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Gartner Application Architecture, Development & Integration Summit 2016
25 – 26 July | Sydney, Australia
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Hot topics
• Mobile Development
• Internet of Things
• Cloud Computing
• Bimodal IT
• Microservices
• Blockchain
• Smart Machines
• User Experience Design
• DevOps
• In-memory Computing
• Legacy Systems Transformation
Maximize the Power of Your Application Strategy to Lead Digital Innovation

As mobile, cloud and the Internet of Things transform businesses, your application strategy must evolve to seize new opportunities. **Gartner Application Architecture, Development & Integration Summit 2016** features in-depth new research and advanced best practices in application strategies, business application management, mobile applications, modern application architecture, application development, integration, and emerging technologies, including the Internet of Things.

Get the latest recommendations for transforming legacy applications, delivering world-class customer experiences, applying leading edge data, and much more. Learn how to update your applications strategy, balance renovation with innovation, align with business goals and deliver a new competitive advantage by enabling business users, while instilling just the right amount of governance.

**Brian Prentice**  
Research VP and  
Summit Chair
What’s new for 2016

- **Technical Insights**: A deep dive into the technologies and strategies for application development and integration

- **Blockchain**: Consider the implications of distributed ledger technology on your organisation

- **‘The IOT Scenario’**: Understand what the Internet of Things means for your applications strategy

- **Bimodal**: Help accelerate your innovation and better manage legacy

Who should attend

- **Application leaders**
  - Guide digital business transformation with a leading vision of the possible and the know-how to get it done

- **Enterprise architects and application architects, web services and infrastructure managers**
  - Build architectures to support DevOps, Web-scale computing, IoT integration and multichannel experiences
  - Renovate and modernize core IT systems
  - Understand new agile, iterative, dynamic, ecosystem based building blocks

- **Application development, integration and portfolio management leaders**
  - Get the latest tools and methodologies for agile and rapid development
  - Deliver a user experience that customers and employees will embrace
  - Address legacy and integration challenges

- **Application strategists**
  - Tap the power of the digital revolution to advance business objectives

- **Business application leaders**
  - Get the latest on ERP, CRM and other business process applications
Keynotes

**Guest keynote**

**Mastermind with Sir Ray Avery**
Sir Ray is a charismatic entertaining speaker and entrepreneur who will demonstrate the power of observation and customer centric product development cycles which underpin standout IT development companies.

Digital business offers tremendous opportunities, but also serious threats of industry disruption. Its success requires innovation in both the business and IT. Sir Ray will demonstrate how to develop personal innovation skills and how to implement corporate disruptive innovation cultures.

**The Advantage: Why Organisational Health Trumps Everything Else in Business**

Andrew Moore, Principal Consultant, Patrick Lencioni’s Table Group will give you insights into the four disciplines of organisational health including: the behaviours of functional teams, creating clarity for the organisation, over-communicating, and reinforcing with human systems. These disciplines will give you a roadmap for focussing your team to deliver the best results for your organization.

**Gartner keynotes**

**Gartner Opening Keynote: The “DigiFlip” — Two Universes, Two Sets of Rules for Success in Digital Business**

Digital business offers tremendous opportunities, but also serious threats of industry disruption. Its success requires innovation in both the business and IT. As trusted advisors, with an enterprisewide vantage point, application leaders are uniquely positioned to help lead transformation of the overall business, providing solutions with the flexibility to allow agile business innovation.

**Gartner Closing Keynote: Stop Aiming for Successful Projects, Start Aiming for Successful Applications**

This presentation highlights that many behaviors associated with project success lead to expensive-to-operate and hard-to-change applications. This is because of project stress on functional deliverables, which is at the expense of nonfunctional attributes such as performance efficiency. This presentation explains how driving design time to nonfunctional requirements pays significant dividends throughout the life of the application.
Meet the analysts

Van L. Baker
Research VP

Brad Dayley
Research Director

Olive Huang
Research Director

Sean Kenefick
Research Director

Andy Kyte
VP and Gartner Fellow

Adrian Leow
Principal Research Analyst

Yefim Natis
VP and Gartner Fellow

Mark O’Neill
Research Director

Massimo Pezzini
VP and Gartner Fellow

Gene Phifer
VP Distinguished Analyst

Brian Prentice
Research VP

Magnus Revang
Research Director

Maritess Sobejana
Principal Research Analyst

Bill Swanton
VP Distinguished Analyst

Eric Thoo
Research Director

Ray Valdes
VP and Gartner Fellow

Many attendees tell us that an analyst one-on-one meeting is worth the price of admission, all by itself.

Book a private consultation on-site with a Gartner analyst to receive tailor-made advice that you can apply to your role and organization.

Book your Analyst One-on-One — your private consultation with a Gartner analyst

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Plan your experience

Agenda tracks

A  Application Strategy: Blending Packaged, Custom, Cloud and Mobile Apps
Application strategies are now a complex mix of packaged, custom, cloud-based and mobile applications. They must encompass agility and deliver results rapidly and with compelling experiences to be successful in today’s digital economy.
This track helps application leaders improve their governance processes, methods, and strategy to manage a hybrid application portfolio more effectively.
HOT TOPICS: Bimodal IT; Mobile Strategy; Blockchain; User Experience; Application Strategy

B  Innovations in Application Architecture
Digital business introduces requirements that demand new approaches to application architecture. We examine innovative application models that support the Internet of Things (IoT) integration, the API economy, software futures, and bimodal operations.
This track addresses key trends and best practices needed to empower Application Architects to deliver next generation IT solutions that most fully align with business drivers in the internet economy.
HOT TOPICS: Application Architecture for Digital Business; IoT; In-Memory Computing; The Future of Apps; App Rationalization

C  Lead Innovation in Application Development and Integration for the Digital Future
The transition to digital business requires bimodal proficiency. We examine the competencies and technologies needed to develop innovative Mode 2 applications while renovating existing IT integration infrastructures to achieve new levels of control, productivity and economies of scale for existing Mode 1 applications.
This track addresses these issues with the aim of helping Application Development Managers evolve their organization to stay relevant and attain higher performance in the face of increased expectations from the business.
HOT TOPICS: Mobile Application Development; Software Testing; Machine Intelligence; Mobile Architecture; Microservices; Customer Experience

D  Technical Insights: Dive Deep into the Technologies and Strategies of Application Development and Integration
Digital business will ultimately be powered by applications built upon the foundation of APIs and modern web architectures, and based on the principles of responsive design. And applying new frameworks, methodologies, technologies and architectures will need to be accomplished in an environment of efficient continuous delivery.
This track gives application development and integration professionals the opportunity to get detailed insight into the technology and techniques needed to deliver world-class results.

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• Vertical industries
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**GARTNER PREDICTS:** By 2017, 50% of today’s deployed mobile enterprise apps will be completely rewritten or replaced.

**Analyst interaction**

- **Analyst one-on-one meeting**
  A complimentary consultation with a Gartner analyst of your choice

- **Analyst-user roundtables***
  Moderated by Gartner analysts for exchanging ideas and best practices with your peers

- **Workshops***
  Small-scale and interactive; drill down on specific topics with a how-to focus

*Space is limited and pre-registration is required. Limited to end-user organizations only.

**Network with peers**

- **End-user case studies**
  Learn about recent implementations firsthand, with an opportunity for Q&A with the IT and business executives leading the initiative

**Meet solution providers**

- **Solution Showcase**
  Explore cutting-edge IT solutions from top providers

- **Solution provider sessions**
  Exhibitors share their insights on the latest products and services

**GARTNER PREDICTS:** By 2018, in most organizations, at least 50% of new integration flows will be implemented by citizen integrators.
# Agenda at a Glance

## Monday 25 July 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>07:30 – 18:30</td>
<td>Registration</td>
</tr>
<tr>
<td>08:00 – 08:45</td>
<td>Tutorial: Why is UX Hard for IT to Deliver? Magnus Revang</td>
</tr>
<tr>
<td>09:00 – 10:00</td>
<td>Gartner Opening Keynote: The &quot;DigiFlip&quot; — Two Universes, Two Sets of Rules for Success in Digital Business Gene Phifer</td>
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<tr>
<td>10:00 – 10:15</td>
<td>Gartner Opening Keynote: Welcome Remarks Brian Prentice</td>
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<td>Refreshment Break in the Solution Showcase</td>
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<td>10:45 – 11:30</td>
<td>Guest Keynote: The Advantage: Why Organisational Health Trumps Everything Else in Business Andrew Moore, Principal Consultant, Patrick Lencioni’s Table Group</td>
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<tr>
<td>11:30 – 12:00</td>
<td>Magic Quadrants: Applications Towards 2020</td>
</tr>
<tr>
<td>12:00 – 13:15</td>
<td>Networking Lunch in the Solution Showcase</td>
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### TRACKS

#### A. Application Strategy: Blending Packaged, Custom, Cloud and Mobile Apps

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>13:15 – 14:00</td>
<td>Bimodal IT — Best Way to Deliver App Rationalization Andy Kyte</td>
</tr>
<tr>
<td>14:15 – 15:00</td>
<td>The Disciplines of Market Challengers Brian Prentice ▲</td>
</tr>
<tr>
<td>15:15 – 15:45</td>
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<td>16:15 – 17:00</td>
<td>End-User Case Study See Events Navigator for updates</td>
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<td>17:15 – 17:45</td>
<td>To the Point: Want Velocity? Get Agility Andy Kyte ▲</td>
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<tr>
<td>17:45 – 19:15</td>
<td>Networking Reception</td>
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#### B. Innovations in Application Architecture

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<tr>
<td>14:15 – 15:00</td>
<td>In-Memory Computing: An Architecture for the Digital Age Massimo Pezzini</td>
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#### C. Lead Innovation in Application Development and Integration for the Digital Future

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<td>The IoT Scenario Yefim Natis</td>
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<td>14:15 – 15:00</td>
<td>Modernizing Software Testing in the DevOps World of Continuous Delivery Maritess Sobejana</td>
</tr>
<tr>
<td>15:15 – 15:45</td>
<td>Enhancing Apps with Machine Intelligence Magnus Revang ▲</td>
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<td>Changing Governance to Exploit Enterprise Agile Bill Swanton</td>
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<td>What Organizations With Successful Mobile Strategies are Doing Right Adrian Leow</td>
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**D. Technical Insights: Dive Deep into the Technologies and Strategies of Application Development and Integration**

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**Workshops**

- Essential Tips for Delivering Great APIs
  - Brad Dayley

- Continuous Delivery and the Cloud
  - Sean Kenefick

- Choosing the Right JavaScript Framework
  - Brad Dayley

**Analyst-User Roundtables**

- Roundtable: Best Practices in Omnichannel Customer and Employee Engagement
  - Moderator: Gene Phifer

- Roundtable: Best Practices in Running Hackathons
  - Moderator: Mark O'Neill

- Roundtable: How can we use Machine Learning to Improve our Applications
  - Moderator: Magnus Revang

**End-User Case Study**

See Events Navigator for updates

**A Great Mobile Web Experience Across Multiple Devices: Responsive Web Design is not Enough**

Brad Dayley

**Using Application Performance Monitoring to Get Better Feedback for Your Application Developers**

Sean Kenefick

**14:30 – 16:00 Workshop: How to use Bimodal to Start an API Program**

Moderator: Mark O'Neill

**Roundtable: Plan Your Next-Generation Customer Engagement Hub**

Moderator: Olive Huang

**Evangelize and Cost-Optimize Your SDLC and Agile Initiatives With Metrics**

Sean Kenefick

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- Analyst one-on-one meeting
- Analyst-user roundtables*
- Workshops*
- Solution Showcase
- Networking breakfasts, lunches and receptions
- Year-round access to videotaped analyst sessions from the North America event

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Group rate discount

Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your session take-aways later.

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- 3 for every 7 paid registrations

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