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Agenda at a Glance

# Gartner Enterprise Architecture Foundation Seminar 2009

The Quintessential Learning Event for  
Today's EA Best Practices

## Gartner Seminar Leaders



**Scott Bittler**  
Research Vice President



**Betsy Burton**  
Research Vice President and  
Distinguished Analyst

## Benefits of attending a Gartner seminar

- Classroom-style setting
- Hands-on exercises
- Small group interactions
- Direct access to EA expert analysts
- Informal atmosphere
- Deeper learning experience
- Focus on the basics

**Gartner**  
Enterprise  
Architecture  
Foundation  
Seminar 2009

**Previous seminars have sold out.**  
Act now and register today!

October 5 – 6  
Orlando, FL  
[gartner.com/us/epas3](http://gartner.com/us/epas3)

## Learn the fundamentals of developing a world-class EA program

The critical discipline of enterprise architecture is addressed front and center at the seminar, which is designed to give you insight on the key concepts you need to begin applying EA in your organization today, including the ever-increasing impact of SOA, BPM and PPM on EA.

In an intensive, two-day classroom-style setting, you'll learn essential EA strategies needed to:

- Align business and IT strategies.
- Plan and implement a successful EA program.
- Prevent EA initiatives from failing in a tough economy.
- Leverage EA planning in budget and cost-cutting decisions

## Who should attend?

No previous EA knowledge is required. The seminar provides an in-depth view of the basics for chief architects, CIOs, senior IT management, and enterprise program management planners and directors. If you've already begun your EA journey, it's a valuable course on new strategies and best practices that you can apply immediately.

## What you will learn

- Develop a communication plan to demonstrate the value of EA to senior management.
- Assemble a winning EA team and establish key roles and responsibilities.
- Integrate EA with related disciplines like enterprise program and portfolio management.
- Build governance mechanisms that give the EA program teeth.
- Apply EA in a federated organization.
- Assess EA maturity.
- Deliver the common requirements vision.
- Improve your leverage with valuable IT resources.
- Define and implement key governing disciplines.
- Facilitate future changes in business processes.

“The seminar helped to bring together concepts of viewpoints and solutions architecture.”

## Enjoy premium access to Gartner EA analysts

The seminar leaders, Betsy Burton, Vice President and Distinguished Analyst, and Scott Bittler, Research Vice President, are committed to making sure you get everything you need to make the decisions now that will have an immediate effect on you and your organization.

## Three 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 60 participants. You'll be able to share detailed experiences freely 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 started your EA program, 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 that lets you ask questions or comments at any time. The session builds in time to learn 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.

## Why Gartner?

Gartner produces the world's leading technology conferences for CIOs, IT leaders and senior executives—designed to equip you with the knowledge, insight and advice you need to create the most effective technology strategy and become more successful in your role.

### Get immediate answers to your pressing challenges through:

- Direct access to the world's leading technology research—stimulating presentations, interactive workshops and one-to-one meetings with Gartner analysts
- Networking and interactions with decision makers from organizations spanning every industry and government sector
- Real-life, end-user case studies and global best practices
- Latest product demonstrations, hands-on experience and in-depth discussions with product experts from today's leading technology providers and those driving the innovations of tomorrow

Whether or not you're a Gartner client, attending any of our 70-plus global events is simply the most cost-effective and time-efficient way to stay on top of what's current, grow your leadership skills and accelerate your success.

“Good meeting of the minds and thought-provoking presentations.”

# Seminar Agenda

## Monday, October 5

8:00 a.m.	<b>Registration and Breakfast</b>	
9:00 a.m.	<b>Attendee Introduction</b>	
10:15 a.m.	<b>Break</b>	
10:30 a.m.	<b>Positioning Enterprise Architecture</b> 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.	<ul style="list-style-type: none"> <li>• How does EA contribute to the CEO and CIO agendas?</li> <li>• Understanding the EA process and framework</li> <li>• Managing EA stakeholders</li> </ul>
12:00 p.m.	<b>Lunch</b>	
1:00 p.m.	<b>Organize the EA Program</b> 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.	<ul style="list-style-type: none"> <li>• Creating the EA program charter</li> <li>• Understanding EA program maturity</li> <li>• Planning for EA program improvements</li> </ul>
2:00 p.m.	<b>Develop the Business Context</b> 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.	<ul style="list-style-type: none"> <li>• Identifying environmental trends</li> <li>• Understanding business strategies</li> <li>• Determining change requirements for processes, information, technology and solutions</li> </ul>
3:00 p.m.	<b>Break</b>	
3:15 p.m.	<b>Seminar Exercise: CRV</b>	
3:45 p.m.	<b>Develop EA Principles</b> 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.	<ul style="list-style-type: none"> <li>• Understanding and positioning principles</li> <li>• What are the sources for principles?</li> <li>• How to define relevant principles to guide business, information, solution and technology architecture development</li> </ul>
4:15 p.m.	<b>Develop the Technology Architecture Viewpoint</b> 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 multicomponent models that show increasing levels of reuse and complexity reduction for planning infrastructure.	<ul style="list-style-type: none"> <li>• Understanding the basics of EA future-state modeling</li> <li>• How to define technology standards and combine them into technical patterns</li> <li>• Defining and documenting reusable technical services</li> </ul>
5:00 p.m.	<b>Seminar Exercise: EA Maturity Assessment</b>	
5:00 p.m.	<b>End-User Case Study</b>	
6:00 p.m.	<b>Networking Reception</b>	

## Tuesday, October 6

7:00 a.m.	<b>Registration and Breakfast</b>	
8:00 a.m.	<b>Seminar Exercise: EA Maturity Assessment</b>	
8:15 a.m.	<b>Develop the Technology Architecture Viewpoint (continuation from Day One)</b> 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 multicomponent models that show increasing levels of reuse and complexity reduction for planning infrastructure.	<ul style="list-style-type: none"> <li>• Understanding the basics of EA future-state modeling</li> <li>• How to define technology standards and combine them into technical patterns</li> <li>• Defining and documenting reusable technical services</li> </ul>
8:30 a.m.	<b>Develop the Information Architecture Viewpoint</b> 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.	<ul style="list-style-type: none"> <li>• Defining information architecture</li> <li>• Introducing the information architecture framework</li> <li>• Modeling the future-state information architecture</li> </ul>

# Seminar Agenda

Tuesday, October 6

9:15 a.m.	<p><b>Develop the Business Architecture Viewpoint</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>• Defining business architecture</li> <li>• Modeling the future-state business architecture</li> </ul>
10:00 a.m.	<b>Break</b>	
10:15 a.m.	<p><b>Develop Solution Architectures and Enterprise Solution Architecture</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>• Defining the solution architecture</li> <li>• Introducing a solution architecture framework</li> <li>• Reconciling the viewpoints of various constituents</li> </ul>
11:00 a.m.	<p><b>Making EA Actionable</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>• Closing the gaps</li> <li>• Prioritizing projects</li> <li>• The role of EA in the system development life cycle</li> </ul>
12:00 p.m.	<b>Lunch</b>	
1:00 p.m.	<p><b>Defining EA Governance and Management</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>• EA approval and review processes</li> <li>• Understanding the skills and talents required by enterprise architects</li> <li>• Understand the various EA stakeholder roles</li> </ul>
1:45 p.m.	<p><b>Managing EA in a Federated Environment</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>• How to balance centralization versus decentralization</li> <li>• How to drive consistency and alignment through governance, processes and tools</li> <li>• How to manage end-user empowerment and cost and control sharing, while mitigating competing/conflicting interests across multiple lines of business</li> </ul>
2:15 p.m.	<p><b>Measuring the Value of EA</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>• Understanding the metrics landscape</li> <li>• Defining key performance metrics that support the IT agenda</li> <li>• Defining key performance metrics that support the business agenda</li> </ul>
3:00 p.m.	<p><b>Selling the Value of EA</b></p> <p>Effective EA requires selling to a broad range of constituents. Although it overlaps within communications, marketing and organization change management in many ways, selling EA is distinct in that it involves gaining commitment from these groups.</p>	<ul style="list-style-type: none"> <li>• Why enterprise architects need to be salespeople too</li> <li>• Articulating the value of EA to various stakeholders</li> <li>• Creating the communication plan</li> </ul>
3:30 p.m.	<b>Seminar Exercise: Selling EA</b>	
4:00 p.m.	<p><b>Selecting EA Frameworks and Tools</b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>• What frameworks are available, and how are they useful?</li> <li>• What are EA tool selection best practices?</li> </ul>
4:30 p.m.	<b>Wrap-Up and Next Steps</b>	
5:00 p.m.	<b>Seminar Adjourns</b>	

Visit [gartner.com/us/epas](http://gartner.com/us/epas) for agenda updates and seminar details.

# How To Register

## Seminars sell out quickly!

Attendance limited to 60 participants.

## Join us and register today

### Registration rates

Seminar registration fee includes: Seminar attendance, documentation and planned functions.  
Standard price: \$2,995

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December 10 – 11, Las Vegas

[gartner.com/us/epas4](http://gartner.com/us/epas4)

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#### **Gartner Business Process Management Summit**

October 5 – 7, Orlando, FL

[gartner.com/us/bpm](http://gartner.com/us/bpm)

#### **Gartner Enterprise Architecture Summit**

October 7 – 9, Orlando, FL

[gartner.com/us/ea](http://gartner.com/us/ea)

### Venue and hotel information

A limited block of rooms has been reserved at the Hyatt Regency Grand Cypress. As these can only be held until September 7 we recommend that you contact the hotel as soon as possible. To obtain the **group rate of \$199 per night**, please indicate that you are attending the Gartner Enterprise Architecture Foundation Seminar.

#### **Hyatt Regency Grand Cypress**

One Grand Cypress Blvd.

Orlando, FL 32836

Phone: + 1 407 239 1234



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# Gartner Enterprise Architecture Foundation Seminar 2009

## The Quintessential Learning Event on Today's EA Best Practices

October 5 – 6 | Orlando, FL | Hyatt Regency Grand Cypress | [gartner.com/us/epas3](http://gartner.com/us/epas3)



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**Phone:** 1 866 405 2511

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

### Can't make the October Seminar?

Consider attending the **Gartner Enterprise Architecture Seminar**, December 10 – 11, in Las Vegas. Visit [gartner.com/us/epas4](http://gartner.com/us/epas4) for details.

### Attend both Summits and save!

**Gartner Business Process Management Summit** October 5 – 7 and  
**Gartner Enterprise Architecture Summit** October 7 – 9

**Best value!** Save \$895 when you register for both summits!