Gartner Enterprise Architecture Summit 2016

May 11 – 12 | National Harbor, MD
gartner.com/us/ea

Leading Digital Business Innovation and Transformation

Key benefits

• Elevate your role as a strategic leader delivering business outcomes
• Discover ways to drive innovation and transformation
• Maximize opportunities from disruptive technologies and trends to advance your digital strategy
• Learn how people, process and technology combine to lead rapid change
Leading Digital Business Innovation and Transformation

Stay on the front lines of digital business transformation

In the age of digital business, enterprise architects face the opportunity to reinvent themselves to take on leadership roles that drive strategic innovation, transformation, growth and competitive advantage for their business. At Gartner Enterprise Architecture Summit 2016, May 11 – 12, in National Harbor, MD, enterprise architects, strategists, business and system analysts, and innovation teams learn how to become masters of technology disruption to become true business leaders in innovation and transformation. With a focus on emerging digital business topics, which include “business moments,” the Internet of things (IoT), smart machines, digital mesh, algorithmic business and economics of connections, we explore how to maximize the value and minimize the risks of technology investments and ensure the enterprise architect’s role as an indispensable contributor to digital business strategy formation and execution.

Hot topics 2016

- Empowering enterprise architects to lead digital business strategy
- Encouraging a culture of innovation and agility
- Delivering business outcomes and measurable value
- Leveraging bimodal business and IT
- Mastering disruptive technologies and trends

New this year

- An agenda expanded to four tracks, with a focus on enterprise architecture (EA), driving innovation and the critical business and technology trends
- A focus on emerging technologies and trends that include IoT, digital mesh, economics of connections and business ecosystems
- Tools and techniques that will help you lead your organization’s response to disruptive trends and technologies
- Best practices on how to use information and technology as business-relevant and competitive assets

Featuring 40-plus must-attend sessions, including:

Leverage EA to Understand the Value and Impacts of Digital Disruption
Explores the storm of digital disruption that has changed how technology is consumed

Top Security Trends and Take-Aways
Discusses the key trends for 2016 in cybersecurity

Nature Versus Nurture: Transitioning to an Innovation Mindset
Teaches practical approaches to exploring innovation within your team and organization

Customer Analytics: What to Invest In to Achieve Your Business Objectives
Explores the benefits companies can expect to see from cross-selling, social media monitoring and more

Cybersecurity Scenario 2020: The Impact of Digital Business on Security
Illustrates the evolution of the threat environment through 2020

How Are You Encouraging Innovation Through Purpose, People and Process?
Discusses how to set bold goals and inspire a culture of creativity

Delivering High-Impact Reference Models and Roadmaps
Defines goals and purposes for critical EA deliverables

The IoT Scenario
Discusses the impact of IoT on leadership, culture and technology

“Gartner events summarize and bring tall innovations to one place for everyone to consume.”

David McKinley,
Enterprise Architect, USNorthCom

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Keynotes

Guest keynote

Leadership for the Next Era of the Digital Age

Privacy, risk and security are the foundations that underpin successful digital transformation. The Internet as we know it is great for collaboration and communication but deeply flawed when it comes to commerce and privacy. But this is all about to change as blockchain technology (which underpins the Bitcoin currency) will shape the next era of prosperity in finance, business, healthcare, education, governance and many other fields. IT leaders simply must understand how this changes the dynamic in their own business and how their relationship with their users and customers evolves so that digital business moments can be capitalized on to their full potential.

Don Tapscott, CEO, The Tapscott Group Inc

Gartner keynotes

Opening Keynote: Architecting the Digital Business

The digital business requires a renewed approach to architecture, from enterprise and business architecture disciplines to the use of emerging solution patterns. In this session, Chris Howard describes the economics of connections that lie at the root of digital and algorithmic business and breaks that strategy into achievable goals for application leaders. These new architecture approaches require high performance, massive parallelism, design by contract and continuous delivery.

Betsy Burton, Chris Howard

What Is True? What Is Real? Critiquing Everything Data-Driven

We are obsessed with business being evidence-based and data-driven. And the next big thing is on the horizon, the algorithmic business. But is that really, truly desirable? Or should we be more concerned? No, this is not one of those hip presentations on behavioral bias. Yes, this is for the type of people who like ratio and logic. Definitely engaging, provocative and just what you need at the end of a long day. As we move to an evidence-based, data-driven, algorithmic business, how should you deal with reality’s habit of biting back?

Frank Buytendijk

The Top 10 Strategic Technology Trends for 2016

Strategic technology trends have the most potential to drive significant enterprise impact over the next three years — and IT cannot afford to ignore them. This session presents Gartner’s annual list of the top 10 strategic technology trends you should be reviewing and factoring into your strategic planning for 2016-2017.

David W. Cearley

Meet the analysts

Marcus Blosch
Vice President

Saul Brand
Director

Brian Burke
Vice President

Betsy Burton
Vice President and Distinguished Analyst

Frank Buytendijk
Vice President and Distinguished Analyst

Matthew W. Cain
Vice President and Distinguished Analyst

David W. Cearley
Vice President and Gartner Fellow

Jackie Fenn
Vice President and Gartner Fellow

Michael Guay
Director

Gareth Herschel
Director

Chris Howard
Vice President and Distinguished Analyst

Mark McGregor
Director

Jackie Fenn
Vice President and Gartner Fellow

Earl Perkins
Vice President

Gareth Herschel
Director

Chris Howard
Vice President and Distinguished Analyst

Leif-Olof Wallin
Vice President

David Norton
Director

Matthew W. Cain
Vice President and Distinguished Analyst

Don Scheibenreif
Vice President and Distinguished Analyst

Andrew White
Vice President and Distinguished Analyst

Frank Buytendijk
Vice President and Distinguished Analyst

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

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

Frank Buytendijk
Vice President and Distinguished Analyst

Mark McGregor
Director

Don Scheibenreif
Vice President and Distinguished Analyst

Alfonso Velosa
Vice President

Matthew W. Cain
Vice President and Distinguished Analyst

Leif-Olof Wallin
Vice President

Mike J. Walker
Director

“Don Tapscott, CEO, The Tapscott Group Inc”

Frank Buytendijk
Vice President and Distinguished Analyst

Betsy Burton
Vice President and Distinguished Analyst

Alfonso Velosa
Vice President

David W. Cearley
Vice President and Gartner Fellow

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Mike J. Walker
Director

Andrew White
Vice President and Distinguished Analyst

“Gartner Enterprise Architecture Summit 2016”

Visit gartner.com/us/ea for updates and to register!
Plan your experience

Agenda tracks

A. Delivering World-Class Business Outcome-Driven EA
This track focuses on new ways to use EA to drive enterprise transformation and execute against strategy to achieve breakthrough business outcomes.

B. Leading Digital Innovation With EA
This track illustrates how leading EA practitioners are successfully merging the human and technology worlds to drive meaningful and lasting innovation.

C. Mastering Critical Disruptive Technologies
This track offers insight into the nature and application of critical emerging technologies and trends, as well as tips that help architects be masters — not victims — of disruption.

D. Architecting Transformative Trends
This track features strategies for understanding the top trends in business transformation — from cloud to mobility to algorithmic business — that will empower your business-driven EA team.

Customize your agenda

Gartner Events Navigator
Gartner Events Navigator helps you organize, view and custom-create an agenda on the basis of:
- Date and time
- Track
- Analyst/speaker profiles
- Session descriptions
- Key initiatives
- Vertical industries

Interact with the analysts

Analyst one-on-one meetings*
Complimentary consulting with two Gartner analysts of your choice

Analyst-user roundtable discussions*
Moderated by Gartner analysts for exchanging ideas and best practices with your peers

Ask the Analyst sessions
Interactive sessions in which attendees can ask the presenting analyst a direct question or learn from questions posed by peers

Workshops*
Small-scale and interactive; drill down on specific topics with a how-to focus

*Space is limited and preregistration is required.

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 receptions and special events

“The keynote address on the economic impact of technology was stunning. Erik Brynjolfsson was an amazing speaker.”

Brian Fenimore, Director of Solution Development and Architecture, The Hershey Co.
# Agenda at a Glance

## Tuesday, May 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:00 p.m.</td>
<td>Pre-registration Center Prefunction</td>
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<tr>
<td>2:00 p.m.</td>
<td>Enterprise Architecture in Government Tutorial  <strong>Cathleen E. Blanton</strong> (Preregistration required; open to public-sector attendees only)</td>
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<tr>
<td>5:30 p.m.</td>
<td>Government Reception (Preregistration required; open to public-sector attendees only)</td>
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<tr>
<td>6:30 a.m.</td>
<td>Registration</td>
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<tr>
<td>6:45 a.m.</td>
<td>Attendee Breakfast — Networking by Industry</td>
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### Wednesday, May 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:15 a.m.</td>
<td>T1. Tutorial: The First 100 Days of Enterprise Architecture  <strong>Saul Brand</strong></td>
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<td>T2. Tutorial: Business Outcome-Driven EA — A Quantum Leap in Delivering Business Value  <strong>Mike J. Walker</strong></td>
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<td>T3. Tutorial: Understanding the Critical and Core Capabilities for an EA Tool  <strong>Mark McGregor</strong></td>
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<td></td>
<td>T4. Tutorial: Developing a Cloud Strategy and Decision Framework  <strong>David W. Cearley</strong></td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>Solution Snapshot: Join us and hear a brief 60-second overview from each of our sponsors. Sponsors will provide just enough information to help you net out your shortlist while at the event.</td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td>K1. Gartner Welcome Address and Opening Keynote  <strong>Architecting the Digital Business</strong>  <strong>Betsy Burton</strong>, Vice President and Distinguished Analyst, Gartner Research, Conference Chair;  <strong>Chris Howard</strong>, Vice President and Distinguished Analyst, Gartner Research</td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td>K2. Guest Keynote  <strong>Leadership for the Next Era of the Digital Age</strong>  <strong>Don Tapscott, CEO, The Tapscott Group Inc</strong></td>
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### Thursday, May 12

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:00 p.m.</td>
<td>Pre-registration Center Prefunction</td>
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<tr>
<td>8:00 a.m.</td>
<td>K4. Gartner Keynote  <strong>What Is True? What Is Real? Critiquing Everything Data-Driven</strong>  <strong>Frank Buytendijk</strong>, Vice President and Distinguished Analyst, Gartner Research</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>A1. Architecting the Business Ecosystem  <strong>Marcus Bloch</strong></td>
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<td>B1. Nature Versus Nurture: Transitioning to an Innovation Mindset  <strong>Jackie Fenn</strong></td>
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<td>C1. Smart Machine Big-Bang  <strong>Disruption Is Happening Now</strong>  <strong>Leif-Olof Wallin</strong></td>
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<td>D1. Building and Sustaining an Effective Digital Information Strategy  <strong>Andrew White</strong></td>
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<tr>
<td>10:15 a.m.</td>
<td>R1. Roundtable: Are You Ready to Rip? (Your Systems of Record to the Cloud)  <strong>Michael Guy</strong></td>
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<td>A3. Architecting the Business Ecosystem  <strong>Marcus Bloch</strong></td>
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<td>B2. To the Point: 15 Megatrends in Analytics That You Need to Plan For  <strong>Gareth Herschel</strong></td>
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<td>C2. To the Point: Emerging Technologies EA Leaders Must Track  <strong>Mike J. Walker</strong></td>
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<td>D2. To the Point: Digital Business Goes Rise to the Economics of Connections  <strong>Don Scheibennfeld</strong></td>
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<tr>
<td>12:30 p.m.</td>
<td>Sponsor Lunch Address</td>
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<td>2:00 p.m.</td>
<td>A3. Dealing With Complexity in a Bimodal World  <strong>David Norton</strong></td>
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<td>B3. The Cloud Computing Scenario  <strong>David W. Cearley</strong></td>
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<td>D3. Driving Business Success With a Digital Workplace  <strong>Matthew W. Cain</strong></td>
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<td>W2. Using Economic Architecture to Measure Value Creation  <strong>Saul Brand</strong></td>
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<td>R2. Roundtable: Lessons Learned From Early IoT Projects  <strong>Michael Guy</strong></td>
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<td>AA2. Analyst Open Office Hours  <strong>Betsy Burton</strong></td>
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<td>3:00 p.m.</td>
<td>Solution Provider Sessions</td>
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<tr>
<td>4:00 p.m.</td>
<td>A4. Digital Business Architecture: From Strategy to Guiding Execution  <strong>Betsy Burton</strong></td>
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<td>B4. Your Guide to Producing and Consuming Open Data  <strong>Andrew White</strong></td>
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<td>C4. Software 2020 Scenario  <strong>Chris Howard</strong></td>
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<td>D4. Top 12 Emerging Digital Workplace Technologies to Transform Your Business  <strong>Matthew W. Cain</strong></td>
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<td>W3. Moonshot Mission: How to Build Better Ideas for Breakthrough Innovation  <strong>Brian Burke</strong></td>
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<td>R3. Roundtable: The Economics of Connections for Financial Services  <strong>Kristin R. Moyer</strong></td>
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<td>5:15 p.m.</td>
<td>K3. Gartner Keynote  <strong>The Top Emerging Business/Technology Trends You Need to Follow Today</strong>  <strong>Don Scheibennfeld, Vice President and Distinguished Analyst, Gartner Research</strong></td>
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<tr>
<td>6:15 p.m.</td>
<td>Solution Showcase Reception and Theater Sessions</td>
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### Friday, May 13

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 a.m.</td>
<td>Keynote Address</td>
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<tr>
<td>8:00 a.m.</td>
<td>K4. Gartner Keynote  <strong>What Is True? What Is Real? Critiquing Everything Data-Driven</strong>  <strong>Frank Buytendijk</strong>, Vice President and Distinguished Analyst, Gartner Research</td>
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<tr>
<td>9:15 a.m.</td>
<td>A5. Three Types of Tools to Support Enterprise Architects Deliver Actionable Guidance  <strong>Marc McGregor</strong></td>
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<td>B5. The Digital Humanist: Shifting to a Human-Centric Architecture  <strong>Brian Burke</strong></td>
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<td>C5. The IoT Scenario  <strong>Alfonso Velosa</strong></td>
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<td>D5. Customer Analytics: What to Invest In to Achieve Your Business Objectives  <strong>Gareth Herschel</strong></td>
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<td>W4. Put Gartner's Emerging Trends Work to Practical Use Today  <strong>Don Scheibennfeld, Jack Santos</strong></td>
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<td>R4. Roundtable: How to Get an Implementable Mobility Strategy in Place  <strong>Leif-Olof Wallin</strong></td>
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<td>10:15 a.m.</td>
<td>R5. Roundtable: Using EA to Support Continuous Innovation and Delivery  <strong>Marcus Bloch</strong></td>
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<td>11:00 a.m.</td>
<td>A6. Drive Your Digital Business Technology Investment Decisions Using Economic Architecture  <strong>Saul Brand</strong></td>
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<td>B6. Postmodern ERP Must Not Be a Return to the Bad Old Best-of-Breed Days  <strong>Michael Guy</strong></td>
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<td>C6. Leverage EA to Understand the Value and Impacts of Digital Disruption  <strong>Mike J. Walker</strong></td>
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<td>D6. Trends and Directions in Enterprise Mobility  <strong>Leif-Olof Wallin</strong></td>
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<td>W5. Writing Your Future: Developing Narratives for Technology Scenarios  <strong>Jackie Fenn</strong></td>
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<td>R6. Roundtable: The IoT Tutorial — What to Do Now  <strong>Alfonso Velosa</strong></td>
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<td>R7. Roundtable: Creating Your 15-Minute Risk Management Presentation for the Board  <strong>Earl Perkins</strong></td>
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<td>12:00 p.m.</td>
<td>A7. To the Point: Enterprise Architecture as Management Consultancy  <strong>Marcus Bloch</strong></td>
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<td>B7. To the Point: Business Model Platforms for the Economics of Connections  <strong>Kristin R. Moyer</strong></td>
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<td>C7. To the Point: Six Styles of Customer Analytics  <strong>Gareth Herschel</strong></td>
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<td>D7. To the Point: Algorithmic Business — Redefining Value for the Digital Business Age  <strong>Brian Burke</strong></td>
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<tr>
<td>12:30 p.m.</td>
<td>Sponsor Lunch Address</td>
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<td>2:00 p.m.</td>
<td>CS1. Case Study</td>
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<td>CS2. Case Study</td>
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<td>CS3. Case Study</td>
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<td>CS4. Case Study</td>
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<td>3:00 p.m.</td>
<td>A8. Delivering High-Impact Reference Models and Roadmaps  <strong>Betsy Burton, Jack Santos</strong></td>
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<td>B8. Decommissioning Applications: The Emerging Role of the Application Undertaker  <strong>David Norton</strong></td>
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<td>C8. Top Security Trends and Take-Aways  <strong>Earl Perkins</strong></td>
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<td></td>
<td>D8. Digital Ethics: When Saying &quot;I'm Sorry&quot; Is Not Enough  <strong>Frank Buytendijk</strong></td>
</tr>
<tr>
<td>4:15 p.m.</td>
<td>K5. Gartner Keynote  <strong>The Top 10 Strategic Technology Trends for 2016</strong>  <strong>David W. Cearley</strong>, Vice President and Gartner Fellow, Gartner Research</td>
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IBM has the technology and experience to help you harness the power of cloud to transform your business and IT. IBM’s enterprise class cloud computing capabilities can help you reduce costs, improve service delivery, enable business innovation and empower collaboration.

Silver

Akamai Technologies
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Armstrong Process Group, Inc.
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Bizzdesign, Intl B.V.
Casewise Systems
ChangePoint
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Software AG
Troux

Media Partners

Interested in exhibiting? Contact us at 1 800 356 4740 or email exhibit@gartner.com.

Solution Showcase

Platinum

IBM

Registration and pricing

What’s included

In addition to four tracks of the latest analyst research, your conference registration fee includes complimentary access to these special features:

- Two Gartner analyst one-on-ones
- Analyst-user roundtables (AURs)
- Solution Showcase
- Networking breakfasts, lunches and receptions

Online preregistration is required for one-on-ones, workshops and AURs.

Reserve your place early, as space is limited.

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 us.registration@gartner.com or contact your Gartner account manager.

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 +1 203 316 1200.

Save $325 when you register by March 11

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Standard price: $2,850

3 ways to register

Web:
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Gartner hotel room rate

$249 (plus $18 resort fee) per night at Gaylord National Resort and Convention Center

201 Waterfront St.
National Harbor, MD 20745
Phone: +1 301 965 4000
www.gaylordhotels.com

By 2018, 40% of enterprise architecture teams will be responsible for advancing the organization’s digital business strategy.

Source: Gartner

Exhibitor list as of January 11, 2016, and subject to change
3 ways to register

Web: gartner.com/us/ea
Email: us.registration@gartner.com
Phone: 1 866 405 2511

Enterprise architecture arround the globe

Enterprise Architecture Summit 2016
June 15 – 16 | London, U.K.

Gartner
Enterprise Architecture Summit 2016

May 11 – 12 | National Harbor, MD
gartner.com/us/ea

Register now and save $325

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Early-bird discount expires March 11.

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