

# Agenda at a Glance

## Speakers:



**Cathleen Blanton**  
Research VP



**Mike Walker**  
Research Director

## Day 1: Tuesday December 1, 2015

07:30 – 08:00 Pre-Event Briefing

07:30 – 19:30 Registration

07:30 – 09:30 Refreshments

08:30 – 08:45 **Welcome**  
Cathleen Blanton, Research VP

08:45 – 09:30 **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

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

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

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?

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

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.

17:00 – 18:00 **Networking Reception**

## Day 2: Wednesday December 2, 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

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

11:15 – 12:00 **Driving Portfolio Investment Decisions With EA**  
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

12:00 – 13:00 Lunch in Restaurant

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

14:45 – 15:30 **The Business Value of EA**  
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

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.

16:15 – 16:30 **Leading with EA**  
This session rounds off the key messages from the Masterclass 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

## Gartner Master Class — Leading Practices in Enterprise Architecture

December 1 – 2, 2015 | Marriott Marquis Washington, DC | [gartnerevents.com/us/ea-masterclass](http://gartnerevents.com/us/ea-masterclass)

