



Gartner SOA & Application Development and Integration Summit 2009

24 – 25 June 2009 | Royal Lancaster Hotel, London, UK

Suggested timetable for delegates interested in Cost Optimization at the Gartner SOA & Application Development and Integration Summit, 24-25 June 2009

SOA Health Check: In Tough Times Reconsider Everything, Evolve, Enable Change

SOA will provide future benefits in your business and IT function, but investment spending comes first. There are methods to reduce the early investment in SOA without sacrificing its potential. Gartner research shows three ways to minimize the near-term cost of SOA projects without jeopardizing the long-term success of your SOA strategy:

1. Evaluate and reprioritize your application road map.
2. Defer or eliminate heavyweight application design practices and SOA middleware infrastructure.
3. Reduce SOA spending by buying less, using open source and increasing software sharing (reuse).

Over the long term, SOA reduces the time, effort and cost needed to implement or change distributed application systems compared with using other architectures for distributed applications. Indirectly, this makes it faster and less costly to implement or change business processes that use those applications.

Discover in-depth details on these methods and more practical techniques for containing costs and optimizing efficiencies at the Gartner SOA & ADI Summit in London. Below is a suggested agenda that delegates with a specific focus on cost optimization can follow during the event. Please note that this timetable is a suggestion and other presentations will be relevant to you depending on your role and your organization's focus on SOA and applications. Please visit www.europe.gartner/soa to see the full agenda, and use the Agenda Builder Tool to plan your own specific timetable for the summit. We also suggest that you take advantage of the many opportunities to network with your peers at workshops, roundtables and designated networking points.

Wednesday 24 June 2009

07:45-18:30

Registration, Information and Refreshments

08:45-09:00

Welcome to the SOA & ADI Summit 2009

09:00-10:00

Gartner Opening Keynote: SOA Health Check – In Tough Times Reconsider Everything, Evolve, Enable Change

Despite SOA adoption being the highest in Europe (nearly 70% of European organizations), few companies master the art of building SOA, and the more difficult art of using it to a company's advantage. In times when it is absolutely vital to prove the value of every initiative, this session will introduce the content of the summit and start unveiling how SOA can contain costs, get more out of your existing assets, exploit discontinuities in the market, and simply ride a disruptive innovation wave.

- How tough are the times we live in?

- What value does SOA bring to the rescue, and how do you measure it?
- Why and how does SOA help?

Paolo Malinverno, Gartner

10:00-10:30

Premier Panel

10:30-11:00

Refreshment Break in the Solution Showcase

11:00-11:50

Dos' and Don'ts for Cost-Effective SOA

When everybody talks of cost cutting SOA looks like a nice to have. However, experience says that gradual and wise adoption of SOA coupled with BPM, SaaS and other disciplines can lead to greater business efficiency without compromising agility and innovation. This presentation discusses the "dos' and don'ts" for successful enterprise-wide SOA in a time of shrinking IT budgets.

- What will be the drivers to SOA adoption in a time of belt tightening?
- How will organizations deploy their SOA infrastructure by minimizing costs and maximizing benefits?
- Which are the key hurdles on the way to cost effective SOA, and how can organizations get over them?

Massimo Pezzini, Gartner

or

11:00-11:45

Multienterprise Integration Scenario

Companies have been doing business-to-business (B2B) integration for decades, typically for e-commerce projects involving EDI. These projects are still common, but many new B2B projects involve SOA, cloud-computing, SaaS, and Web 2.0 style provisioning. Does your company have a strategy and infrastructure to support both traditional and innovative forms of B2B projects?



Wednesday 24 June 2009 (continued)

- In addition to traditional e-commerce, what new styles of B2B projects are companies implementing, such as SaaS integration?
- What architectural styles and best practices will companies use to implement B2B projects?
- What IT technologies and solutions will be necessary to successfully implement all forms of B2B integration projects?

Benoit Lheureux, Gartner

12:00-12:45

End-User Case Study Session

12:45-13:45

Lunch for Country and Industry Peer Groups in the Solution Showcase

13:45-14:35

Achieving Real-Time Awareness with Business Activity Monitoring

Business Activity Monitoring (BAM) is a style of Business Intelligence application that provides real-time access to critical business performance indicators. The result is improved speed and effectiveness of business operations. Common applications of BAM show how business processes are performing, and issue alerts which grant additional time to manage threats or opportunities.

- How does Business Activity Monitoring work?
- Where are the value and the challenges in deploying BAM?
- Which technologies are used to build BAM applications?

Bill Gassman, Gartner

14:45-15:15

Solution Provider Sessions

15:15-15:45

Refreshment Break in the Solution Showcase

15:45-16:35

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 needed for SOA, BPM and advanced integration. 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 evolve 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?

Susan Landry, Gartner

16:45-17:35

Cheaper, Faster, Bigger, Easier: Transaction Processing is Back in Vogue

Even in the era of cloud and SOA, transaction processing (TP) technology remains pivotal to ensure high calibre quality of service. TP core principles are immutable, but their implementation is radically changing due to technology innovation, business requirements for cost efficiency and emerging cloud-enabled computing paradigms.

- How will open source, SOA, event processing, 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 cloud-enabled extreme transaction processing (XTP)?

around more-formal lines, such as a software factory's and product line development. Agile teams can focus on developing solutions using assets that are developed and maintained using more formal approaches. Agile software factories will become increasingly popular both in-house and off-shore for SOA and non SOA solutions.

- What are the potential benefits to the

- How will organizations take advantage of XTP technologies to improve their efficiency, reduce their costs and ultimately stay in business?

Massimo Pezzini, Gartner

17:45-18:30

Executive Keynote: bwin Raises the Stakes for Online Poker With SOA

Europe's No.1 online gaming provider has built its poker platform empowering 25 international poker operators to implement unique white label/SaaS solutions. "Next Generation Poker" (NGP) has accomplished platform decomposition and modularization unsurpassed on the market. It is built on a single underlying poker integration platform based on SOA and EDA architectural best practices. This foundation supports an increasing range of multinational regulatory gaming requirements enabling various integration scenarios for large scale cost efficiency. Key principles include functional decomposition, environment abstraction, encapsulation of core business logic, flexible packaging and first class operational excellence. These efforts have increased the scaling capability of the IT organization by a factor as well.

bwin's business strategy is to promote bwin gaming brands (bwin.com, bwin poker, bwin.de, bwin.it, etc.) to its 13 million registered customers, as well as building strong IT platform capabilities for gaming operators. The strategy is supported by an IT organization of 600 staff, including 300 Java and .net application developers.

Dr. Thomas Kiessling, Chief Technology Officer, bwin

18:30-20:30

Networking Drinks Reception in the Solution Showcase

business and IT organization of the Agile Software Factory?

- Why the Agile Software Factory is more than the sum of its parts and the natural evaluation of high and low ceremony process i.e. CMMI meets Agile.
- Principles, practices and roles for getting started and maintaining the factory.

David Norton, Gartner

Thursday 25 June 2009

08:00-08:50

The Rise of the Agile Software Factory

The lines between agile development and methods that are considered more formal, such as model and metadata-driven development, are blurring. Principles of iterative delivery, team focus and engaged customer are common in most modern methods. Agile teams have synergy with teams organized

around more-formal lines, such as a software factory's and product line development. Agile teams can focus on developing solutions using assets that are developed and maintained using more formal approaches. Agile software factories will become increasingly popular both in-house and off-shore for SOA and non SOA solutions.

- What are the potential benefits to the



Thursday 25 June 2009 (continued)

09:00-09:50

Why Bother Managing SOA Applications?

Application architectures have continued to move at a rapid pace to keep up with the demand from the business for greater flexibility and agility. Thus in the current phase of its evolution, SOA has become one of the most popular application architectures. As IT operations is usually blamed for any production downtime, should it take SOA applications at face value or how should these applications be supported in production? Is it too late to think about manageability when SOA hits the production shop floor? This presentation explores various options.

- What are the challenges in managing applications in a SOA environment?
- How is the IT operations management technology evolving in the area of SOA and application management?
- What best practices should IT organizations follow to improve SOA and application management?

Milind Govekar, Gartner

10:00-10:30

Solution Provider Sessions

10:30-11:00

Refreshment Break in the Solution Showcase

11:00-11:45

End-User Case Study Session

11:55-12:45

Can SOA Save 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, Gartner

or

11:55-12:45

The E-Invoicing Steamroller Finally Picks up Speed

This session will highlight how a company should assess and plan for an e-invoicing deployment. The focus will be on multinational strategy versus one off-country type deployments. It will highlight specific nuances in various geographic regions and give high-level guidelines for looking for a solution.

- What is e-invoicing, and why is it so complicated?
- How do the economics of e-invoicing work?
- Why is e-invoicing finally taking off?

Paolo Malinverno, Gartner

12:45-13:45

Lunch for Country and Industry Peer Groups in the Solution Showcase

13:45-14:35

Application Platform Scenario: From the Trenches to the Cloud

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, Gartner

14:45-15:35

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 nature of composite application integration and how will it provide you with benefits?
- How will packaged application users leverage composite application integration and SOA?
- How will Oracle, SAP and other packaged application vendors support SOA and composite applications?

Jess Thompson, Gartner

15:35-16:05

Refreshment Break in the Solution Showcase

16:05-16:55

Gartner Open Research Meeting

Gartner Open Research Meetings are lively affairs, with direct and sometimes wild exchanges of ideas and perspectives: come and listen to (or, if you have a strong opinion, challenge!) a dozen Gartner analysts debating live three provocative assumptions related to the summit topics. Don't be surprised if the interactive dialogue opens a few eyes, bringing new and important ideas to the forefront.

The SOA & ADI Analyst Team

18:00-18:05

Closing Remarks

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