Gartner Application Architecture, Development & Integration Summit 2014

21 – 22 July | Hilton Sydney, Australia | gartner.com/ap/aadi

Transform Your Applications Strategy for a Digital World

HOT TOPICS
Flexible and innovative applications strategy
Critical mobile and cloud technologies
Legacy integration and modernization
New governance protocols
Solid applications security

Save $400
Register by 23 May at gartner.com/ap/aadi
Transform Your Applications Strategy for a Digital World

From the desk of Jeff Schulman, Managing VP, Research and Summit Chair

The digital world has gotten very real, very fast. Every industry is being radically reshaped by digital opportunities and threats. Today, key Nexus of Forces technologies such as cloud, mobile, big data and analytics are revolutionizing how applications are defined, built and deployed.

But we cannot discard our core IT systems. There is a need to both renovate the core of IT systems and services, and exploit technology options. Finding the right balance between the worlds of today and tomorrow becomes the challenge for IT professionals in this new digital era. And there isn’t time to wait for safe bets to emerge. The right decisions need to be made now.

At the Gartner Application Architecture, Development & Integration Summit 2014 this July, you will get the insight and perspective you need to prioritize necessities, refine your strategy and make the right decisions that enable future success. We’ll talk big picture, because if there was ever a time for expansive thinking, this is it. But mostly, you’ll get immediate, practical and actionable recommendations to help you refine your applications strategy, build and deploy mobile applications, secure your data in the cloud, lighten the load of legacy systems, and tackle major challenges facing applications professionals today.

Gartner Analysts, like those listed on page 6, spend all day helping the world’s organizations leverage IT for the greatest value possible. This event, developed especially for applications professionals, distills everything we know about getting applications right, right now, and puts it in your hand to make you even more successful.

See you there!

Jeff Schulman
Managing VP and Summit Chair,
Gartner Research

Tatiana Wells
Senior Director, Program Management,
Gartner Events

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Agenda tracks

A  Application Strategy and Architecture — Time to Energize and Innovate
Digital businesses are dependent on their application portfolio to succeed today and tomorrow. Application leaders strive for innovation, but the lack of clear strategies, business engagement and a neglected portfolio are the most likely inhibitors. Further, delivering world-class applications requires an agile, multidimensional approach to architecture. It’s increasingly obvious that the old, linear, three-tier architecture model is obsolete. This track examines the role of an application strategy and provides best practices for creating a more flexible application architecture.

B  Integration — Nexus of Forces Super Glue
The unplanned consequence of widespread adoption of digital and the Nexus of Forces (mobile, social, cloud and big data/analytics) technologies is that the number of IT endpoints you must connect are diversifying and proliferating. But integrating these endpoints with existing applications won’t be easy. How can you succeed? You need to invest in new skills, and more agile integration methodologies and technologies, now.

C  Application Development — The New State of the Art
Developer productivity, application flexibility and innovative designs are increasingly critical success factors as mobile, cloud and analytics form the technology backbone for next-generation IT solutions. We talk about new challenges in the digital realm and supporting the scope and complexity of applications as application development grows beyond the old tried-and-true best practices of the past.

Key initiatives

The Mobile Imperative
Today, we are all mobile, all of the time. Creating a strong mobile applications program is a key success differentiator in the nexus era, separating organizations that “get it” from those that don’t. But there are no easy mobile solutions available. We show you how to factor mobility into your IT strategies.

Security and Governance — NEW
New technologies are driving significant change in the way enterprises manage IT. Application leaders must take advantage of the fact that the quality and maturity of enterprise information security and governance programs are now key competitive business differentiators and predictors of business and IT success.

Successful Cloud Management — NEW
The cloud continues to drive application planning and the delivery of next generation solutions. And with the continuing maturation of application and infrastructure cloud software, and the development of hybrid cloud architectures, the cloud is increasingly deemed safe and preferred for many types of applications deployment. We will address the risks and advantages of working in the cloud now.

GARTNER SAYS
By 2015, 30% of all integration revenue will be spent on integrating cloud services. Further, by 2016, 20% of all integration spending will be for mobile.
## Agenda at a glance

### Monday, 21 July 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>07:30 – 18:30</td>
<td>Registration</td>
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<tr>
<td>08:30 – 09:15</td>
<td>Tutorial: What Exactly is an Application Strategy? Darryl Carlton</td>
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<tr>
<td>09:30 – 10:15</td>
<td>Gartner Opening Keynote: The Myths, Magic and Madness of Application Strategy in the Digital Age Jeff Schulman and David Mitchell Smith</td>
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<tr>
<td>10:15 – 10:30</td>
<td>Welcome to the Gartner Application Architecture, Development &amp; Integration Summit 2014 Jeff Schulman</td>
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<tr>
<td>10:30 – 11:00</td>
<td>Industry Panel Discussion</td>
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<td>11:00 – 11:30</td>
<td>Refreshment Break in the Solution Showcase</td>
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<tr>
<td>11:30 – 12:00</td>
<td>To the Point: The Impact of Nexus of Forces on Your Application Strategy Darryl Carlton</td>
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<tr>
<td>12:15 – 13:00</td>
<td>Case Study: Check website for updates</td>
<td>Eric Thoo</td>
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<tr>
<td>13:00 – 14:15</td>
<td>Lunch in the Solution Showcase</td>
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<tr>
<td>14:15 – 15:00</td>
<td>Global Security Futures — Architectural Implications of Gartner’s Security 2020 Scenario Anne Robins</td>
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<tr>
<td>15:15 – 15:45</td>
<td>Solution Provider Sessions</td>
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<td>15:45 – 16:15</td>
<td>Refreshment Break in the Solution Showcase</td>
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<tr>
<td>16:15 – 16:45</td>
<td>To the Point: Mapping Legacy to Strategy — Pace Layers and APM Darryl Carlton</td>
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<tr>
<td>17:00 – 17:45</td>
<td>Guest Keynote</td>
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<tr>
<td>17:45 – 19:15</td>
<td>Networking Reception in the Solution Showcase</td>
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<td>Cloud/Client Computing — Where Cloud Meets Mobile and the Nexus of Forces David Mitchell Smith</td>
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<td>Why Government IT Projects Fail Darryl Carlton</td>
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<td>Guest Keynote: How to Create a Powerful Workplace Culture Michael Henderson, Corporate Anthropologist</td>
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<td>Gartner Closing Keynote: What To Do On Monday — Your Key Takeaways and Action Plan Jeff Schulman</td>
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<tr>
<td>16:45 – 17:00</td>
<td>Closing Remarks Jeff Schulman</td>
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At the Summit, please refer to the agenda in the event guide provided, for the most up to date session and location information.

**End-user case studies**
Gartner-invited end-users reveal their personal challenges, issues and lessons learned.

**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**
Join us for a hosted peer group discussion with your end user peers, along with a Gartner analyst lending his or her expertise to assist you. These should not be missed!

**Ask the analyst**
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.

**Tutorial sessions**
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.

**Technical insights — NEW**
Looking for the in-depth technical view? We’ve got it covered with Technical Insights sessions, presented by Gartner for Technical Professionals analysts. Focused on execution, these sessions offer how-to guidance on assessing new technologies at the technical level, developing architecture and design, evaluating products, creating an implementation strategy and managing overall project execution.

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**Workshops**

**Interactive Sessions**

**WORKSHOPS**

**Interactive Sessions**

**ROUNDTABLES**

**Ask the Analyst Roundtables**

**Ask the Analyst Roundtables**

**Ask the Analyst Roundtable: Getting Started with Continuous Delivery**

Moderator: Nathan Wilson

**Ask the Analyst Roundtable: In-Memory Computing — An Architecture You Cannot Afford to Ignore**

Massimo Pezzini

**Ask the Analyst Roundtable: UX Design and the Enterprise Architect**

Moderator: Brian Prentice

**Ask the Analyst Roundtable: Managing Application Vendor Relationships**

Moderator: Jim Longwood

**Ask the Analyst Roundtable: SOA in the Age of Nexus**

Moderator: Sean Kenefick

**Ask the Analyst Roundtable: When Mobile Meets the Cloud**

Moderator: Gordon van Huizen

**Ask the Analyst Roundtable: Aligning IT and the Business**

Moderator: Jeff Schulman

**Ask the Analyst Roundtable: Integration Strategy Challenge — Choosing Between an Agile and a Systematic Approach**

Moderator: Massimo Pezzini

**Ask the Analyst Roundtable: What Application Leaders Need to Know about Postmodern ERP and How It Impacts Oracle and SAP**

Moderator: Brian Prentice

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**END USER CASE STUDIES**

**END USER CASE STUDIES**

**Gartner Closing Keynote: What To Do On Monday — Your Key Takeaways and Action Plan**

**TO THE POINT SESSIONS**

**TO THE POINT SESSIONS**

**SYSTEMATIC APPROACH SESSIONS**

**SYSTEMATIC APPROACH SESSIONS**

**TECHNICAL INSIGHTS**

**TECHNICAL INSIGHTS**

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**Agenda correct as of 3 April 2014. Sessions subject to change.**

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Visit gartner.com/ap/aadi for updates and to register!
See who’s attending

Brian Burke
Research VP
FOCUS AREAS: Enterprise architecture program; enterprise architecture leaders; innovation management

Darryl Carlton
Research Director
FOCUS AREAS: Application rationalization; program and portfolio management; business value of IT; competitive advantage and business transformation; it strategic planning

Sean Kenefick
Research Director
FOCUS AREAS: Application development; application and integration platforms

Jim Longwood
Research VP
FOCUS AREAS: Outsourcing deals; outsourcing competencies; sourcing and vendor relationships leaders; cloud computing; shared services

Massimo Pezzini
VP and Gartner Fellow
FOCUS AREAS: Application and integration platforms; SOA and application architecture; cloud computing; information infrastructure and big data projects (retired); application development

Brian Prentice
Research VP
FOCUS AREAS: Application development; innovation management; mobile enterprise strategy; applications leaders; application rationalization

Anne Robins
Research Director
FOCUS AREAS: Risk management; identity and access management; information security program management; information security technology and services

Jeff Schulman
Managing VP
FOCUS AREAS: Application infrastructure; application architecture; in-memory computing

David Mitchell Smith
VP and Gartner Fellow
FOCUS AREAS: Cloud computing; portal and web strategies; applications leaders; mobile enterprise strategy; application development

Eric Thoo
Research Director
FOCUS AREAS: Information governance and MDM programs

Gordon van Huizen
Research Director
FOCUS AREAS: Application development

Nathan Wilson
Principal Research Analyst
FOCUS AREAS: Application development; application governance and strategy

Gartner keynotes

MONDAY 21 JULY — 09:30
Gartner Opening Keynote:
The Myths, Magic, and Madness of Application Strategy in the Digital Age
Jeff Schulman, Managing VP, Research and David Mitchell, VP and Gartner Fellow

TUESDAY 22 JULY — 16:00
Gartner Closing Keynote:
What To Do On Monday — Your Key Takeaways and Action Plan
Jeff Schulman, Managing VP and Summit Chair

Guest keynote

TUESDAY 22 JULY — 15:15
How to Create a Powerful Workplace Culture
Michael Henderson, Corporate Anthropologist

Gartner analyst one-on-one meetings
Gartner Events give you more than what your normal industry event offers. 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 that you can apply to your role and your organization straight away.

Experience the power of Gartner research — Live!
The Gartner Application Architecture, Development & Integration Summit is the “must-attend” event that helps senior IT and business professionals — tasked with advancing their knowledge base, skills and projects — move beyond one-off, narrow projects towards truly game-changing business transformation to meet the “digital disruption”. This Summit presents new ideas by Gartner and provides the tools, tactics, techniques, technologies and practical examples to adapt current operations and reinvent business processes as ongoing programs, making it an organizational competency to become a successful digital organization.
Solution showcase

Develop a “shortlist” of technology providers who can meet your particular needs. We offer you exclusive access to some of the world’s leading technology and service solution providers in a variety of settings.

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Sponsorship opportunities

For further information about sponsoring this event contact:

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Email: mark.dunne@gartner.com

Oliver Lee
Telephone: +61 477 717 986
Email: oliver.lee@gartner.com

Gartner Events Navigator

We’re excited to introduce a new and enhanced agenda planning tool which replaces our previous Agenda Builder tool. Gartner Events Navigator allows you to plan your personal event experience and gain the most from your time on-site. Organize, view and customize your agenda using the following criteria:

• Gartner analyst and speaker profiles
• Gartner analyst one-on-one meetings
• Session details including tracks, date, time, etc.
• Your Gartner analyst-user roundtable or workshop reservations
• Daily activities and networking

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Manage your agenda on your mobile device!

• Get up-to-the-minute event updates
• Integrate social media into your event experience
• Access session documents and add your notes
• Available for iPhone®, iPad® and Android™

Event Approval Tools

For use pre-event, on-site and post-event, our Event Approval Tools make it easy to demonstrate the substantial value of your Gartner event experience to your manager. They include a customizable letter, cost-benefit analysis, top reasons to attend and more.

Visit gartner.com/ap/aadi for details.

Gartner Says

By 2016, midsize to large companies will spend 33% more on application integrations than in 2013. By the same time, the integration of data on mobile devices will represent 20% of integration spending.

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

3 easy ways to register
Web: gartner.com/ap/aadi
Email: apac.registration@gartner.com
Telephone: +61 2 8569 7622

Pricing Pricing and Date is subject to change
Early-bird price: $2,395 exc GST (offer ends 23 May 2014)
Standard Price: $2,795 exc. GST
Public Sector Price: $2,295 exc. GST

Gartner clients
A Gartner ticket covers both days of the Summit. Contact your account manager or email apac.events@gartner.com to register using a ticket.

Early-bird offer
Save $400 and secure your complimentary copy of Gamify, by Gartner analyst Brian Burke when you register by 23 May 2014. Book signings will be available on-site.

Team attendance
Attend with your team — discounts available
Gartner Events has designed an experience that will help teams of 4 to 25 maximize their Summit experience while on-site and long after the event concludes.

Summit team discount offers:
• 4 for the price of 3
• 7 for the price of 5
• 10 for the price of 7

For more information about team attendance visit gartner.com/ap/aadi

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