Gartner
Enterprise Architecture
Summit 2013

14 – 15 May
Park Plaza Westminster Bridge, London, UK
gartner.com/eu/ea

HOT TOPICS

• Measuring the value and impact of EA
• Linking strategy and execution with business architecture
• Five disruptive trends and technologies for the next decade
• EA implications for 2013 CEO priorities
• Developing talent and skills for the new EA generation

EARLY-BIRD SAVINGS  Register by 15 March 2013 and save €300
Learn how to deliver business value by leveraging a business outcome-driven EA at the Gartner Enterprise Architecture Summit 2013, 14-15 May in London. This revolutionary new EA approach will change everything you thought you knew about EA. It will enable you to get ahead of your competition, increase your impact and effectiveness, and engage key decision-makers.

This radical approach puts business objectives and outcomes first in developing EA signature-ready guidance and actions. You will be empowered to drive enterprise change, deliver high-impact value and lead the business forward.

Gartner is leading the way in defining and mastering this new era of EA. Join the 2013 Summit to learn the results of years of research on this business outcome-focused approach. 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.

This is a critical conference that EA practitioners cannot afford to miss. We hope to see you in London in May!
Leap to Delivering High Value

The Gartner Enterprise Architecture Summit — Gartner’s global signature EA event — is the world’s most important gathering of enterprise architects, business strategists and IT innovation teams. Providing independent advice, attendees can evaluate their current EA strategy, exchange best practices with peers and spark new ideas. Attendees benefit from a unique learning experience filled with thought-provoking presentations, real-world case studies, analyst engagement and access to leading EA solution providers.

Learn how to:

• Drive business change with actionable deliverables
• Increase the business impact of EA by focusing on business outcomes
• Gain support for EA from stakeholders
• Measure and demonstrate the value of EA to business leaders
• Contribute to cost reduction
• Leverage EA to lead your enterprise response to the impact of the nexus of forces (cloud, social, mobile and information)
• Use EA to respond to economic, technology, social and market disruptions
• Organize and staff your EA program
• Support a pragmatic EA program that meets your business needs and opportunities, moving beyond frameworks and processes
• Integrate EA with business and IT governance

GARTNER PREDICTS
By 2020, the majority of Global 1000 organizations will support EA as a distinct discipline that is an integral part of business and IT strategic planning.

WHO SHOULD ATTEND?
Senior business and IT professionals including:

• Enterprise Architects
• Application, Solution, Business and Technical Architects
• IT Strategists
• Business Strategists
• IT Innovation Teams
• Planners
• CIOs and Senior IT Management
• Business and Systems Analysts

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Adopting Enterprise Architecture Best Practices
A successful EA program must be built on solid foundations. Governance and decision making must be effective. Stakeholders must understand, support and collaborate in the development of EA. The EA team must be provided the tools, knowledge and resources they require. This track focuses on the sound best practices that are a must for any EA program.

Addressing Business Disruptions
Enterprise architects focused on business outcome-driven EA scan the changing business environment, using a broad range of diagnostic tools to evaluate business disruptions and determine the best possible course of action. Mergers and acquisitions, regulatory changes and disruptive technologies are some of the sources of business disruptions. This track will examine business disruptions from an EA perspective to provide you with the steps to take and diagnostic tools to use to define a set of recommended actions to address them.

Advancing the Enterprise Architecture Discipline
A radically new EA is here, yet this discipline continues to advance. To stay on the leading edge, you must relentlessly focus upon business outcomes that bring success in the face of business disruptions. This track will focus on skills, talents, competencies and advanced practices of today’s leading EA practitioners.

Virtual Tracks
- **Reducing Enterprise Cost**: offers actionable insights on how to optimize spending while supporting new business initiatives.
- **EA Governance**: focuses on the decision rights, processes and compliance to policies that enable business objective realization.
- **Business Strategists**: sessions for those focused on identifying opportunities and defining the business direction.
- **Application Professionals**: sessions for those focused on developing, deploying and maintaining the application portfolio.

KEYNOTES

Gartner Opening Analyst 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.

*Brian Burke, Betsy Burton, Philip Allega*

Guest Keynote:
**Seeing Differently…**

The basis for doing anything creative is the ability to see differently. During this session, Beau Lotto, a neuroscientist who specializes in perception research, explains how and why we see what we do and the challenges for becoming an active participant in the process of making sense of the world and ourselves.

*Beau Lotto, Founder, Lottolab*

Gartner Closing Keynote:
**Delivering at the Speed of Change: Disciplines of High-Productivity Application Organizations**

The very best application organizations combine relentless engineering efficiency with a laser focus on the true needs of their business stakeholders. They never exhibit complacency about their methods, tools or processes. The challenges of the coming decade will demand that every application organization substantially raises its game — or risks becoming irrelevant. What lessons can be learned from the very best? What must the application organization of the future look like if it is to be the engine of growth and transformation for the business?

*Andy Kyte*
Gartner analysts draw on the real-life challenges and solutions experienced by clients from 12,400 distinct organizations worldwide.
## TUESDAY 14 MAY

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<tr>
<td>07:00 – 18:30</td>
<td>Registration, Information and Refreshments</td>
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| 08:00 – 08:45 | Tutorial: EA For New Enterprise Architects  
                           Chris Wilson                                              |
| 09:00 – 09:15 | Welcome Address  
                           Brian Burke                                                 |
| 09:15 – 10:15 | Gartner Opening Analyst Keynote: Business Outcome-Driven EA: A Quantum Leap to Delivering High Value  
                           Brian Burke, Betsy Burton, Philip Allega                  |
| 10:15 – 10:45 | Refreshment Break in the Solution Showcase                             |
| 10:45 – 11:30 | Guest Keynote: Seeing Differently…  
                           Beau Lotto, Founder, Lottolab                              |
| 11:30 – 12:00 | Premier Panel                                                          |
| 12:00 – 13:15 | Lunch in the Solution Showcase                                        |
| 13:15 – 14:15 | Business Architecture: Bridging the Gap Between Strategy and Execution  
                           Betsy Burton                                                |
| 14:30 – 15:00 | Solution Provider Session                                               |
| 15:00 – 15:30 | Refreshment Break in the Solution Showcase                             |
| 15:30 – 16:00 | To the Point: Measuring the Value of EA and its Impact on Business Outcomes  
                           Brian Burke                                                |
| 16:15 – 17:15 | Information Architecture: Business Outcome-Driven and Relevant  
                           Anne Lapkin                                                  |
| 17:30 – 18:00 | To the Point: Enabling Reuse With Solution Architecture  
                           Scott Bittler                                                |
| 18:00 – 20:00 | Networking Reception in the Solution Showcase                           |

## WEDNESDAY 15 MAY

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<th>Time</th>
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<tr>
<td>08:00 – 17:30</td>
<td>Registration, Information and Refreshments</td>
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| 08:30 – 09:30 | Design EA Governance With Your Organization In Mind  
                           Julie Short                                                |
| 09:45 – 10:15 | Solution Provider Session                                               |
| 10:15 – 10:45 | Refreshment Break in the Solution Showcase                             |
| 10:45 – 11:45 | Four Laws of Application Total Cost of Ownership  
                           Andy Kyte                                                   |
| 11:45 – 13:00 | Lunch in the Solution Showcase                                        |
| 13:00 – 13:45 | End-user Case Study                                                    |
| 14:00 – 15:00 | Practical IT and EA Road Maps: Planning and Analysis  
                           Dave Guevara                                                |
| 15:00 – 15:30 | Refreshment Break in the Solution Showcase                             |
| 15:30 – 16:30 | Gartner Closing Keynote: Delivering at the Speed of Change: Disciplines of High-Productivity Application Organizations  
                           Andy Kyte                                                   |
| 16:30 – 16:45 | Closing Remarks  
                           Brian Burke                                                 |
| 16:45       | Summit close                                                           |
AGENDA GUIDANCE

To help you navigate the summit agenda, we’ve identified track sessions that match your experience level and information needs. Specific categories include:

**MATURE LEVEL**

- **F Foundational:** If you are at the early stages of your initiative, or are a newcomer to this space, these sessions will give you the necessary understanding and first steps.
- **A Advanced:** If you are an advanced practitioner, these sessions are designed to take your initiative, or understanding, to the next level.

**FOCUS**

- **T Tactical:** Sessions providing tactical information that can be used straight away, with a focus on “how to”, dos and don’ts, and best practices.
- **S Strategic:** Sessions focusing on the strategic insight supporting the development and implementation of your action plan.

**PERSPECTIVE**

- **B Business:** Sessions geared toward business leaders, or IT professionals who need to understand the challenges and opportunities from a business, organizational, or cultural perspective.
- **IT Technology:** Sessions that address technical concepts, details, and analysis.

**VIRTUAL TRACKS**

- **€** Reducing Enterprise Cost
- **GOV** EA Governance
- **STR** Business Strategists
- **AP** Application Professionals

Assigned categories for each session are included in the descriptions on the following pages.
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?

Betsy Burton

To the Point: Measuring the Value of EA and its Impact on Business Outcomes
Enterprise architects have long struggled to identify and express the value of EA to the business. By shifting our focus to business outcomes, the impact of EA become clear and compelling. The key metrics for EA success are the impact that EA has on the business — a straight line to business value.

- What do EA stakeholders value?
- How can enterprise architects define the value of business outcomes?
- How do enterprise architects measure the impact of EA in achieving business outcomes?

Brian Burke

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?

Anne Lapkin

Four Laws of Application Total Cost of Ownership
Applications are expensive to acquire or develop, but that investment is just a fraction of the lifetime total cost of ownership (TCO). CIOs and IT management must improve how they manage and measure TCO in order to provide cost-effective applications that are agile enough to meet changing business needs.

- What are the four laws of application TCO?
- How should application management processes change to minimize TCO?
- How can the future ownership cost of existing applications be reduced?

Andy Kyte

Design EA Governance With Your Organization In Mind
Many organizations try to use a “one size fits all” approach to EA governance. This approach almost never works. Understanding your organizational maturity (IT and business), culture-sourcing models and risk management to drive effective EA governance.

- Why does “one size fits all” for EA governance not work?
- What are the factors influencing the effectiveness of EA governance?
- How does sourcing influence the role of EA governance?

Julie Short

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

Dave Guevara

Virtual Tracks: Reducing Enterprise Cost, EA Governance, Business Strategists, Application Professionals
TRACK B: Addressing Business Disruptions

Taking on Business Disruption: Economic, Technical, Social
Uncertainty is set to continue for several years to come, and business disruptions can come from anywhere. To respond organizations need to become “agile” and responsive to these disruptions. This session identifies the building blocks of agility, and shows how EA can help an organization respond to three key business disruptions.

• How can EAs understand business disruptions?
• How can EAs help build an “agile” organization?
• How can EAs guide their organizations through business disruptions?

Marcus Blosch  
STR

To the Point: The Tricky Balance of Transformation and Cost Control: EA’s Critical Role
Discussions with those new to EA reveal a belief that an EA team will answer all questions about what’s next and how to get there. Reality demonstrates that leading practitioners balance transformation with cost control. Getting this balance right requires the right set of diagnostic and actionable tools to communicate change that’s happening, and change that is not happening.

• Why is it worthwhile to destroy the myth that EA is all about new?
• What are the other disciplines that EA must work with to strike this balance?
• What are the critical deliverables to diagnose opportunities and communicate change?

Philip Allega  
€

CEO Concerns 2013 and the EA Implications
Each year Gartner conducts a survey of large-company chief executives worldwide to discover their business priorities and attitudes toward information and technology. We present the results of this year’s research and the implications for EA professionals.

• How do EAs manage disruptive business and technology innovations?
• How do EAs determine what will break when consumerization demands hit the enterprise?
• How can EAs determine where to focus in response to multiple nexus forces?

Dave Guevara  
GOV

Top Five EA Actions to Architect for the Disruption of Consumerization
Consumerization is disrupting traditional IT approaches and how the enterprise delivers what the business needs. This session works through the top five actions that EA practitioners must do to assess the enterprise’s readiness, and to plan the enterprise changes that must occur in response to consumerization.

• How are CEO priorities, attitudes and beliefs changing?
• What at the implications for the use of information and technology?
• How should EA professionals respond?

Mark Raskino  
B STR

To the Point: Five Disruptive Technologies for the Next Decade
What’s the next big thing that will shake up industry, society and government? This session showcases five disruptive technologies on the market today (3D printing, natural language interfaces, mobile robots and more) that will explode in their business impact and adoption during the next five to 10 years.

• Which emerging technologies can you adopt for competitive advantage?
• What disruptions and opportunities will arise from emerging technologies?
• Where should EAs start in adopting disruptive technologies?

Jackie Fenn  
A STR

Powering Business Innovation: Key Decisions for Innovation Leaders
So your company wants to be more innovative? Learn how EA can drive technology innovation into the heart of your organization’s business challenges. We show how to raise your innovation maturity, balance centralized and distributed innovation, develop an innovation processes and instill a culture of innovation.

• What are the key decisions in launching an innovation program?
• How do you avoid hype- and personality-driven investment decisions?
• What best practices can you learn from successful innovators?

Jackie Fenn  
A STR

Get in the Game! EA’s Role in Sourcing Strategy and Governance
IT sourcing strategies have a profound influence on enterprise architecture now, more than ever before. With myriad options for everything “as a service” and direct access to those options by everyone in the enterprise, now is the time for EA and sourcing leaders to join forces in developing effective IT sourcing governance.

• How are IT sourcing strategies changing, and why?
• How should we determine the best source of supply for IT?
• How can we successfully govern the “in and the out”?

Linda Cohen  
GOV

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Driving New Business Outcomes with the Nexus of Forces
The mutually reinforcing combination of social, mobile, cloud and big data — the nexus of forces — creates a major business disruption. Organizations must strategically assess its impact on business strategy and operations to formulate new and desirable business opportunities and outcomes.
• How the components of the nexus amplify one another to create a powerful disruption?
• What are the core principles of the nexus, and how can they be applied for business gain?
• How have organizations applied the nexus to transform aspects of their business?

Anthony Bradley

To the Point: Integrate EA with the Budgeting Process
Many enterprise architects have heard project teams say that they cannot proceed in alignment with the architecture because it was not budgeted that way. Current budget processes often produce flawed budgets due to inconsistent assumptions. This session shows how to solve these problems by integrating the EA process with the budgeting process.
• What are the scope and funding disconnects between EA and projects?
• How should EA be integrated with the budgeting process?

Scott Bittler

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

Betsy Burton

To the Point: Risk Mitigation in Practice with EA
New innovations, existing costs, what to buy, what to sell, how old is it, is it new enough, is it time, are we ready … the litany of questions presented to enterprise architects indicate that job No. 1 is in risk mitigation. This session explores how today’s leaders in EA use EA to communicate risk — and impact — to senior business executives.
• Why is risk mitigation an EA problem?
• How do enterprise architects predict the impact of change upon the future organization?
• What are the top three pictures leaders share with executives?

Philip Allega

The Future of Gamification — Impacts and Opportunities
Everything has become a game — including how organizations engage customers, develop and motivate employees and enable innovation. The impact of gamification is broad, and the opportunities are abundant — but so are the risks. The challenge is to determine if the organization is ready for gamification, and where to start.
• What is the future of gamification in 2020?
• How can we balance risk and returns to prioritize opportunities?
• Is the organization ready for gamification, and how can we clear the path for success?

Brian Burke

Social Collaboration Demands a New Approach to Architecting Human-Centric Solutions
You cannot force good collaboration. It is always purely voluntary. This requires new thinking and solutions that focus on motivating human participation through purposeful engagement and a meaningful user experience.
• How should organizations respond to the dawning age of “engineered” collaboration?
• How can organizations support a unified model for architecting a human-centered collaborative solution?
• How do organizations apply a “pace and power planning” approach to investing in human-centric solutions?

Anthony Bradley

Maverick: Kill off Security Controls to Reduce Risk
The traditional “control” mindset of information security cannot keep pace with technological and behavioral change, resulting in policies and technologies that cause frustration and impede agility. A new approach is required — one that recognizes how the relationships between IT, the business and individuals have been transformed irrevocably.
• Why are the status-quo approaches to information security untenable?
• Does a more people-centric strategy make sense?
• What are the elements of a potential people-centric approach?

Tom Scholtz
INTERACTIVE SESSIONS

During the Summit, we will offer various opportunities to network with other conference attendees through interactive sessions.

**Limited Availability — Book Early**
Roundtables and Workshops are restricted to a limited number of participants and are available to end-users only. Attendees will be accepted on a first-come, first-served basis. Reservations can be made through the online Agenda Builder tool.

**Analyst-User Roundtables**
Moderated by a Gartner Analyst, these roundtables are a great forum for exchanging ideas and hearing what your peers are experiencing around a particular issue. Pre-registration is required. Reserved for end-users.

- **Tips and Techniques for Jumpstarting EA**
  Focuses on essential EA components needed to begin a program and how to rapidly build out content and quality of deliverables.
  *Scott Bittler*

- **Improving Your Relationship with the CEO**
  Discusses how to build a strong working relationship with a CEO.
  *Mark Raskino*

- **The Architects Role in Defining Non-Functional Requirements**
  How to prepare and set relevant nonfunctional requirements for an application project.
  *Andy Kyte*

- **Recruiting and Retaining Strategies for Enterprise Architects**
  Focuses on building a competent EA team.
  *Chris Wilson*

**Workshops**
Presented by Gartner, 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. Pre-registration required. Seats are limited. Reserved for end-users.

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

- **Raising Your Innovation Maturity**
  Uses the Gartner Innovation Maturity Model to examine key decisions and activities in running successful innovation initiatives.
  *Jackie Fenn*

- **Turn Requirements Into Use Cases to Deliver Business Outcomes**
  Reviews how to use EA tools to identify tool requirements and how to turn a list of requirements into effective use cases.
  *Julie Short*

- **Engaging Gartner’s EA Investment Framework**
  Uses a framework for uncovering where your organization should be making EA investments and to meet this vision.
  *Philip Allega*

- **End-User Case Study Sessions**
  Hear real hands-on “this is how we made it happen” insight, from international organizations whose senior executives are working on the best and most successful enterprise architecture initiatives in Europe. The latest case study information will be added to the agenda as it is confirmed at gartner.com/eu/ea.

**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 two private, 30-minute consultations 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*
To get the most out of your Summit experience, we’ve created a range of tools to help you manage your goals and objectives of attending.

**Access and manage your conference agenda, when and where you need to — Agenda Builder and Gartner Events Navigator Mobile App**

**Agenda Builder**

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Time is a critical resource. And managing it well throughout the event makes a huge difference. So it makes sense to schedule and organize all your sessions and activities with Agenda Builder — your online conference organizer. Use it to create and customize your very own conference curriculum, in synch with your needs and interests. Agenda Builder gives you the ability to organize your time at the conference around these essential criteria:

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Visit gartner.com/eu/ea for details.

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**The Gartner EA Summit helped me to get professional advice on how to re-energize our international EA program from a business perspective by leveraging leading edge and field proven actionable templates.**

Management Support
ICS, Swiss Grid

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Experts in their chosen field, our analysts are constantly focused on what will make the difference between success and failure in our clients’ businesses. This extensive body of knowledge, insight and expertise informs all of our 60+ events around the world. You simply won’t find this unique quality of content at any other IT conference. Why? Because no one understands the impact of technology on global business like we do.

Two Gartner Summits in One Week

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

A future-proofed application strategy must be driven by a clear understanding of the business disruptions and target business outcomes that drive change in the organization. Enterprise architects and application leaders must work closely to understand the disruptive impact of the nexus of cloud, social, mobile and information, define the solution architectures and road maps, and deliver applications that address the nexus opportunities. Attend both Gartner summits to get a full understanding of both the business and technical challenges of your organization’s architecture, all in one place in one week.

Gartner Application Architecture, Development & Integration Summit
Integrate the Past; Embrace the Present; Shape the Future
16 – 17 May 2013

• This is your opportunity to take advantage of the unique learning and networking opportunities by attending both events.
• Each Summit is a thought leadership showcase of best practice and renowned Gartner expertise.
• Joint Price: €3,700 saving 20% off original price.

EA Events around the globe

Enterprise Application & Architecture Summit
28 February – 1 March | Tokyo, Japan

Enterprise Architecture Summit
22 – 23 May | National Harbor, MD

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29 July – 1 August | San Diego, CA
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Pricing
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Early-Bird price: €2,025 + VAT

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• 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

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14 – 15 May
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