Gartner
Enterprise Architecture Summit Series 2013

12 – 13 September | Perth, Australia
16 – 17 September | Sydney, Australia
18 – 19 September | Melbourne, Australia
gartner.com/ap/eas

HOT TOPICS
• Business capability modeling driving business and technology change
• Bridging the gap between strategy and execution
• Practical IT and EA roadmaps
• The first 100 days of your EA program
• Turning requirements into use-cases

EARLY-BIRD SAVINGS  Register by 23 August 2013 and save $400
Business outcome-driven enterprise architecture (EA) is a radical approach to enterprise architecture, putting business objectives and outcomes first and foremost in developing EA signature-ready recommendations, guidance and actions. Gone are the days of just “doing EA” with little value or impact. This new approach is not just a change in mind-set; it’s a change in the core value that EA delivers. The result is the power to drive enterprise change, deliver high impact value and lead the business forward.

Gartner has led the way in defining and mastering this new era. At this EA event, we’ll present the results of years of research on the new business-outcome approach. Attendees will gain a thorough and practical understanding of what it takes to deliver the signature-ready road maps and policies that enable business leaders to make decisions and green light change. You will learn how to create diagnostic deliverables to help your leaders respond to business and technology disruptions. At a time when transformative change throughout IT has triggered a rush of new business threats and opportunities, EA must be poised to deliver significant contribution to business growth, resilience and competitiveness.

Join the Gartner Enterprise Architecture Summit Series 2013 to learn how this revolutionary approach to EA can put your organization ahead of competitors, drive strategic business value and change, increase your impact and effectiveness and engage key decision makers. Business-outcome-driven EA will give you a new perspective and change the way you deliver value.
Leap to Delivering High Value

About Gartner
Gartner is the world’s leading information technology research and advisory company. We deliver the technology related insight and intelligence necessary to make the right decisions, every day — from vendor selection and cost-of ownership to forecasts on market demand and future predictions. Our rigorous and unbiased analysis is based on proven methodologies that push through market hype to get to the facts.

Gartner Summits deliver a wealth of new ideas, practical and relevant advice unavailable anywhere else, and the confidence to make better decisions about your strategy and projects going forward.

The Gartner Advantage
- **Save Money** — Avoid costly mistakes and make the right investment decisions to derive maximum value from your initiatives.
- **Save Time** — Learn, analyze, evaluate and decide your next steps, having gained insight and information into the future of enterprise architecture over the next five years.
- **Gain Resources** — Access an unrivalled pool of Gartner analysts to gain timely advice about your strategies and initiatives.
- **Gain Confidence** — Get insight into what leading organizations and your peers are doing to establish best practices.

WHO SHOULD ATTEND?
Senior business and IT professionals including:
- VP Enterprise Architecture
- Chief Enterprise Architects
- Enterprise Architects
- CIOs and Senior IT Management
- Chief Strategy Officers
- Application, Solution, Business and Technical Architects
- IT Strategists
- Business Strategists
- Business Managers
- IT Portfolio Managers
- IT Innovation Team
- Planners
- Business and Systems Analysts
- Program and Project Managers

“Overall EA practitioners have a significant influence on $1.1 trillion in worldwide enterprise IT spend.”

GARTNER PREDICTS

Visit gartner.com/ap/eas for agenda updates and to register
Agenda at a Glance

THURSDAY 12 SEPTEMBER

08:00 – 18:00 Registration, Information and Refreshments

09:00 – 10:00 Welcome and Gartner Opening Keynote: Business Outcome-Driven EA — A Quantum Leap to Delivering High Value

Marcus Blosch

10:00 – 10:45 Guest Keynote: Charting the Course for Australia Post’s Digital Transformation

Wallace Yim, Head of Strategy and Planning, CTO Office, Australia Post

10:45 – 11:15 Refreshment Break in the Solution Showcase

11:15 – 12:15 Business Architecture — Bridging the Gap Between Strategy and Execution

Marcus Blosch

12:15 – 13:15 Lunch


Eric Thoo

13:45 – 14:45 Practical IT and EA Road Maps — Planning and Analysis

Marcus Blosch

14:45 – 15:15 Refreshment Break in the Solution Showcase

15:15 – 16:45 Workshop:

Turn Requirements Into Use Cases to Deliver Business Outcomes

Saul Brand

Workshop:

Data Quality Improvement — What Works and What Doesn’t

Eric Thoo

17:00 – 18:00 Information 2020 — The Aftermath of Big Data

Ian A. Bertram

18:00 – 19:00 Networking Reception

FRIDAY 13 SEPTEMBER

08:00 – 13:00 Registration, Information and Refreshments

08:30 – 09:00 The First 100 Days of Your EA Program

Saul Brand

09:15 – 10:45 Workshop:

Your Turn: Putting Business Outcome-Driven EA to Practice

Saul Brand

Workshop:

How to Develop a Business Analytics Strategy

Ian A. Bertram

10:45 – 11:15 Refreshment Break in the Solution Showcase

11:15 – 12:15 Business Capability Modeling — Driving Business and Technology Change

Marcus Blosch

12:15 – 12:30 Closing Remarks

Marcus Blosch

12:30 – 13:30 Lunch

A very informative event full of practical tips for real working life scenario.

General Manager, Enterprise Architecture, Maersk Line

GARTNER EA SUMMIT, LONDON
Business Architecture — Bridging the Gap Between Strategy and Execution
Supporting business architecture as part of EA is of critical importance to organizations focused on delivering outcome-driven EA. By bridging the gap between strategy and execution and by illustrating the impact of business and IT changes, business architecture is a key to making EA relevant to business leaders.

• Why is supporting business architecture of critical importance?
• How does business architecture enable business transformation?
• What are the best practices for supporting business architecture?

Marcus Blosch

Practical IT and EA Road Maps — Planning and Analysis
EA practitioners must be able to provide road maps that can be used by the CIO, IT leaders, business leaders, portfolio management and PMO teams. This session presents how to determine which type of road map is relevant, how to scope the analysis and what those road maps should look like.

• How do EAs use the interrelationships between EA models in their road map analysis?
• How do EAs integrate IT, EA, and business strategy to deliver value?
• How can EA road maps deliver just enough and across the multiple levels of architecture and planning?

Marcus Blosch

Information Architecture — Business Outcome Driven and Relevant
Many information architecture efforts have stalled in the past due to an overly theoretical focus that doesn’t deliver actual business value. As we enter the second half of the information age, with its increased focus on information value, the focus of information architects must change.

• Why has information architecture failed?
• What are leaders doing to create actionable information architecture?
• How can you get started?

Eric Thoo

Information 2020 — The Aftermath of Big Data
Leveraging information for decision making, assessing its value and ensuring frictionless sharing of information within the enterprise and beyond is what will fuel success in the current and future economy. New use cases with insatiable demand for real-time access to socially mediated and context-aware insights make information management in the 21st century dramatically different.

• How will information management evolve beyond big data?
• What opportunities will technology and business innovation bring?
• Which risks are involved, and how do we mitigate them?

Ian A. Bertram

The First 100 Days of Your EA Program
Globally, almost 50% of organizations are starting, or restarting, their enterprise architecture program. Most are looking to leap frog traditional technology-centric approaches and move directly to a business-outcome-driven approach to EA. This session looks at how to establish a business-outcome-driven EA practice.

• What is business-outcome-driven EA?
• What steps must an organization take to develop its outcome-driven EA practice?
• Where must the EA practice begin, and how can it be expanded?

Saul Brand

Business Capability Modeling — Driving Business and Technology Change
A business capability model can provide a vehicle for strategically illustrating and driving business and technology change and investment. In this session we use real-life case studies to illustrate how it can be used to provide actionable advice to increase the impact of business, information and technology decisions.

• How can business capabilities be used to drive information, business and technology change?

Marcus Blosch

Workshop: Turn Requirements Into Use Cases to Deliver Business Outcomes
This workshop reviews how to use EA tools to identify tool requirements and how to turn a list of requirements into effective use cases.

Moderator: Saul Brand

Workshop: Data Quality Improvement — What Works and What Doesn’t
Poor data quality is an often-overlooked problem. This workshop will explore how data quality issues hurt IT and the business, and develop strategies for how to best develop a capability to achieve lasting improvement.

Moderator: Eric Thoo

Workshop: Your Turn: Putting Business Outcome-Driven EA to Practice
Learn how to implement business outcome-driven EA within your organization.

Moderator: Saul Brand

Workshop: How to Develop a Business Analytics Strategy
Learn how to put a business analytics strategy in place working through parts of Gartner’s Toolkit template for BI Strategy and the steps needed to take to work towards a more strategic approach to analytics.

Moderator: Ian A. Bertram
Agenda at a Glance

MONDAY 16 SEPTEMBER

08:00 – 18:00 Registration, Information and Refreshments

09:00 – 10:00 Welcome and Gartner Opening Keynote: Business Outcome-Driven EA — A Quantum Leap to Delivering High Value
   Cathleen E. Blanton

10:00 – 10:45 Guest Keynote: TBC

10:45 – 11:15 Refreshment Break in the Solution Showcase

11:15 – 12:15 Business Architecture — Bridging the Gap Between Strategy and Execution
   Cathleen E. Blanton

12:15 – 13:15 Lunch

13:15 – 13:45 The “Nexus of Forces” Changes Everything
   John P. Roberts

13:45 – 14:45 Practical IT and EA Road Maps — Planning and Analysis
   Cathleen E. Blanton

14:45 – 15:15 Refreshment Break in the Solution Showcase

15:15 – 16:45 Workshop:
   Turn Requirements Into Use Cases to Deliver Business Outcomes
   Saul Brand
   Workshop:
   Raising Your Innovation Maturity
   John P. Roberts

17:00 – 18:00 Information 2020 — The Aftermath of Big Data
   Ian A. Bertram

18:00 – 19:00 Networking Reception

TUESDAY 17 SEPTEMBER

08:00 – 13:00 Registration, Information and Refreshments

08:30 – 09:00 The First 100 Days of Your EA Program
   Saul Brand

09:15 – 10:45 Workshop:
   Your Turn: Putting Business Outcome-Driven EA to Practice
   Saul Brand
   Workshop:
   How to Develop a Business Analytics Strategy
   Ian A. Bertram

10:45 – 11:15 Refreshment Break in the Solution Showcase

11:15 – 12:15 Business Capability Modeling — Driving Business and Technology Change
   Cathleen E. Blanton

12:15 – 12:30 Closing Remarks
   Cathleen E. Blanton

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Gartner Opening Keynote: Business Outcome-Driven EA —
A Quantum Leap to Delivering High Value

The next wave of EA is here, and the focus has shifted to business outcomes. Enterprise architects must become pragmatic change agents to deliver real value to the organization. Currently, EA is drowning in complexity of the problems, but what is required is simple, elegant solutions. Signature-ready, actionable deliverables are what stakeholders value. Developing a narrow focus on target business outcomes becomes the key to EA success.

Cathleen E. Blanton

Business Architecture — Bridging the Gap Between Strategy and Execution

Supporting business architecture as part of EA is of critical importance to organizations focused on delivering outcome-driven EA. By bridging the gap between strategy and execution and by illustrating the impact of business and IT changes, business architecture is a key to making EA relevant to business leaders.

- Why is supporting business architecture of critical importance?
- How does business architecture enable business transformation?
- What are the best practices for supporting business architecture?

Cathleen E. Blanton

The “Nexus of Forces” Changes Everything

The Nexus of Forces is the convergence and mutual reinforcement of social, mobility, cloud and information patterns that drive new business scenarios. Although these forces are innovative and disruptive on their own, together they are revolutionizing business and society, disrupting old business models and creating new leaders. This session will identify what business and IT leaders can do to respond to these challenges.

- How do the components of the nexus amplify one another to create a powerful disruption?
- What are the implications of the nexus of forces?
- How can business and IT leaders respond to transform aspects of their business?

John P. Roberts

Practical IT and EA Road Maps — Planning and Analysis

EA practitioners must be able to provide road maps that can be used by the CIO, IT leaders, business leaders, portfolio management and PMO teams. This session presents how to determine which type of road map is relevant, how to scope the analysis and what those road maps should look like.

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Saul Brand

Business Capability Modeling — Driving Business and Technology Change

A business capability model can provide a vehicle for strategically illustrating and driving business and technology change and investment. In this session we use real-life case studies to illustrate how it can be used to provide actionable advice to increase the impact of business, information and technology decisions.

- How can business capabilities be used to drive information, business and technology change?

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This workshop reviews how to use EA tools to identify tool requirements and how to turn a list of requirements into effective use cases.

Moderator: Saul Brand

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IT Leaders are being tasked with being more innovative in driving technology into the business. To help IT leaders deliver a sustainable flow of meaningful innovation, we use Gartner’s Innovation Maturity Model to examine key decisions and activities in running successful innovation initiatives, from those who are just getting started to those who aspire to join the ranks of world class innovators. How do we launch, fund and staff an innovation program? What are the most likely failure points in innovation, and how do we overcome them? How do we harness the power of employees and customers in driving innovation?

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Ian A. Bertram
## Agenda at a Glance

### WEDNESDAY 18 SEPTEMBER

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                  *R. Scott Bittler*                                                      |
| 10:00 – 10:45| Guest Keynote: Charting the Course for Australia Post’s Digital Transformation  
                  *Wallace Yim, Head of Strategy and Planning, CTO Office, Australia Post*   |
| 10:45 – 11:15 | Refreshment Break in the Solution Showcase                                               |
| 11:15 – 12:15 | Business Architecture — Bridging the Gap Between Strategy and Execution  
                  *R. Scott Bittler*                                                      |
| 12:15 – 13:15 | Lunch                                                                                    |
                  *Eric Thoo*                                                              |
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                  *R. Scott Bittler*                                                      |
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                  *Saul Brand*                                                            |
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| 12:30 – 13:30 | Lunch                                                                                    |

### VENUE

**The Westin Melbourne**  
205 Collins Street  
Melbourne VIC 3000  
Phone: +61 3 9635 2222

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“Thought provoking, experience based talks, adding immediate value to daily EA practice.”

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_Senior Enterprise Architect, Tieto Finland_  
_GARTNER EA SUMMIT, LONDON_
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Saul Brand

Guest Keynote: Charting the Course for Australia Post’s Digital Transformation
Australia Post is on an ambitious journey to be “Future Ready” for the digital economy. With a $2 billion investment, how does one drive “line of sight” to business and customer outcomes? How could uncertainties and different paces of change be tackled? Find out how the architecture team deals with those challenges through a number of techniques in developing blueprints, roadmaps and governance model to deliver results. Hear stories about what works and doesn’t work, key ingredients to success and great results achieved.
Wallace Yim, Head of Strategy and Planning, CTO Office, Australia Post

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Moderator: Eric Thoo
Maximize your experience with our unique conference features

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.

“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.

Solution Showcase Networking Reception
Get to know your fellow attendees, identify who has the same issues, and make new friends and relevant connections during the networking reception.

Experience the power of Gartner research — Live!
By attending a Gartner event, you will immerse yourself in new thinking on the hottest issues shaping both the current and future direction of your organization. But that’s not all. You’ll experience a series of “aha” moments that deepen your understanding and take you to the next level of insight. Get ready to gain a wealth of practical guidance you won’t find anywhere else.

Meet One-on-One with a Gartner Analyst*
Gain targeted advice on your toughest challenges. Discover the best way to move forward on critical work issues you’re currently facing at a one-on-one meeting with a Gartner analyst. Your take-away: actionable solutions that speak specifically to your situation. As a Gartner conference attendee, you are entitled to a private, 30-minute consultation with an analyst of your choice. These sessions are a great way to reinforce lessons learned and how-to recommendations presented throughout the conference. As our event attendees tell us, analyst one-on-one sessions are worth the price of admission, all by themselves.

*Pre-registration required

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Phone: +61 2 8569 7622

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Early-Bird Price: $2,325 exc. GST (offer ends 23 August 2013)
Standard Price: $2,725 exc. GST
Public Sector Price: $2,225 exc. GST

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THE TEAM ATTENDANCE EFFECT:
LEVERAGE MORE VALUE ACROSS YOUR ORGANIZATION

Knowledge is the capacity for effective action. Just imagine the impact on your organization when knowledge multiplies. Common vision, faster responses, smarter decisions. That’s the Gartner Team Attendance effect. You’ll realize it in full when your staff members attend a Gartner event. As a group, they can maximize learning by participating in all the Summit sessions. Plus, they’ll leverage the expertise of a Gartner analyst at a private group meeting. Up for discussion: your team’s strategic initiatives and key projects.

Team Benefits
• Team meeting with a Gartner analyst (end-users only)
• On-site team contact: Work with a single point of contact for on-site team deliverables
• Complimentary registrations

Complimentary Registrations
• 1 complimentary registration reward with 3 paid registrations
• 2 complimentary registration rewards with 5 paid registrations
• 3 complimentary registration rewards with 7 paid registrations

To register a team please e-mail apac.teamsend@gartner.com or contact your Gartner account manager.
Please note that teams must be registered at the same time and we can only guarantee availability of team benefits if the team is registered at least three weeks in advance of the event.

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Save $400 when you register by 23 August 2013

Early-Bird price: $2,325 exc. GST

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Email: ash.naik@gartner.com
Tel: +61 405 817 452

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CIO NETWORK

Visit gartner.com/ap/eas for agenda updates and to register
Business-outcome driven EA as a new approach will help me as an architect to guide out organization to realize its objectives. A new focus on the business outcomes will be the first thing to do on Monday.

ICT Architect, Vlaamse Milieumaatschappij
GARTNER EA SUMMIT, LONDON

Gartner Enterprise Architecture Summit Series 2013
12 – 13 September | Perth, Australia
16 – 17 September | Sydney, Australia
18 – 19 September | Melbourne, Australia
gartner.com/ap/eas

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• Register by 23 August 2013 for early-bird savings!
• Build your own agenda online now
• Book a 30 minute one-on-one meeting with your preferred Gartner analyst
• Join our online communities:
  #GartnerEA  facebook.com  linkedin.com

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A powerful planning tool designed to help you organize and select an agenda based on the following criteria:
• Analyst profile
• Session descriptions
• Date and time
• Activities by day

You can also:
• Schedule analyst one-on-ones
• Schedule a roundtable

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Available on iPad, iPhone and Android.

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