budget is requiring Federal agencies to demonstrate EA results through cause and effect. It is pushing to develop citizen-centric segment architectures that will improve processes and transform business mission areas within agencies, utilizing service-oriented architectures and technology enablement. Methodology for Business Transformation (MBT), developed at the Department of the Interior, is a segment architecture approach that has been recognized as a best practice, with growing use inside and outside government. This interactive "minds-on" workshop will offer detailed information, applicable takeaways, and several exercises around this valuable new practice in the EA arsenal of both government and private sector organizations.

You will learn:

- What MBT is and how it is used to create actionable architectures
- What segments are and why they are important
- How to identify segments and prioritize them for MBT
- How MBT links architectures at the enterprise, segment and solutions levels
- How MBT fits into the Architect, Invest, Implement cycle
- What success factors, challenges and results you can expect using segment architecture and MB

Michael Tiemann,
Senior Faculty and Program Director, FEAC Institute

EAW3. Workshop: Using the Zachman Framework in the Real World (\$100 additional fee applies)

Please visit Agenda Builder at gartner.com/us/ea-spring for the latest updates on this workshop.

EAW4. Workshop: TOGAF Framework (\$100 additional fee applies)

Please visit Agenda Builder at gartner.com/us/ea-spring for the latest updates on this workshop.

Power Breakfasts

PB1. Power Breakfast: "EA by Stealth" — Breaking Through on the Business Side

EA in the Government of Canada is breaking through in the business side in ways you will not expect. Come learn how Canada's chief architect and his team are pushing the EA envelope by using business architecture to support enterprise transformation. Learn how to develop the "hidden architects" of your enterprise. Attend to discover the answer to these questions:

- How do you make EA real for business managers?
- What are examples of non-traditional processes that contribute to EA?
- What is "EA by Stealth" and how to make it work in your organization?

Gary Doucet,
Chief Architect
Government of Canada
Treasury Board Secretariat

PB2. Power Breakfast: Case Study

Visit Agenda Builder at gartner.com/us/ea-spring for the latest updates.

Two ways for teams to save.

Call **1 866 405 2511** to receive these special team discounts! Credit card payment only (tickets not eligible).

Biz/Tech Team-up

Register two attendees from your IT organization and bring a business colleague for FREE! Applies when all 3 colleagues attend the same Summit.

Divide and Conquer with Mix and Match Team Send

Register 5 people from the same company at the same time for EITHER or BOTH Summits (with credit card payment) and the 5th attends for free! You choose the combination.



Keynote Sessions

EA1. EA as Strategy: What Your CEO and CIO Need You to Know

Enterprise architects have traditionally been focused on technology, but increasingly EA is regarded as a strategic tool that helps the enterprise execute change. Gartner's surveys of CIOs and CEOs tell us what is top of mind for senior executives. Enterprise architects need to understand the concerns of the business leadership so that they can focus their efforts toward these strategic imperatives.

- What are the top-of-mind issues for CIOs and CEOs in 2008?
- What does this mean for enterprise architects?
- How can you incorporate these strategic imperatives into your architecture efforts?

Colleen Young,
VP Distinguished Analyst

EA4. The Big Switch: How the New Grid Will Transform IT (Book signing)

In this session, which draws on the themes of his new book, *The Big Switch: Rewiring the World, From Edison to Google*, Nick Carr puts the ongoing transformation of IT in a larger context. He argues that more and more of the computing functions that companies rely on will shift from internal data centers to the Internet's vast computing grid, as the World Wide Web turns into the "World Wide Computer." He shows how IT, as a business resource, is experiencing a situation analogous to the rise of the electric grid a century ago, with a fragmented IT supply leading to inefficiencies and inflexibilities in the business use of IT. But he also looks at how IT differs from earlier utility models, particularly in its modularity, and he explains how companies have an opportunity to create hybrid systems that leverage the grid while still finding innovative ways to apply Web applications and databases to a new range of consumer products and services. Finally, Nick looks ahead to how IT departments themselves will be transformed by "the big switch." Moderated by a Gartner analyst and rich with examples and anecdotes, this must-attend session is intended to spur fresh thinking and incite constructive discussions about the future of your IT-enabled business.

Nick Carr, Author and Daryl Plummer,
Managing VP & Gartner Fellow

EA5. The Accidental Strategist: Why Uncertainty is Making Enterprise Architects Indispensable to Business Strategy

Drawing on almost a decade of research, noted author, researcher and consultant Michael E. Raynor will share new insights that will help architects hone their strategic planning skills and earn a seat at the business strategy table. Raynor demonstrates that bold commitments are a defining element of every successful strategy...but also, and paradoxically, many failed strategies as well. The reason? Uncertainty. Companies must commit to strategies with long lead times in a world where strategic change is both swift and unpredictable.

Nowhere is this tension more keenly felt than in the world of EA. Architecture choices often involve massive investment over several years, yet the underlying technological and competitive assumptions change with much faster clock speeds. As a result, few are better positioned to identify and help manage strategic risk than EA experts. Raynor's insights will help you seize this opportunity to shape your company's future, and evolve your role from a technical architect to a business strategist.

Michael Raynor, Deloitte

EA12. Keynote Panel: The Attack of the Digital Natives

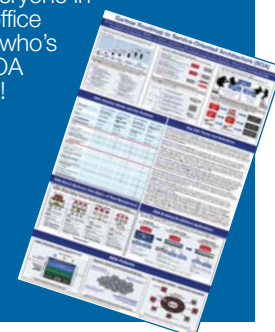
Digital natives are working in your organization today. They are solving business problems, building social networks and creating new processes – with or without your help and support. They have new expectations about what information and technologies they should be able to access. They use defined processes in new ways, and invent new processes of their own. And, they have a different expectation about how they want to work and play. Come visit with some of these digital natives and learn to leverage their knowledge, enthusiasm and skills.

Betsy Burton,
VP Distinguished Analyst

FREE
to all attendees

Exclusive
New 2008 Roadmap
to SOA Poster

All attendees will get this free poster illustrating key SOA trends, issues and recommendations. Let everyone in your office know who's the SOA expert!



NEW – Event Blog featuring Val Sribar, Gartner GVP

This year, the head of our applications group has taken the blog into his own hands... and delivers lots of exciting content on a daily basis.

Check out the blog for great content, discussions, and freebies including:

- Multimedia presentations from past Summits
- Previews of upcoming Summit presentations
- Free podcasts and research
- Analyst profiles & discussions
- Trivia contests & games
- Event news & updates

Visit gartner.com/blog/adi.php





Session Descriptions

Track A: Understanding Emerging Trends

EA2A. Portable Personality: Freeing Your Users to Work Anywhere on Any Device

Users are clamoring to get access to their personal computing environments outside the office without having to lug notebooks through airports or between the office and home. Portable personality solutions are emerging as a viable set of tools and applications that lets users define their preferred computing environments for later use across multiple locations or systems. Decoupling users from specific devices gives IT greater flexibility in reducing PC system imaging headaches and hardware costs.

- How can portable personality solutions enable users to become independent of their devices?
- What emerging technology trends are enabling portable personality?
- What types of portable personality solutions are coming to market?
- Given their current limitations, how can the available portable personality solutions be deployed for the greatest efficiency?

Neil MacDonald,
VP & Gartner Fellow

EA3A. Virtualization Changes Virtually Everything

Virtualization is much more than a technology — it is a fundamental change in your IT architecture; your processes for planning, deployment and management; how your IT staff work, and how IT customers use IT; the agility of IT; how and what you pay for. Technology, processes, culture and business models will all change as you virtualize. Managing these changes effectively is critical.

- What is being virtualized, and when?
- What are the best ways to navigate the virtualization trend effectively?
- How should virtualization be used to accelerate overall IT evolution?

Thomas Bittman,
VP Distinguished Analyst

EA6A. 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 hyperconnectivity, demands a different approach — inversion of control. In this presentation, we will explore the concepts of “middle-out” architecture and its impact on you.

- 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,
VP Distinguished Analyst

EA7A. Context Delivery Architecture: What the Future Holds

Context-aware computing has been the subject of academic research for the last 20 years, but has remained a theoretical discipline. Gartner believes that the convergence advances in mobile devices, communications technologies and SOA will allow enterprises to deliver new types of context-aware services to both end users and consumers within five years. Context delivery architecture (CoDA) is the architectural style that will enable these new capabilities and enterprise architects must understand the opportunities as well as the threats.

- What are the emerging trends that will make context-aware computing a reality?
- What is CoDA and what are the new things architects should think about?
- What is the timeline for adoption?

William Clark,
Research VP

EA8A. EA and BPM: How to Make the Synergy Work

Enterprise architecture and business process management should be complementary disciplines working toward the common goal of supporting the enterprise business strategy. Yet in many organizations they do not exploit their natural synergy and consequently neither delivers the full range of benefits that the enterprise should expect. In this presentation, we explore that synergy and define how EA and BPM should work together.

- What do we mean by EA and BPM?
- What are the natural synergies that should be exploited and how should these disciplines work together?
- What benefits accrue to the enterprise when they do?

Janelle Hill,
Research VP

EA9A. Individual Users Could Unravel Your Enterprise Architecture

Just when you thought you were beginning to develop a cohesive enterprise architecture strategy, users are demanding higher levels of access to technology and information, and expect to have input into business processes and service deliveries. It is more than “IT consumerization,” it is about new behaviors, expectations and leadership. To make matters more complex, the digital natives and immigrants are not willing to wait for IT and business leaders; IT and business leaders that fail to value the individuals within your enterprise architecture risk being surpassed by them.

- How will users impact your enterprise architecture?
- How can and should architects evolve their initiatives to harness this knowledge, enthusiasm and skill set?
- How should architects evolve their approaches to support new users?

Betsy Burton,
VP Distinguished Analyst

EA10A. How Cloud Computing Will Change Your Future

The phenomenon of cloud computing will offer the enterprise architects of the next decade a new set of options and choices with respect to infrastructure, applications and even new business opportunities. As technology becomes more easily available, barriers to entry will fall and new types of competition will arise. This is what you need to know about the opportunities — and pitfalls of this emerging trend.

- What do we mean by cloud computing?
- What opportunities does this emerging trend present for enterprise architects?
- What are the pitfalls to watch out for?

Daryl Plummer,
Managing VP & Gartner Fellow

EA11A. Case Study

Visit Agenda Builder at gartner.com/us/ea-spring for the latest updates on this session.

Session Descriptions

Track B: Leveraging Best Practices

EA2B. Business Architecture: A Primer

The development of the business architecture for an enterprise is becoming a central issue for improving business performance. No longer can an enterprise effectively undertake EA without including business architecture. This has a high payoff to the business. Understanding practical modeling techniques for designing the future-state business architecture is a critical skill in the EA team.

- What is the value of the business viewpoint?
- How do organizations identify critical business processes?
- What are the critical steps for business viewpoint development?

Betsy Burton,
VP Distinguished Analyst

EA3B. Getting Started in Information Architecture

Enterprise information architecture is a broad yet misunderstood term. This session defines EIA and describes its role in EA. Architectural styles (such as SOA and CoDA) require common, authoritative and transparent information. Future information architectures must facilitate sharing and exchanging information seamlessly and consistently across multi-channel, multi-package and multi-platform environments.

- What is enterprise information architecture and what is its role in EA?
- What are the components and which techniques will achieve results?
- How is EIA used to support emerging architectural styles, such as SOA and CoDA?

David Newman,
Research VP

EA6B. Defining and Managing Your Technical Architecture

Enterprise Technical Architecture (ETA) may not be sexy anymore, but it's still a foundation of enterprise architecture. Our clients tell us that EA teams still struggle to define and deliver ETA guidance, and to encourage compliance, so clearly a better approach is needed. This session will define key best practice processes and techniques for developing and managing the ETA content over time and ensuring that the EA guidance is utilized in the governance processes.

- How do I use ETA models like technical patterns and services to guide project and purchasing behavior?
- How do I manage the ETA model lifecycle?
- How do I introduce new technologies and service levels?

Bruce Robertson,
Research VP

EA7B. Effective IT Planning: Integrating EA, IT Strategy, and Portfolio Management

Many use metrics, budgets, and ROI projections to prioritize project investments. Many fail to include the EA perspective or factor in an overall IT strategy. EA and IT strategy can provide an umbrella approach to identify critical investment criteria for PPM. By providing a framework and process to discuss future-state project deliverables, EA provides a business-driven EA-level methodology to determine project value outside of single project business cases. By coordinating EA, IT strategy, and portfolio management, the desired future state really can become the present.

- Using EA, IT strategy, and PPM in theory.
- Using EA, IT strategy, and PPM in practice.
- What you can do to make the most of a win-win situation.

Robert Handler,
VP Distinguished Analyst

EA8B. Managing the Migration to Your Future State Architecture

All of the good efforts of EA programs boil down to this topic. This session is about making and managing the plan of evolution toward realization of the future state architecture. It's about delivering pragmatic, actionable guidance that projects and programs can use to incrementally move toward the elusive future state.

- What are the often absent deliverables that projects need most from an EA program?
- How to develop a migration plan that enables huge EA value?
- What are the best practices to manage execution of the migration plan?

Scott Bittler,
Research VP

EA9B. Enterprise Technical Architecture Patterns – A Practitioner's Guide

Architectural patterns (or reference models) are a superb vehicle for communicating EA guidance to project teams, and are an increasing focus of EA content development. This session will describe how to create technical patterns, leveraging best practices for people, process and content that should help guide ETA modeling teams.

- What is the best team to develop technical patterns (people)?
- What are the best practices for leading that team to best results (process)?
- How can you facilitate the team to make key concept-level decisions (content)?

Bruce Robertson,
Research VP

EA10B. SOA and EA: Lessons Learned from the Trenches

In this user panel, co-moderated by Gartner and the SOA Consortium, several EA practitioners will look at the links, synergies and dependencies between SOA and enterprise architecture.

- How does SOA fit into the EA picture?
- How can it help make EA more valuable?
- Does SOA need to be part of a broader EA?

Hear our panelists' firsthand experiences and lessons learned, and ask them your own SOA/EA questions.

SOA Consortium

EA11B. Maximizing the Value of Your Information Assets

Big expectations are brewing among chief executives who expect their organizations to find new ways of exploiting information as a strategic asset. To meet this need, leading organizations are adopting enterprise information management (EIM) programs. This session describes how EIM enables organizations to leverage information for competitive and operational advantage.

- What are the risks posed by a lack of information management discipline?
- What is enterprise information management and what best practices achieve success?
- How does EIM maximize the value of information assets?

David Newman,
Research VP



Session Descriptions

Track C: Enhancing Your EA Effectiveness

EA2C. Building an Effective EA Team

Enterprises are complex “socio-technical” entities. The care and feeding of the social system is the key determinant of the EA program’s success. This places a premium on the chief architect’s leadership skills and ability to build confidence, overcome conflict, and inspire creative collaboration between diverse groups. Our research indicates that there are several characteristics and practices of great chief architects that enable them to improve the social dynamics of EA teams and improve their performance.

- Why team dynamics and social factors are the most important variables affecting the success of the enterprise architecture effort.
- How savvy CIOs and chief architects can diagnose and treat social and team “pathologies.”
- Designing a “health maintenance program” for high-performing enterprise architecture teams.

Richard Buchanan,
Managing VP

EA3C. Communication, Persuasion and Interpersonal Skills for EA

Rigorous analysis and common sense both show that the most critical success factor in enterprise architecture is developing and maintaining stakeholder involvement and support. For EA to succeed, however, enterprise architecture must master the communication, persuasion and interpersonal skills.

- What people issues must be addressed?
- How should these people issues be addressed to drive results?
- What practical steps can you take, and what benefits will you derive?

Robert Handler,
VP Distinguished Analyst

EA6C. Case Study: It’s All About the Mission — Revitalizing EA at Customs and Border Protection

Visit Agenda Builder at gartner.com/us/ea-spring for the latest updates on this session.

Doreen L. Cox,
Chief Architect,
Customs & Border Protection,
Department of Homeland Security

EA7C. EA Metrics: Getting a Grip on the Business Value

Many EA teams struggle to find metrics that demonstrate the value that EA is delivering to the business, and resort to inwardly focused metrics that are meant to increase the scope of EA assurance and governance processes. The EA measurement program must shift its focus from these metrics to performance management in order to relate the value of EA to the business value areas defined in the business strategy.

- What are the best practices for developing an effective performance management program?
- Which frameworks, metrics and methodologies offer the best building blocks for business value tracking?
- What are the best practices and examples in measuring business value and EA performance improvement?

Deborah Weiss,
Research Director

EA8C. Communications Will Make or Break Your EA Effort

Communications is one of the most important parts of the EA program. In order for the EA to be effective, the enterprise must understand the value proposition for EA as well as the architecture decisions to which they should adhere. To do this effectively, the team must develop a formal communications plan — and then execute it. Yet most EA teams do not perform this critical activity.

- Why is communications planning important?
- What happens when communications are not effective?
- What are the steps to building and executing an effective communications plan?

Anne Lapkin,
Research VP

EA9C. The Management Nexus: How to Close the Gap Between Strategy and Execution

Business guru Michael Hammer estimates that as many as 75% of companies fail to execute on their strategies. The problem lies in the fact that different areas of the business interpret the strategy in the context of their own specific goals and objectives and formulate execution strategies that collide with one another. Gartner proposes that enterprises take a unified approach to strategy execution, and enterprise architects can be at the forefront of this important discipline.

- What is fractured execution and why is it a problem?
- How can a unified approach to strategy solve the problem?
- What part do enterprise architects play in this effort?

Anne Lapkin,
Research VP and
Colleen Young,
VP Distinguished Analyst

EA10C. Effective Governance: Best Practices

Why do many EA programs create decent content, only to find program failure when the EA artifacts end up collecting dust on the shelf? The answer typically lies in lack of effective EA governance. This is where the rubber hits the road. All successful EA programs have effective governance mechanisms in place. Yours must have it too.

- What are the elements of EA governance?
- How are others are succeeding in EA through effective governance?
- How must EA governance be linked with other governance areas?

Scott Bittler,
Research VP

EA11C. Strategize: The Chief Architect’s Guide to Strategic Planning Tools and Techniques

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?

- Defining a basic taxonomy of strategic planning tools and techniques
- Fitting the taxonomy to the EA process
- What new or revised artifacts should EA teams develop to integrate these approaches?

Richard Buchanan,
Managing VP

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