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Learn the Essentials of Planning and Building an Adaptive Enterprise Architecture

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Seminar 2008

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DECEMBER 8-9, 2008

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A Unique, Two-day Learning Experience



Learn the Fundamentals of Developing a World-class Model for an EA Program

Rapid response to new business initiatives, increased technical complexity and heightened time and budget constraints continue to place unprecedented pressure on organizations. Delivering on the larger business vision requires an approach to IT based on a holistic, overall business perspective. In this two-day seminar, you'll learn a disciplined process – from planning to implementation – that focuses on the enterprise as a holistic system of systems and delivers the agility, speed and integration your business needs.

3 Ways a Gartner “Seminar” Is Different and How You Will Benefit

1 Classroom-style setting. You'll dive deep into the subject of EA in a small and intimate classroom-style setting limited to no more than 60 participants. You'll be able to freely share detailed experiences with your peers and enjoy face-to-face time with the two expert Gartner EA analysts leading the seminar.

2 Focus on the basics. The seminar is designed to ensure everyone who attends learns key fundamentals of EA. Even if you've already begun your EA journey, come for a valuable refresher – you'll learn new strategies and winning best practices you can apply immediately.

3 Deeper learning experience. This is not a “canned” presentation but a flexible, highly interactive class you can stop at any time to ask a question or make a comment. Built into the session is time to figure out exactly how to apply the concepts, frameworks and processes of EA in your organization. The focused attention you will receive will make this a richly rewarding experience that truly meets your specific needs.

You Will Learn How To:

- Facilitate future changes in business processes
- Demonstrate the value of EA to senior management and increase your credibility
- Improve your leverage with valuable IT resources
- Enable successful integration of business and IT strategy
- Implement key disciplines for enterprise-level planning and EA
- Establish key organizational roles and responsibilities
- Build governance processes that bridge the gap between strategy and implementation
- Integrate EA with enterprise program management

Who Should Attend

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

The final 2008 EA Seminar is coming to Las Vegas this December – you're taking a gamble by not registering in advance – seats sell out quickly!

3 Easy Ways to Register

Web: gartner.com/us/epas4

Telephone: +1 866 405 2511

Email:
us.registration@gartner.com

For sponsorship opportunities, contact:

Jim Fama, Account Manager
203 316 6931 • jim.fama@gartner.com

Registration Fees

Seminar registration fee includes: Seminar attendance, documentation and planned functions.

Standard Conference Price: \$2,995

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Venue and Hotel Information

December 8-9, 2008
Caesar's Palace
3570 Las Vegas Boulevard
Las Vegas, NV 89109
Phone: +866-227-5938 (toll free)

Make your hotel reservations directly with the hotel at the same time you register for the conference.

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Seminar Agenda

“Exceeded my expectations. Content was relevant, pragmatic and actionable.”

Mike Sims, Director, IT, Rich Products

DAY ONE: FOUNDATIONS

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

8:00 a.m. Registration & Breakfast

9:00 a.m. Introduction and Agenda

9:15 a.m. Positioning Enterprise Architecture

To provide value to the organization, enterprise architecture (EA) must contribute to the goals of all stakeholders. One of the challenges that enterprise architects face is the sheer complexity of EA. To be successful, enterprise architects must employ strong processes and organize the deliverables using robust frameworks.

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

10:15 a.m. Break

10:30 a.m. Organize the EA Program

Before we start defining the EA, we must do some basic blocking and tackling to define program scope, objectives and governance structures among other things. Often, a good starting point is an architecture program maturity assessment, which helps to define program improvement goals.

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

11:30 a.m. Seminar Exercise

12:00 p.m. Lunch

1:00 p.m. Develop the Business Context

EA is primarily driven by business strategy, but often business strategies are not stated in a way that is directly implementable. The business context helps bridge that gap by identifying the changes that must take place to implement a strategy, and then by linking those changes back to the strategy that drives them.

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

2:00 p.m. Seminar Exercise

2:30 p.m. Develop EA Principles

Strategy tells us what we will do; principles tell us how we will do it. EA principles provide guidance to improve the consistency of decision making across the enterprise. These principles become a key element in driving IT investment decisions within the governance process for the enterprise, as well as the IT investment planning process.

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

3:00 p.m. Break

3:15 p.m. Develop the Technical Architecture Viewpoint

IT organizations planning technical architecture will increasingly do more than just adopt standards for technical components; they will also define models for combining those technical components from multiple technology areas for use in effective and repeatable ways. Technical services and technical patterns are two specific multicomponent models that show increasing levels of reuse and complexity reduction for planning infrastructure.

- Understanding the basics of EA future-state modeling
- How to define technology standards and combine them into technical patterns
- Defining and documenting reusable technical services

4:15 p.m. Develop the Information Architecture Viewpoint

Information is a strategic asset and, if managed effectively, it can be a key differentiator in the marketplace. At the same time, the explosive growth of uncontrolled, unmanaged information can be a serious business liability. Understanding and modeling the future-state information architecture can mitigate the risk of increasing complexity and duplication of information.

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

5:00 p.m. End-User Case Study

6:00 p.m. Networking Reception

DAY TWO: PLANNING AND RUNNING

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

8:00 a.m. Registration & Breakfast

8:30 a.m. Develop the Business Architecture Viewpoint

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.

- Defining business architecture
- Modeling the future-state business architecture

9:15 a.m. Develop the Solution Architecture Viewpoint

In many organizations, technology-planning activities are splintered among per-project engineers, technology subject matter experts and enterprise architects, leading to disparate strategies. Unifying such activities – either into completely centralized approaches or more-complex, federated ones – yields significant delivery synergy within any organization. The solution architecture is the glue that binds the viewpoints of the designers of various aspects of the solution.

- Defining the solution architecture
- Introducing a solution architecture framework
- Reconciling the viewpoints of various constituents

10:00 a.m. Break

10:15 a.m. Making EA Actionable

EA has no intrinsic value. Starting or continuing an EA program for the sole purpose of obtaining a return on investment from this program is not advised. To yield a return, EA must be implemented. To be successful, enterprise architects must define the projects and migration plans for implementation.

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

11:00 a.m. Defining EA Governance and Management

To be effective, EA must drive change. Often, that change will come about by constraining the choices of projects. Frequently, these constraints are resisted and even resented, so they must be managed through appropriate governance arrangements. Equally, however, architects have an important role to play in communicating the benefits of EA and facilitating agreement among disparate interests. Rarely are these crucial “soft” skills considered when architects are recruited.

- EA approval and review processes
- Understanding the skills and talents required by enterprise architects
- Understand the various EA stakeholder roles

11:45 a.m. Federated EA

Group-level IT organizations are often charged with “sorting out the mess,” but typically lack the governance structures, tools and methods to drive the optimization of IT management disciplines across the enterprise. Central IT management must employ specialized methods and tools while opening lines of communication to better align and optimize investments across the group.

- How to balance centralization vs. decentralization – finding the right level of centralization
- How to drive consistency and alignment through governance, processes & tools
- How to manage end-user empowerment & cost and control sharing, while mitigating competing/conflicting interests across multiple lines of business

12:15 p.m. Lunch

1:15 p.m. Measuring the Value of EA

EA program value will not be accepted on faith – at least not for long. An EA measurement program will uncover EA’s linkages to business and IT key performance indicators, and help present a strong argument for the value of the program. To be successful, the EA program must understand, track and report on multiple levels to address each stakeholder constituency.

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

2:00 p.m. Selling the Value of EA

Effective EA requires selling to a broad range of constituents. Although overlapping with communications, marketing and organization change management in many ways, selling EA is distinct in that it involves gaining commitment from these groups.

- Why enterprise architects need to be salespeople too
- Articulating the value of EA to various stakeholders
- Creating the communication plan

2:30 p.m. Break

2:45 p.m. Seminar Exercise

3:15 p.m. Selecting EA Frameworks and Tools

For immature EA programs, frameworks and tools can be a distraction. But at some point, frameworks and tools are necessary to organize and manage EA artifacts. Frameworks differ markedly and focus on different aspects of EA, so choosing a framework can be difficult. The EA tool market is continuing to evolve and grow rapidly, with many acquisitions and new entrants.

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

3:45 p.m. Wrap-Up and Next Steps

4:00 p.m. Seminar Adjourns


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Join us at the Seminar and also attend the **Gartner Enterprise Architecture Summit on December 10-12, 2008** for a special discounted combination rate of \$3,795. By attending two of the most important events in EA, you can’t help but plan and build a successful adaptive Enterprise Architecture.

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

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We anticipate seats to sell out well in advance for our final EA Seminar this year. See you in Las Vegas!



You Will Find Out How To:

- Get started (#1 concern of past attendees)
- Measure and demonstrate the value of EA
- Discover which EA frameworks and tools work best
- Facilitate future changes in business processes
- Determine what governance processes are needed

See inside for more details!



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Patrick Johnston, Enterprise Architect, Railinc