By 2021, more than half of global enterprises already using cloud today will adopt an all-in cloud strategy.
Renovate, Innovate and Unleash the Power of Digital Business

In today’s digital world, few things are more impactful than applications.

Now is the time for application leaders to use their expertise to unleash the power of digital business within their organizations. Gartner Application Architecture, Development & Integration Summit 2017 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.

I look forward to welcoming you to this event.

Best Regards,

Bill Swanton
VP Distinguished Analyst, Summit Chair

What’s new for 2017

- Expanded focus on digital transformation and the role of the Application Leader
- Expanded coverage of API’s, DevOps and User Experience design
- Expanded focus on leading innovation with Agile and Bimodal taking your applications to the next level
- Expanded focus on emerging technologies including Blockchain, Chatbots, IoT, Cognitive Computing and Artificial Intelligence

ATTENDEE TESTIMONIAL:
“I learnt the difference and similarity of SOA and Microservices and how they compliment one another. Going to this Gartner event every year is a must.”
Victor Maceda, Solution Architect, Parliamentary Service
Attend this Summit for insights shaping your future as an Applications Leader

- Understand your role as an applications leader, and that of the IT organization, as a full partner with ‘the business’ — empowered and expected to lead change and power the digital future
- Understand the impact/opportunity of emerging technologies such as IoT, AI and Blockchain and how they should factor into your app strategy
- Understand how to balance risk with innovation, which systems to renovate, when to invest and when to divest
- Come for a technology re-fresh; to hear ‘next generation’ thinking on app strategy, development and life cycle management, cloud, mobile, analytics, governance modernization and much more
- Network with an impressive gathering of your peers. Benchmark your progress against others in your industry or role
- Cut through the clutter and hype and gain unbiased advise and guidance from Gartner analysts

Who should attend

- Architects such as:
  - Information Architects
  - Solution Architects
  - Application Architects
  - Business Architects
  - Technical Architects
  - Enterprise Architects
- Application Leaders such as:
  - Applications Architecture
  - Application Development
  - Application Integration Leaders
  - Application Portfolio Management
- IT Executives such as:
  - Web Services and Infrastructure Managers
  - IT Leaders Involved in Cloud and SOA
  - IT Leaders focused on Application Strategies
  - IT Leaders focused on mobile
- Portfolio Managers such as:
  - Application Portfolio Managers
  - Program Manager
  - Application Lifecycle Management

Hot topics

- Blockchain
- Chatbots
- Innovating with Agile
- Microservices: The Future of SOA and PaaS
- Reinventing Applications for the Digital World
- Legacy System Transformation
- The Postmodern ERP Landscape
- DevOps
- API Management
- Integrating End-to-End IoT Projects
- Renovating the Application Portfolio to Support Digital Business
- Selecting Your Next Cloud Platform
- Preparing for a World Beyond Apps
- Delivering a Great User Experience in the Era of Cognitive Computing
- Event-Driven Application Strategies
- Mobile Application Development
Keynote sessions

Guest keynotes

ADAPT — The Key Ingredients Needed to Remain Relevant in an Ever-changing and Disrupted World
Gus will take you behind the scenes of the technology and business transformation that engulfed the Media industries and Lonely Planet over the last 15 years. These powerful lessons apply to all businesses, departments and teams facing the ever-moving target of customer satisfaction.
Stories of working as a CTO with Nokia, Google X, Apple to replacing the entire legacy ERP system for a new cloud-based service worldwide.

Why the Future is Much Better Than You Think

Optimism is the path to creating a better future. After all, it is those who believe they can change the world that do. That world may be personal, professional or community-based, but whatever the context it is through an intelligent and courageous optimism about the future that we are inspired to activate the creativity required to live a life of meaning.

Gain insights into the technologies that are creating a new narrative for mankind, for work, for employment; along with the science behind them, fostering a renewed sense of hope, purpose, and commitment to problem solving, innovation and change.

Technology is transforming the world of employment. Work, flexibility and traditional nine to five structures are being flipped upside down. While disruptive change presents challenges it is through this transformation that humanity will find a sense of renewed freedom.

Gartner opening keynote

Digital Business Transformation: In with the New, Renovate the Old
Digital business not only requires new technologies, it requires new exploratory ways of working. A new digital platform supporting the Internet of Things, artificial intelligence, and real-time analytics are table stakes. New business models and new ways of engaging and responding to customers will be harder. But don’t ignore your current IT landscape! It continues to play a critical role in delivering goods and services and will require renovation to blend seamlessly with new digital services. Getting it all to work will require an aggressive bimodal approach.
## Direct access to unbiased Gartner expertise

Hear from the Gartner Application Architecture, Development & Integration Research community as they share their latest insight and advice.

### Brad Dayley
Research Director
- Developing web applications
- Choosing a JavaScript framework
- Designing modern web applications

### Elizabeth Golluscio
Research Director
- Hybrid integration platform
- Mobile application integration
- Mediated APIs architecture

### Adrian Leow
Research Director
- Is web, native or hybrid mobile app architecture best suited to your organization?
- Best practices to develop a successful mobile strategy
- Outsourcing versus in-house mobile app development
- How to build enterprise apps quickly and allow nonprogrammers to build them?

### Mark O’Neill
Research Director
- Best practices for API Management
- API Security using standards such as OAuth and OpenID Connect
- REST API Design
- API Gateway strategy, especially as it relates to ESBs and other related products

### Mark Driver
Research VP
- Next-generation application development challenges
- Open-source software adoption challenges
- Open-source software business models

### Matthew Hotle
VP Distinguished Analyst
- Application organization design
- Application portfolio management and pace layers
- Agile development

### Keith Mann
Research Director
- Build the business case for agile versus waterfall development
- Introduce and manage bimodal application development
- Scale agile across the enterprise
- The role of architecture in an agile organization

### Neil Osmond
Research VP
- How to approach technology transformation and digital enablement
- How to implement agile processes and methodologies, funding models and measurement
- How to go about organizational change and establish digital operating models

### Bill Swanton
VP Distinguished Analyst and Summit Chair
- Developing an application strategy
- Improving application organization maturity (ITScore for Applications)
- Business cases and benefits realization for business process improvement inIT
- Scaling Agile Development methodologies to dozens of teams

### Alfonso Velosa
Research VP
- Technology and business model trends for the Internet of Things
- How do emerging IoT deployments impact enterprise infrastructure and information strategies?
- What technology and service providers to consider for IoT deployments?

### Paul Vincent
Research Director
- Selection and evaluation of application platform as a service (aPaaS) and platform as a service (PaaS) frameworks
- Productivity in IT through supporting technologies such as cloud, model-driven development, containers, SOA and associated methodologies
- Platform as a service trends and market developments

### Andy Kyte
VP & Gartner Fellow
- Bimodal application strategy
- Application rationalization
- Application strategy and governance
- Agile methods

### Denise Ganly
Research Director
- Postmodern ERP and enterprise application strategies
- Organizational change management
- Application and SI selection

### Gary Olliffe
Research Director
- How to design and implement SOA, web APIs, microservices and event-driven architecture
- Integrating cloud-based applications with other cloud services and on-premises applications
- Developing, integrating and composing Internet of Things (IoT) solutions

### Eric Thoo
Research Director
- Data integration (tools, vendors, architectures, best practices)
- Integration platform as a service (tools, approaches)
- Data management and integration strategy

### Deacon D.K. Wan
Research Director
- Application strategy and governance
- Modernizing application development
- Product strategy
- Mobile product delivery

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Visit gartner.com/ap/aadi for updates and to register!

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Book a private consultation with a Gartner analyst — Bookings open from 26 June
An agenda focused on your Mission Critical Priorities

Agenda tracks

A Application Strategy: Creating the Digital Business Foundation
Digital business requires portfolio agility that spans existing packaged and custom applications as well as new development. Application strategies must deliver business results, with compelling customer experiences to developer to mobile, cloud and IoT, in order to dominate in today’s global economy.

Hot Topics: Bimodal / Business Transformation / Governance / Technical Debt Management / Improving Delivery Velocity / Agile

B Application Architecture: Modernizing for Agility and Scale
Modern application architecture underpins the agile, digital business. We examine innovative application models to support Web-scale computing, Internet of Things (IoT) endpoints, intelligent business operations and Omni channel, ambient experiences.

Hot Topics: Cloud Strategy / Cloud Applications / Microservices / Agile Architecture / Event Driven Application Strategies / Blockchain / Mobile Backend Services / API Management / iPaaS

C Application Development: Cultivating a Rigor and Fearless Innovation
Digital business requires a modern development organization capable of rapidly delivering innovations and business value. We examine the competencies and technologies needed to develop 2 mode-applications — and how emerging trends like AI and IoT affect our AD organizations, tools and practices

Hot Topics: Chatbots / Voice First Apps / Mobile Application Development / Citizen Development / User Experience / IoT Integration / Adopting DevOps / Digital Experience Platforms

D Integrations: Building a Pervasive Competency
Your colleagues, partners and customers need new integration capabilities to connect modern applications data and devices. We examine the challenges and opportunities to renovate the infrastructure and innovate the delivery function, maximising integration productivity and business value.

Hot Topics: IoT Integration / APIs shaping the Digital Platform / Bimodal Integration / Data Virtualization / Integration for Customer Experience / Scaling Mobile Application Development / IoT Platforms

Spotlight on:

Internet of Things
• IoT Platforms Architecturally Enabling Digitalization
• Fundamentals to get started with IoT
• Integration requirements for IoT

Emerging Technologies
• Considerations for Building Chatbots
• Preparing for Voice-First Apps
• Blockchain and Smart Contract adoption

Customer Experience
• Integration Strategies driving CX
• Creating Digital Experience Platforms
• Adopting Design and Product Management Thinking
• Creating Compelling Digital Experiences

Cloud
• Fully embracing Cloud’s potential
• Selecting your next Cloud Application Platform
• Cloud and Event-driven Application Strategies

The API Economy
• The Role of API’s in delivering the Digital Platform
• API Security Policies
• Choosing the Right API Management Tools
Gartner Predicts

By 2020, anything other than a cloud-only strategy for new IT initiatives will require justification at more than 30% of large-enterprise organizations.

Analyst Interaction

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

- Ask the analyst roundtables*
  In these interactive sessions, you will hear the analyst answer commonly asked questions, learn from questions from your peers, and ask your own question.

- Analyst-user roundtable discussion*
  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.

- Solution Showcase reception
  Connect with peers in similar roles who face similar challenges, at the networking reception on the Solution Showcase designed to build relationships and facilitate the meaningful exchange of ideas and information.

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.

Customize Your Agenda

Gartner Events Navigator App helps you organize, view and custom-create an agenda based on:

- Date and time
- Track
- Analyst/speaker profiles
- Session descriptions
- Key initiatives
- Vertical industries

Visit gartner.com/ap/aadi for updates and to register!
### Agenda at a glance

**Monday, 24 July 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:30 – 18:30</td>
<td>Registration</td>
</tr>
<tr>
<td>08:30 – 09:15</td>
<td>Tutorial: Making Bimodal Real: Pace Layers, Strategy and Governance</td>
</tr>
<tr>
<td>09:30 – 10:30</td>
<td>Gartner Opening Keynote: Digital Business Transformation: In with the New, Renovate the Old</td>
</tr>
<tr>
<td>10:30 – 11:00</td>
<td>Refreshment Break in the Solution Showcase</td>
</tr>
<tr>
<td>11:00 – 11:45</td>
<td>Taking a Business-Driven Approach to Digital Transformation</td>
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<tr>
<td></td>
<td>Neil Osmond</td>
</tr>
<tr>
<td>12:00 – 12:30</td>
<td>To the Point: Flattening the Applications Organization — You Are Either Part of the Value</td>
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<tr>
<td></td>
<td>Stream or Gone                               Brad Dayley</td>
</tr>
<tr>
<td></td>
<td>Bill Swanton                                 Gary Olliffe</td>
</tr>
<tr>
<td>12:30 – 13:45</td>
<td>Lunch Break in the Solution Showcase</td>
</tr>
<tr>
<td>13:45 – 14:30</td>
<td>End-User Case Study: Refer to events website for updates</td>
</tr>
<tr>
<td></td>
<td>From Fragile to Agile Architecture                                                        Brad Dayley</td>
</tr>
<tr>
<td>14:45 – 15:15</td>
<td>Solution Provider Sessions</td>
</tr>
<tr>
<td>15:15 – 15:45</td>
<td>Refreshment Break in the Solution Showcase</td>
</tr>
<tr>
<td>15:45 – 16:30</td>
<td>Manage Technical Debt to Reduce Cost and Risk, and Improve Delivery Velocity</td>
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<tr>
<td></td>
<td>Andy Kyte                                    Keith Mann</td>
</tr>
<tr>
<td>16:45 – 17:30</td>
<td>Guest Keynote: ADAPT — The Key Ingredients Needed to Remain Relevant in an Ever-changing</td>
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<td></td>
<td>and Disrupted World                          Gus Balbontin, Former CTO, Lonely Planet</td>
</tr>
<tr>
<td>17:30 – 19:00</td>
<td>Networking Reception in Solution Showcase</td>
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</tbody>
</table>

**Tuesday, 25 July 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>07:30 – 16:30</td>
<td>Registration</td>
</tr>
<tr>
<td>08:30 – 09:15</td>
<td>Evolving Governance and Budgeting Practices for Bimodal IT and Enterprise Agile</td>
</tr>
<tr>
<td></td>
<td>Bill Swanton                                 Paul Vincent</td>
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<tr>
<td>10:30 – 11:15</td>
<td>Improving the Total Experience of Ownership Is a CIO Imperative</td>
</tr>
<tr>
<td></td>
<td>Andy Kyte                                    Paul Vincent</td>
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<td>13:15 – 14:00</td>
<td>How Do I Get Them to Do That — Delivering Change</td>
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<tr>
<td></td>
<td>Matthew Hottie                               Gary Olliffe</td>
</tr>
<tr>
<td>14:15 – 15:00</td>
<td>Innovating With Agile: Taking It to the Next Level</td>
</tr>
<tr>
<td></td>
<td>Deacon Wan                                   Mark O'Neill</td>
</tr>
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<td>15:30 – 16:15</td>
<td>Guest Keynote: Why the Future is Much Better Than You Think</td>
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<tr>
<td></td>
<td>Angus Hervey and Tané Hunter, Future Crunch</td>
</tr>
<tr>
<td>16:15 – 16:45</td>
<td>Gartner Closing Keynote: The Big Takeaways to Accelerate Your Applications Strategy</td>
</tr>
<tr>
<td></td>
<td>Bill Swanton                                 Magnus Revang</td>
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</tbody>
</table>
A Gartner Magic Quadrant is a culmination of research in a specific market, giving you a wide-angle view of the relative positions of the market’s competitors. By applying a graphical treatment and a uniform set of evaluation criteria, a Magic Quadrant helps you quickly ascertain how well technology providers are executing their stated visions and how well they are performing against Gartner’s market view.

*Please refer to Events Navigator for the updated listings of the Magic Quadrants that will be presented.

<table>
<thead>
<tr>
<th>Magic Quadrants: Gartner Advice and Methodologies</th>
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<tbody>
<tr>
<td>11:00 – 11:20 Magic Quadrant</td>
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<tr>
<td>11:25 – 11:45 Magic Quadrant</td>
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<tr>
<th>Workshops, Analyst-User Roundtables and Ask the Analyst Sessions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:45 – 14:45 Ask the Analyst: How to Maximize the Benefits and Reduce the Risks of Open-Source Software Moderator: Mark Driver</td>
</tr>
<tr>
<td>13:45 – 14:45 Roundtable: Microservices in the Wild and in Production Moderator: Gary Olliffe</td>
</tr>
</tbody>
</table>

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<tr>
<th>How to Integrate Your Way to an Awesome Customer Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>15:45 – 16:45 Roundtable: Addressing the Harsh Realities of Postmodern ERP Moderator: Denise Ganly</td>
</tr>
</tbody>
</table>

Visit gartner.com/ap/aadi for updates and to register!
Solution Showcase

Develop a “shortlist” of technology and service providers. Get exclusive access to client case studies, product roadmaps, and demos. Talk to solution experts who can answer your specific questions.

Sponsorship opportunities
For further information about sponsoring this event:

Ben Zelos
+61 403 064 037 / ben.zelos@gartner.com

Clyde D’Cruz
+61 401 473 904 / clyde.dcruez@gartner.com

Exhibitor list as of 2 June 2017 and subject to change
Registration and pricing

Gartner events deliver what you need

In addition to four tracks of the latest Gartner analyst research, keynote speakers and case studies, your Summit registration fee includes complimentary access to these special features:

• Analyst one-on-one meeting
• Ask the Analyst roundtables*
• Analyst-user roundtables*
• Workshops*
• Solution Showcase
• Networking lunches and receptions

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

Group rate discount

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

Complimentary registrations:

• 1 for every 3 paid registrations
• 2 for every 5 paid registrations
• 3 for every 7 paid registrations

For more information, email apac.registration@gartner.com or contact your Gartner account manager.

Convince your boss

Attending a Gartner event can help spur new ideas, fast track project strategy and advance your professional skills. We’ve developed a set of materials that will aid in gaining approval from your manager. For more details visit gartner.com/ap/aadi

Visit gartner.com/ap/aadi for updates and to register!

Pricing
Standard price: A$3,050 exc. GST
Public sector price: A$2,525 exc. GST

3 ways to register
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Email: apac.registration@gartner.com
Phone: +61 2 8569 7622

Gartner event tickets
We accept one Gartner summit ticket or one Gartner Catalyst ticket for payment. If you are a client with questions about tickets, please contact your sales representative or call +61 2 8569 7622.

Summit venue

Hilton Sydney
488 George Street Sydney, NSW 2000, Australia
Phone: +61 2 9266 2000
www.hilton.com/sydney

Gartner hotel room rate:
A$306 incl. GST per night at the Hilton Sydney

Terms and conditions
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Gartner Application Architecture, Development & Integration Summit 2017

24 – 25 July / Sydney, Australia
gartner.com/ap/aadi

ATTENDEE TESTIMONIAL:
“A really good event which has got the balance between the high level and the technical right. A great place to network.”
Nikunj Mandlas, IT Architect, SA Power Networks

3 ways to register
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Phone: +61 2 8569 7622

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United States
4 – 5 December

United Kingdom
8 – 9 May

Australia
24 – 25 July

Application Architecture, Development & Integration Summit
8 – 9 May / London, UK

Application Architecture, Development & Integration Summit
4 – 6 December / Las Vegas, USA

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