Gartner Application Architecture, Development & Integration Summit 2014

19 – 20 May | London, UK | gartner.com/eu/aadi

Reframe Your Application Strategy for the Digital World

**HOT TOPICS**

- The impact of disruptive technologies on application strategy
- How to leverage critical mobile and cloud technologies today
- Tactics for choosing and managing business applications
- Achieving true cost optimization
- Managing change and achieving organizational adoption
- How integration changes in the digital world

Save €300

Register by 21 March at gartner.com/eu/aadi
Reframe Your Application Strategy for the Digital World

The digital world means that as well as keeping up with today’s challenges you have to be prepared for an uncertain future......For example, the ‘Nexus of Forces’ (cloud, mobile, social and information) has introduced the need for agility to better deal with the radical changes required for building and managing your applications portfolio. The cumulative, increasing complexity of applications, along with the attractive opportunities and corresponding risks of new approaches and technologies makes the need for reframing strategies imperative!

If you are just starting out in the application world this Summit gives you the opportunity to get up to speed quickly on trends, techniques and providers. Experienced applications managers, integrators and architects will also be able to fine-tune their strategies and stay at the cutting edge on the latest industry developments.

The mix of thought leadership, peer insights and best practice advice that all delegates attending receive is unrivalled, and will provide you with advice you can act on immediately!

Why attend

- Understand the impact of the move to Digital Business and its impact on your application strategy
- Learn how to harness the explosion of mobile and web applications
- Understand how you can achieve the benefits of cloud computing while managing the risks
- Discover the new opportunities in application and data integration
- Analyse how application development is radically changing because of cloud and mobile
- Understand the new SOA and how your organization can gain through true optimization
- Assess how to go about modernizing your applications portfolio
- Review the real cost and business value of cloud, SOA and agile
- 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
- Analyse how SOA, cloud, mobile and agile fit into an enterprise architecture

Who should attend

To see what job titles this Summit is aimed at please visit gartner.com/eu/aadi

Gartner Keynotes

Gartner Opening Keynote:
The Myths, Magic, and Madness of Application Strategy in the Digital Age
Many opportunities for success in the digital age require working through a lot of new technologies, architectures and assumptions. A key to success for application leaders is to separate myths from reality and navigate through some of the biggest changes of their careers. This session examines the vision, myths and practical realities of surviving in the digital age.

Daryl Plummer and David Smith

Gartner Closing Keynote:
What Have We Learnt and What Should We Be Doing Next?
During these 2 days, you will have assembled lots of key information – but what next? How do you put this into good use when you get back into the office on Monday morning? This panel is therefore designed to take you through the key takeaways from the event, so that you are perfectly placed to make the optimum project and priority decisions for your organization.

Daryl Plummer, David Smith, Jeff Schulman, Gene Phifer, Paolo Malinverno and Ian Finley

Guest Keynote

How the Digital World will Change the Way we Think and Feel
The workforce of the future could have a changing profile of: high IQ, agile perceptuo-motor skills, and a good working memory — yet at the same time, poor interpersonal skills, a weak sense of identity, and a reckless mindset. The leader of the 21st century will be different from a manager, in that they will be able to inspire such a workforce with a vision that everyone can buy into, namely a stronger sense of identity based on creative thinking. Neuroscience can make innovative contributions to creativity by offering a perspective at the level of the physical brain.

During this presentation, Baroness Greenfield will explain how neuroscience can help us understand the processes in the brain leading to creativity, thereby in the future potentially helping us shape environments in order to maximize and optimize this process in the unprecedented digital age.

Baroness Susan Greenfield, Senior Research Fellow Lincoln College, Oxford University and Chief Scientific Officer, Neuro-Bio Ltd.
Meet the Analysts

Merv Adrian

Betsy Burton

Jim Duggan

Ian Finley

Benoit Lhereux

Richard Marshall

David Norton

Gene Phifer

Brian Prentice

Magnus Revang

David Smith

Joseph Bugajski

David Cearley

Joseph Feiman

Andy Kyte

Paolo Malinverno

Yefim Natis

Massimo Pezzini

Daryl Plummer

Nigel Rayner

Jeff Schulman

Jess Thompson

Case Studies

How to Break the Monolith and Develop A System of Systems!
Traditionally, systems are built in a monolithic way around the database. Hear how a University took a different approach to overhaul their systems, by building services as a “system of systems” instead.

- How do you break down a system into smaller pieces?
- How can you use the web as a platform within a large system?
- How can you build a system with Atom instead of using MoM?

Mikael Berglund, IT Architect, ICT Services and System Development, Umeå University

Optimizing WAN — Get Rid of Underutilized Connections and Save Costs
A lot of companies are not optimizing the WAN so some links might be underutilized some over utilized. The presentation will consider the following:

- Evaluate tools to test your WAN connections
- Check the possibility to offload your bandwidth
- Load balance your lines
- Evaluate your hardware making sure they support your goals (WCCP – OSPF - BGP)
- Choose you partners to work with, don’t limit yourself to one preferred vendor
- Don’t put your eggs in one basket, explore the market
- Hybrid WAN – Private WAN – MPLS, what is the future?
- Backup WAN connections are mostly underutilized

Pascal Marchand, Service Desk and Infrastructure Manager EMEA, Victaulic

Two Gartner Summits in one week

Gartner is holding the Application Architecture, Development & Integration Summit back to back with the Enterprise Architecture Summit in London.

Gartner Enterprise Architecture Summit 2014
Lead Change and Deliver Business Outcomes in Today’s Digital Economy

21 – 22 May | gartner.com/eu/ea

- Get a full understanding of both the business and technical challenges for your organization’s architecture
- Each Summit is a thought leadership showcase of best practice and renowned Gartner expertise
- Save 20% off original price when you attend both Summits
Agenda at a Glance

Monday 19 May 2014

07:30 – 20:00 Registration, Information and Refreshments
08:15 – 08:45 Tutorial: Cloud 101
  David Cearley
  Tutorial: Beginning Mobile Application Development
  Richard Marshall
09:00 – 10:00 Summit Chair Welcome and Gartner Keynote: The Myths, Magic, and Madness of Application Strategy in the Digital Age
  Daryl Plummer and David Smith
10:00 – 10:30 Industry Panel
10:30 – 11:00 Refreshment Break in the Solution Showcase

**TRACK A**

**Application Strategy: Speed, Value and Risk — Your Three Levers to Agility**

11:00 – 11:30 To the Point: What Exactly is an Application Strategy? John Kyte
  Jeff Schulman

11:30 – 13:00 Lunch in the Solution Showcase

13:00 – 13:45 Why You Should Give Up Developing, Buying and Maintaining Applications
  Paolo Malinverno

14:00 – 14:30 Solution Provider Sessions

14:45 – 15:30 BYOD is an Applications Strategy
  Not Just a Purchasing Policy
  Paolo Malinverno

15:30 – 16:00 Refreshment Break in the Solution Showcase

16:00 – 16:45 Case Study: How to Break the Monolith and Develop a System of Systems
  Mikael Berglund, IT Architect, ICT Services and System Development, Umeå University

17:00 – 18:00 Guest Keynote: How the Digital World will Change the Way we Think and Feel
  Baroness Susan Greenfield, Senior Research Fellow Lincoln College, Oxford University

18:00 – 20:00 Networking Reception in the Solution Showcase

Tuesday 20 May 2014

07:30 – 16:45 Registration, Information and Refreshments
08:00 – 09:00 Town Hall: Architecting for the Leading Edge of the Nexus
  Daryl Plummer

09:15 – 10:00 Mapping Legacy to Strategy: Pace Layers and APM
  Jim Duggan

10:00 – 10:30 Refreshment Break in the Solution Showcase

10:30 – 11:00 Solution Provider Sessions

11:15 – 11:45 To The Point: Will Microsoft Be Relevant To The Enterprise In a Post-PC World
  David Smith
  To The Point: The Mobile Imperative
  Brian Prentice and David Cearley
  To The Point: Mobilizing Business Applications
  Richard Marshall
  To The Point: The Nouveau Hybrid Integration Platform
  Jess Thompson

11:45 – 13:00 Lunch in the Solution Showcase

13:00 – 13:45 Application and Data Security
  Best Practices: Selection and Implementation Guidelines
  Joseph Feiman

14:00 – 14:45 Too Many Choices: Designing the ‘Right’ Application Organization
  Jim Duggan

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

15:15 – 16:00 What CIOs Need to Know About Postmodern ERP and How It Impacts Oracle and SAP
  Nigel Rayner

16:15 – 16:45 Gartner Closing Keynote: and Summit Close: What Have We Learnt and What Should We Be Doing Next?
  Daryl Plummer, David Smith, Jeff Schulman, Gene Phifer, Paolo Malinverno

**TRACK B**

**Architecture: How to Survive the Disruptions of the Nexus**

11:00 – 11:30 To The Point: Applications 2020
  Jeff Schulman

14:45 – 15:30 Understand, Embrace and Lead with Public and Private Cloud Platform Services
  Yefim Natis

16:00 – 16:45 A Platform Approach for Delivering Websites, Portals and Mobile Apps
  Gene Pfifer

**TRACK C**

**Development Disrupted**

11:00 – 11:30 To The Point: The Two Things Every App Dev Organization Must do in 2014
  Ian Finley and Joseph Bugajski

13:00 – 13:45 Technical Insights: Rehost, Revise, Refactor, Rebuild or Replace: Migrating Applications to the Cloud
  Eric Knipp and Gonzalez Ruiz

14:45 – 15:30 Mobile Integration: From Mobilized Enterprise Applications to Cloud to the Internet of Everything
  Massimo Pezzini

15:30 – 16:00 Refreshment Break in the Solution Showcase

16:00 – 16:45 Case Study: How to Break the Monolith and Develop a System of Systems
  Mikael Berglund, IT Architect, ICT Services and System Development, Umeå University

16:45 – 17:00 Analyst-User Roundtable: Analyst-User Roundtables
  Betsy Burton and David Cearley

17:00 – 18:00 Guest Keynote: How the Digital World will Change the Way we Think and Feel
  Baroness Susan Greenfield, Senior Research Fellow Lincoln College, Oxford University

18:00 – 20:00 Networking Reception in the Solution Showcase

**TRACK D**

**Integration: Nexus of Forces Super Glue**

11:00 – 11:45 To The Point: Integration: Nexus of Forces Super Glue — Seven Things You Must Know About Integration
  Benoit Lheureux

14:45 – 15:30 Mobile Integration: From Mobilized Enterprise Applications to Cloud to the Internet of Everything
  Massimo Pezzini

16:00 – 16:45 HTML5 and the Journey to the Modern and Mobile Web
  David Smith and Magnus Revang
## Registration and Pricing

### 3 Easy Ways To Register

**Web:**
gartner.com/eu/aadi

**Email:**
emea.registration@gartner.com

**Telephone:** +44 20 8879 2430

### Pricing

**Early-bird Price:** €2,095 + UK VAT (offer ends 21 March)

**Standard Price:** €2,395 + UK VAT

**Public Sector Price:** €1,875 + UK VAT

### Gartner Clients

A Gartner ticket covers both days of the Summit. Contact your Account Manager or email emea.events@gartner.com to register using a ticket.

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

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