



# Gartner Enterprise Architecture Summit 2009

Optimizing Today for the Next Wave of Business Tomorrow

14 – 15 September 2009 | Royal Lancaster Hotel | London | [europe.gartner.com/ea](http://europe.gartner.com/ea)

**Today, you are pulled in two directions: dealing with challenges you face today while planning for the return to growth. But this is your moment of opportunity that comes along only once in a decade, once a business cycle; the turning point when recession comes to an end. The next wave of business is coming and your actions will position you either on it or under...**

Whatever point you're at on the enterprise architecture curve, you can tailor your own agenda and pick sessions from a number of tracks.

This event is the single smartest investment you can make all year.

## 1 TRACK 1: The Essential Architect

The essential architect speaks directly to the heart of what being an architect is about: pragmatic, action oriented, and facilitating change in their business. It's not about the basics, it's about the foundational elements of what it takes to select, create, and implement all viewpoints of enterprise architecture. All practitioners are not just looking to plan the future state; they're looking to deliver the right things that have an impact today. This track embodies the knowledge that all practitioners rely upon.

## 2 TRACK 2: The Business Driver

Enterprise architecture must be applied to have value. Enterprise architects need to understand the leading trends on Gartner's radar that will drive technology and business change in the next few years. This track looks at the emerging opportunities for organizations from optimizing business processes to leveraging the cloud. This track is about the practical application of enterprise architecture to drive business change.

## 3 TRACK 3: The Emerging Innovator

The emerging innovator is tomorrow's EA leader today, applying new approaches and styles of EA under varying business conditions. This track will not only look at new trends but will look at some of the anti-trends in EA such as the revolt against frameworks, and the need to scale back EA programs and how to avoid death by architecture.



### Meet the Analysts

Don't miss out on the opportunity to spend 30 minutes privately discussing a topic of your choice with a Gartner analyst who specializes in this area.



### Solution Showcase

Meet innovative technology and service providers at the forefront of Enterprise Architecture.



### End-User Case Studies

Excellent opportunity to hear how your peers have tackled key issues and what they learned on the way.



### Gartner Analyst/User Roundtables (AUR)

Be prepared to join the discussion and share best practices and practical advice. There sessions are a great forum for hearing what your industry peers are experiencing on issues similar to those you face. Booking required.



### Foundation Session

New to EA? Then jump-start your Summit experience with our interactive foundation session, included in the Summit fee.



### Interactive Workshop

Specifically designed for peer-to-peer exchange combined with the expert advice of a leading Gartner analyst.



**Register Now**

Online: [europe.gartner.com/ea](http://europe.gartner.com/ea)

Telephone: +44 20 88792430

E-mail: [emea.registration@gartner.com](mailto:emea.registration@gartner.com)



# Agenda at a Glance

Monday 14 and Tuesday 15 September 2009

## Plenary Sessions

<b>Executive Keynote: The Upside of Turbulence</b>   Prof. Don Sull, London Business School
<b>Gartner Keynote: The New Strategic Business Capabilities Hype Cycle</b>   Mark Raskino, VP & Gartner Fellow, Gartner
<b>Gartner Keynote: Cloud Computing: How Your Architecture may Just Float Away</b>   Daryl Plummer, Managing VP & Gartner Fellow, Gartner

**Tailor Your Agenda**  
 Get the most out of your 2 days – build your own agenda online at [europe.gartner.com/ea](http://europe.gartner.com/ea).  
 Download the sessions to your calendar or export as a .pdf

## The Tracks

TRACK 1: The Essential Architect	TRACK 2: The Business Driver	TRACK 3: The Emerging Innovator
How to Develop an Enterprise Business Architecture (EBA) <b>P</b>	Can Social Software Save Knowledge Management or Vice Versa? <b>G P S</b>	Financial Management: How Enterprise Architecture Underpins Current and Future State Planning and Results <b>G S</b>
Architecting Solution Portfolio Management: Best Practices <b>P</b>	Dynamic BPM and SOA: Can Your Architecture Handle 'Designing for Change'? <b>G S</b>	The Principles of Application Consolidation <b>S</b>
How to Identify Clear, Actionable Enterprise Architecture Requirements <b>P</b>	Harnessing the Collaboration Revolution <b>G S</b>	Managing Innovation and Disruptive Technologies <b>S</b>
Creating EA Roadmaps and Migration Plans <b>P</b>	Workshop: Architecting the Next Wave Business Model Where to Save Money Now? <b>G S</b>	Architecting for Emergence: New EA Models Embracing Change the Hype From the Reality <b>G S</b>
The Top 10 Pitfalls of Enterprise Architecture Programs <b>P</b>	Emerging Technologies and Trends 2009 <b>G S</b>	Determine the Right EA Approach to Support Your Business <b>P S</b>
Managing EA in a Cost Cutting Environment <b>P</b>	Application Customization: The Cost That Keeps on Costing <b>P</b>	Emergent EA Case Studies <b>G S</b>
Information Management Practitioners: The Enemy is Us <b>G S</b>		Using EA to Drive Business Performance <b>P S</b>
<b>Case study:</b> Jeremy Tandy, Chief Architect, The Met Office  Jon Hill, Enterprise Architect, Fixed Income, BNP Paribas	<b>Case studies:</b> Wouter Schmitz, Head of Architecture, ABNO AMRO  Prof. Wilfried Schley, Founding Director, IOS	<b>Case studies:</b> Stéphane Bonnassies, IT Architecture and Innovation Manager, Schlumberger  Harry Verhoeven, Head of ICT Enterprise Architecture, KBC

**Giving you Guidance in 2009!**  
 Look for sessions tagged as follows:

- G Gartner Vision**  
Business and technology leaders turn to Gartner for visionary intelligence, market overview and information on upcoming trends in EA.
- P Practical Guidance**  
We understand your need for tactical information you can action straight away. Session focused on how to, dos and don'ts and best practices.
- S Strategic Insight**  
Use EA to understand the impact of investment decisions upon interconnected business processes, information and technology.

**Gartner**  
**Enterprise Architecture Summit 2009**  
 14–15 September | London