

Gartner

Application Development, Integration & Web Services Summit 2008

Delivering Business Value and Productivity

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GUEST KEYNOTE



Peter Sheahan
Business Consultant
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CONFERENCE CHAIR



Denise Ganly
Research Director

How Emerging Generational Shifts Will Affect Your Organisation

The skills shortage and rapidly ageing populations mean organisations are facing a generational shift as generation Ys enter the workplace. Gen Ys think differently to preceding generations, and maximising their effectiveness is proving a real challenge. By properly understanding this emerging generation, organisations can overcome many of the frustrations they face on a day-to-day basis while tapping into this new source of creativity. Peter Sheahan, an energetic entrepreneur with a reputation for transforming business, will increase your understanding of the changing nature of the workforce, and what you need to do to ensure your organisation remains agile, relevant and attractive in this increasingly competitive market.

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Gartner
Application Development,
Integration & Web Services
Summit 2008

Delivering Business Value and Productivity

As technology managers face the dilemma of increasingly frequent and complex demands from the business, you are at the same time facing constant pressure to maintain or reduce IT spending. The result is that you need new ways to prioritise demands from the business, justify spending and deliver more value for their IT investments.

The never-ending cycle of IT modernisation continues to be a concern with total cost of ownership, skills attrition and business agility being the key drivers. Many businesses are looking to upgrade legacy systems, some of which have been in use since late-1990s Y2K refreshes – or even longer. Alternatively, organisations are looking for ways to make these older systems capable of meeting current business demands for enterprise-wide availability of information and integration with suppliers and customers. For many organisations, service-oriented architecture (SOA) is the primary modernisation strategy. As a critical mass of SOA initiatives are moving out of pilot stage and starting to deliver real results, the questions around ROI have become much more significant. While early adopters of SOA had a clear vision of the benefits, the mass of SOA adopters don't.

The complexity and long time frame of such upgrades mean you need to start making plans now.

In addition, the industry is also facing a generational shift, as Baby Boomers reach retirement age and the 'Virtual Generation' enters the workplace. Australia in particular faces a tightening pool of skilled resources exacerbated by the brain drain as IT workers follow higher salaries overseas. Sought-after specialists are becoming increasingly expensive and difficult to hire and retain.

At ADIWS 2008, you can learn about the most effective approaches to architecture, application development, integration, legacy migration and Web services. Find out the best approaches to enterprise architecture, service-oriented architecture and business process management. Discover the core architectural principles behind Web 2.0 and how enterprises can capitalise on social, participative, open community models. Hear from workforce trends expert Peter Sheahan on how generational shifts will affect your business.

With more than 50 sessions divided into four tracks, ADIWS 2008 will offer practical solutions for today's problems and help you navigate through the options for the long term. Senior IT and business leaders from around the country will gather to develop strategies that address these challenges and take advantage of the opportunities presented by new technologies and emerging trends.

You will hear from leading local and global analysts and your industry peers on how to put in place effective governance and business process management frameworks. It is an opportunity to see beyond the hype of trends like Web 2.0 to discover their true business benefits and find out how technology can help you improve productivity and deliver real business value.

In just two days, you can take in the last 12 months of Gartner research, developed through thousands of customer engagements locally and around the world. Find out what works, what doesn't and what to expect. We look forward to seeing you there!

Key Topics

- Managing applications in the age of SOA
- Integrating applications, information and processes
- Strategies for legacy migration
- Integrating enterprise architecture, business processes and service management
- Application portfolio management: governance, process and execution
- Delivering strong application management and governance
- Project and portfolio management best practices
- Selecting the best integration technology
- Best practices for enterprise architecture
- Business process optimisation
- The future of Web 2.0 technology
- Governance
- New application and architecture models

New for 2008

The Hottest Topics for 2008 in 4 Powerful tracks

In 2008, we will provide insights into the evolving discipline of enterprise architecture (EA) and conquering the complexity of your business applications. ADIWS 08 will also address key trends in software development and integration, the increasing interconnectedness of service-oriented architecture (SOA) and business process management (BPM), and making the most of the entire spectrum of technologies from legacy systems to the latest Web 2.0 innovations.

Track A

Architecting, Managing and Governing

Organisations are becoming more aware of enterprise architecture as a strategic discipline and its ability to deliver business value and productivity. They are placing greater emphasis on business and information architecture and using governance frameworks to provide the policies and rules which can enable change and transform the business. This track will help architects unlock the real value of EA and address the role of portfolio management in helping to conquer complexity. Sessions will focus on:

- Building an effective EA team
- Program and portfolio management best practices
- Delivering strong application projects and measuring results
- New architecture models
- Integrating SOA governance.

Track C

Integrating in the Age of SOA

SOA and BPM initiatives are popular, but traditional integration has not lost value or relevance. Rather, integration skills are an inherent component of BPM, application development, SOA and Web services as organisations link their databases, portals, applications and systems into one integrated enterprise. This track will help you apply integration skills and technology to ensure your software can successfully support the integrated enterprise model. Sessions will focus on:

- Managing applications in the age of SOA
- Evolving appliance technology
- Getting business value out of SOA and BPM
- The impact of IT convergence on BPM
- What comes after Web 2.0 and the impact on future enterprise architectures

Track B

Delivering Application Development and Integration

Success in application development demands a fine balance of costs, schedules, resources and technologies. This track focuses on the big barriers which can make or break application development projects in today's environment. This track will expose key technology trends, best practices, skill sets for managing and optimising the development, integration and extension of applications to drive business agility and responsiveness. Sessions will focus on:

- Optimising application development and delivery
- Succeeding in all styles of business-to-business integration
- Strategies for legacy migration and modernisation
- Skill Sets
- Preparing for composite applications and service-oriented architecture

Track D

Leveraging the Web

Recent Web innovations have made enterprise IT excited and apprehensive. Web 2.0 may be popular and promising, but many features are not quite ready for enterprise deployment. Application leaders must understand how to capitalise on the strengths of Web technologies while compensating for key limitations. This track will concentrate on how enterprises can effectively use Web 2.0 technologies like enterprise mashups, new collaboration methods, Web services, Web oriented architecture, software as a service (SaaS) and portal technologies to enhance the user experience and manage Web infrastructure. Sessions will focus on:

- The future of Web 2.0 technology
- The business value of Web 2.0
- Steps to successful use of SaaS
- The changing nature and impact of Web services
- How mashup technology can rapidly deliver composite application capabilities

This Summit will help you to:

- Identify and implement best practices for designing, developing, integrating and extending strategic applications for increased business value
- Leverage enterprise architecture and governance initiatives for better business-IT alignment and improved service delivery
- Adopt tools, technologies and techniques to drive business process improvement
- Manage the portfolio of software infrastructure, applications, tools and technology to reduce costs and increase agility
- Optimise application development and delivery in a rapidly changing business and technology environment
- Integrate applications, data and services across architectures, business processes and organisational boundaries
- Rationalise the portfolio of software infrastructure, middleware and tools

Benefits of Attending

- The most comprehensive, independent advice on application development, integration, SOA, legacy migration and Web services
- Understand the future of SOA and Web 2.0
- Optimise application development and delivery in a rapidly changing technology environment
- The opportunity to network with the largest pool of architects and application managers in Asia-Pacific
- Customised advice through One-on-One with the IT world's most sought-after analysts
- The best facilitated peer exchange through analyst-user roundtables

Who Should Attend This Summit?

Any IT professional who has to understand and assess emerging software development, deployment and integration practices and make them work for his or her organisation. This includes:

Application Development Managers

Application Development Managers, Senior Developers, Database Managers and Systems Architects who need to understand the complexities of sourcing and managing application development projects.

Architects and Planners

Enterprise Architects, Software Engineering Managers and IT Strategy Architects who want to learn about major industry and business trends to support their strategic IT and architecture planning.

Web Professionals

IT application selectors and implementers, business planners and strategists who assess the business value of Web services and seek new profit through Web-based technologies.

IT Project Managers

Infrastructure specialists, project managers, senior developers and technology strategists who are interested in the latest trends and newest integration software, technology and products.

Business Executives and Analysts

CIOs, business strategists, senior managers and executives responsible for integration projects, service providers and best practice.

Meet the Gartner Analysts



Steve Bittinger

Research Director, Asia-Pacific

Focus areas: IT management; governance; business and technology strategy; process improvement and innovation; program management; portfolio management



Denise Ganly

Research Director, Asia-Pacific

Focus areas: Business applications; user issues in the application life cycle



Matthew Hotle

VP Distinguished Analyst, USA

Focus areas: Application development process; application project management; application development; technical and business management; project leadership and management; software engineering, quality assurance, testing and training.



Partha Iyengar

VP Distinguished Analyst, Asia-Pacific

Focus areas: Application development; offshore applications outsourcing; AD process capability; and global AD



Frank Kenney

Research Director, USA

Focus areas: SOA infrastructure initiatives; Web services; business-to-business integration software; strategies; methodologies and technologies including SOA, EDI, FTP and XML.



Benoit J. Lheureux

Research Director, USA

Focus areas: Application integration, middleware and business-to-business e-commerce



Gene Phifer

Managing VP, USA

Focus areas: Web architectures/management; intranets; extranets; e-business infrastructures; portals; web services, web 2.0



David Mitchell Smith

VP & Gartner Fellow, USA

Focus areas: Internet; Web 2.0; consumer technologies



Jess Thompson,

Research VP, USA

Focus areas: Technology assessment; software engineering; application integration; business modeling; e-commerce.



Deborah Weiss

Research Director, Asia-Pacific

Focus areas: Enterprise architecture; program management; portfolio management; strategic planning

Your Access to the Analyst Community

Tackle your toughest challenges - registered delegates are extended the opportunity to book a complimentary, private 30 minute consultation with a Gartner Analyst. Delegates are also invited to participate in topic-focused Analyst/User Roundtables. Bookings are made on a first-come, first-served basis, so register early to avoid disappointment. Check gartner.com/ap/adiws for the latest developments to the Agenda.

“The Summit provided useful and practical guidance, good exposure to emerging tools and technologies, an opportunity to interact directly with Gartner Analysts and good networking.”

Peng Soong, Manager IS, Department of Environment and Conservation WA

Analyst/User Roundtables

Discuss key issues with experts and peers alike. You are invited to participate in topic focused Analyst/User Roundtable discussions on specific HOT topics. Limited to 10 end-users per session.

Organising for SOA: Roles and Responsibilities

Jess Thompson

There are many ways to succeed with SOA, and many ways to fail. This roundtable session will explore best practices in organising SOA to ensure you succeed.

Best Practices in Getting Collaboration Between IT and Business Units

Deborah Weiss

A discussion of business/IT alignment issues within a modern enterprise often invokes passionate debate. For many in IT, the concept of successful alignment means responding to individual project requests from their customer, the business. For others, particularly business leaders, the concept raises issues of investment, integration, efficiency, and business effectiveness. To them, it is a matter of business strategic alignment. Leading IT organisations use enterprise architecture to discover and capture a shared common view of the strategic requirements driving the enterprise and to align all IT activities and decisions.

Simple Strategies To Help You Succeed In Your Multienterprise Integration Projects

Benoit Lheureux

B2B multienterprise integration projects are deceptively complex – they involve multiple B2B data formats such as EDI and XML, multiple approaches to connectivity such as FTP and SOA, and multiple objectives such as supplier and SaaS integration. Bring your skepticism and join this roundtable to discuss how just a few counter-intuitive simple strategies can ensure the success of your largest, most complex B2B projects.

Mastering the Challenges of Process Improvement

Steve Bittinger

Is your organisation one of those that has been ‘doing ITIL’ for several years now – but find that you still haven’t made much tangible progress? Process improvement is often surprisingly difficult. This roundtable aims to help you understand and overcome the many hidden challenges inherent in process improvement – as applied to ITIL, project management, applications development, and many other IT and business processes.

Track A Architecting, Managing and Governing

Tutorial: Enterprise Architecture Measurement Master Class – Metrics for Business Value

Deborah Weiss

High-performing EA teams have well-planned measurement programs that clearly articulate a value proposition. Successful measurement programs use an iterative process that is flexible, pragmatic and simple. They also generate immediate value through targeted metrics that address immediate and long-term requirements. EA metrics focus on the EA activities carried out, products produced and on benefits realised. EA measurement programs need to change, dependant upon the maturity, success and influence of the EA effort. The correlation between measurement and improvements in technology is clear, but the link to increased business performance is less obvious but just as important.

- Where will EA add the most value and when?
- What benefits should you focus on?

The Process of Project Portfolio Management (PPM)

Matt Hotle

While portfolio management disciplines are becoming more prevalent, there’s still confusion over just what a PPM process looks like and how it should be set up. As with most governance structures, a ‘just enough’ approach that matches prioritisation schema to the organisation’s culture and needs are important, and it’s quite likely that any organisation-wide approach to PPM will need to be customised depending on the users of the process. However, there are a set of steps to follow that are consistent across a just enough domain and across multiple PPM processes within an organisation.

- What is PPM, and how does it fit within an organisation’s governance structures?
- What are the basic steps of a PPM process?

Just Enough Governance: Policies, Procedures and Rules for the Agile Application Organisation

Partha Iyengar

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 organisational goals. This presentation discusses the governance map and the steps required for an AD organisation as they set up and implement agile AD governance processes. Agile development stems from the need to validate users’ requirements via software that addresses their priority needs quickly, if approximately – then improve iteratively and move on to the next

priorities. This session 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 organisations better work with stakeholders to improve requirements definition and management?
- What policies, procedures and rules are appropriate for an agile application organisation?”

Building an Effective EA Team

Deborah Weiss

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

Measuring and Improving Application Projects

Matt Hotle

Most organisations are simply terrible at measuring the results of their applications projects. Even more are even worse at using those measures to change and improve their processes. While the ‘post-implementation review’ (or ‘post mortem’) is a common artifact of the project process, there’s no common improvement vehicle in most organisations to take the results of the review and do anything, rendering the project review to essentially be a waste of time. Here, we will cover these key issues to drive improvement around project results:

- What are the domains of measurement that are most important for projects?
- What key structures must be in place to use measures for improvement?

The New EA: Inversion of Control

Deborah Weiss

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, demand a different approach – inversion of control. This session 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?

Integrated SOA Governance – Controlling SOA and Web 2.0

Frank Kenney

As IT moves into the next wave of Internet-based technologies and business models, the nontraditional IT user will have more of an effect on which products and services are offered by the enterprise. These users will be responsible for many ad hoc ‘on the fly’ projects using both Web 2.0 technologies and valuable, sometimes critical and confidential, corporate business services. With most enterprises’ overall governance strategies (that is, SOA governance) still in their infancies, Web 2.0 creates yet another disruption and distraction.

- 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?

Agenda at a Glance

DAY 1 Monday 30 June	
07:15	Registration
08:00	Tutorials
09:15	Opening Keynote
12:25	Lunch
13:15	Sessions
14:25	Solution Provider Sessions
15:05	Sessions and Analyst/User Roundtable
16:30	Guest Keynote
17:30	Networking Reception

DAY 2 Tuesday 01 July	
08:00	Registration
08:30	Sessions and Analyst/User Roundtable
09:40	Solution Provider Sessions
10:40	Premier Sponsor Panel and Analyst/User Roundtable
11:50	Sessions and Analyst/User Roundtable
12:50	Lunch
15:00	Closing Keynote
16:00	Conference Close

Track B

Delivering Application Development and Integration

Tutorial: Understanding ESBs and Other SOA Infrastructure Alternatives

Jess Thompson

The technology issues associated with effectively deploying and managing SOA are more challenging than vendors would like users to think. This primer explains ESBs and alternative technologies that can be used to start and evolve SOA deployments in the context of the following key issues:

- 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?

Modernise This! Best Strategies for Legacy Modernisation

Denise Ganly

The allure of new technologies is strong. But how does an organisation get from yesterday's good technology decisions to tomorrow's? Several strategies can be used for modernising 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 modernising legacy applications?
- What factors determine an organisation's modernisation strategy?
- Which vendors are providing modernisation solutions that can help an organisation create a modern AD platform?

Agile Methods: New Processes for When a Waterfall Won't Work

Matt Hotle

Agile development is one of the hottest topics in the applications space today. Most organisations don't really understand what 'agile' methods are, or what the truths and lies are around agility in the applications space. This session will provide an overview of agile methods, together with recommendations for getting started.

- What is agile development and how does it differ from standard development methods?
- What are the key facts that an AD group needs to know about agile?
- What fiction needs to be addressed before agile methods can be successful?

Succeeding in all Styles of Multienterprise (B2B) Integration

Benoit Lheureux

Multienterprise integration (aka business-to-business or B2B) is required to solve a wide range of IT problems such as integrating your business data and processes with those of external business partners, linking your internal applications with system integrators and software as a service (SaaS) providers, and handling a wide range of styles of B2B including batch vs messaging, data vs BPM, EDI vs XML, AS2 vs Web services, and the increasing utilisation of SOA and B2B standards. To successfully implement B2B project with such complexity companies will need a well-defined B2B strategy!

- What styles of B2B projects will you implement?
- Which B2B standards, technologies and solutions will you have to support?
- What strategies will ensure that you can successfully implement all your B2B projects?

Applications Grow Up: Maturity Assessment and Advancement

Denise Ganly

In response to business demands for greater agility and capability, many organisations are transforming their application environments by modernising their portfolio, 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, and organisations that lag behind will be under great strain. This session will introduce the new Maturity Assessment for Applications Organisations, and will provide practical advice that leaders need to evaluate their current state and develop plans to evolve and advance their organisation'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 organisation?
- Where are the major opportunities for optimisation and effectiveness?

Platform Technology Convergence Drives SOA and Application Deployment

Jess Thompson

If development tools can do integration, and if 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 put all that confusing middleware into perspective and will help you choose.

- How is IT convergence affecting 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?

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

Denise Ganly

Composite application integration helps organisations building new applications by leveraging custom and purchased assets. This session explores the changes to packaged applications, analyses key vendors strategies and discusses how organisations should prepare for SOA and composite applications.

- What is the effect 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?

Track C

Integrating in the Age of SOA

Tutorial: SOA - Where do I Start?

Frank Kenney

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

- How can organisations 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?

Effectively Championing Business Process Management

Steve Bittinger

Pursuit of operational excellence has long been a key strategy for improving corporate performance. Over the years, management of operational processes has formalised, 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 explores 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?

The Web - Simplifying SOA for Internal and External Applications

Gene Phifer

The Web influences all areas of enterprise computing from infrastructure and operations through application architecture and process design. It raises new opportunities and creates new challenges as it becomes a powerful force in the enterprise. We will examine the trends surrounding the web and identify the immediate tactical and long term strategic implications.

- What Web technologies will be used within the enterprise and how does IT make them enterprise class?
- What role will cloud computing, web platforms and mashups play in bringing internal and external global class systems together?
- What comes after Web 2.0 and how will this impact future enterprise architectures and systems.

Roadmap for Service-Oriented Development

Partha Iyengar

Service-oriented architecture (SOA) lays a foundation for dramatic changes to application development. This session will examine the scope of issues related to service-oriented development of applications (SODA), including the best practices for defining service granularity and composition, where SODA technologies and

standards are headed, and how SODA methods and modeling should be coordinated with business process management (BPM) initiatives.

- What are services and which platform issues are most important for supporting SOA initiatives?
- Why are lifecycle management and model-driven approaches important to SODA and what are future trends in this area?
- Which technologies will be critical to the success of SODA?

How IT Infrastructure Enables BPM Deployments

Benoit Lheureux

Various converging architecture and middleware approaches enable BPM and distributed application deployments. There's a plethora of IT infrastructure solutions to support service-oriented architecture, data and process integration, and application development. How do you choose among them?

- How is IT convergence impacting BPM deployments?
- What IT problems must be solved to link distributed applications and processes?
- Which solutions best support BPM and various forms of integration?

Appliances: How To Accelerate and Simplify Your SOA and Middleware

Frank Kenney

Many integration specialists, architects and project managers have long considered XML appliances to be devices solely used for acceleration, performance enhancement and security. This is 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 organisations distinguish between the various functions and types of appliances and appliance vendors?

SOA and BPM: Symbiotic Technologies for SOA-Enabled Business Processes

Jess Thompson

The link between SOA and BPM is clear, so why are so many organisations not leveraging it? To get the best business value out of SOA and BPM, the two initiatives should be aligned at several levels: architectural, organisational, 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 maximise ROI?

Plenary Sessions

Opening Keynote

Application Scenario from 2008 through 2012 - The Expanding Universe

Denise Ganly

From 2008 to 2012, application leaders will encounter an ever-expanding array of business, technical and management requirements. Every application life-stage will require increasingly unique competencies, methods and tools. The pressure of the need for legacy migration will continue to grow and applications leaders will need to understand the new technologies that will enable this migration to more agile systems. This session will introduce the new Applications Management Maturity Model, and provide practical advice and tools that leaders need to evolve, advance and innovate.

- Which trends will shape the application environment from 2008 through 2012?
- By 2012, what will the application environment look like?
- What must application leaders do to successfully steer the transformation?

Closing Keynote

Magic Quadrant Powerhouse Session

Meet the Gartner analysts at their best - ad hoc on stage. Ask questions about vendors or tools. Hear the Gartner position on the technology providers in integration, development, SOA and more - unscripted, unfiltered, unbiased.

- Who is hot and who is not?
- Which vendors understand where the market is going?

Track D

Leveraging the Web

Tutorial: Web 2.0 Basics – Principles, Platforms and Best Practices

David Mitchell Smith

Web 2.0 refers to a set of technology, community and business models that characterise 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 tutorial is for you!

- What are the core architectural principles, technologies and standards emerging from Web 2.0?
- How can enterprises capitalise 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?

Portal of the Future: What's Beyond Web 2.0?

Gene Phifer

The portal of the future will evolve significantly. Through a concept called the 'portal fabric', the user will become the centre of their own portal universe. At the same time, the types and methods of client interaction will change dramatically. More and more Web 2.0 features will be 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 of future portal frameworks, and how will they deliver business value?

Web Platforms: Business in the Cloud

David Mitchell Smith

Amazon, Google and others use the web to enable composite applications and businesses by delivering infrastructure, information, application and business process services to consumers and companies of all sizes. We examine how web platforms are evolving and how the enterprise can leverage services from the cloud.

- What is a Web platform and how does it relate to cloud computing and Web 2.0?
- What services will be consumed via Web platforms and who will deliver them?
- How should enterprises leverage Web platforms to support their business strategy?

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

Partha Iyengar

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

- How significant will SAAS be over the course of the next five years and in what areas will SAAS make 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?

Enterprise Mashups: Applications that Change as Fast as the Situation

Gene Phifer

The celebrity of mashups has exploded on the fuel of Web 2.0 hype. This hype stems from mashup technologies' potential for delivering composite application capabilities directly to end users for very rapid application development. Mashup products are evolving rapidly and enterprises are now taking mashups from Web entertainment to enterprise relevant and looking to augment their applications delivery and management models. Application architects must investigate this growing space for the significant and transformational potential it may offer their enterprise.

- What are mashups and how can they deliver business value?
- What is enterprise mashup systems architecture?
- What does the vendor landscape look like?
- What should enterprises do now with mashups?

Getting Radical Enterprise Value from Web 2.0 Social Software

Gene Phifer

Web 2.0 social software technologies are dominating Web innovation, transforming the way people interrelate, and creating new business opportunities. These transformational technologies have thrived in the Web context but are now penetrating the enterprise and delivering radical value to some. But success is by no

means guaranteed and enterprises must take a planned and concerted approach to building social software applications and growing successful communities. The PLANT SEEDS framework assists in enhancing enterprise adoption of Web 2.0 social software technologies.

- How are enterprises gaining business value from social software?
- What are the primary challenges and how to face them?
- What design principles can enhance enterprise adoption of social software?
- What best practices are emerging in gaining enterprise business value?

Google vs Microsoft

David Mitchell Smith

Microsoft once again finds itself dealing with the realities of the Web as it is simultaneously the biggest threat to the organisation (best represented by Google) and also the biggest opportunity as it takes on Google in advertising. Opportunities as a result of consumerisation will be the battleground as each powerhouse vendor attempts to leverage its tremendous successes into new markets.

- Where do Microsoft and Google stand today?
- What will be the impact on markets as a result of the Microsoft / Google competition?
- How will enterprise IT decisions be affected by the battles between Microsoft and Google?

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Our accredited agency, Info Salons Australia Pty Ltd (ISA) & Accommodation Pty Ltd (ITA), can assist with your accommodation bookings. To take advantage of the Summit rates, contact ISA to complete your accommodation booking or to obtain further information.

For your travel requirements, please contact your designated travel agent.

Info Salons Australia Pty Ltd

ABN: 34 003 947 037

Office hours:
Monday to Friday 9.00am - 5.00pm – AEST

Phone: 02 9211 7222
+ 61 2 9211 7222 (outside Australia)

Fax: 02 9211 1075
+ 61 2 9211 1075 (outside Australia)

Email: accommodation@infosalons.com.au

Pricing Options

Single Registration	Prices
Early Bird – Save AU\$450! (Register & Pay by 5pm 30th May 2008)	AU\$2,300.00 (inclusive of GST)
Standard Single	AU\$2,750.00 (inclusive of GST)
Team Registration	Prices
Early Bird Team 3 Advantage – Save AU\$650 pp (Register & Pay by 5pm 30th May 2008)	AU\$2,100.00 (inclusive of GST)
Early Bird Team 5 Advantage – Save AU\$850 pp (Register & Pay by 5pm 30th May 2008)	AU\$1,900.00 (inclusive of GST)
Standard Team 3 Advantage – Save AU\$250 pp	AU\$2,500.00 (inclusive of GST)
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Register Online Now!

Web
gartner.com/ap/adiws

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Upcoming Gartner events, great solutions...

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China Outsourcing Summit	Chengdu, China	8-10 July
Service Orientated Architecture Summit	Tokyo, Japan	15-16 July
IT Governance Forum	Tokyo, Japan	3-4 September
Enterprise Architecture Foundation Seminar	Canberra, Australia	10-11 September
IT Security Summit	Singapore Sydney, Australia	19 September 23-24 September
Symposium/ITxpo	Tokyo, Japan	27-29 October
Symposium/ITxpo	Sydney, Australia	11-14 November

For more information about Gartner's events, please visit gartner.com/ap/events

◀ **Please see inside for more information on
Delivering Business Value and Productivity**

The Gartner Application Development, Integration & Web Services (ADIWS) Summit 2008 gives you a complete view of the rapid changes occurring in software development and integration. You will gain a rich, in-depth understanding of application integration and middleware, enterprise architecture, business process management, legacy migration, service-oriented architecture, Web 2.0 and emerging trends.