Gartner Application Architecture, Development & Integration Summit 2016

23 – 24 May | London, U.K.  
gartnerevent.com/eu/aadi

Key Benefits of Attending
• Advance mobile and API strategies
• Create agile, flexible, versatile architectures
• Bridge the legacy integration gap
• Design powerful user experiences
• Enable innovation with bimodal strategies
• Advance your SOA and PaaS strategies
Empower Innovation and Lead Transformation

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.

What’s New for 2016

• Expanded coverage of ERP and other critical Business Applications
• Focused sessions on Leadership Development for the digital age
• Cloud Computing Foundations covered in a new “Boot Camp”
• Expanded focus on digital transformation and the role of the application leader

For the most up to date information about our agenda, speakers and sessions please visit our website gartnerevent.com/eu/aadi
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.

B  Innovations in Application Architecture
Digital business introduces requirements that demand new approaches to application architecture. We examine innovative application models that support Web-scale computing, Internet of Things (IoT) integration, intelligent business operations and multichannel, ambient experiences. 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.

C  Prepare Your Application Development Organization 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 managing legacy and modernizing existing Mode 1 apps. We focus on improved execution and innovative development of modern Web, cloud and mobile apps. 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.

D  Balance Renovation and Innovation in a Rapidly Shifting Integration Landscape
Citizen integrators, developers and lines of business are building new integration capabilities to support new applications, data and devices. Companies must continue to renovate existing IT integration infrastructures to achieve new levels of control, productivity and economies of scale. We examine the challenges of this rapidly shifting landscape. This track addresses these issues with the aim of helping integration leaders modernize their strategies and infrastructure to facilitate self-service integration while still enabling integration to established applications and data sources.

Gartner Keynotes

Gene Phifer and Matthew Hotle
VP Distinguished Analysts

The “DigiFlip” — Two Universes, Two Sets of Rules for Success in Digital Business

Andy Kyte
VP & Gartner Fellow

Stop Aiming for Successful Projects, Start Aiming for Successful Applications

Guest Keynote

Jonathan MacDonald
Entrepreneur and Expert in Digital Media

Unlocking the Strategic Opportunities in the New Era of Technology
In this inspiring and insightful talk, Jonathan MacDonald will investigate the personality traits of success in the modern context of fast-paced change, and discuss how IT can play an even bigger strategic role in driving innovation forward.
### Session Highlights

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

Your Business Applications Architecture Will Become More Complex — Whether You Like It or Not! 
**Stefan Van Der Zijden**

Changing Governance to Exploit Enterprise Agility 
**Bill Swanton**

The Impact of In-Memory Computing on Business Applications: Imagine Impossible Things Before Breakfast 
**Nigel Rayner**

To the Point: Want Velocity? Get Agility 
**Andy Kyte**

Bimodal IT Is the Best Way to Deliver Application Rationalization 
**David Norton**

Application Delivery — Agile End to End 
**Mark Driver**

To the Point: The Changing Market for Business Applications: Are Vendors Doing What’s Right for You? 
**Nigel Rayner**

Impact of Cloud on Application Governance: How to Deal With the Hybrid Reality? 
**Stefan Van Der Zijden**

Legacy System Transformation — Empowering True Business Innovation 
**Dale Vecchio**

---

#### B. Innovations in Application Architecture

Architecting the Digital Business 
**Matthew Holle**

The IoT Scenario 
**Benoit Lheureux**

Digital Business is Powered by APIs 
**Joachim Herschmann**

Microservices: The Future of SOA and Paas 
**Yefim Natis**

The Twelve Principles of Application Architecture for Digital Business and IoT 
**Yefim Natis**

To the Point: Customer Experience Platforms — Tying the UX, Web, Portal, Mobile and Analytics Together 
**Gene Philber**

In-Memory Computing: An Architecture for the Digital Age 
**Massimo Pezzini**

Living In a World of Evolutionary Architecture and Emergent Design 
**David Norton**

Modern App Development is Transforming Testing Processes Within Enterprises 
**Joachim Herschmann**

---

#### C. Prepare Your Application Development Organization For the Digital Future

Enterprise Agile Frameworks: Skeleton or Scaffolding 
**David Norton**

How Reducing Features Creates Better UX and Happier Users 
**Magnus Revang**

New Definitions of “Mobile” will Require New Applications and Architectures 
**Richard Marshall**

Enhancing Your Applications With Machine Intelligence 
**Magnus Revang**

Building a Bimodal Mobile Development Capability 
**Richard Marshall**

To the Point: Citizen Developers are Integral to the Digital Workplace 
**Mark Driver**

TechInsights: You are NOT Netflix: How and When to use Microservices in the Enterprise 
**Gary Olliffe**

Using the Hybrid Integration Platform and iPaaS to Achieve Synergies in Data and Application Integration 
**Keith Guttridge**

Best Practices in Integrating IoT Solutions 
**Benoit Lheureux**

---

#### D. Balance Renovation and Innovation in a Rapidly Shifting Integration Landscape

How to Successfully Implement a Bimodal Approach to Integration 
**Keith Guttridge**

The API Management Scenario 
**Paolo Malinverno**

Integration Is Key to Successful Postmodern ERP 
**Christian Hestermann**

Develop Strong Application Integration Principles for Postmodern ERP 
**Christian Hestermann**

Pervasive Integration: Any-to-Any Interoperability in a Hyperconnected Digital World 
**Massimo Pezzini**

---

### Additional Agenda Highlights

- **Case Studies**
  - Hear real-life case studies from leading organisations sharing their insights on concerns, challenges and solutions.

- **Analyst One-on-One Meeting**
  - Complimentary consulting with Gartner analyst of your choice.

- **Analyst-User Roundtable Discussions**
  - 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.

---

**Cloud Computing Boot Camp**

New to the world of cloud computing or at the beginning stages of a cloud initiative? Arrive early and get up to speed quickly in a series of focused presentations on key trends, strategies, vendors and more.

*Boot Camp sessions take place Monday morning.*
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

**What’s included**

In addition to sessions by Gartner analysts featuring the latest research, your registration fee includes complimentary access to these special features:

- Gartner analyst **one-on-one meeting** for customized advice
- Two analyst-user **roundtables** to discuss with other practitioners
- Two **workshops** to start applying some of your learnings
- Cloud Computing **Boot Camp**
- **Solution Showcase** with access to the latest technologies
- Networking lunches and receptions
- Gartner Events Navigator mobile app for agenda planning and presentation downloads

*Online pre-registration is required. Space is limited.*

---

**Registration and Pricing**

3 Easy Ways to Register

- **Web:** gartnerevent.com/eu/aadi
- **Email:** emea.registration@gartner.com
- **Telephone:** +44 20 8879 2430

**Pricing**

- **Early Bird Price:** €2,225 + VAT (Ends 18 March 2016)
- **Standard Price:** €2,550 + VAT
- **Public Sector Price:** €2,025 + VAT

**Gartner Clients**

A Gartner ticket covers both days of the Summit. Contact your Account Manager or email emea.events@gartner.com to register using a ticket.

**Send more, Save more!**

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

**Summit Team Discount Offers:**

- 4 for the price of 3
- 7 for the price of 5
- 10 for the price of 7

For more information, email emea.teamsend@gartner.com or contact your Gartner Account Manager.

**Venue**

**Park Plaza Westminster**, London, U.K.

- **Phone:** +44 20 3740 5411
- www.parkplaza.com

**Gartner hotel room rate**

Prices start from £185 + VAT per night

Visit gartnerevent.com/eu/aadi or call +44 20 8879 2430 for updates and to register!
Secure file sharing, and big data gateway.

Software solutions for data integration, MFT, installations worldwide, Cleo offers enterprise

With 40 years of experience and 100,000 customers worldwide, Cleo empowers more than 11,000 customers to collaborate smarter, innovate faster and engage better with partners, developers and customers. From integration technology that securely connects people, processes and things to an engagement platform that enables API management, identity management, mobile app development and analytics, Axxway solutions are enabling digital business. www.axway.com

www.softwareag.com

Software AG offers the world’s first Digital Business Platform, enabling enterprises to rapidly innovate, differentiate and win in the digital world. Core to the platform is webMethods, a proven, pre-integrated software suite that connects virtually any system or application, anywhere – on-premises and in the cloud – for seamless processes. www.softwareag.com

www.3scale.net

3scale’s API management platform empowers API providers to easily package, distribute, manage and monetize APIs through a powerful, flexible, secure and Web scalable infrastructure. www.3scale.net

www.akana.com

Akana’s API Management, API Security and Cloud Integration solutions help businesses accelerate digital transformation by securely extending their reach across mobile, cloud and Internet of Things. www.akana.com

www.appian.com

As the market leader in modern BPM software, Appian delivers an enterprise application platform that unifies users with all their data, processes, and collaborations on any mobile device, in the cloud or on premise. www.appian.com

www.appdynamics.com

The AppDynamics Application Intelligence Platform gives software-defined businesses real-time, actionable IT operational and business insights into application performance, user experience, and business outcomes. www.appdynamics.com

www.tibco.com

TIBCO Software, a leader in integration, analytics, and event processing, empowers executives, developers, and business users with Fast Data solutions that make the right data available in real time for faster answers, better decisions, and smarter action. www.tibco.com

www.mendix.com

Mendix empowers enterprises to achieve their digital goals with a fully integrated application Platform-as-a-Service (pPaaS) for building, deploying and iterating multi-channel applications at lightning speed. www.mendix.com

www.mulesoft.com

MuleSoft’s AnyPoint Platform™ connects the world’s applications, data and devices to enable companies to innovate faster, transform their businesses through API-led connectivity, both on-premises and in the cloud. www.mulesoft.com

www.oracle.com

Oracle offers a comprehensive and fully integrated stack of cloud applications, platform services, and engineered systems. For more information about Oracle (NYSE:ORCL), visit www.oracle.com

For further information about sponsoring this event:
Telephone: +44 178 426 7456
Email: european.exhibits@gartner.com

Silver Sponsors

www.akana.com

Akana’s API Management, API Security and Cloud Integration solutions help businesses accelerate digital transformation by securely extending their reach across mobile, cloud and Internet of Things. www.akana.com

www.appdynamics.com

The AppDynamics Application Intelligence Platform gives software-defined businesses real-time, actionable IT operational and business insights into application performance, user experience, and business outcomes. www.appdynamics.com

www.tibco.com

TIBCO Software, a leader in integration, analytics, and event processing, empowers executives, developers, and business users with Fast Data solutions that make the right data available in real time for faster answers, better decisions, and smarter action. www.tibco.com

www.mendix.com

Mendix empowers enterprises to achieve their digital goals with a fully integrated application Platform-as-a-Service (pPaaS) for building, deploying and iterating multi-channel applications at lightning speed. www.mendix.com