Gartner Application Architecture, Development & Integration Summit 2013

22 – 23 July
Hilton Sydney, Australia
gartner.com/ap/aadi

HOT TOPICS

• Convergence of Cloud, Mobile, Social and Information
• Application Strategies and Governance
• New Application and Data Integration Approaches
• Cloud Strategies from Business and Technology Angles
• Mobile Application Strategy

Register by 24 May 2013 to receive the exclusive early bird offer. See page 15 for details.
The game is changing. **Cloud, mobile, social and information** are converging to revolutionize the way applications are built and deployed. It is critical now to manage and leverage these disruptive forces — collectively known as the **Nexus of Forces** — and actively plan for the impact these forces will have on your enterprise, your customers and your competition.

For those prepared to embrace change, it’s an unprecedented opportunity to deliver new business capabilities with the power to innovate, propel the business forward and drive competitive advantage.

The 2013 Summit will focus on how to **integrate, embrace and shape** these trends.

**Integrate:** The past brings experience and value, but also too much baggage. To move forward, organizations must not only integrate and move forward legacy capabilities and assets, but also do so in a way that minimizes dependencies on legacy thinking. Applying old answers to new challenges won’t work.

**Embrace:** Changes in business, technology and strategy are continuous and with every tick of the clock there is the potential for both innovative change, and the risks that come from uncertainties, disruption and pitfalls. In addition to navigating the rapidly changing landscape, organizations must pay attention to cost pressures and plan for morphing their organizations to work in challenging times. Enterprises must carefully choose where to invest — or divest — to get a competitive edge.

**Shape:** The Nexus of Forces (cloud, mobile, social and information) will shape your future. How your organization leverages these forces will in large measure determine your posture and capability for innovation. Innovations that redefine who you are and the value you bring to your enterprise, and to your IT organization, will directly benefit you as an IT professional.

The **2013 Application Architecture, Development & Integration Summit** has been carefully designed to help you adapt and adopt these changes successfully!
Why Attend

• Learn how to support the explosion of information, mobile, web and social applications

• Understand how you can achieve the benefits of cloud computing while managing the risks

• Discover the new opportunities in application and data integration

• Analyze how application development is radically changing given cloud, social media and mobile

• Pin-point how to optimize and govern SOA and WOA effectively

• Assess how to go about modernizing your applications portfolio

• Consider how best to create, validate or revitalize your application strategy

• Review the real cost and business value of cloud, SOA and agile

• Establish how to make the most of your existing web and software investments

• Translate how the new disruptive trends affect your role and career

• Evaluate how the vendor landscape is being reshaped by cloud, mobile, and web trends

• Analyze how SOA, cloud, mobile and agile fit into an enterprise architecture

WHO SHOULD ATTEND?
Senior business and IT professionals including:

• Senior IT executives in charge of applications

• Application and web development leaders

• Application integration leaders

• Application architects and enterprise architects

• Application portfolio managers

• Mobile developers and mobile architects

• Web services and web infrastructure managers

• Business applications leaders

• Project managers and consultants implementing cloud, SOA and applications

• IT leaders involved in cloud, SOA and application strategies

• Business analysts and business leaders involved in applications decisions

Visit gartner.com/ap/aadi for agenda updates and to register
KEYNOTE SESSIONS

GUEST KEYNOTE

Beyond Hype — Gamification and the Future of Work

Dr Jason Fox will unpack some of the freshest insights in motivation science, setting a strong foundation for what works to build and sustain engagement. You’ll learn what makes games work, and how IT partnered with good gamification design will influence the future of work.

You’ll see some of the best emergent examples of gamification, and will learn to distinguish the key things that make these applications work. You’ll also learn how to cut through the hype and the noise, avoiding the gimmicky distractions to instead focus on the design that drives the alignment of IT with strategy and motivation.

Dr Jason Fox, Motivation Design Expert

GARTNER KEYNOTES

Gartner Opening Keynote: Integrate the Past. Embrace the Present. Shape the Future

Today is an exciting time to be in IT but there are many disruptions and pitfalls. In addition to navigating the changing landscape, organizations must pay attention to today’s realities and uncertainties, manage cost pressures and plan for working in challenging times. The future will be shaped by how organizations leverage the Nexus of Forces (cloud, mobile, social and information) and the intersections of those forces. This is where tomorrow’s innovations will arise from. But they will not appear magically. The past brings us much in the way of skills and assets. But also much baggage. To move forward, organizations must not just integrate legacy but also do so in a way that minimizes dependencies on legacy thinking.

Jeff Schulman, Managing VP

Gartner Closing Keynote: What To Do on Monday?

When you get back to the office you will have key project and priority decisions to make based on the information at this event. How should you consider and prioritize what to do next? In this session we synthesize the advice from the various presentations at this event into a series of hard-hitting, tactical recommendations that you can take back to your enterprise, and a strategy for what to do on Monday morning to bring immediate benefit to your organization. Key Summit presenters will also engage in a rapid fire question and answer session with attendees to drive home the major points and perspectives.

David Cearley, VP and Gartner Fellow

Nick Jones, VP Distinguished Analyst

Kirk Knoernschild, Research Director

Benoit Lheureux, Research VP

Massimo Pezzini, VP and Gartner Fellow

Jeff Schulman, Managing VP

Advisory Board

The Gartner Application Architecture, Development & Integration Summit benefits from the advice and support of a number of end user representatives who help ensure the content and direction of the Summit fit the needs of applications professionals. We would like to thank the following individuals for their support:

• Philip Barthel, Senior Manager, Web Development and Database Services, ASX
• Andrew Devitt, IT Manager, Johnson & Johnson Pacific
• Rajay Rai, Solutions Architect, Macquarie Bank
• Adrian Ryan, Senior Developer, Toyota Motor Corporation Australia
• Andrew Burnet, IT Airline Business Systems Team Leader, Virgin Blue Airlines

GARTNER PREDICTS

By 2014, all leading enterprise application servers will feature a cloud-enabled internal architecture.
Gartner analysts draw on the real-life challenges and solutions experienced by clients from over 13,000 distinct organizations worldwide.

MEET THE ANALYSTS

Ross Altman  
Research VP

SOA and application architecture; application and integration platforms; application development; application governance and strategy; application overhaul

Darryl Carlton  
Research Director

Application governance and strategy; IT governance; business value of IT; SOA and application architecture; program and portfolio management

David Cearley  
VP and Gartner Fellow

Cloud computing; mobile computing; web technologies; consumerization of IT

Nick Jones  
VP Distinguished Analyst

Mobile application development tools and techniques; mobile web; mobile strategy and trends; mobile app stores and ecosystems

Kirk Knoernschild  
Research Director

Application development; application and integration; platforms SOA and application architecture

Benoit Lheureux  
Research VP

Value add networks; B2B gateways and integration; multi-enterprise integration; packaged integration; cloud integration and cloud brokerage services

Paolo Malinverno  
Research VP

Application services governance (SOA governance + API management); SOA/ integration competency centers; SOA/ integration organizational issues; application integration and middleware; B2B and multi-enterprise integration (including e-invoicing)

Massimo Pezzini  
VP and Gartner Fellow

Cloud integration and application platforms (IaaS, aPaaS); in-memory computing; cloud transaction processing; application platforms; application integration and middleware; SOA

Brian Prentice  
Research VP

Application development; innovation management; mobile enterprise strategy; user experience (UX); apps and app stores; consumerization

Jeff Schulman  
Managing VP

Application infrastructure; application architecture; in-memory computing

Eric Thoo  
Research Director

Data management maturity; cloud data management; data integration; data quality; enterprise information management

Nathan Wilson  
Principal Research Analyst

Application development; application governance and strategy; information infrastructure and big data projects

Analyst One-on-One Sessions

Many attendees tell us that a one-on-one session is worth the price of admission all by itself. Roll up your sleeves with a Gartner analyst and explore the best ways to move your strategy forward. The Gartner Application Architecture, Development & Integration Summit offers you the unique opportunity to meet privately with one of our analysts in a 30-minute consultation completely focused on helping you craft actionable solutions to current challenges.

Meet with the analyst of your choice and reap the benefits of individualized, results oriented attention. You decide the topic or issue for discussion.

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Plenary Sessions
In our renowned plenary sessions, you’ll hear what today’s leading figures are thinking. Gartner analysts and invited experts will give you strategic insights, thought-provoking points of view and forward-thinking advice that will help shape your planning.

Track Sessions
Presented by Gartner analysts, invited guest speakers and industry presenters, these sessions focus on the issues that matter most to you and provide real-world information that will help you make better decisions and drive successful results.

“To the Point” Sessions
Sometimes you just want to hear the “Top 5 Things You Want to Know” about a trend, a technology or an approach. Gartner analysts provide top concepts, key trends or a quick overview of a particular topic, in a condensed format.

Workshops
Presented by Gartner or guest experts, these workshops provide an opportunity to drill down on specific “how to” topics in an extended, small group session. The courses are designed for an intimate and interactive learning experience. Reserved for end-users only.

Analyst-User Roundtables
Moderated by a Gartner analyst, these roundtables are a great forum for exchanging ideas and hearing what your peers are experiencing around a particular issue. Reserved for end-users only.

GARTNER PREDICTS
By 2014, at least 40% of large organizations will have deployed one or more in-memory data grids.

Analyst One-on-Ones
Meeting face-to-face with a Gartner analyst is one of the key benefits of attending a Gartner Summit. Personalize your 30-minute private appointment to discuss your specific issue and walk away with invaluable, tailor made advice.

Magic Quadrants — NEW
Gartner Magic Quadrants (MQ) are a culmination of research in a specific market, giving you a wide-angle view of the relative positions of the market’s competitors. By applying a graphical treatment and a uniform set of evaluation criteria, a Gartner Magic Quadrant quickly helps you digest how well technology providers are executing against their stated vision.

Tutorial Sessions — NEW
These presentations are focused on layering the foundations for attendees’ understanding of a topic, trend or technology with basic 101 “building block” definitions and analysis.

Ask the Analyst Roundtables — NEW
Alongside the traditional Gartner Analyst-User Roundtables where you can speak to your peers in a moderated environment, there will also be a series of Q&A roundtables in which you can question the analyst directly and learn from the questions posed by your peers.
APPLICATIONS STRATEGY — From Business Applications to Governance

The Nexus of Forces is going to hit you hard. Delivering innovative solutions requires changes to architectures, skills and mindsets. How can you use an application strategy to anticipate and plan for these frequent disruptive changes? How does an applications strategy become a critical tool in an era of continuous change? How can we take advantage of innovations in technology without creating chaos in existing applications portfolios? What organizational structures, skills, and governance processes are necessary now to meet strategic goals? It’s time to give application governance the importance it deserves, and define a strategy that can adapt to the increasing pace.

INTEGRATION AND PLATFORMS — Connecting the Past to the Future

Application integration is morphing into an integrate anything discipline in order to link, layer and leverage applications, information and processes wherever they are. And there are more and more of them! Classic on-premises applications and B2B links are increasingly flanked by SaaS, cloud and mobile apps, social networks, web APIs and multi-enterprise systems.

THE FUTURE OF APPLICATION DEVELOPMENT AND ARCHITECTURE

Application development (AD) is going through a metamorphosis. We are seeing the birth of a new AD that spearheads business innovation. Technologies such as mobile and cloud, innovations in the web, large changes in methodologies like agile and continuous release, and the growing importance of a user experience platform are driving renewed interest in AD. At the same time, AD is expected to do more with less, increase productivity and demonstrate more value. We need strategies and capabilities that balance architecture innovation with legacy integration so that application architects can deliver powerful and flexible systems.

VIRTUAL TRACK: THE NEXUS OF FORCES — THE CONVERGENCE OF CLOUD, MOBILE, SOCIAL AND INFORMATION

The individual forces comprising the Nexus of Forces (cloud, mobile, social, information) on their own are redefining IT strategies, but the combination and intersection of these forces are transforming industries. How are the Nexus of Forces impacting your IT strategies, and how can you prepare your infrastructure, staff, budgets and strategies for the rampant innovation which the Nexus provides?

VIRTUAL TRACK: CLOUD COMPUTING — DELIVERING SERVICES AND ENABLING BUSINESS

Although overhyped, cloud computing is a necessary component of an evolving IT strategy, and today’s cloud deployments are maturing. The fact is, few truly understand the opportunities of cloud or its challenges. What strategies do you need to put in place to make your cloud deployment a success?

VIRTUAL TRACK: DELIVERING ON THE PROMISE OF MOBILE

Mobile affects everything — application strategy, architecture, development and integration. There is no “sitting this one out.” The rapid proliferation of capability and the levels of hype are extraordinary. What do we need to know? How do we navigate the chaos of mobile to deliver on its promises?

WHAT’S NEW FOR 2013?

• Disruptive forces are having a major impact on your organization’s effectiveness. The new Virtual Track on The Nexus of Forces (mobile, cloud, information and social) will focus on the impact of these forces, helping you not just tackle these issues, but gain competitive advantage from them too!

• Application development is changing! The critical importance of an application strategy has therefore never been more strongly felt! Freeing up resources through application migration and overhaul to concentrate on building new “systems of innovation” will therefore be assessed, with a strong emphasis on both advanced issues in technologies and the tactical — ‘what to do on Monday morning’.

• The challenges you told us were of highest priority in 2013 — mobile, web issues, business applications and application strategy — have a strong focus in the 2013 agenda.

• New research — on DevOps, big data, social trends and practices, HTML5 and user experience will all be covered at the 2013 Summit.

• Whether you are new to the applications role or need a refresher, we have various sessions types to suite you including new Tutorial Sessions to help with your fundamental understanding of a topic, trend or technology; new Ask the Analyst Roundtables where you can question the analyst directly and learn from the questions posed by your peers; and Magic Quadrants that position major technology players within a specific market. Find out more about your technology investments and partners during these new sessions at the Summit.

Visit gartner.com/ap/aadi for agenda updates and to register
## AGENDA AT A GLANCE

### MONDAY 22 JULY

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>07:30 – 17:30</td>
<td>Registration, Information and Refreshments</td>
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<tr>
<td>08:30 – 09:15</td>
<td>Tutorial: Cloud 101 — A Foundation for Successful Cloud Adoption</td>
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<tr>
<td></td>
<td>David Cearley</td>
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<tr>
<td>09:30 – 10:30</td>
<td>Summit Chair Welcome and Gartner Keynote: Integrate the Past. Embrace</td>
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<td>the Present. Shape the Future.</td>
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<td>Jeff Schulman</td>
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<td>10:30 – 11:00</td>
<td>Industry Panel Discussion</td>
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<td>Refreshment Break in the Solution Showcase</td>
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**A Applications Strategy — From Business Applications to Governance**

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<th>Time</th>
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<tbody>
<tr>
<td>11:30 – 12:00</td>
<td>To the Point: Turning Mobile Innovation into Business Value</td>
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<tr>
<td></td>
<td>Nick Jones</td>
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<tr>
<td>12:15 – 13:00</td>
<td>The Nexus of Forces — Cloud, Mobile, Social and Information: Driving</td>
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<td>Innovation</td>
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<td>13:00 – 14:15</td>
<td>Lunch in the Solution Showcase</td>
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<td>14:15 – 15:00</td>
<td>Application Services Governance — Manage APIs, Services and Business</td>
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<td>Growth</td>
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<td>Paolo Malinverno</td>
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<tr>
<td>16:15 – 17:00</td>
<td>End-User Case Study: The Business of the Cloud</td>
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<td>17:00 – 17:45</td>
<td>Guest Keynote</td>
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<td>Networking Reception in the Solution Showcase</td>
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**B Integration and Platforms — Connecting the Past to the Future**

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<td>To the Point: Information Management</td>
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<td>Goes ‘Extreme’ — The Opportunities and Challenges of ‘Big Data’ and</td>
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<td>Cloud</td>
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<td>Eric Thoo</td>
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<td>In-Memory Computing — Is it for Real?</td>
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<td>16:15 – 17:00</td>
<td>The New Web — Mobile, Social, Programmable, UX-Focused</td>
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<td>Agile Soup to Nuts — What Does a Truly Agile Organization Look Like?</td>
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**C The Future of Application Development and Architecture**

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<td>Best Practices in In-Memory Computing</td>
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<td>Developing, Testing and Delivering Compelling Mobile Applications</td>
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<td>Best Practices in Implementing a Pace-Layered Application Strategy</td>
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<td>The Cloud Computing Scenario — Shaking the Foundation of Business,</td>
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<td>Refreshment Break in the Solution Showcase</td>
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<td>How the App Metaphor Will Change the AD Leader’s Life</td>
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<td>Application Governance Meets Information Governance — Satisfying the</td>
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<td>Needs of Multiple IT and Business Constituencies</td>
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<td>Paolo Malinverno</td>
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<td>14:30 – 15:15</td>
<td>Cloud Service Integration — Enabling SaaS and On-Premises Applications</td>
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AGENDA GUIDANCE

To help you navigate the summit agenda, we’ve identified track sessions that match your experience level and information needs. Specific categories include:

MATURITY LEVEL

FOUNDATIONAL: If you are at the early stages of your initiative, or are a newcomer to this space, these sessions will give you the necessary understanding and first steps.

ADVANCED: If you are an advanced practitioner, these sessions are designed to take your initiative, or understanding, to the next level.

FOCUS

PRACTICAL: Sessions providing practical information that can be used straight away, with a focus on “how to”, dos and don’ts, and best practices.

STRATEGIC: Sessions focusing on the strategic insight supporting the development and implementation of your action plan.

VISIONARY: Sessions focusing on emerging trends, concepts, or technologies that will help you with your future planning and decisions.

PERSPECTIVE

BUSINESS: Sessions geared toward business leaders, or IT professionals who need to understand the challenges and opportunities from a business, organizational, or cultural perspective.

TECHNOLOGY: Sessions that address technical concepts, details, and analysis.

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To the Point: Turning Mobile Innovation into Business Value
This session explores the new consumer-facing business opportunities that will emerge as today’s mobile apps and web sites evolve into contextual interactions involving multiple devices, multichannel applications, new user experiences, and exploit technologies such as NFC and indoor location.
- Which mobile technologies and market trends will impact customer relationships and customer-facing applications?
- How will organizations make the most effective use of mobility to interact with customers?

Nick Jones

A  B

The Nexus of Forces — Cloud, Mobile, Social and Information: Driving Innovation
Along with the hype in the IT industry about cloud, mobile, social and information, there have been many questions about how these forces can yield value to the business. Gartner defines these as the Nexus of Forces that will shape the future of IT. The true value of these forces will come not from the siloed use of these technologies but from the business value gained from the integration and interaction among them. We will examine how these forces will work together to bring innovation to business process and how you can realize greater business value from the Nexus of Forces.
- What is the Nexus of Forces?
- How will the Nexus of Forces shape the Future of IT?
- How can IT drive value from innovation?

David Cearley

A  IT

Application Services Governance — Manage APIs, Services and Business Growth
Publishing Web APIs opens up new sales channels and opportunities. But fostering and managing the growth of API usage is a delicate process that needs careful, often cloud-based, policy management.
- What is API management and why is it key to mobile apps and cloud?
- How do API management and SOA governance relate to and strengthen each other?
- Why is using API management and SOA governance so valuable to your business?

Paolo Malinverno

F  A

Best Practices in Implementing a Pace-Layered Application Strategy
Organizations now recognize that a “one size fits all” application strategy doesn’t work. This session discusses those that have adopted the Gartner Pace-Layered Application Strategy for greater agility.
- How do API management and SOA governance so valuable to your business?
- What are some of the challenges with implementing a Pace-Layered Application Strategy?

Darryl Carlton

F  A  B

The Cloud Computing Scenario — Shaking the Foundation of Business, Technology and People
Cloud computing alters how solutions are built, marketed, acquired, used, managed and paid for. We examine the future of cloud computing, emphasizing the key factors that will promote or limit its evolution, and possible alternative futures based on these factors:
- What key forces will determine how cloud will evolve over the next five years?
- What potential scenarios should organizations plan for?
- What specific actions should be taken today to prepare for these future scenarios?

David Cearley

F  A  IT

How the App Metaphor Will Change the AD Leader’s Life
Apps are purposeful. Their value is based on how well that purpose is defined and retained in the solution. That makes an app much different from an application which tries to appeal to as many usage scenarios as possible. This presentation will first frame these differences. It will then highlight organizations that have understood these concepts and how they adapted established processes to take advantage of this new software metaphor.

Paolo Malinverno

F  A  B

Getting Your Application Portfolio Under Control — A Strategic Roadmap
Many new application leaders inherit an application portfolio that evolved randomly in response to business requests and doesn’t meet emerging needs of the business. This session lays out a strategic road map for developing an application strategy, with a heavy emphasis on analyzing the current portfolio for technical and business fit.
- How do we discover and sustain purpose within an application?
- How should apps be funded and managed within the enterprise software portfolio?

Brian Prentice

A

Application Governance Meets Information Governance — Satisfying the Needs of Multiple IT and Business Constituencies
Governance of everything is a hot business and IT topic right now. As a result, there are many governance efforts working at overlapping and sometimes cross purposes. Tying governance efforts together — especially when it comes to the areas of application development and how those applications use and share information — information governance will give both a better chance of success in yielding benefits for the enterprise.
- Who is leading application governance and information governance and how can these groups work together?
- How can tying information governance to application development bring powerful new business partners to the table?
- What steps can you take to lead both these important governance programs in your enterprise?

Paolo Malinverno

A  B

Gartner Application Architecture, Development & Integration Summit 2013
To the Point: Information Management Goes ‘Extreme’ — The Opportunities and Challenges of ‘Big Data’ and Cloud
The challenge in managing data goes beyond data volume ("Big Data"); velocity, variety, and complexity must also be considered. Tomorrow’s information management challenges will demand that IT leaders prepare for dealing with extreme information. Information in the cloud adds yet another layer of complexity.

- What is extreme information and what opportunities does it present for businesses?
- How does extreme information challenge today’s application and information architectures and approaches for information management?
- What are the emerging techniques for harnessing extreme information and using it to create business value?

Eric Thoo

As Your Applications Flourish, Don’t Let Your Integration Wilt!
SaaS, pace layering, e-commerce and shared, multi-enterprise applications are just a few examples of how your application portfolio is evolving and innovating. But as your applications flourish is your integration wilting? Or are you investing as we recommend in this session to modernize your integration strategy and skills to ensure you can effectively take advantage of IT innovations such as cloud, mobile, social and information?

- How do B2B, cloud and evolving applications affect key stakeholders in the IT organization?
- As your application portfolio evolves how does this impact application integration requirements?
- What new integration strategies and approaches can help you succeed in your IT role?

Benoit Lheureux and Darryl Carlton

In-Memory Computing — Is it for Real?
In-memory computing pledges to enable previously “unthinkable” applications combining event processing, analytics and transactions in “a blink of an eye”. Leveraging IMC disruptive innovation to improve efficiency and build defensible business advantage is an opportunity user organizations cannot afford to miss. But the associated technical and organizational challenges will prove daunting for their IT departments.

- What are the key IMC-enabling technologies and how will they help user organizations establish competitive advantage?
- How will mega vendors like IBM, Microsoft, Oracle and SAP and other key providers address the IMC opportunity?
- Which approaches will IT leaders adopt to tackle the IMC challenges?

Massimo Pezzini

The New Web — Mobile, Social, Programmable, UX-Focused
The new Web encourages participation, enables ecosystems and provides a rich and interactive experience across an array of devices. Beyond advancing technologies such as HTML5, the new Web is a platform to expand an organization’s reach and provide new services to consumers.

- What are the features of the new Web?
- How do I leverage the Web as a platform?
- What are the implications of social, mobile and cloud on the new Web?

Kirk Knoernschild

Delivering the Mobile User Experience
Resident Mobile Applications (RMA) provide an excellent user experience (UX). Unfortunately, developing applications using native tools is cost prohibitive for many organizations due to lack of application portability across more than one platform. Advancements in Web technologies and cross platform frameworks offer the promise of portability. But how well do they deliver the UX?

- Is HTML5 capable of delivering a compelling UX?
- What architectural options exist to target multiple platforms while still delivering an optimal UX?
- What compromises will I face when favoring application portability?

Kirk Knoernschild

Application and Data Integration — Converge Them for Maximum Value
A chasm exists between application integration and data integration. These domains don’t intersect without conscious effort by IT management, but there are huge synergies from both a technology and practice point of view. Organizations must federate these activities and integrate the technologies to reduce costs and increase business agility.

- What are application integration and data integration, how do they overlap and differ?
- Why and how will these disciplines converge?
- What can organizations do to align with this convergence trend?

Eric Thoo

Cloud Service Integration — Enabling SaaS and On-Premises Applications Working Together
Integrating packaged and custom applications with SaaS and partners’ web APIs is the new challenge for integration competency centers. Successfully tackling cloud service integration will require the rethinking of the current methodologies and governance models. But also devising if, how and when emerging options, such as integration PaaS, can be more suitable alternatives to their established approaches.

- How will cloud service integration impact ICCs established methodologies, organizational settings and governance models?
- How will integration PaaS enable cloud service integration (CSI)?
- Which mix of iPaaS, traditional integration middleware and outsourcing services will best support the CSI challenge?

Massimo Pezzini

IT Modernization and the Cloud — Rethinking the AD Application Portfolio
Cloud deployment models may represent one of the latest innovations in IT, but how do you get there from a legacy install base of applications designed for different technologies and architectures. This presentation will outline the issues associated with evolving legacy systems to cloud deployment models.

- What are the key cloud deployment options and how can they be used for IT modernization efforts?
- Which application modernization strategies are best suited for cloud deployment?

Jeff Schulman
To the Point: How Cloud, Mobile, Social and Information Redefine the Best Practices in Application Architecture

The convergence of disruptive forces of information, mobile, cloud and social computing can create chaos in IT organizations: each track of innovation and business opportunity can pull IT resources in different directions. To safely combine the irresistible drive to innovation and the immovable demand for stability in the enterprise information systems, the leading IT strategy planners turn to the next generation of enterprise solution architecture.

• How will social, mobile, information and cloud drive change to the best practices in application architecture?
• What will the state of the art application architecture principles look like by 2015?

Ross Altman

Application Development in the Nexus Era

The convergence of mobile, social, cloud and big data computing requires AD leaders to overhaul their organizations, processes and technologies. This session examines how a Pace-Layered Application Strategy™ and other innovations can harness these forces and propel the organization to success.

• How are these converging forces changing the AD mission?
• How have AD leaders harnessed these forces to serve their enterprises?
• What must AD leaders do to position their organization to deliver in this new era?

Brian Prentice

Developing, Testing and Delivering Compelling Mobile Applications

Mobile apps are a key component of any mobile strategy. But organizations developing them face a bewildering range of architectures, tools and cloud services. This presentation explores the future of web, hybrid and native apps, and the tools and techniques required to develop, test and maintain them. We will discuss tools, app architectures, tool selection etc. and will include the MQ for mobile development platforms.

• What will be the key trends in mobile app architecture and development through 2017?
• How will developers select tools and technologies for mobile app development, monitoring and testing?

Nick Jones

Agile Soup to Nuts — What Does a Truly Agile Organization Look Like?

Becoming a world class agile organization is more than just about adopting Scrum, it’s about removing the silos, using just enough governance and architecture, and fundamental culture change. As agile goes mainstream, it is the organization that is agile from “Agile Soup to Nuts” that will stand out from the also runs.

• What are the characteristics of a world class agile organization and how do you know if you have them?
• How do you overcome cultural resistance and the issues of legacy application and legacy process?
• How do you develop your strategic road-map for enterprise class agile and how do you execute on it?

Nathan Wilson

Application Platform Futures — Is There Life Beyond Java EE and .NET?

Java EE and the Microsoft .NET-based technologies are the forms of application platforms most widely adopted by enterprises. But they were originally designed more than 10 years ago. Meanwhile, the market has entered an era of transition and turmoil, driven by the cloud and in-memory computing revolutions; and mobile, social and big data.

• What can we expect from Java EE and .NET going forward?
• Will these technologies survive or be replaced by newer application platforms?

Massimo Pezzini

The Mobile Scenario — Complexity and Opportunity Increase

The mobile scenario is a high level view of the key mobile trends and technologies including devices, networks, app stores, platforms, software and services. It’s essential material for any organization planning or managing mobile initiatives.

• What will be the key mobile and wireless technology, social and market trends through 2016?
• How will organizations choose and use mobile technology, services and tools to support customers and employees?

Nick Jones

Tales from the Bleeding Edge — What Big Web Properties Teach Us About the Future of Application Architecture?

Business systems must be architected to leverage cloud services, support multiple mobile devices, incubate social collaboration and mine big data. Are the revolutionary architectural principles and practices at Amazon, Netflix, Facebook and others just interesting outliers or the future of mainstream application architecture?

• What are the architectural principles and best practices of the most successful Internet-scale applications?
• How are they leveraged?
• What impact will they have on the future of your enterprise?

Ross Altman

Agile vs Waterfall — The Debate is Over

In 2012, Gartner proclaimed the end of waterfall as we know it. During this session, we will discuss the issues behind this decision.

• What are the distinctions between agile and waterfall?
• Can Agile methods be made suitable for waterfall processes?
• What waterfall steps work well with agile?

Nathan Wilson
Limited Availability — Book Early
Roundtables and Workshops are restricted to a limited number of participants and are available to end users only. Attendees will be accepted on a first-come, first-served basis. Reservations can be made through the online Agenda Builder tool.

Workshops
Facilitated by Gartner analysts, these interactive workshops provide an opportunity to drill down on specific “how to” topics in an extended, small group session. The courses are designed for an intimate and interactive learning experience. Seats are limited.

Assessing Application Maturity with Gartner’s ITScore
Darryl Carlton

Citizen and Apps Development — Build a Simpler Portfolio
Brian Prentice

SOA — How to Get from Good to Great: Lessons from the Field
Ross Altman

Data Quality Improvement — What Works and What Doesn’t
Eric Thoo

Roundtables
Moderated by a Gartner analyst, the Analyst-User Roundtables are a great forum for exchanging ideas and hearing what your peers are experiencing around a particular issue. Reserve your spot early as these sessions always fill up quickly.

Alongside the traditional Gartner Analyst-User Roundtables where you can speak to your peers in a moderated environment, there will also be a series of QA Roundtables in which you can question the analyst directly and learn from the questions posed by your peers.

End-User Case Study Sessions
Hear real hands-on “this is how we made it happen” insight, from organizations whose senior executives are working on the best and most successful applications initiatives. The latest case study information will be added to the agenda as it is confirmed at gartner.com/ap/aadi

Tutorial Sessions
Cloud 101 — A Foundation for Successful Cloud Adoption
David Cearley

Integration Brokerage — For When You’d Rather Outsource, Entirely, Your Integration Projects
Benoit Lehureux

Mobile Testing: Taming the Tiger
Nick Jones

Visit gartner.com/ap/aadi for agenda updates and to register
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