

Gartner Master Class

Leading Practices in Enterprise Architecture

7 – 8 September 2015 | Shangri-La Hotel Sydney
gartner.com/ap/eamsydney

Key benefits of attending

- Gain an understanding of how enterprise architecture is evolving and the trends affecting and shaping the practice
- Understand how you can use business outcome-driven enterprise architecture to execute your business strategy and deliver business outcomes
- Get direction on how to use enterprise architecture to drive organizational change and transformation
- Learn how to develop business capability models and use them to collaborate with business stakeholders
- Understand how the latest digital technology can be used to innovate the business model, and how EA can facilitate innovation
- Develop strategies and techniques to collaborate with and develop partnership relationships with key stakeholders
- Build a roadmap to develop a world class enterprise architecture team

Who should attend?

- Chief Architects
- Enterprise Architects
- Chief Digital Officers
- Chief Information Officers
- IT and Business Executives involved in EA

Venue

Shangri-La Hotel, 176 Cumberland Street,
Sydney, NSW 2000, Australia
Phone: +61 2 9250 6000
shangri-la.com/sydney/shangrila

Program Highlights

- Delivering business outcomes with EA
- Using EA to innovate your business model
- Leading and managing emerging trends and technologies
- Building business architecture and business capability models
- Developing a world class EA team

From the desk of Dr Marcus Blosch, VP Research and Master Class chair

Enterprise Architecture is critical to support organizations as they grow, evolve and transform their business. It is the lynch pin that enables organizations to execute on and deliver outcomes in support of their business strategy. 'Business outcome driven' enterprise architecture helps organizations clarify their strategy and provides a practical approach to business and IT execution.

As organizations look forward to the latest technology to innovate their business models, leading organizations are using enterprise architecture to support their digital strategy. Here enterprise architecture evolves to incorporate new perspectives and models to meet the needs of digital strategy.

To succeed organizations must learn from the leaders in enterprise architecture, and build a world class enterprise architecture team.

This class is for you to help you deliver the highest value and impact with a world-class EA team!



Marcus Blosch
Research VP, Seminar Chair

3 ways to register

Web:
gartner.com/ap/eamsydney

Email:
apac.registration@gartner.com

Phone:
+61 2 85 69 7622

Pricing

Early-bird price: A\$2,750 exc. GST
Save \$400 before 17 July

Standard price: A\$3,150 exc. GST

Public sector price*: A\$2,600 exc. GST

**Public-Sector: National Government, State and Local Government, Public Administration*

Agenda at a Glance

Day 1: Monday 7 September 2015

07:30 – 08:00 Pre-Event Briefing

07:30 – 19:30 Registration

07:30 – 09:30 Refreshments

08:30 – 08:45 **Welcome to the Gartner Masterclass: Leading Practices in Enterprise Architecture**
Marcus Blosch, Research VP, Gartner

08:45 – 09:30 **Gartner Opening Keynote: Future of Enterprise Architecture 2020**

Digital technologies are transforming organizations from every sector, enabling new business models and ways of working. Enterprise architecture is evolving to help organizations successfully benefit from digital technologies.

- What is digital business?
- The new vision for enterprise architecture

Marcus Blosch, Research VP and Mike Walker, Research Director, Gartner

09:30 – 10:00 Refreshment Break

10:00 – 10:45 **Business-Outcome Driven EA – A Quantum Leap in Delivering Value**

Enterprise architecture delivers value by helping deliver business outcomes. This begins with a clear understanding of the strategies and goals, and working inwards to the initiatives and projects that underpin it.

- The concept of business-outcome driven EA
- The components and how they all fit together

Marcus Blosch and Mike Walker

11:00 – 12:30 **Creating a Business-Outcome Statement**

The business outcome statement is the starting point for EA efforts, clarifying the business strategy and business outcomes. In this workshop, we will review the business outcome statements that attendees have developed.

- Clear understanding of the business outcome statement
- Development and application of the model

Facilitators: Marcus Blosch and Mike Walker

12:30 – 13:30 Lunch in Restaurant

13:30 – 14:15 **Using Business Architecture to Drive Business Transformation**

Driving organizational change and transformation is a key benefit of EA. In this session, we will focus on using business architecture to analyze and drive transformation initiatives.

- What is business architecture?
- How can it be used to drive business transformation?

Marcus Blosch and Mike Walker

14:15 – 14:45 Refreshment Break

14:45 – 16:15 **Developing a Business Capability Model**

Business capability modeling is a key element of the Business Architecture, and provides the link between business and IT ensuring alignment, and other strategic decisions. In this workshop, we will learn how to develop these models.

- Clear understanding of business capability modelling
- Ability to develop the model, run the workshop and move forward

Facilitators: Marcus Blosch and Mike Walker

16:30 – 17:00 **Open Discussion**

Reflection on the content from the day, interaction with the analysts and attendees to discuss issues, ideas and questions.

Facilitators: Marcus Blosch and Mike Walker

17:00 – 18:00 **Networking Reception in Heritage Plaza**

Day 2: Tuesday 8 September 2015

07:30 – 09:30 Refreshments

08:30 – 09:15 **Building a Vanguard EA team**

With the rise of digital new roles and competencies, such as the 'Vanguard' EA appear. In this session, we will look at how the EA team must adapt and what competencies are needed.

- The implications and opportunities of digital and business-outcome driven EA on the EA team
- Identification of the roles, skills and competencies required for EA

Marcus Blosch and Mike Walker

09:30 – 11:00 **Innovating the Business Model with Digital Technologies**

Vanguard EAs provide leadership and insight in digital technologies, and can assess the opportunities of technologies for the organization. In this workshop, we will apply the process to look at and test key technologies.

- Practical application of the innovation process
- Ability to spot potential new business models

Facilitators: Marcus Blosch and Mike Walker

11:15 – 12:00 **Engaging and Partnering with EA's Stakeholders**

Business outcome driven EA is a highly collaborative effort. To succeed involves working with a wide group of stakeholders from the business to the IT executives. Engaging and partnering with stakeholders is essential to EA's success.

- Understand the key stakeholders who are involved and influenced by EA
- Develop strategies and approaches to initiating and developing the relationship

Marcus Blosch and Mike Walker

12:00 – 13:00 Lunch in Restaurant

13:00 – 14:30 **Facilitating Collaboration Across EA and AA**

Leading organizations create collaborative teams to work on digital business that bring together business, EA, IT, vendors and customers. This mix of skills and perspectives is needed to create and deliver on the opportunities of digital business. Enterprise architects must play an active role in facilitating and enabling this collaborative approach.

- Understand the range and contribution of stakeholders
- Develop strategies to facilitate collaboration and leverage the insights of EA

Facilitators: Marcus Blosch and Mike Walker

14:45 – 15:30 **Lessons from EA's Leaders**

There are some organizations who are leading the way in EA. In this session, we'll look at what these organizations have done, and identify the best practices that underpin a successful EA practice.

- Identify what the leaders are doing and what the best practices are from across the EA practice
- Identify the success factors for the EA practice

Marcus Blosch and Mike Walker

15:45 – 16:15 **Open Discussion**

Reflection on the content from the day, interaction with the analysts and attendees to discuss issues, ideas and questions.

Facilitators: Marcus Blosch and Mike Walker

16:15 – 16:30 **Leading with EA**

This session rounds off the key messages from the Masterclasses and looks to the future providing guidance for attendees on how to move forward.

- Round up of lessons and key points from the two days
- Call to action

Marcus Blosch and Mike Walker

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