

# Gartner Enterprise Architecture Foundation Seminar 2009

Learn the Essentials of Planning and Building an Adaptive Enterprise Architecture



**Gartner**  
Enterprise Architecture  
Foundation  
Seminar 2009

Gartner Seminar Leaders



Philip Allega



Brian Burke

24 – 25 November | London

[gartner.com/eu/eafslondon](http://gartner.com/eu/eafslondon)

# A Unique, Two-day Learning Experience

**Day 1: Foundations**

**Day 2: Planning and Running**

“This seminar is a great overview of how to start, sell and maintain these processes within an organization.”

Sr Director, IT, Timberland



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



## 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 50 participants. You'll be able to freely share detailed experiences with your peers and enjoy face time with the two expert 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.

“Very valuable in clarifying the driving strategies behind EA.”

Group IT director, Al Rostamani Group



# Seminar Agenda

“Enabled me to take EA forward into the organization and sell it.”

**BPD Manager, Gas de France ESS**

## Day One: Foundations

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

### 08.00 Registration

### 09.00 Introduction and Agenda

- **Positioning Enterprise Architecture**
- How does EA contribute to the CEO and CIO agendas?
- Understanding the EA process and framework
- Managing EA stakeholders

### Organize the EA Program

- Creating the EA program charter
- Understanding EA program maturity
- Planning for EA program improvements

### Seminar Exercise

### 12.00 Lunch

### Develop the Business Context

- Identifying environmental trends
- Understanding business strategies
- Determining change requirements for processes, information, technology and solutions

### Seminar Exercise

### Develop EA Principles

- Understanding and positioning principles
- What are the sources for principles?
- How to define relevant principles to guide business, information, solution and technology architecture development

### Develop the Technical Architecture Viewpoint

- 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

### Develop the Information Architecture Viewpoint

- Defining information architecture
- Introducing the information architecture framework
- Modeling the future-state information architecture

### End-User Case Study

### 18.00 Networking Reception

## Day Two: Planning and Running

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

### 08.00 Registration

### 08.30 Develop the Business Architecture Viewpoint

- Defining business architecture
- Modeling the future-state business architecture

### Develop the Solution Architecture and the Enterprise Solution Architecture

- Defining the solution architecture
- Introducing a solution architecture framework
- Reconciling the viewpoints of various constituents

### Making EA Actionable

- Closing the gaps
- Prioritizing projects
- The role of EA in the system development life cycle

### Defining EA Governance and Management

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

### Managing EA in a Federated Environment

- How to balance centralization vs. decentralization – finding the right level of centralization
- How to drive consistency and alignment through governance, processes and tools

- How to manage the real issues: end-user empowerment, cost and control sharing, while mitigating competing or conflicting interests across multiple lines of business

### 12.00 Lunch

### Measuring the Value of EA

- Understanding the metrics landscape
- Defining key performance metrics that support the IT agenda
- Defining key performance metrics that support the business agenda

### Selling the Value of EA

- Why enterprise architects need to be salespeople too
- Articulating the value of EA to various stakeholders
- Creating the communication plan

### Seminar Exercise

### Selecting EA Frameworks and Tools

- What frameworks are available, and how are they useful?
- What are EA tool selection best practices?
- Wrap-Up and Next Steps

### 16.00 Seminar Closes



# How to Register

**Online:** [gartner.com/eu/eafslondon](http://gartner.com/eu/eafslondon)

**Telephone:** +44 (0)20 8879 2430

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

**Fax:** +44 (0) 1784 268987

**Mail:** Gartner, Tamesis, The Glanty, Egham, Surrey TW20 9AW

Previous Enterprise Architecture Foundation Seminars have sold out. Make plans today to join us. Register at [gartner.com/eu/eafslondon](http://gartner.com/eu/eafslondon)



## Registration Rates

Seminar registration fee includes:

- Seminar attendance, documentation and planned functions.

Standard Price: €2,570 + VAT

**Gartner Clients:** We also accept Gartner Symposium tickets as full payment for the seminars. Please note Gartner Summit tickets are not valid for this Seminar. If you are a client with queries about tickets, please contact your account manager.

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## Venue and Hotel Information

24 – 25 November 2009

Gartner EMEA Headquarters, Tamesis, The Glanty, Egham, London, UK, TW20 9AW

**“Reinforced a number of things we currently do and stimulated new thoughts.”** Futures Manager, Norwich Union

## Upcoming Events

Gartner is the leading provider of research and analysis on the global information technology industry. Our goal is to support organizations as they drive innovation and growth through the use of technology.

As in our research, our events help clients make informed technology and business decisions by providing in-depth analysis and actionable advice on virtually all aspects of technology.

For a full listing of our events please visit [europe.gartner.com/events](http://europe.gartner.com/events)

### Gartner EMEA Events 2009/2010

**Portals, Content & Collaboration Summit**  
16–17 September, London

**Information Security Summit**  
21–22 September, London

**Data Center Summit**  
5–6 October, London

**Symposium/ITxpo**  
2–5 November, Cannes

**Enterprise Architecture Foundation Seminars**  
24–25 November, London

**Business Intelligence Summit**  
1–2 February 2010, London

**Business Process Management Summit**  
1–2 March 2010, London

**Identity & Access Management**  
3–4 March 2010, London

**Customer Relationship Management Summit**  
16–17 March 2010, London

