Trip Report

Gartner Enterprise Architecture Summit 2015 was held June 3 – 4, at the Gaylord Texan in Grapevine, TX. This report summarizes and provides highlights from the event.

Overview

At Gartner Enterprise Architecture Summit 2015, 950 EA professionals joined 17 Gartner analysts and invited industry thought leaders to explore the topics, trends and technologies that are driving change in today’s enterprise architecture ecosystem. Focused on digital transformation — and its impacts on the EA discipline — the event offered a glimpse of which technologies and trends to watch along with pragmatic guidance on innovation and its contribution to business value and growth.

In two intensive days, conference attendees heard overviews of brand-new Gartner EA research, shared experiences with their EA peers, and met one-on-one with members of the Gartner analyst team to probe into their specific challenges and concerns. Popular summit sessions included dedicated workshops and roundtables designed for pragmatic, interactive learning, as well as thought-provoking, digitally focused keynotes from MIT’s Erik Brynjolfsson and Gartner analysts.

Igniting the SPARK

This year’s attendees were the first to experience the new Gartner EA Summit SPARK sessions: high-energy 30-minute presentations featuring new ideas and innovations affecting EA. Designed to promote creative problem solving, SPARK sessions explored topics that included gamification, digital ethics, 3D printing, smart machines and other leading-edge topics.

The focus for 2015

This year’s sessions reflected today’s most pressing EA priorities according to attendees themselves, including:

- The emerging digital business ecosystem and what that means for EA leaders
- The impacts of the Internet of Things, smart machines, cloud, mobile and other disruptive technologies
- How to collaborate and innovate to align with and achieve business goals
Embrace the digital revolution
EA is undergoing radical change, driven by the need to address a wide spectrum of business disruptions, which are here to stay. EA leaders must act quickly and decisively to guide the shift from a traditional, IT-driven EA approach to one that supports digital transformation in the business ecosystem as a whole.

Elevate the EA leadership role
EA success in the digital age is fueled by a spirit of alignment and collaboration with business and IT stakeholders throughout the enterprise. EA practitioners must be willing and able to reimagine traditional EA roles and responsibilities and develop a new business acumen and digital skill sets.

Build a business-driven EA culture
Digital business is creating organizations that are open, collaborative and innovative, blurring boundaries between business and IT. EA initiatives must demonstrate the value of EA as a key contributor to business innovation, growth and competitive advantage.

Understand high-impact technology trends
Digital technologies are rapidly transforming business models and the parameters of the EA discipline itself. EA professionals must understand and leverage new technologies, including smart machines, emerging cloud computing scenarios, gamification and human-centric architecture.

Articulate the value of EA
As the digital wave advances, EA must act as a partner to the business, actively contributing to growth and competitive advantage. EA leaders must develop the skills necessary to communicate what EA can bring to the table and how to do so, and to fully align with business strategies.

Develop a bimodal EA approach
Digital transformation in the enterprise requires both “fast and slow” IT, an approach that delivers reliable core services and, at the same time, supports innovation and agility. EA leaders must embrace this new bimodal model to capitalize on emerging digital capabilities.

“The event provided some fabulous ideas for the Army’s maturing EA program!”

Lt. Mike Fazen, Chief Technology Officer, Enterprise Architecture, U.S. Army
Guest keynotes

Digital Business Strategy for the Second Machine Age
Erik Brynjolfsson

In this keynote, Erik Brynjolfsson of the MIT Sloan School of Management and MIT Center for Digital Business discussed the Second Machine Age that we’re quickly heading into and how technological progress is accelerating past our intuitions and expectations. Brynjolfsson said we should also be mindful of our values and our choices as the benefits of these technology advances will be very uneven, with many businesses worse off than they were before. Businesses and individuals, he argued, must learn to race with machines by reinventing our economy and society.

CIO Perspective: Business and Enterprise Architecture in an Increasingly Connected Digital World
Ken Spangler

Ken Spangler, SVP of Information Technology for FedEx, shared his perspective and vision for how enterprise architects can help their organizations lead innovation, deliver business outcomes and lead technology and business change. Enterprise architects, he said, need to understand the changing market forces and the technology advancements, establish capability models to help guide initiatives, and harness modern methodologies and technologies to create a business-aligned architecture.

Gartner keynotes

Architecting the Digital Business Ecosystem
Brian Burke, Philip Allega, Anthony J. Bradley

This keynote painted a picture of the EA landscape, where digital business is the new reality in which digital business architects must lead transformative change and leverage emerging technologies to create entirely new business models. To address digital business opportunities, enterprise architects must now embrace the architecture of the broader business ecosystem.

The Top 10 Strategic Technology Trends for 2015
David W. Cearley

Strategic technology trends are the disruptive trends with the most potential to drive significant enterprise impact during the next three years — and IT cannot afford to ignore them. In this keynote, Cearley presented the Gartner annual list of the top 10 trends organizations should be reviewing and factoring into their near-term strategic planning, including computing everywhere, the Internet of Things and 3D printing.

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Gartner Enterprise Architecture Summit 2015
June 3 – 4 | Grapevine, TX (Dallas area) | gartner.com/us/ea

Gartner keynotes (continued)

Future of EA 2025: Evolving From Enterprise to Ecosystem
Betsy Burton

In this closing keynote, Conference Chair Betsy Burton talked about what enterprise architects need to do now to prepare for tomorrow. By 2025, organizations will focus EA on delivering business outcomes from the perspectives of their business ecosystem. Enterprise architects will adapt to digital disruption and adopt new competencies to reframe EA to add business value and remain relevant in the digital age. Burton recommended that EA teams invest at least 20% of their time in understanding emerging business designs and technologies, focusing on strategic value and impact. She also discussed splitting EA resources into two categories: vanguard architects who are focused on exploiting digital business opportunities, and foundational architects focused on supporting ongoing business operations. Lastly, she said organizations need to determine the future state of EA and how EA will be needed to support the business — and make sure current activities are aligned with that future vision.

Top-of-mind concerns (what attendees asked about)

• How to strengthen investment decisions and metrics through economic architecture?
• How to adapt an application strategy to better prepare the organization for digital business?
• How to reposition EA within the corporate structure and elevate it out of the IT realm to add business value?
• What are the technologies, skills, vendors and principles needed to create the next generation of IoT systems?
• How is cloud computing being adopted and maturing, and what best practices are emerging in cloud adoption?
• How to use bimodal to maximize business capabilities and outcomes?
• What new architectural paradigms and patterns do our application architects need to learn?

Top 5 most-attended sessions

Business-Outcome-Driven Application Strategy
Ann Thomas

Three Road Maps to Guide and Drive Change in Your Organizations
Mark McGregor

Designing a Corporate EA Focused on Mission and Business Outcomes
Thomas Domhoff

Economic Architecture: Uncovering New Business Opportunities
Betsy Burton, Saul Brand

The Business Value of EA
Philip Allega
Snapshot of attendees

Who participated in the 2015 conference?

Top 5 job titles
- Architect
- Director
- Management
- Vice president
- C-level

Top 5 job roles
- Enterprise architecture
- Applications
- Infrastructure and operations
- Program and portfolio management
- Consultant

Top 5 industry sectors
- Banking
- Finance and insurance
- Technology and telecom
- Manufacturing
- Government
- Retail

“The event provided a great opportunity to network and learn about the latest trends. The quality of the presentations and the ability to meet analysts and peers allowed for a balanced view of a rapidly changing environment.”

Stephan Waechter, McCormick, Director of PMO
Thank you to our sponsors

A warm thank-you to our summit sponsors for their many contributions to the success of this year’s event. Throughout the event, attendees met with our solutions providers on the exhibit floor to explore the many innovative products and services that align with today’s digitally focused EA initiatives.

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“The sessions are relatable and provided great insights into how to communicate and leverage EA to support business outcomes.”

Ravi Randarpa, Pentagon Federal Credit Union, Enterprise Architect
Post-event resources

**Customizable post-event worksheet**
Take a moment to complete your own post-event trip report, a valuable resource for future reference and a great way to share with colleagues what you learned. [Click here](#) to access the trip report worksheet.

**Learn more with relevant research**
Want to learn more about the topics that interest you most? Turn to the end of each session presentation for a list of related Gartner research notes. Select Gartner research is available on demand at gartner.com.

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“Excellent content: forward-looking, through-inspiring and relevant.”
Ingo Williams, SunTrust, Vice President, Enterprise Architecture
Gartner
Enterprise Architecture Summit 2016

May 11 – 12 | Gaylord National Resort and Convention Center
National Harbor, MD | gartner.com/us/ea

We’re heading back to the Beltway!

The 2016 date is set — plan to join us next May when we go back to National Harbor, MD. Register for this must-attend event at gartner.com/us/ea or call 1 866 405 2511.

Register by July 1, 2015, to enjoy:

- Raffle drawing for a complimentary 2016 registration
- $50 American Express gift card on-site at next year’s event
- $300 discount on standard registration fee