

Gartner Enterprise Architecture Foundation Seminar 2009

Learn the Essentials of Planning and Building an Adaptive Enterprise Architecture

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Gartner
Enterprise Architecture
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Seminars 2009

29 – 30 June | Washington, DC
gartner.com/us/epas2

3 additional seminar dates in '09.
See inside for details.



A Unique, Two-day Learning Experience

What You Will Learn

- Demonstrate the value of EA to senior management and increase your credibility
- Establish key organizational roles and responsibilities
- Integrate EA with related disciplines like enterprise program and portfolio management
- Build governance processes that give the EA program teeth
- Apply EA in a federated organization
- Improve your leverage with valuable IT resources
- Implement key disciplines for enterprise-level planning and EA
- Facilitate future changes in business processes
- Enable successful alignment of business and IT change

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, planners, directors of enterprise program management, business strategists, and business managers reliant on IT for success and driving value.

Now more than ever, you need direction and focus to build an effective EA Program that will sustain during this economic downturn. At the seminar, you will receive essential concepts and actionable strategies to help you:

- Prevent weaker EA initiatives from failing during this tough economic time
- Demonstrate the value of EA Programs to senior management and business leaders
- Illustrate how solid strategic planning and EA are the foundations for making essential budget and cost-cutting decisions
- Define the right framework based on the objectives of your organization, and more

Learn the Fundamentals of Developing a World-Class 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 change 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 65 participants. You'll be able to freely share detailed experiences with your peers and enjoy face time with the two Gartner EA analysts leading the seminar.

2. Focus on the basics

The seminar is designed to ensure everyone who attends learns the 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

The seminar is 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. Hands-on exercises and focused attention help make this a richly rewarding experience that truly meets your specific needs.

“Covered topics which will help me take my EA program to the next level.”

Vice President, Federal Reserve Bank

Seminar Agenda



Day One: Foundations

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

8:00am Registration & Breakfast

9:00am Introduction and Agenda

9:15am 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

10:15am Break

10:30am 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

11:30am Seminar Exercise

12:00pm Lunch

1:00pm 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

2:00pm Seminar Exercise

2:30pm 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

3:00pm Break

3:15pm 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 multi-component 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

4:15pm 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

5:00pm End-User Case Study

6:00pm Networking Reception

Day Two: Planning and Running

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

8:00am Registration & Breakfast

8:30am 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. 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

9:15pm 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 yields significant delivery synergy within an 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

10:00am Break

10:15am Making EA Actionable

EA has no intrinsic value. 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

11:00am 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.

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

11:45am 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
- 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

12:15pm Lunch

1:15pm Measuring the Value of EA

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

2:00pm Selling the Value of EA

Effective EA requires selling to a broad range of constituents. Although overlapping within 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

2:30pm Break

2:45pm Seminar Exercise

3:15pm Selecting EA Frameworks and Tools

For immature EA programs, frameworks and tools can be a distraction, but 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?

3:45pm Wrap-Up and Next Steps

4:00pm Seminar Adjourns

"In just two days, I received enough tools to structure and sell the EA program value."

Chief Architect, Novell



How to Register

Online: gartner.com/us/epas2

Telephone: +1 866 405 2511

E-mail: us.registration@gartner.com

**Seminars sell out quickly.
Attendance limited to 65 participants.
Join us and register today!**

Register at gartner.com/us/epas2

Registration Rates

Seminar registration fee includes:

- Seminar attendance, documentation and planned functions.

Standard Price: \$2,995

Gartner Clients: We accept Gartner Symposium Tickets as full payment for the seminars, as well as a combination of Gartner Summit Tickets plus cash. If you are a client with questions about tickets, please contact your account manager.

Venue and Hotel Information

A limited block of rooms has been reserved at the Gaylord National. As these can only be held until May 26, 2009 we recommend that you contact the hotel as soon as possible. To obtain the group rate of \$230.00 for a single or double occupancy room, please indicate that you are attending the seminar when making your reservation.

**Gaylord National Resort & Convention Center
201 Waterfront Street
Washington, DC 20745**

Phone: 1-301-965-2000



“Provided foundation for developing and growing maturity of my organization’s EA program.”

Sr. Director of Enterprise Architecture, The McGraw-Hill Companies

Choose from Three Convenient Dates and Locations

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gartner.com/us/epas1



5 – 6 October 2009

Hyatt Regency Grand Cypress
Orlando, FL

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10 – 11 December 2009

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“Content was excellent, well thought out and unique.”

Sr. Principal Consultant, Wipro Technologies