

SESSION DESCRIPTIONS

Join us at the Fall 2008 Gartner Application Architecture, Development & Integration Summit for 5 NEW tracks — including 3 SOA-focused tracks:

A

Initiating a SOA Effort

With SOA creeping more and more into mainstream organizations, the imperative to begin executing on projects is escalating quickly. Soon the agility and leverage SOA can deliver will be a competitive necessity. See how to identify, sell, organize, and accelerate your SOA efforts.

B

Building on Initial SOA Success

How can organizations capitalize on their initial SOA successes and expand SOA into a cross-domain capability? Discover the best practices needed to leverage initial SOA success for greater enterprise impact – through business process management (BPM), enhancing governance, expanding SOA infrastructure, and Web-oriented architecture (WOA).

C

Delivering on Advanced SOA

Leading organizations are moving beyond fundamental request-reply SOA to more advanced SOA applications – from event-driven architecture (EDA) and multi-enterprise B2B integration to contextaware SOA. See how to take your SOA capabilities to the leading edge and gain a better understanding of the value SOA can deliver over the next five to ten years.

D

Succeeding with IT Modernization & Application Strategy

The evolution of application architectures to service orientation is in progress at many organizations. But the impact of this decision on the existing application portfolio and infrastructure is significant. Explore the challenges driving the IT Modernization trend and see how SOA can be both the path and the destination to a modern application portfolio.

E

Embracing New Era Application Development Practices

Application development practices are rapidly evolving to modular development, utilizing both business-relevant and more agile methods, whose focus is reuse and assembly. This track aids IT development professionals in understanding how to adjust their application lifecycle management (ALM) practices and technologies to embrace new approaches to the following areas: project and portfolio management, governance and compliance, integration, testing and performance, business process modeling and data modeling.

PRE-CONFERENCE TUTORIALS

SUNDAY, DECEMBER 7

T1. How to Modernize Your B2B Infrastructure to Support Multi-enterprise Integration

Companies are struggling with proliferating requirements to do more B2B integration. This move is driven by external e-commerce mandates, the need to support SaaS integration and multi-enterprise SOA, and the increasing business demand for improved security and compliance – such as HIPPA and SOX. In this presentation, we reveal what kinds of B2B projects and business requirements you need to support, and how you need to modernize your B2B infrastructure – including your B2B strategic objectives and IT solutions – to help ensure the success of your future B2B projects.

- Which new standards and styles of B2B projects will you implement?
- Which standards, technologies and solutions will you need to modernize your B2B infrastructure?
- Which strategies will ensure you can successfully implement all your B2B projects?

Benoit Lheureux, Research Director

T2. Defining the IT Modernization Effort

Aging IT infrastructures and applications, coupled with an increased need to be responsive to business demands, have forced many organizations to rethink traditional incremental technology improvement programs and focus on a holistic IT modernization program. We outline the key elements and steps to get started.

- Which management processes will be most critical, and how should they change through modernization?
- How can business engagement be achieved and maintained?
- Where and how should you begin modernizing your applications processes?

Jim Duggan, Research VP

T3. The Fundamentals of SOA: Principles, Practices & Benefits

Join us for an in-depth exploration of how service-oriented architecture can be used to benefit organizations. Understand the fundamental principles that define service-oriented architecture, the effective practices for its use, and the benefits it can achieve. This presentation provides a great foundation to maximize the value of this conference, especially for those seeking a better understanding of SOA.

Roy Schulte, VP Distinguished Analyst

T4. Enterprise Mashups: Building Applications as Fast as the Situation Changes

The celebrity of mashups has exploded on the back of Web 2.0 hype. This hype stems from the potential of mashup technologies to deliver composite application capabilities directly to end users for very rapid application development. Mashup products are evolving rapidly. Enterprises are now taking mashups from Web entertainment to business functionality and are 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 is enterprise mashup systems architecture?
- What does the vendor landscape look like?
- What should enterprises do now with mashups?
- What are mashups, and how can they deliver business value?

Anthony Bradley, Research Director

MONDAY, DECEMBER 8

T5. Understanding ESB Suites and Other SOA Technology Alternatives

The technology issues associated with effectively deploying and managing SOA are more challenging than vendors would like users to think. This primer describes the stages of SOA maturity and examines the infrastructure (e.g. ESBs and alternative technologies) that are needed at the various stages of maturity in the context of the following key issues:

- What is it about SOA that results in the need for complex application infrastructure such as a SOA Backplane?
- What features are in a SOA Backplane and what role does an ESB Suite play in providing those features?
- What should companies do to successfully implement SOA infrastructure?

Jess Thompson, Research VP

T6. Is SaaS a Viable Option for Business Process Improvement?

Interest in Software as a Service (SaaS) is exploding, fed by the promise of lower cost of ownership realized through the avoidance of infrastructure maintenance and software upgrade cycles. What happens to process improvement and management efforts when a segment of your business process is no longer under your control? This presentation examines the SaaS wave and the role of BPMS in SaaS offerings.

- How significant will SaaS be over the course of the next five years, and in what areas will SaaS make the most impact?
- Which providers are using BPMS within their SaaS offerings?
- What degree of process agility can customers expect from SaaS providers, and what should they look for?

Michele Cantara, Research VP

T7. Modernizing the Application Staffing & Skill Sets

To succeed with SOA, advanced Web applications, process orientation and other application trends requires dramatic changes in staffing, skills and sourcing. Baby-boomer retirement rates and a diminishing technical graduate pool exacerbate the challenge. This presentation examines future resource requirements and describes the strategies, processes and approaches to gradually yet rapidly transitioning the application organization.

- What skills and knowledge will be required, and what is the right resource mix?
- How can current staff master new skills, and what career roadmaps are possible?
- How do you select and transition to new organizational frameworks?

Susan Landry, VP Distinguished Analyst

KEYNOTE SESSIONS

GUEST KEYNOTES

GUEST KEYNOTE

K5. Mobilizing Social Power to Drive Change

Malcolm Gladwell, Author

How do organizations change? In this thought-provoking presentation, Malcolm Gladwell distills ideas from his 3 latest books to examine the idea of “social power” – of how to step outside of formal organizational hierarchies and create powerful movements for change.

DON'T MISS this keynote's compelling insights – **AND pick up your free copy of Malcolm Gladwell's latest book, *Outliers*, at the end of the session!**

K3b. Managing the People-side of Change: Best Practices for 2008 and Beyond

Project success is and always will be key to organizational success. Change management emerged as the number one project success factor in a study of 327 project teams. Change management is key to your current and future process and technology changes. This keynote session will provide a change-management foundation and share best practices from Prosci's 2008 change management research study. Topics will include:

- Mistakes executive sponsors commonly make when leading change and how to avoid them
- Why employees resist change
- Critical success factors when managing major change initiatives
- Steps you can take to implement change management in your project

Jeff Hiatt, Founder and CEO, Change Management Learning Center, Prosci

GARTNER KEYNOTES

K1. The Perilous SOA Journey to the Application Promised Land: Is it Worth it?

SOA has come a long way over the past five years, with many ups and downs. SOA has been and will continue to be both a major driver and mechanism for IT modernization. It is a challenging journey in which we get the best directions that we can and then set off on the adventure. Although time and maturity have shown that SOA is not bad, bad SOA is still prevalent. This presentation examines the SOA scars many now bear and the primary lessons learned. It also looks at the best practices of SOA pioneers and how they are shaping its evolution.

- How successful is SOA, really?
- Can you be successful with SOA?
- What obstacles have we overcome?
- What challenges does the future hold?

Anthony Bradley, Research Director and Conference Chair

K2a. Patterns and Guidelines for Starting with SOA and Moving to Advanced SOA

Service-oriented architecture (SOA) initiatives start with simple interactive application projects, but evolve to cover increasingly advanced and mission-critical business functionality. The early challenge of justifying minimal SOA investment is soon replaced with the search for advanced patterns in SOA. Event-driven, context-aware, REST-ian, object-based and other SOA innovations make up the rich advanced SOA IT environment.

- What is basic SOA, and why does it appeal to so many people in the IT organization?
- What are the design patterns in advanced SOA?
- What are the five maturity stages from basic SOA to advanced SOA?
- What can go wrong, and what should you avoid in SOA projects?

Yefim Natis, VP Distinguished Analyst

K2b. The Next Decade of AD: Are You Ready, Willing and Able?

The next decade of application development may be very different from any that preceded it. Are you ready to make the transition? Are you willing to undertake the modernization steps necessary to get there? Are you organizationally capable of implementing the change? In this presentation, Gartner will describe the difficulties of the next ten years of AD and provide some advice on how to handle it.

Daryl Plummer, Managing VP & Gartner Fellow and Dale Vecchio, Research VP

K3a. SOA, the Web and the Cloud: Big Decisions About Application Architecture

Service-oriented architecture (SOA) is the means to application agility, the Web is the platform for application ubiquity. Combined, the two phenomena have an amplified effect on enterprise IT practices, opportunities, challenges and futures. We look at the application architectural patterns associated with basic and advanced SOA as they exert influence on, and are influenced by, the massive innovations of the Web. Key Issues:

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

Anthony Bradley, Research Director and Conference Chair

SESSION DESCRIPTIONS

POWER BREAKFASTS

PB1. How to Make Agile Waterfall: Breathing Life into Prescriptive Practices

The 80's and 90's saw a rush to implement software improvement programs to add rigor to chaotic and uncontrolled development discipline. This has left a legacy of waterfall development, in which prescriptiveness wins out over agility. This session looks at how organizations can achieve the right balance of control and agility by weaving new practices into the existing software life cycle.

- Why do plan-driven and prescriptive processes look enticing, but are often smoke and mirrors?
- How are BPM, SOA and Web 2.0 stressing old-style waterfall application development and do they require a new approach?
- How to integrate lean and agile principles and practices into an existing development process?

David Norton, Research Director

PB2. Web 2.0, SaaS and Applications: You're Gonna Need a Bigger Strategy

Most technology trends require evolutionary changes to your applications strategy. However, the combination of the social, business and technical directions of Web 2.0, plus the widening universe of SaaS and cloud opportunities, represents revolutionary change. The result: You'll need a Greenfield approach to application strategy.

- Which principles of Web 2.0 and SaaS capabilities will most disrupt your applications strategy?
- Which aspects of Web 2.0 and SaaS should you employ for earliest and greatest benefit?
- What will the resulting applications strategy look like?

Kathy Harris, VP Distinguished Analyst

PB3. Integration Practices for Advanced SOA

The confluence of trends occurring today is unprecedented. Service – and Web- oriented architectures, event-driven systems, context-aware computing, and extreme transaction processing are contributing to profound changes in how integration is done, how systems are designed for integration, and what technologies are used to accomplish integration goals. This presentation will focus on:

- What are the forces driving integration technology in the next decade?
- How can your organization take advantage of current leading-edge practice?
- How will the systems of tomorrow differ from those of today?

Dan Sholler, Research VP

PB4. Cloud Computing Scenario

Cloud computing has become the latest in a series of hot industry terms and as such is used in many contradictory ways. Underneath the fog, there are very real trends such as global class architecture, web platforms, massively scalable processing, and the Internet itself. All are converging to fuel the growth of a phenomenon which will have an important impact on IT and businesses.

- How will cloud computing be defined and evolve?
- How will cloud computing affect the strategy and direction of IT and business?
- Which vendors, markets and industries will be transformed by the cloud computing phenomenon?

Daryl Plummer, Managing VP & Gartner Fellow

TRACK A: INITIATING AN SOA EFFORT

A1. Initiating a SOA Effort

Service-oriented architectures (SOAs) 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 organizational investment.

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

Dan Sholler, Research VP

A2. SOA and Information Architecture: Managing Data in a SOA World

SOA is often discussed as if it were a Greenfield initiative. In fact, the relationship between service-oriented architecture and data and information architecture is complex. Your SOA journey will require you to make critical decisions and possibly introduce new practices and technologies for managing data and content in your enterprise. This presentation explores the relationship between data and services. Attendees will learn how to align critical information architecture decisions with SOA patterns practices and behaviors.

- How are your data and SOA related?
- What are the emerging best practices for data management under SOA?
- What are the first steps for managing your data in a SOA-aware fashion?

Mark Beyer, Research VP

A3. Finding the Value in SOA: A Business Case Framework

Formulating a general business case for SOA is very difficult, if not impossible. Enterprises must understand the mappings between SOA benefits and specific business value. This briefing presents a framework for evaluating IT and business goals to establish a business case for SOA.

- What SOA characteristics are relevant to business value?
- What is the Gartner SOA Business Value Traceability Framework?
- How to build traceability threads from SOA benefits to business effect?
- How do you apply the framework in building a specific SOA business case?

Anthony Bradley, Research Director

A4. SOA Case Study Panel

Service-oriented architecture (SOA) success stories started proliferating because of the positive push of SOA technology providers. But the path to SOA nirvana is riddled with hurdles and distractions. Come to this session to learn how to build the case, get started, and move your SOA project along successfully. Several practitioners will share their first-hand experience, including their goals, approaches, challenges, results and recommendations.

Moderator: Nick Gall, VP Distinguished Analyst

SESSION DESCRIPTIONS

A5. The Great Debate: Should I Use Web Services or REST for My SOA?

Web services (WS-*) and REST/POX-based Web-oriented architecture (WOA) have differences that significantly affect design choices. Web service (WS-*) standards are progressing slowly, and adoption is less-dramatic and widespread than initially anticipated. WOA is rapidly emerging but lacks maturity and robustness for enterprise application-to-application integration. Organizations should not hastily commit to either approach but rather understand the differences and how those differences apply to specific SOA-system requirements.

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

Roy Schulte, VP Distinguished Analyst and Nick Gall, VP Distinguished Analyst

A6. Riding the SOA Tiger: Practical Governance for SOA

“OK,” governing an SOA is difficult. “OK,” if you don’t govern the growth of an SOA, it will degenerate and implode. But what needs to be done to govern an SOA practically? Come to this session to learn which governance processes should be put in place and which roles should be part of them. Get a hands-on, practical, down-to-earth guide on how to put the reins on your SOA Tiger, and ride it firmly towards business value.

- What does a SOA governance process look like?
- Which roles are needed in an IT organization to run SOA governance processes properly?
- What are the most fundamental SOA governance processes to put in place?

Paolo Malinverno, Research VP

A7. The State of SOA: What Are Your Peers Actually Doing?

Organizations are committing to SOA in record numbers. Come to this presentation and find out about the current state of SOA. This presentation explores Gartner’s data on service-oriented architecture and its implementation in organizations. Understanding what has been done can help organizations judge whether they are ahead or behind the current adoption curves.

- How does SOA drive value for organizations?
- What tools and technologies do organizations use to implement SOA?
- How mature are most organizations that are doing SOA?

Dan Sholler, Research VP

A8. SOA Horror Stories: Seven Common SOA Mistakes and How to Avoid Them

Getting started with SOA can be a scary experience. We have all heard about and talked to organizations that have made mistakes with their SOA — from the classic “We’ve just bought an SOA” to inadequate architectural thinking and the lack of business engagement to ownership and funding mistakes. In this session, we’ll help you understand and identify early signs of trouble in your pursuit of SOA and suggest preventive actions, so as not to fall in the same traps as others. This session will cover seven mistakes, and seven antidotes.

- What are the most common SOA mistakes?
- How to avoid them...or fix them?

Paolo Malinverno, Research VP

A9/EA2c. Pulling it All Together: Defining the Solution Architecture

The solution architecture integrates the business processes, information and technology to deliver something useful. However, many enterprise architects struggle with the concepts and relationships in a solution architecture. Understanding the solution architecture is the key to delivering an integrated architecture that meets business needs. This session will discuss solutions and services and how they fit into the enterprise architecture model.

- How do you create a solution architecture?
- How does ESA integrate with solution portfolio management?

Nick Gall, VP Distinguished Analyst

TRACK B: BUILDING ON INITIAL SOA SUCCESS

B1. Practitioner’s Guide: Best Practices in Enterprise-wide SOA Initiatives

As organizations climb the service-oriented architecture (SOA) learning curve, their ambitions grow to enterprise-wide deployments. However, implementing large-scale, strategic SOA initiatives poses tremendous technology and organizational challenges. This presentation discusses “do’s and don’ts” for successful enterprise-wide SOA.

- What will be the technical and business drivers for strategic SOA adoption?
- How will organizations incrementally approach large-scale SOA initiatives?
- Which are the key hurdles on the way to enterprise-wide SOA, and how can organizations get over them?

Massimo Pezzini, VP Distinguished Analyst

B2. User Panel: Measuring the Value of SOA

In this session, several practitioners will share first-hand experience of justifying and measuring the value of their service-oriented architecture (SOA) activities: How to make the initial business case and continuously demonstrate the benefits? What metrics to use? What return on investment (ROI) to expect? What challenges have they encountered, and how did they overcome them?

Moderators: Nick Gall, VP Distinguished Analyst and Richard Soley, SOA Consortium

B3. Panel: How to Use SOA Standards Effectively

SOA relies on standards. Our expectations of SOA are based on the idea that a wide variety of technologies and components can be made to interoperate very easily. Standards and standardization are at the core of the value proposition for shared services, composite applications, and service-oriented business applications (SOBAs). In this panel, several leaders from key standards organizations will explore how standards shape current implementations of SOA, and how they will evolve in the future.

- What are the current standards that impact our deployments of SOA? How does this happen?
- How do organizations make use of those standards?
- How can standards contribute to SOA in the future?

Moderator: Dan Sholler, Research VP

SESSION DESCRIPTIONS

B4. Composite Applications: How Modern Architecture Will Help You Leverage Your Packaged Application Assets

Composite application integration helps organizations that are building new applications by leveraging custom and purchased assets. This session explores the changes to packaged applications, analyzes key vendors' strategy and discusses how organizations 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?

Jess Thompson, Research VP

B5. Application Security in the SOA World: Technologies, Methodologies and Practices

How should AD processes for SOA be changed to meet modern security requirements? Myriad applications have already been built without these security considerations and, yet they are an asset for enterprises, source of Web services, and players in SOA. Could they be made secure enough to withstand modern attacks? Most enterprises' AD process lacks rigor. Will security requirements add to the chaos? Which secure AD methodologies will be accepted and institutionalized for secure SOA?

- Why AD organizations build insecure applications?
- Is SOA more secure than monolithic AD?
- Which methodologies will improve secure application development?
- Is security of legacy applications worth the investment?
- Which vendors, tools and concepts enable higher security assurance?
- Is open source a replacement/alternative for proprietary AD?

Joseph Feiman, VP & Gartner Fellow

B6. Selecting Backplane Infrastructure Technologies to Support Your SOA and BPM Initiatives

Complex initiatives such as service-oriented architecture (SOA) and business process management (BPM) increase the need for integration. This presentation examines the role that integration technology will play in addressing the needs of those initiatives.

- What is the most effective process for selecting integration products?
- What usage scenarios are encountered in SOA and BPM initiatives, and which integration technology features and functions are needed to address the requirements of those usage scenarios?
- What integration-based products are commonly used to address the usage scenarios, and how do vendors who provide such products compare?

Jess Thompson, Research VP

B7. Developers vs. Architects: SOA Caught in the Middle

In many organizations, developers and architects seem to inhabit separate worlds, with different priorities and ways of working – despite the fact that they are cut from the same cloth. The value proposition of service-oriented architecture (SOA) is to enable complex systems to evolve and adapt to shifting real-world requirements. But often the concept of SOA must adapt to meet the real-world circumstances of developers, organizational structure, governance and corporate culture. Conversely, development teams must adapt their skills, processes and vocabulary to meet the challenge of implementing SOA.

- What are the practical challenges in architecting and developing

distributed systems?

- How should development teams change their process to better implement SOA?
- What is SOA, and how do the core concepts change when applied to different development scenarios?

Nick Gall, VP Distinguished Analyst and Daryl Plummer, Managing VP & Gartner Fellow

B8. Application Platform Scenario: The World after BEA

Oracle's acquisition of BEA leaves IBM, Microsoft and Oracle as a "tripoly" of dominating giants in application infrastructure markets and beyond. Red Hat, Salesforce.com, SAP, SpringSource, Tibco, Software AG, Progress and Sun are some of the notable challengers competing to offer a comprehensive, alternative technology stack for new SOA-style business application projects. To help users make the right choices in the changing vendor landscape, we examine the application platform scenario, including the industry trends guiding the users' and vendors' strategies.

- How do changing IT practices affect the best-of-breed application platform stacks?
- How does Oracle's acquisition of BEA change the market landscape?
- How do users choose the application platforms for new business application projects?

Yefim Natis, VP Distinguished Analyst

B9. Measuring SOA Results for Continued Progress

Many organizations have a hodgepodge of measures for application development, including applications built using SOA that don't seem to fit any established or effective pattern of use. There are three major levels of measures, each with a distinct purpose and set of metrics.

- Why is it that most organizations don't measure?
- What things should organizations measure?
- What should organizations do with the metrics they obtain?

Matt Hotle, VP Distinguished Analyst

B10/EA3c. If You Had an Application Strategy, What Would It Look Like?

The typical de facto application strategy approach works in a slow-changing environment, but cannot support today's radical and rapid changes in technology and business. Organizations need to build a coherent, modern, vision-focused strategy, but few know where to start and how to craft the right objectives, structure and content. This session will present a framework for constructing a modern application strategy and will provide practical advice on how to create and grow one.

- What is an application strategy, and how do you know you need one?
- How do you create an application strategy that will evolve?
- What do you need to do to bring the strategy to life in day-to-day practice?

Andy Kyte, VP & Gartner Fellow

SESSION DESCRIPTIONS

TRACK C: DELIVERING ON ADVANCED SOA

C1. Event Processing Scenario: Two Ways to Capture the Value of Events

Business processes and application systems that incorporate event-driven architecture (EDA) principles are more effective than traditional IT systems because they reflect the way people and organizations actually operate. Companies use business events for two reasons: to engineer more flexible application software, and to improve situational awareness and real-time response through business activity monitoring (BAM).

- Where will organizations derive tangible benefits from business-event processing?
- Which tactics and best practices will mainstream companies employ to pursue successful event-processing strategies?
- Which strategies will vendors use to pursue the event-processing market, and how can user companies pick the approach that fits them best?

Roy Schulte, VP Distinguished Analyst

C2. Best Practices for Multi-enterprise Business Computing

Companies have been doing multi-enterprise e-commerce projects (B2B) for decades. While such projects remain common, they are evolving. There is a proliferation of new patterns and best practices for doing multi-enterprise business computing that involve innovations such as SOA and Web 2.0 style architectures, multi-enterprise applications and processes, SaaS and other cloud computing scenarios — and increasingly mature, multi-enterprise-capable middleware, including ESBs and B2B gateway software.

- In addition to traditional e-commerce, what new styles of multi-enterprise business computing are emerging?
- What common architectural and integration patterns will companies use to do multi-enterprise computing?
- What IT technologies and solutions will be necessary to successfully execute multi-enterprise business processes?

Benoit Lheureux, Research Director

C3. Governance Helps Fulfill the Promise of B2B Web Services and SOA

Web services continue to provide value for enterprises implementing an SOA by allowing services to interoperate across platforms. But interoperability across domains continues to be a challenge because of various security, management, and visibility issues. The methodologies (ICC and CoE) and technologies (service registries and policy enforcement) associated with SOA governance will allow companies to successfully interoperate in a well managed, value-driven way. This presentation will reintroduce the notion of B2B Web services and SOA, present the challenges involved, and examine how various vendors are developing and delivering technology to fulfill promises made a decade ago.

- How will companies evolve to share their internal services and applications with their business partners?
- Which emerging and existing technologies will enable this style of service centric multi-enterprise collaboration?
- Which vendors currently offer software and services for service-centric multi-enterprise collaboration?

Frank Kenney, Research Director

C4. Case Study: Advanced SOA / EDA

In this session, an organization will share its experience of moving to advanced SOA and implementing Event-driven Architecture and will explore the following: the business case, approach, benefits and risks, what worked and what didn't.

Moderator: Roy Schulte, VP Distinguished Analyst

C5. The Emergence of Context Delivery Architecture

Gartner's analyses of key areas of communications and software are indicating that a transformational wave of change – the broad adoption of context-aware computing – is occurring. New opportunities and risks triggered by this blending of communications and applications will require enterprise architects and software developers to adopt a new viewpoint, known as context-delivery architecture (CoDA).

- How will major shifts in communication technologies during the next five years create a new class of context-aware services?
- What new information and delivery models will be required to deliver context-aware services?
- How can enterprise and communications architects prepare for future support of context-delivery architecture?

Bill Clark, Research VP

C6. Application Platform as a Service: An Alternative Emerging

Transition from computing "in the closet" to computing "in the cloud" promises a liberation from many IT burdens. With APaaS, developers can create and execute applications with little or no on-premise tools or application middleware. This capability will increasingly be a part of emerging Web platform ecosystems. However, blindly turning your application platform over to the cloud is as dangerous as ignoring this important trend.

- What is APaaS, and how does it differ from conventional application platforms?
- What are the platform vendor APaaS strategies?
- Which user projects will benefit from the APaaS model and which should avoid it?

Yefim Natis, VP Distinguished Analyst

C7. Accomplishing Enterprise SOA "Mission Impossible" through Federated SOA

As they become more SOA-aware, organizations face the challenge of reconciling parallel and inconsistent SOA initiatives supported by different enterprise service bus products and governance settings. Federated SOA is a "next-practice," to deal with the heterogeneity of multiple, uncoordinated SOA initiatives.

- Will a single, technically and organizationally uniform enterprise-wide SOA ever be achievable?
- Which technologies and organizational settings will enable a federated approach to enterprise SOA?
- How will organizations experience the benefits and challenges of federated SOA in a practical way?

Massimo Pezzini, VP Distinguished Analyst

SESSION DESCRIPTIONS

C8. SOA Changes the Game: Compositions in the BPM and SOA World

Service-oriented architectures (SOAs) present many problems for organizations seeking to build next-generation applications. From collaborative business process management (BPM) to mediated and virtualized SOAs to modern application integration – the way you do composition represents a high-effect opportunity to unify approaches and to align business and IT. One reason for this is that the venerable application model does not generally apply, and new skills and methodologies must be employed in SOA and BPM. When customers buy composite applications infrastructure, they must recognize that composition is becoming the common thread in the way systems will be delivered. This presentation examines what composition is, and what it means to do composition in an SOA and BPM world.

- What is composition, and how does it affect SOA and BPM?
- Which practices, roles and scenarios will be most effective using composition?
- Which categories of technology will support composition for successful SOA and BPM initiatives?

Jim Sinur, Research Director

C9. Transaction Processing (TP) in SOA and EDA: Architectures and Technologies

Even in the era of SOA, events-transaction processing (TP) is key as services and event processors are often of transactional nature. Although TP core principles are immutable, their implementation will radically change due to technology innovation, new business requirements and emerging architectural paradigms.

- How will open source, SOA, event processing, grid, cloud computing and other trends impact the evolution of transaction processing architectures?
- What will be the key enabling technologies for the next generation of SOA and events-enabled extreme transaction processing (XTP)?
- How will organizations take advantage of XTP technologies to achieve their business goals?

Massimo Pezzini, VP Distinguished Analyst

C10. How to Govern & Manage a Mature SOA

SOA demands and causes deep changes in IT organizations and infrastructures. Preparing for these changes could make a fundamental difference in how quickly your SOA delivers value back to the business. This session is intended for attendees whose SOA projects are out of their initial phase and now taking off – or struggling to take off.

- What type of mature SOA is your company likely to have?
- What are the top three issues in managing and governing a mature SOA?
- Which tools and changes in your organization will a mature SOA demand?

Paolo Malinverno, Research VP

TRACK D: SUCCEEDING WITH IT MODERNIZATION & APPLICATION STRATEGY

D1. The Importance of Application Strategy to IT Modernization

The business and market pressures to modernization will continue unabated over the next decade. Do you know where you are going? Do you even know where you are? Defining an application strategy is critical to understanding an organization's modernization efforts and mapping out the destination architecture. This presentation will highlight the issues necessary for defining an application strategy and executing on its requirements.

Andy Kyte, VP & Gartner Fellow

D2. When the Software Outlives the Developers: Market Forces Driving IT Modernization

What happens when your software outlives your developers? The impact of demographics, technology and expectations are dramatically affecting an organization's ability to deliver. What plans has your organization developed to respond to the inevitable and undeniable market forces on the horizon? This presentation will describe these forces and awaken attendees to the importance planning will have on their application portfolio and infrastructure.

- Which market forces are driving IT modernization decisions across the globe?
- Which options are available to clients to move their application portfolio forward?
- What technologies represent the future of AD?

Dale Vecchio, Research VP

D3. Alternative Application Delivery Models, including SaaS

SaaS has permeated many business applications but is still at an early stage of its long-term evolution. This presentation will provide a snapshot of the state of SaaS today, insight into SaaS' impact over the coming years, and advice on how to best manage a hybrid world of "on-demand" and "on-premise" software.

- How significant will SaaS be over the course of the next five years and in which areas will SaaS make the most impact?
- What does the SaaS supplier landscape look like and how are incumbent software providers adapting to the rapidly accelerating emergence of SaaS?
- How will "loosely coupled", "cloud" based SaaS applications co-exist with traditional "on-premise" applications and what steps should users take to successfully leverage the best of both worlds?

Ben Pring, Research VP

D4. Updating Your Business Applications and Processes – The Key to Successful Modernization

Modernization is not just a technology issue – it's also a process issue realized in many cases via business applications. But today's business applications are often not a reflection of enterprise process and information needs. The evolution of how users think about process and information and the need for process agility realized through IT will be the real reason much of the application portfolio won't meet future business and IT demands. This presentation will focus on the importance of modernizing your process, information and application to meet future business and user demands.

Yvonne Genovese, VP Distinguished Analyst

SESSION DESCRIPTIONS

D5. Governing the Modern Application Portfolio and Organization

IT modernization is a set of planned, considered activities that requires a set of fundamental planning and executions strategies. Modernization can't be done without a framework for effectively allocating resources, an ordering process for understanding how the effort will progress, and a set of organizational activities in-place to ensure the modernization process moves forward. In other words, modernization needs governance, which we define as a framework that ensures effective allocation of resources.

- What are the foundational governance frameworks that must be in place to drive IT modernization efforts?
- Which organizational structures will ensure consistent governance of IT modernization efforts?
- What are the key characteristics of governance post-modernization?

Matt Hotle, VP Distinguished Analyst

D6. Can SOA Save Your Legacy Applications?

Composite applications represent a more agile way to meet ever-changing business demands. Composite applications do not require completely new development. Reusing existing systems as the source of business functions provides a low-cost, low-risk way to get started. Service-oriented architecture is becoming the next great hope for success. This presentation highlights the issues with reusing legacy applications as services and describes technologies and techniques that can be used today.

- Which techniques can be used to modernize legacy applications as services?
- Which tools wrap applications and provide building blocks for composite applications?
- Which vendors provide the most viable solutions for reusing applications in more modern application architectures?

Dale Vecchio, Research VP

D7. Application Portfolio Management (APM): The First Step for IT Modernization

IT organizations facing IT modernization challenges must bring business to an understanding of the ramifications of technology and application life cycles. This session focuses on the roles application portfolios play in bridging the interests of the business to the harsh realities of aging applications and graying skills.

- How does application portfolio management (APM) enable and focus IT modernization programs?
- How can IT organizations begin gathering the right application portfolio information?
- How can application portfolio knowledge help structure application portfolio decision making?

Jim Duggan, Research VP

D8. Case Study Panel: SOA as an Legacy Application Extension Strategy

Many mainframe organizations have been forced by economic realities to rethink their strategy of migrating to more modern architectures. As a result, some companies have sought to leverage a large install base of working legacy applications by exposing them as Web services to be consumed in new composite applications. This session includes real examples and lessons learned with this approach.

Key issues include:

- Can Web services be successfully utilized in a mainframe environment?
- Which vendors are providing modernization solutions that can help an organization created a modern AD platform?
- Which techniques can be used to leverage existing systems in a modern AD environment?

Moderator, Dale Vecchio, Research VP

D9. Trends in Model-driven Collaboration

SOA and BPM initiatives demand increased horizontal collaboration between IT and other business units, while at the same time requiring vertical collaboration among architects, analysts and designers. Here we explore trends in model-driven approaches to delivering application solutions coupled with evolving technology and platforms to improve collaboration.

- How is the model-driven concept changing and impacting IT and business methods, roles and responsibilities?
- What is the current status of model-driven development and business process composition?
- How will model-driven technology evolve to improve collaboration between IT and the business units at all levels of architecture, application delivery and operations?

Michael Blechar, Research VP

D10. Case Study Panel: Mainframe Migrations: For Better or For Worse?

The impact of the total cost of ownership (TCO) and declining skill sets are driving many mainframe organizations to consider new platforms. Are Linux, Unix or Windows ready to handle this workload? Hear from customers who have migrated to these platforms explain how they did it, what they achieved, and what they learned in the process.

- How can an enterprise successfully migrate a small to midsize mainframe workload to a Windows platform?
- Which mainframe organizations already have achieved a successful migration?
- What are the long-lasting effects and value of the decision to migrate?

Michael Blechar, Research VP

SESSION DESCRIPTIONS

TRACK E: EMBRACING NEW ERA APPLICATION DEVELOPMENT PRACTICES

E1. The Future & Present of AD: From Technology to Policy

Application development (AD) organizations are undergoing large changes as they adapt to service-oriented architecture (SOA), agile practices and globally distributed development projects. At the same time, many question if AD is still relevant or if we have moved to an era of packages and services, in which all that needs to be done is configuration and deployment. Companies will continue to derive value from AD, but the applications teams must adopt tools and practices that are collaborative and supportive of an analytic view of investments. In addition, we will continue to carry our legacy forward and have a growing variety of options as packages become platforms, and new platforms emerge in the cloud. This talk outlines trends in AD for the next five years.

- The evolution of collaborative AD platforms: how will the market change?
- Which is the right way to apply metrics to your organization?
- Global agile development: oxymoron or practicality?

Thomas Murphy, Research Director

E2. 21st Century Application Development Tools, Environment and Platforms

Development tools are the foundation of any IT strategy. These technologies make up the core of any application development (AD) strategy, and dictate the scope and stability of all IT long-term investments. Here we examine the latest trends in AD tools, the environments they are leveraged within, and the technology platforms they support. We pay particular attention to the ones best capable of supporting next-generation service-oriented architecture (SOA) challenges.

- How do we assess and measure the market viability of application development tools?
- Which application development environments and platforms offer the optimal foundation for next generation AD challenges?

Mark Driver, Research VP

E3. Roadmap for Service-oriented Development

SOA lays a foundation for dramatic change to application development. In this presentation, we 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.

- Which technologies will be critical to the success of SODA?
- What services and platform issues are most important for supporting SODA initiatives?
- Why life-cycle management and model-driven approaches are important to SODA, and what are the future trends?

Michael Blechar, Research VP

E4. Application Governance and Maturity: Foundations for the Future

Governing and managing application organizations applications represent at least half of most IT budgets. Although governance is often used, it's also poorly defined. If the applications organization is to run as a business, it must have a set of common governance frameworks and processes to allow consistently effective allocation of resources, and a set of management practices to 'live' them.

- What application governance, management and business alignment disciplines will be required?
- How do you assess your organization's capabilities and prioritize steps for advancement?
- Which approaches and tools help deliver the best mix of business capability, speed and quality?

Matt Hotle, VP Distinguished Analyst

E5. Application Quality & Testing in the Age of SOA

As SOA moves to the mainstream, IT organizations must improve their practices just to maintain their current operational levels. Yet the business is expecting big things from a move to SOA and its close-on-the-heels brethren: Software as a Service (SaaS) and cloud computing. Because this is a bigger shift than the move from client/server to the Web, IT groups need to adopt processes and tools to enable consistent communication of changes, requirements and SLAs. This session will look at practices and tools for ensuring that services meet requirements – current and future.

- What practice can the QA team utilize to best drive reuse of services?
- Which tools can provide the required infrastructure and capabilities needed to test services and composite applications?
- How do you deal with change?

Thomas Murphy, Research Director

E6. Web Application Development and the Cloud: Strategies and Tactics for a New Generation of Developers

Web application development is frequently the stepchild of AD, using different languages, tools and methodologies than mainstream AD. However, Web applications may be the highest valued applications in the enterprise. Add to this the complexities of cloud computing, and an already complex situation gets significantly worse. Here we examine Web AD and cloud computing from the perspective of the Web application developer – both traditional IT professions as well as a new generation of Web 2.0 business users who must collaborate to maximize the value of this revolutionary period in IT.

- How will cloud computing change the way Web applications have been traditionally developed?
- What are the best practices for delivering new Web and cloud-centric IT solutions?
- How will Web and cloud-based application development efforts evolve over the next five years?

Mark Driver, Research VP

E7. Case Study: Service-oriented Development Challenges & Success Stories

In this session, several practitioners will share first-hand experience on developing applications for SOA. Which approaches, techniques, and processes did they use? What challenges did they encounter, what worked and what didn't? Hear their stories and recommendations.

Moderator: Michael Blechar, Research VP

SESSION DESCRIPTIONS

E8. The Role of Open Source in Modern Service-oriented Architectures

Today some IT organizations are aggressively using open source for competitive advantage. Others struggle with the uncertainties surrounding this new approach. In particular, we find open source at the heart of many SOA initiatives. This presentation examines the effect of open source today and in the future, and provides immediate and long-term strategies to maximize the value and minimize the risk of open source. We pay particular attention to the role of OSS in mainstream middleware and SOA efforts.

- How will the open-source software model evolve as it is adopted across mainstream IT efforts?
- How can you best leverage open-source software within an enterprise SOA initiative?
- How will open source affect commercial SOA markets?

Mark Driver, Research VP

E9. EA and the Future of AD: Synergies and Conflicts

Gartner's Architecture Maturity Assessment (AMA) diagnostic tool tells us much about the current state of real-world efforts, successes and failures in EA. Exploring results helps with current efforts to identify practical next steps and architecture and to learn how to develop holistic solutions across all viewpoints, so that one can rapidly deliver products and services to customers.

- What are the key indicators for Enterprise Architecture Maturity?
- What is the current state of EA?
- What are leading EA programs doing today that will be in the mainstream tomorrow?

Philip Allega, Research VP

E10. The Evolution of Application Life-cycle Management

The impact of higher audit standards has spread well beyond regulated industries. This session will discuss how these standards are influencing processes and tools at the practical application delivery level. This session will highlight the true ALM processes that are finally emerging for Application Delivery Management. These processes guide the planning, measurement, control and reporting aspects of managing the evolution of software across geographically distributed organizations and many forms of development and delivery.

- How are changes in audits, operations and technologies forcing organizations to apply greater attention to the management of application delivery?
- Which kinds of information and management processes allow teams to deliver applications, services or other forms of software?
- What is the current state of offerings in the ALM market, and how will those offerings evolve and interact with projects (PPM) and Operations (ITSM)?

Jim Duggan, Research VP

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AGENDA AT A GLANCE

Sunday, December 7, 2008

2:00pm	Registration Pre-Conference Tutorials (Sunday afternoon)	
3:45pm	T1. How to Modernize Your B2B Infrastructure to Support Multienterprise Integration B2B	T2. Defining the IT Modernization Effort
5:00pm	T3. The Fundamentals of SOA: Principles, Practices & Benefits	T4. Enterprise Mashups: Building Applications as Fast as the Situation Changes
6:05pm	Attendee Orientation	

Paid Workshops *(Pre-registration required. Limited seats available)*

- SOA Design Patterns and Principles
 - Application Development Agility Maturity Stages and Practices
 - Business Alignment: Practices & Pitfalls
 - Learn to Secure and Sustain Organizational Acceptance of SOA
- For details and pricing, visit gartner.com/us/aadl-fall

Monday, December 8, 2008

7:00am	Registration				
7:00am	Breakfast				
7:45am	T5. Understanding ESB Suites and Other SOA Technology Alternatives	T6. Is SaaS a Viable Option for Business Process Improvement WEB	T7. Modernizing the Application Staffing & Skill Sets GOV		
8:45am	Welcome Address				
9:05am	K1. Gartner Keynote: The Perilous SOA Journey to the Application Promised Land: Is it Worth It? Anthony Bradley				
	Track Sessions				
	Track A: Initiating a SOA Effort	Track B: Building on Initial SOA Success	Track C: Delivering on Advanced SOA	Track D: Succeeding with IT Modernization & Application Strategy	Track E: Embracing the New Era Application Development Practices
10:15am	A1. Initiating a SOA Effort	B1. Practitioner's Guide: Best Practices in Enterprisewide SOA Initiatives PG	C1. Event Processing Scenario: Two Ways to Capture the Value of Events	D1. The Importance of Application Strategy to IT Modernization	E1. The Future & Present of AD: From Technology to Policy
11:30am	A2. SOA and Information Architecture	B2. User Panel: Measuring the Value of SOA (co-presented with The SOA Consortium) PG	C2. Best Practices for Multienterprise Business Computing B2B	D2. When the Software Outlives the Developers – Market Forces Driving IT Modernization	E2. 21st Century Application Development Tools, Environment and Platforms
12:30pm	Attendee Lunch and Solution Showcase Dessert Reception				
2:30pm	A3. Finding the Value in SOA: A Business Case Framework	B3. Panel: How to Use SOA Standards Effectively	C3. Governance Helps Fulfill the Promise of B2B Web Services and SOA GOV B2B	D3. Alternative Application Delivery Models, including SaaS WEB	E3. Road Map for Service-Oriented Development
3:45pm	Solution Provider Sessions & Case Studies				
5:00pm	A4. SOA Case Study Panel PG	B4. Composite Applications: How Modern Architecture Will Help You Leverage Your Packaged Application Assets	C4. Case Study: Advanced SOA / EDA PG	D4. Business Processes – The Key to Successful Modernization	E4. Application Governance and Maturity: Foundations for the Future GOV
6:00pm	Solution Showcase Reception				

Tuesday, December 9, 2008

7:00am	Registration				
7:30am	Birds of a Feather Networking Breakfast (by Industry)	PB1: How to Make Agile Waterfall	PB2: Web 2.0, SaaS and Applications		
8:30am	K2a. Gartner Keynote: Patterns and Guidelines for Starting With SOA and Moving to Advanced SOA		K2b. Gartner Keynote: The Next Decade of AD – Are You Ready, Willing and Able?		
9:45am	A5. The Great Debate: Should I Use Web Services or REST for My SOA?	B5. Application Security in the SOA World: Technologies, Methodologies and Practices	C5. The Emergence of Context Delivery Architecture	D5. Governing the Modern Application Portfolio and Organization	E5. Application Quality & Testing in the Age of SOA
11:00am	Solution Provider Sessions & Case Studies				
12:00pm	Attendee Lunch and Solution Showcase Dessert Reception				
2:00pm	A6. Riding the SOA Tiger: Practical Governance for SOA GOV	B6. Selecting Backplane Infrastructure Technologies to Support Your SOA and BPM Initiatives	C6. Application Platform as a Service: An Alternative Emerging	D6. Can SOA Save Your Legacy Applications?	E6. Web Application Development and the Cloud: Strategies and Tactics for a New Generation of Developers WEB
3:15pm	Solution Provider Sessions & Case Studies				
4:30pm	K3a. Gartner Keynote: SOA, the Web and the Cloud: Big Decisions About Application Architecture Anthony Bradley		K3b. Guest Keynote: Managing the People-side of Change Jeff Hiatt, Founder & CEO, Change Management Learning Center, Prosci		
5:30pm	Hospitality Suite				

Wednesday, December 10, 2008

7:30am	Birds of a Feather Networking Breakfast (by Roles/Function)	PB3: Integration Practices for Advanced SOA	PB4: Cloud Computing Scenario WEB		
8:45am	K4. Guest Keynote				
10:00am	Solution Provider Sessions & Case Studies				
10:45am	A7. The State of SOA: What Are Your Peers Actually Doing?	B7. Developers vs. Architects: SOA Caught in the Middle	C7. Accomplishing Enterprise SOA "Mission Impossible" through Federated SOA	D7. Application Portfolio Management (APM) – The First Step for IT Modernization	E7. Case Study Panel: Service Oriented Development Challenges & Success Stories PG
11:45am	Attendee lunch				
1:00pm	A8. SOA Horror Stories: 7 Common SOA Mistakes and How to Avoid Them	B8. Application Platform Scenario: The World after BEA	C8. SOA Changes the Game: Compositions in the BPM and SOA World	D8. Case Study Panel: SOA as a Legacy Application Extension Strategy PG	E8. The Role of Open Source In Modern Service Oriented Architectures
2:15pm	A9/EA2c. Pulling It All Together: Defining the Solution Architecture	B9. Measuring SOA Results for Continued Progress	C9. Transaction Processing in SOA and EDA: Architectures and Technologies	D9. Trends In Model-Driven Collaboration	E9/EA2a. EA and the Future of AD: Synergies and Conflicts
3:30pm		B10/EA3c. If You Had an Application Strategy, What Would It Look Like?	C10. How to Govern & Manage a Mature SOA GOV	D10. Case Study Panel: Mainframe Migrations – For Better or For Worse? PG	E10. The Evolution of Application Lifecycle Management
4:45pm	K5. Closing Guest Keynote: Mobilizing Social Power to Drive Change Malcolm Gladwell, Author				
5:45pm	Conference Adjourns				