Gartner
Application Architecture, Development & Integration Summit 2015

20 – 21 July | Hilton Sydney | gartner.com/ap/aadi

Innovate and Renovate to Dominate in the New Digital Economy

Hot topics
Develop Applications Strategy for the Digital Future
Manage Packaged, Custom, Cloud and Mobile Apps
Align IT and Business Strategy to Meet the Demands of Digital Business
Take Mobile and Web User Experience Design (UXD) to the Next Level
Balance the Risks and Opportunities of Outsourcing and Cloud
Integrate Agile into Your Development Strategies
Advance your mobile, cloud, analytics and API capabilities

From the desk of Brian Prentice, Research VP and Summit Chair

Application professionals have unprecedented opportunities to exploit. The Nexus of Forces — mobile, cloud, social and analytics — and the Internet of Things continue to open up new possibilities for business. But these opportunities come at the cost of greater complexity. Successful application professionals will be those people that understand how applications are designed, built, delivered and managed in this new environment.

At this year’s Gartner Application Architecture, Development & Integration Summit, we take on the digital revolution. We will give you the information you need to reinvent your strategy and infrastructure, architect for agility and speed, minimize risk exposure in the cloud, overcome integration challenges and deliver the innovation your organization needs to keep up with the rapidly emerging digital reality.

Accelerate innovation to seize new opportunities:
• Explore new approaches to renovation and integration
• Adopt agile, dynamic, iterative, ecosystem-based delivery methods
• Adopt cloud computing with proper governance, security and risk management
• Take mobile and web user experience design (UXD) to the next level
• Implement prescriptive analytics for competitive advantage
• Gain technical guidance to deliver flawless execution of your applications strategy
• Be the catalyst for digital-age business transformation

By 2017, 80% of consumer engagement with brands will occur on mobile devices.”
What’s new for 2015

Expanded agenda to address the new digital age
- Mobile and social user experience best design practices
- How to build a context aware digital business
- Mastering the cloud application platform: public, private or hybrid
- Citizen integrators, APIs and iPaaS: How to crack the cloud services integration enigma
- HTML5 and the web: Their roles in mobile, app development and digital business
- Architecting for velocity: Why architecture is essential for Web-scale and DevOps development

NEW — TechInsights
- Understand how to shape your API strategy
- Accelerate your mobile app development approaches
- Consider approaches to leverage microservices to deliver cloud-ready apps
- Get your cloud application strategy right and avoid proprietary penalization
- Leverage Docker to deliver software more effectively

Increased number of Gartner analysts with wider coverage, such as:
- Mobile enterprise strategy
- Application development
- Cloud computing
- Application and integration platforms
- Application development
- SOA and application architecture
- Application rationalization
- User and mobile authentication
- Software development life cycle (SDLC)
- Software testing
- Application life cycle management (ALM)
- Open-source development tools
- DevOps
- Enterprise architecture program

Key benefits of attending
- Understand the opportunities and challenges of cloud, outsourcing and their integration requirements
- Gain practical advice that you can implement immediately — an unrivalled mix of thought leadership insight and best practice
- Get a seat at the ‘business table’ and increase the alignment of IT and business
- Prepare for the real challenges facing outsourcing, integration, cloud, AD and agile adoption
- Adopt agile, dynamic, iterative and ecosystem-based delivery methods
- Secure data in the cloud, improve governance and balance risk and opportunities
- Be your organization’s catalyst for digital-age business transformation

Who should attend
Senior business and IT professionals including:
- Application strategists
- Application architects
- Application and web development leaders
- Application integration leaders
- Application portfolio managers
- Mobile developers and mobile architects
- Web services and web infrastructure managers
- Business applications leaders
- Enterprise architects
- Business analysts and business leaders involved in applications decisions
- IT leaders involved in cloud, SOA and application strategies
- Project managers and consultants implementing cloud, SOA and applications

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

**Anders Sorman-Nilsson** is a reformed lawyer, and the founder and creative director of the research company Thinque. His unique global perspectives have been helping leaders, teams, and business owners make sense of and harness disruptive trends in innovations, generations and communications. Anders is an expert on generational trends, thought leadership branding, and innovation who challenges his audiences to upgrade the way they think.

**Digilogue — The Convergence of Digital and Analogue**
- Appreciation of the parts of your business that simply cannot go digital (outsourcing insights)
- Insights into the real customer experience, the touch points that thrill them by speaking to their hearts and not their head (UX)
- Understanding of how to develop your digital ‘story’ in a way that actually attracts business (digital business)
- Recognition of why customer service will never be replaced, but reborn in the Digilogue (transition to digital business/outsourcing)

**Dan Gregory** has worked with the biggest global brands and won countless awards around the world for creativity, effectiveness and ROI. A regular on ABC TV the Gruen Transfer, Dan is a rare evangelist for truth in a world of spin. He believes that everyone is capable of having ‘ideas on purpose’.

**SHIFT Before the Market and Drive Change by Understanding Human MOTIVE**
- How to use human motives to drive successful change and innovation
- How to engage your team and customers at a fundamental level
- Why change often fails even when the benefits are obvious

Gartner keynotes

**Gartner Opening Keynote: Powering the Digital Future**
The digital age is getting very real, very fast. Your own success and the success of your enterprise requires a tight alignment between innovation, transformation and acceleration. If these are out of balance, success becomes less likely. This keynote will explore the steps you need to take to bring your enterprise into the digital age.

**Mastermind Conversation: Transforming Your Business**
Gartner will assemble senior executives from end-user companies for their expertise, insights, passion and vision in how to transform their business. These mastermind individuals will come from different industries, play different roles in their organizations and have leading edge ideas to share with attendees. Be inspired to follow in their footsteps.

GARTNER PREDICTS

“By 2018, the number of new connections for IoT devices will exceed all other new connections for interoperability and integration combined.”
Meet the analysts

Engage with our team of Gartner analysts through track presentations, a complimentary one-on-one meeting, analyst-facilitated workshops, roundtables and more.

Darryl Carlton  
Research Director

Mark Driver  
Research VP

Sean Kenefick  
Research Director

Application rationalization; program and portfolio management; business value of IT; competitive advantage and business transformation; IT strategic planning

Application development; open source; web and mobile application development; cloud computing application governance and strategy

SDLC; software testing; application life cycle management; open-source development tools; DevOps

Adrian Leow  
Principal Research Analyst

Yefim Natis  
VP & Gartner Fellow

Gary Olliffe  
Research Director

Mobile enterprise strategy; positioning and messaging; IT strategic planning; digital banking

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

SOA and application architecture; application and integration platforms; portal and web strategies; SharePoint; enterprise architecture program

Massimo Pezzini  
VP & Gartner Fellow

Gene Phifer  
VP Distinguished Analyst

Brian Prentice  
Research VP

Application and integration platforms; SOA and application architecture; cloud computing; information infrastructure and big data projects; application development

Web and portal strategies; web/portal technologies vendor/product selection; web/portal best practices; cloud computing; customer-centric web strategies

Application development; innovation management; mobile enterprise strategy; applications leaders; application rationalization

Anne Elizabeth Robins  
Research Director

Maritess Sobejana  
Principal Research Analyst

Eric Thoo  
Research Director

Identity and access management; user authentication; mobile authentication; security risk assessment; security management programs

Application development; testing; transitioning from Waterfall to agile

Integration, application and integration platforms; data quality; information management strategy

Nathan Wilson  
Research Director

Our community of more than 1,000 analysts engaged in over 215,000 one-to-one client interactions in the past year. Benefit from the collective wisdom of the attending analysts to develop your strategy and implement flawlessly.
Plan your experience

Agenda tracks

A. **Strategy**: How to Holistically Manage Packaged, Custom, Cloud and Mobile Apps
Digital businesses live or die based on their ability to handle complex application strategies which include packaged applications, custom applications, cloud-based applications and mobile apps. Business processes that consume services from all of these application environments must deliver results that are seamless to the user, with the highest possible user experience. Application strategies must evolve to encompass agility, deliver results rapidly and with compelling digital experiences in order to be successful in today’s digital economy.

B. **Architecture**: Building Flexible Frameworks for Processes, Applications, Information and People
Consumption of application services across on-premises and off-premises environments requires a set of architectures which are stable and reliable, flexible and agile. Web Scale IT, consumerization trends, citizen developers and business units with autonomy and budget require open architectures that go well beyond SOA. New, innovative and disruptive technologies appear regularly and enterprise, application, and information architectures must be built in a way to quickly leverage new capabilities.

C. **Development**: Broadening the Reach and Scope of Developers
Traditional application development (AD) approaches will not deliver the results required by a digital business. Bimodal IT, DevOps, citizen developers, and cloud/mobile app development are necessary ingredients for a modern AD. Tools and methodologies must constantly evolve, encompassing agile techniques and rapid development tools used by independent internet developers. Applications are not just about delivering business functionality — they are about the user experience, and without a compelling user experience, the game is lost.

**GARTNER PREDICTS**

“By 2016, more than 35% of large organizations will turn into cloud services providers.”
GARTNER PREDICTS
“By 2017, over 70% of mobile development spending will be outsourced.”

Analyst interaction

- Analyst one-on-one meeting*
  A complimentary consultation with a Gartner analyst of your choice

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

- Ask the analyst roundtables*
  Debate with the analysts directly and learn from the questions posed by your peers

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

*Space is limited and pre-registration is required. Limited to end-user organizations only.

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 reception
  Connect with peers in similar roles who face similar challenges, at the networking reception on the Solution Showcase designed to build relationships and facilitate the meaningful exchange of ideas and information

Meet solution providers

- Solution Showcase
  Explore cutting-edge IT solutions from top providers

- Solution provider sessions
  Exhibitors share their insights on the latest products and services

Visit gartner.com/ap/aadi for updates and to register!
## Agenda at a glance

### Monday 20 July 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:30 – 18:30</td>
<td>Registration</td>
</tr>
<tr>
<td>08:00 – 08:45</td>
<td>Tutorial: How to Maximize the Value and Minimize the Risk of Open Source Software Mark Driver</td>
</tr>
<tr>
<td>08:45 – 09:00</td>
<td>Gartner Opening Keynote: Powering the Digital Future Brian Prentice</td>
</tr>
<tr>
<td>09:00 – 09:45</td>
<td>Gartner Opening Keynote: Welcome Remarks Brian Prentice</td>
</tr>
<tr>
<td>10:00 – 10:30</td>
<td>Refreshment Break in the Solution Showcase</td>
</tr>
<tr>
<td>10:30 – 11:15</td>
<td>Guest Keynote: Digilogue — The Convergence of Digital and Analogue Anders Serman-Nilsson, Founder and Creative Director, Thinque</td>
</tr>
<tr>
<td>11:15 – 11:45</td>
<td>Industry Panel Discussion Moderator: Massimo Pezzini</td>
</tr>
<tr>
<td>11:45 – 13:00</td>
<td>Lunch in the Solution Showcase</td>
</tr>
</tbody>
</table>

### TRACKS

#### A. Strategy: How to Holistically Manage Packaged, Custom, Cloud and Mobile Apps

- 13:00 – 13:45: Stop Aiming for Successful Projects — Start Aiming for Successful Applications Daryl Carlton ▲▲
- 14:00 – 14:45: The Mobile App Scenario Adrian Leow ▲▲
- 15:00 – 15:30: Solution Provider Sessions
- 15:30 – 16:00: Refreshment Break in the Solution Showcase

### B. Architecture: Building Flexible Frameworks for Processes, Applications, Information and People

- 14:00 – 14:45: End-User Case Study
- 15:00 – 15:30: Solution Provider Sessions
- 15:30 – 16:00: Refreshment Break in the Solution Showcase

### C. Development: Broadening the Reach and Scope of Developers

- 13:00 – 13:45: Application Development in a Bimodal World Maritess Sobejana ▲▲
- 14:00 – 14:45: Thinking the Unthinkable: Enabling Digital Business Through In-Memory Computing Massimo Pezzini ▲▲

### Tuesday 21 July 2015

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>07:30 – 16:45</td>
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<td>08:45 – 09:30</td>
<td>Gartner Keynote: Mastermind Conversation: Transforming Your Business</td>
</tr>
<tr>
<td>09:45 – 10:15</td>
<td>To the Point: How To Build A Context-Aware Digital Business Yefim Natis ▲</td>
</tr>
<tr>
<td>10:30 – 11:00</td>
<td>Solution Provider Sessions</td>
</tr>
<tr>
<td>11:00 – 11:30</td>
<td>Refreshment Break in the Solution Showcase</td>
</tr>
<tr>
<td>11:30 – 12:15</td>
<td>Connecting the Governance Dots: Business Capabilities, Demand Management and Product Delivery Daryl Carlton ▲▲</td>
</tr>
<tr>
<td>12:30 – 13:00</td>
<td>Lunch in the Solution Showcase</td>
</tr>
<tr>
<td>13:00 – 14:45</td>
<td>Take These Steps to Create an Internal UX Design Team Brian Prentice ▲</td>
</tr>
<tr>
<td>15:00 – 15:45</td>
<td>The Enterprise App Explosion: How to Scale From 1 to 100 apps Adrian Leow ▲▲</td>
</tr>
<tr>
<td>16:15 – 17:00</td>
<td>Guest Keynote: SHIFT Before the Market and Drive Change by Understanding Human MOTIVE Dan Gregory, CEO of the Impossible Institute™</td>
</tr>
<tr>
<td>17:00 – 17:15</td>
<td>Closing Remarks: The Last Word Brian Prentice</td>
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</tbody>
</table>
### Agenda key

Each Gartner session has been identified with icons to help you locate the sessions that give you the most value.

**Maturity Level**
- **F** Foundational: Offers the necessary understanding and first steps to those in the early stages of initiatives
- **A** Advanced: Uses complex concepts requiring foundational knowledge and prior experience to take initiatives to the next level

**Focus**
- **T** Tactical: Provides tactical information that can be used straightaway, with a focus on how-to’s, do’s and don’ts and best practices
- **S** Strategic: Focuses on the strategic insight supporting the development and implementation of an action plan

**Perspective**
- **B** Business: Targets business leaders or IT professionals who need to understand the challenges and opportunities from a business organizational or cultural perspective
- **T** Technology: Aids IT professionals who need to understand the challenges and opportunities from a technology perspective

### TechInsights

<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker</th>
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</thead>
<tbody>
<tr>
<td>Designing a Successful API Program</td>
<td>Gary Olliffe</td>
</tr>
<tr>
<td>Mobile App Development: From Framework to Architecture</td>
<td>Sean Kenefick</td>
</tr>
<tr>
<td>Building Cloud-Ready Apps With Microservices</td>
<td>Gary Olliffe</td>
</tr>
<tr>
<td>Testing in the Middle: The Benefits of APIs for Testing and Quality</td>
<td>Sean Kenefick</td>
</tr>
<tr>
<td>Cloud Applications: Proper Prior Planning Prevents Proprietary Penalization</td>
<td>Gary Olliffe</td>
</tr>
<tr>
<td>Getting From Here to There: Exploit Docker to Deliver Software More Effectively</td>
<td>Sean Kenefick</td>
</tr>
<tr>
<td>Ask the Analyst: Tips and Tricks for Continuous Delivery</td>
<td>Sean Kenefick</td>
</tr>
<tr>
<td>Ask the Analyst: Programming Languages Futures</td>
<td>Moderator: Mark Driver</td>
</tr>
<tr>
<td>Analyst-User Roundtable: Implications of Accepting Social Identities</td>
<td>Moderator: Anne Elizabeth Robins</td>
</tr>
<tr>
<td>Ask the Analyst: Building Your Mobile App Roadmap</td>
<td>Moderator: Adrian Leow</td>
</tr>
<tr>
<td>Getting Your Data Integration Ready for Managing Data in the Cloud</td>
<td>Moderator: Eric Thoo</td>
</tr>
<tr>
<td>Ask the Analyst: Microservices in the Field</td>
<td>Moderator: Gary Olliffe</td>
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</table>

### Roundtables

<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask the Analyst: Leveraging In-Memory Computing for Web-Scale Applications: SOA, EDA, SDA</td>
<td>Moderator: Massimo Pezzini</td>
</tr>
<tr>
<td>Analyst-User Roundtable: Peer-to-Peer Session</td>
<td></td>
</tr>
</tbody>
</table>
Solution Showcase

Explore cutting-edge IT solutions from top providers; plus, participate in solution provider sessions, networking reception and more.

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Oliver Lee
Tel: +61 477 717 986
Email: oliver.lee@gartner.com
Registration and pricing

Early-bird discount

Save $400 before 22 May

Early-bird price: A$2,475 exc. GST
Standard price: A$2,875 exc. GST
Public sector price*: $2,375 exc. GST

*Public-Sector: National Government, State and Local Government, Public Administration

3 ways to register

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What’s included

In addition to three tracks of the latest Applications research, your Summit registration fee includes complimentary access to these special features:

✓ One analyst one-on-one meeting
✓ Analyst-user roundtables
✓ Solution Showcase
✓ Networking breakfasts, lunches and receptions

Online pre-registration is required for one-on-ones and roundtables. 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
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Customer 360 Summit
9 – 11 September | San Diego, CA

Digital Workplace Summit
21 – 22 September | London, U.K.

Application Architecture, Development & Integration Summit
1 – 3 December | Las Vegas, NV

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