Gartner SOA & Application Development and Integration Summit 2010

28 - 29 July 2010 | Sydney, AUSTRALIA
gartner.com/ap/soa

SOA AGILE
Event Processing
Cloud Computing
Application Strategies

Governing, Composing and Deploying Applications

SUMMIT CHAIR

Brian Prentice
Research VP
Gartner

EARLY BIRD SAVINGS
Register by 18 June 2010 and save $525
Who Should Attend

Senior IT and Business Professionals including:
- Enterprise Architects
- Information Architects
- Portals Architects
- Process Architects
- Application Developers
- Integration Specialists
- IT Project Managers
- Infrastructure and operations managers
- Service/Component designers
- Strategy Managers
- Business Development Managers

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Introduction

Governing, Composing and Deploying Applications

Service Oriented Architecture (SOA) has entered the mainstream and is now approaching maturity. The demands – both internal and external – for organizations to be agile, customer oriented, event aware, cloud enabled and socially connected are increasing, and this means that the SOA approach will become even more pervasive.

However, although the technology for SOA is maturing, the challenges of establishing best practices and effective governance remain. And many enterprises are still struggling to come to terms with the organizational and cultural changes that the SOA approach requires.

At the same time the synergies of agile methods, model driven development, and composition are changing what it means to develop applications.

How prepared is your organization to meet these demands?

The Gartner SOA & Application Development and Integration Summit will help you to address these challenges, providing guidance on how to successfully govern, compose and deploy applications in your organization.

You really can’t afford to miss it!

Brian Prentice
Research VP
Gartner

HOT TOPICS

- Making the business case for SOA
- Implementing SOA governance
- Best practices in advanced SOA
- Agile development
- Cloud computing
- Web-Oriented Architecture
- The future of application development/integration
- Leveraging SOA in your business process improvement initiatives
- Multi-enterprise B2B
- Middleware
- Integration
Customize Your Agenda

We understand your need for relevant information and guidance to match your particular focus on SOA, and to match the maturity of your SOA initiatives. To meet this need, sessions have been identified with icons to help you navigate your way through the agenda:

**Maturity Level:**

- **E Essentials:** If you are at the early stages of your SOA initiatives or you are a newcomer to this space, these sessions will help you navigate through the necessary steps.
- **A Advanced:** If you are an advanced practitioner of SOA, these sessions are designed to take your initiatives to the next level.

**Technology and Business:**

- **IT Technology Focused Sessions:** These sessions focus on SOA from the IT perspective.
- **B Business Focused Sessions:** These sessions focus on SOA from the business perspective.

**Practical, Strategic, Visionary:**

- **P Practical:** We understand your need for tactical information you can action straight away. These sessions focus on how to, dos and don’ts and best practices.
- **S Strategic:** These sessions focus on the strategic insight supporting the development and implementation of your plan of action.
- **V Visionary:** These sessions focus on trends, concepts and technologies helping you with your future-oriented decisions.

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**Guest Keynote**

**Guest Keynote: High Stake Conversations - How to Engage People for Successful Implementation of your Projects**

What you say and how you say it can directly impact the outcome of any situation – and you can use this to your advantage! In this keynote, you’ll discover the best communication styles to use with different people, from your direct reports and team members to your CIO and CEO. You’ll walk away with instant techniques to improve the success rate of your business cases, complete projects faster and be more successful in your role.

Hugh Gyton

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**Opening Keynote**

**Gartner Opening Keynote: A New Cloud of Reality for SOA, Compositions and the Future of Software**

New styles of computing are emerging to combine the best ideas of several past “next big things.” The teachings of SOA, the growth of composite application development, and the continuing dominance of the World Wide Web are leading us to reconsider the assumptions for how software can be used to enable solutions to a business world craving agility, and the freedom to leverage technology every day. This presentation examines the evolution of software towards the cloud and how SOA and the ability to compose solutions are freeing users to innovate.

David Mitchell Smith, VP & Gartner Fellow

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“**My first Gartner event, but it won’t be my last. An opportunity to hear world class research, gain valuable background knowledge and network…. overall verdict? Outstanding.”**

Chief Architect, AXA Wealth
Gartner Research

WORLDWIDE EXPERTISE AT YOUR FINGERTIPS —
YOUR QUESTIONS ON SOA & APPLICATION DEVELOPMENT AND INTEGRATION ANSWERED!

Gartner analysts draw constantly from the real-life challenges and solutions experienced by more than 45,000 clients worldwide. The value of resource, combined with our deep analysis of technology vendors, is unrivalled.

Meet the Analysts

Matthew Hotle
Distinguished Analyst
Focus Areas: Application Development Methods and Processes, Agile Development, Application Governance, Quality Assurance and Testing, Measurement, Organizational Change and Design

Massimo Pezzini
VP & Gartner Fellow
Focus Areas: SOA, EDA, Application Servers, TP Monitors, Cloud TP, eXtreme TP, OLTP, ESBs, Integration Middleware, Application Integration, Cloud Application Platforms

Benoit Lheureux
Research VP
Focus Areas: B2B and SaaS Integration, Application Integration, Middleware

Brian Prentice
Research VP
Focus Areas: Application Overhaul, Enterprise Social Software, Cloud Computing

Paolo Malinverno
Research VP
Focus Areas: SOA Governance and Value, Multienterprise B2B in Europe, Organizing for and running SOA Projects

Daniel Sholler
Research VP
Focus Areas: Application Design and Architecture (SOA & WOA), Open Source, Application Integration

David Norton
Research Director
Focus Areas: Agile and Lean Development, Model Driven Development, CMMI, SOA Methodologies, SOA and BPM Integration, Application Frameworks and Patterns Defence

David Mitchell Smith
VP & Gartner Fellow
Focus Areas: Cloud Computing, Portal Strategy

Bard Papegaaij
Research Director
Focus Areas: SOA, Application Architecture, Enterprise Architecture Stakeholder Engagement, Strategic Planning, Cloud Computing

Key Benefits derived from attending the Summit:

Hear latest research & future trends
- Understand how to build a case for SOA and measure its success.
- Learn techniques for governing the development, deployment and operational aspects of SOA applications.
- Discover the latest in agile development techniques for modern, multi-tier, distributed applications.
- Make wise investments: understand the business, market, technologies and disruptions that will affect your enterprise — and be prepared.

Learn industry best practice
- Learn from the experiences of others: benefit from the best practices gleaned from the case study speakers.
- Find out how SOA governance methods and technologies are maturing, making the success of SOA initiatives more predictable and consistent.
- Network with your peers and share best practices to address the key SOA and application development and integration challenges.

Get latest industry update
- Get up to the minute advice on implementing and managing advanced SOA.
- Discuss how the impact of XaaS, Cloud Computing, WOA and Web services will be felt in applications, platforms and services and learn how you can cost-effectively incorporate these into your application deployment strategies.

Validate your strategy
- Speak directly to Gartner analysts to develop a SOA strategy that delivers real, measurable business value
Summit Agenda

Three parallel tracks cover the spectrum of Gartner’s extensive SOA & Application Development and Integration coverage, research, analysis and advice.

Track 1: Governing and Deploying Applications

SOA is now mainstream, but many organizations still struggle to optimize its use, and to get value from it, especially in conjunction with other disciplines like BPM or enterprise architecture. This track is aimed at those who are relatively new to SOA and need to manage applications and their architectures.

**The Maturing of SOA Governance**
As usual, technology moves faster than organizations’ cultures. SOA demands and causes deep changes in IT organizations and infrastructures while maturing: preparing for these changes and measuring how SOA helps the business could make a SOA’s life fundamentally easier. Save your SOA from degeneration!

- How do you measure the value of SOA?
- What are the top three issues in managing and governing a mature SOA?
- What tools and changes in your organizational processes will a mature SOA demand?

Paolo Malinverno

**Change Management Basics: If You Want SOA, You’ll Need to Change**
Transitioning to a services-oriented style of development requires an organization to change the behaviors of its staff. Most organizations haven’t institutionalized the process of change, and therefore should not be surprised when it fails.

- Why are most SOA implementations doomed to failure?
- What successful organizational change patterns must be employed?
- What are key success and failure patterns that must be employed?

Matt Hotle

**Beyond Common Sense: “Next Practices” in Service-Oriented Architecture**
After many years of adoption, SOA best practices have become well understood and widely applied. As this common sense approach to SOA is no longer a differentiating factor, leading-edge users looking for competitive advantage are endorsing advanced patterns such as situation awareness, federation and integration with cloud computing. This session examines:

- Which advanced SOA patterns will organizations adopt over the next five years and why?
- What are the emerging “next practices” that organizations will adopt to support the implementation of advanced SOA patterns?

Massimo Pezzini

**Why SOA? Why Now? The Business and Development Case for SOA**
There have to be reasons to use SOA. The problem many organizations have is that they can’t name them. This session will identify both business and applications measures that can and should be used to document the benefits of SOA.

- Why is justifying SOA so hard, and what basic reasons drive the move to SOA?
- How can the business benefits of SOA be demonstrated?
- How can applications organizations demonstrate the value of SOA?

Matt Hotle

**EA and SOA Should Not Be at War**
In many organizations the SOA and EA teams are in a state of conflict. The SOA team perceives the EA team as theorists with no real work experience, while the EA team perceives the SOA team as unruly children hungry for immediate gratification. Yet when they cooperate, the quality of SOA implementations delivers greater value to the enterprise. This presentation discusses how both teams can create value by working together.

- What are the conflicts between EA and SOA teams?
- What benefits are gained when they work together?
- What should each team do to achieve synergy?

Bard Papegaaij

**Advanced SOA: The Confluence of Agility, BPP and BPM**
SOA has lived through multiple incarnations and has to coexist with new initiatives like BPM, the cloud, and the desire to accelerate performance through process improvement. This presentation examines the agility that results from the combination of SOA, BPM, and the turning of business process into business assets.

- How have SOA and BPM converged to create a more agile enterprise?
- What practices are best for establishing a process platform in the enterprise?
- What advances in BPM style and SOA maturity will drive long-term agility?

David Mitchell Smith

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**Maturity** | **Perspective** | **Focus**
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E Essentials | IT Technology | P Practical
A Advanced | B Business | S Strategic
B P | | V Visionary
Track 2: Composing and Integrating Applications

What significance does application development and integration have today, and what significance will they have in the future? This track is aimed at those who want to understand how applications technologies, old and new, can be used now and in the future.

Enterprise Nervous System: Integration Into the 21st Century
Integration is evolving. Its scope is expanding from independent focuses on applications, data and business processes, to more holistic integration practices, establishing a system that is semantically-aware, process-aware and event-aware. This presentation describes driving the forces and rational for resultant “Enterprise Nervous Systems.”
- The Enterprise Nervous System: Why now?
- What are the higher order initiatives that lead to the formation of an ENS and how does that extend the scope of integration?
- How are mega-vendor products evolving and which are best positioned to support integration in the 21st century?

Dan Sholler

Agile 2.0 — The Rise of Enterprise Agile
Agile development has reached the tipping point with adoption rates rising in all verticals. At the same time, agile and lean principles and practices are being blended with more traditional methods and management processes. This convergence of development and management philosophies is the basis of Agile 2.0.
- What is the current state of agile and iterative adoption?
- What are the major issues slowing agile adoptions and where are the gaps in the current agile practices?
- What will Agile 2.0 look like and what new practices will it need?

David Norton

Transaction Processing in the Cloud: Architectures and Technologies
Transaction processing (TP) is at the heart of SaaS, Web commerce, APaaS and other forms of cloud computing. TP core principles are immutable, but their implementation is radically changing to support cloud requirements and to absorb fast-paced technology innovation.
- How will open source, SOA, event processing, and other trends impact the evolution of transaction processing architectures?
- What will be the key enabling technologies for transaction processing in the cloud?
- How will organizations take advantage of cloud TP technologies to improve their efficiency, reduce their costs and ultimately stay in business?

David Norton

Using Continuous Intelligence and Situation Awareness for Business Process Improvement
Sense-and-respond applications and smart systems, such as smart buildings, smart cities and smart devices, are made possible by Pattern-Based Strategies. Business activity monitoring and event processing are giving competitive advantage to companies that understand how to put them into action.
- How can process monitoring be used to enhance situation awareness and provide early detection of threats/opportunities?
- What design patterns will form the basis of most event-enabled business processes?
- Which technologies/products will be most valuable and help companies handle the accelerating pace of business?

Dan Sholler

Web Services, REST, and Web-Oriented Architecture: Using Standards and Technologies to Build Web-Friendly Services
The Worldwide Web is driving innovation in the way we look at SOA. Increasingly, the technologies and design principles that have made the Web successful are being applied to the development of enterprise software and services. This presentation clarifies the confusion about how SOA and Web technologies intersect, and examines the best practices for combing SOA and the Web.
- What are REST, Web Services and Web-Oriented Architecture, and how do they relate to SOA?
- Where can Web technologies and approaches improve SOA designs?
- How are Web architectures being leveraged today?

Dan Sholler

The Future of Application Development
Application development has faced some serious growing pains in the last 24 months – cost reductions, a dynamic business environment, the practicalities of SOA & EDA and the emergence of cloud. As the world starts to emerge from recession it’s time to ask – where are we, and where are we going?
- What is the current state of application development?
- What application development trends should you prepare for and capitalize on over the next 24 months?
- How can an application development organization develop a strategy that is robust, adaptable and cost effective?

Massimo Pezzini

Maturity | Perspective | Focus
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IT P

Register by 18 June and save $525
More and more activities are being pushed beyond the borders of the organization to external service providers, trading partners, or to what is generically called “the cloud.” This track will give a comprehensive view of what tasks can be carried out outside of the organization and how this will develop in the future.

**Track 3: Multienterprise and Cloud Applications**

- **It’s Time To De-Segregate Cloud Services and Ecommerce Integration**
  - Innovation is forcing companies to virtualize business processes across internal systems, trading partners and — now — cloud services. Most companies treat ecommerce and cloud services integration as separate problems.
  - What new styles of B2B projects — such as cloud services integration — are companies implementing?
  - Which approaches will companies use for all forms of B2B integration, including SOA, cloud APIs and EDI?
  - What are integration as a service and cloud services brokerage — and how these help companies better implement B2B, SOA, SaaS and ecommerce projects?

  **Benoit Lheureux**

- **Web and Cloud Computing — How to Ride the Wave and Avoid a Wipeout**
  - The combination of Web computing and cloud computing is driving enterprise architecture, development and integration strategies and will power business solutions for the next decade and beyond. These trends offer significant opportunities but making the right decisions is challenging.
  - How will Web computing evolve and how will it impact application strategies?
  - What does cloud computing mean to the enterprise and how will platforms be impacted?
  - How will the combination of Web and cloud computing influence the future enterprise IT strategy?

  **Brian Prentice**

- **Master Data Management — Does SOA Need MDM?**
  - SOA is a design methodology and MDM is a discipline, but are they related? Reuse of services in a SOA for data and application integration does intersect with a business led, IT supported discipline focused on sustaining “single view” of important enterprise information.
  - Given the disparity in maturity and hype associated with SOA and MDM, why is this a relatively new intersection?
  - What impact does SOA have on enterprise information architecture and MDM?
  - How can organizations leverage MDM disciplines to improve SOA initiatives?
  - How can you transition people, process and technology to ensure adequate levels of information agility?

  **Paolo Malinverno**

- **Application Platforms for Cloud Computing: Who, Why and When**
  - Cloud computing represents an irresistible opportunity for some projects and an unknown quantity for others. This presentation examines the essentials of the platform technology that enables cloud-style business applications, reviews the best practices of approaching cloud in business application projects and looks at who should (or should not) begin investment in cloud application platforms.
  - What is an application platform as a service and how does it differ from conventional application platforms?
  - What will be the application platform vendors’ cloud computing strategies?
  - Which application projects will benefit from cloud computing opportunities?

  **David Mitchell Smith**

- **Software as a Service’s Uncertainties Revealed**
  - Low total cost of ownership, quick deployments and high end-user adoption are often-cited as benefits of software as a service (SaaS). Yet many SaaS deployments don’t deliver on these promises. This session uses a combination of case studies, models and decision frameworks to reveal the true value of SaaS.
  - Will SaaS be the technology deployment disruptor it is hyped to be?
  - How will SaaS providers meet or exceed the business and technical needs of user organizations?
  - What are the best practices user organizations should apply to SaaS?

  **Brian Prentice**

- **Packaged Integration — A Simple Solution for Complex IT Problems**
  - Like packaged applications, wouldn’t it be nice if there were packaged integrations? In fact such solutions exist and are proliferating. When they’re available they can be a great alternative to custom integration work.
  - What is packaged integration and what types of integration problems can it solve?
  - What role will packaged integration have in on-premise, B2B and cloud services integration?
  - When should you use packaged integration as an alternative to custom integration?

  **Benoit Lheureux**
MEET THE TECHNOLOGY AND SERVICE PROVIDERS AT THE FOREFRONT OF SOA & APPLICATIONS DEVELOPMENT AND INTEGRATION

The Summit helps you develop a “short list” 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. Visit the Solution Showcase, attend the Solution Provider Sessions and join in the Networking Reception for informal relationship building.

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E-mail: mark.dunne@gartner.com

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•  Save $525 on the standard price
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If you know of a colleague who would benefit from this Summit experience and direct access please forward this brochure to them.

Bring the Team: Divide and Conquer!

Teams that attend a Gartner Summit together gain a much richer experience of the event. Not only can they divide and conquer, attending all the sessions to maximize their learning, but they also have the added benefit of inviting a Gartner analyst to a team meeting — to facilitate a discussion or advise them on strategic initiatives and key projects. For this reason, organizations often take the opportunity to hold offsite team meetings and incorporate Gartner Events as part of their training programs.

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.

Team Benefits:
1  Team meeting with a Gartner analyst (end-users only)
2  Optional team meeting(s) with select executives from vendor organizations
3  Advice and support on building personalized agendas for your team
4  Complimentary meeting space (based on team size, terms and conditions apply)
5  Concierge service pre-event and on-site
6  Discounts on registration rates

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To register a team please e-mail apac.registration@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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