

Budgets are tight and increasingly IT and business professionals must prove the value of educational conferences before attending. We have pulled together information that will help you demonstrate how attendance at the Gartner Enterprise Architecture Summit supports your organizational goals.

Meet Your Organizations Objectives

The scope and focus of enterprise architecture (EA) has evolved during the past 15 years; from a simple technology focus to a concern with information and business, and from tactical IT decisions to analysis and linkage to the business strategy. At one time, enterprise architecture was about the convenience of IT — it was focused on simplifying and rationalizing the environment to achieve cost reductions and efficiency. At that point, architecture was focused on technology, and the outcome was technical standards. The increasing pace of change and the need for agility and alignment drives EA in the direction of better analysis of the business strategy and a higher-level view that encompasses not only information and technology, but also business process components.

In addition, architecture has become an integrative discipline that recognizes that information, business processes and technology components interoperate to deliver capabilities that the business needs.

EA can directly affect the material health of a company. The Gartner Enterprise Architecture Summit will provide you with the necessary skills to:

- Identify cost optimization and efficiency opportunities
- Recessions are drivers of change: deliver on today's practical challenges whilst anticipating future business models to drive growth
- Gain a complete view of priorities, methodological consistency and the potential for greater synergy across the enterprise
- Position yourself as the Architect of Change manage through tough times and anticipate future business models – for the upturn when it comes!

The key question for all business leaders is: *“What will my industry look like when economies return to growth?”* Tomorrow's leaders will focus on both – cost optimization today while repositioning for growth tomorrow. The Summit offers three tracks, focusing on novice content, advanced content and the overlap between EA and related disciplines such as BPM, SOA, PPM etc.

The Summit Experience

In addition to the unique mix of Gartner Research Presentations, guest keynotes and real-life case studies you will have the opportunity to put into practice all the advice gained during the two days of the Summit. With a focus on the practical implementation of lessons learned and best practices.

1. Better Investment Decisions

- **Hear it First:** The conference will focus on several key EA topics that will help you to make better investment decisions.
- The hot topics will be covered from both the business and IT angle: how to get started, how to be pragmatic, action-oriented and facilitating change in the business; how to focus on delivering value; how to spot emerging opportunities; how to drive innovation.

- Take away actionable insights that will place you in a strong position of organizational readiness for the return to growth.
- The very best speakers in the field of EA, including the top Gartner analysts from Europe and the US, to share their knowledge in keynotes, case studies and session.
- **See Keynotes** that place EA within bigger economic and organizational context

The Upside of Turbulence

Professor Don Sull from the London Business School will discuss how turbulence produces opportunities to create value as well as threats. He will focus on how to seize the opportunity inherent in the turbulence.

The New Strategic Business Capabilities Hype Cycle

At the highest level, IT enables whole new business competencies and capabilities for organizations. Some of these can take 25 years or more to play out. Most cause disruptions and are a source of competitive advantage to business leaders who detect, nurture and exploit their formation at the right time. We present the concepts, drivers and risks in a hype cycle your CEO needs to know. Presented by Mark Raskino.

Cloud Computing: How Your Architecture may Just Float Away

What implications will Cloud Computing have on architecture and can an enterprise retain any degree of control and coordination? This presentation will examine cloud computing and how it might impact architecture planning. Presented by Daryl Plummer.

The Keynotes are just the tips on an iceberg of a comprehensive and hard-hitting program.

2. Health Check Your Plans and Projects

- **One-on-One's with Analysts** – Many organizations contract with Gartner to have access to analyst insight throughout the year. At the EA summit you are provided the opportunity to meet with Gartner analysts for 30 minutes, free, and discuss your immediate issues and receive the unbiased advice you are looking for.
- **Analyst User Roundtable** – These 45 minute discussions are moderated by a Gartner analyst and limited to 6 end-users per session. This is an excellent opportunity to tackle key issues with experts and peers alike.
- **Solution Showcase** – meet innovative technology and service providers at the forefront of enterprise architecture.
- **'Hands-on' workshops** – led by EA experts and Gartner Analysts, these will give you the opportunity of working in small groups through specific challenges with your peers.
- **Team Building** – share knowledge and event documentation.

All valued at over €10,000!

3. Get Connected

- **Learn Best Practices:** The best conversations you'll ever have with other IT and business professionals will occur at this conference. Gain lessons learned and advice on your specific environment in peer interactions and in intensive Analyst/User



Roundtable discussions. You have access to one of the largest audience of qualified IT and business professionals facing common challenges and ready to share ideas and discuss best practices within the industry.

• Interact with Like-minded Peers

This event is the single smartest investment you can make all year - particularly in times of budget scrutiny. It examines the EA solutions, strategies, cutting edge best practices, latest tools and technology that can help your business to act more intelligently and drive business performance. You'll leave with focused insight and concrete action plans to start investing on a short list of the most profitable strategic initiatives that will propel business forward and outpace your competitors.

Pre-event benefits:

- Access to our Agenda Builder tool to plan your agenda
- Recommended agenda by different tracks

Onsite benefits:

- Access to the Solution Showcase (vendor demonstrations)
- Thought-provoking keynotes by industry experts
- Personal interaction with Gartner analysts at One-on-Ones and Analyst/User Roundtables
- Networking lunches
- Special evening events

Post-event benefits:

- Access to Events on Demand (download presentations you couldn't attend)
- Newsletter communications throughout the year related to your interests
- Post event trip summary reports

Build Your Own Agenda at europe.gartner.com/ea

Using the **Gartner Agenda Builder** will help you make the right decisions and get the best value out of the event. Agenda Builder will enable you to build your own personal agenda and select the session that are of the most value to you.

How to Register

Online: europe.gartner.com/ea
Telephone: +44 (0)208 879 2430
Email: emea.registration@gartner.com

Standard Conference Price

€2,195 + VAT (15%)

(Fee includes conference attendance, documentation and planned functions)
Gartner Clients: We also accept Gartner theme tickets as payment for both days.
For more information please contact your Account Manager or email emea.events@gartner.com

Testimonials from Gartner Enterprise Architecture Summit 2008

“Various points of view on EA with implementation experiences. High quality of speakers and organization. Great event, very useful.”

Sandra Richalley, Consultant, Cosmosbay-vectis

“Our Managers recommended this event as we are deep into the EA in our organization and I found it worthy to recommend further!”

Mitja Kopina, EA Team Leader, Simobil D D

“First time at this event and I found it was an excellent opportunity to review the latest thinking and a good mix of thought provoking insight and practical case studies.”

Beth Evans, Business Architect, Norwich Union

“For the best analysis of the market presented in a coherent theme, you have to attend the gartner EA Summit, changes your business for the better.”

Peter Hollyfield, ICAD IS, ICAD

Register now at: europe.gartner.com/ea