Gartner Application Architecture, Development & Integration Summit 2013

December 3 – 5
Las Vegas, NV
gartner.com/us/aadi

Transform Your Application Strategies for a New Reality

HOT TOPICS

• DELIVERING WINNING MOBILE APPS
• TRANSFORMING LEGACY SYSTEMS
• TIGHTENING SECURITY AND GOVERNANCE
• REBOOTING CUSTOMER RELATIONSHIPS
• DRIVING BUSINESS TRANSFORMATION

EARLY-BIRD DISCOUNT Register by October 4 and save $300
It’s time to tap the power of mobile, social, cloud and analytics. Join us to identify the new capabilities, tools and methodologies you need to do it right.

The old architectures can’t handle it. Existing strategies don’t cover it. Mobile is mandatory. Security is imperative. With so much happening in applications, it’s easy to get overwhelmed. At the same time, the opportunities are mind-boggling. Where to begin?

At this December’s Gartner Application Architecture, Development & Integration Summit, you’ll get the insight and perspective you need to prioritize necessities, refine your strategy and make decisions that enable future success. We’ll talk big picture, because if there was ever a time for expansive thinking, this is it. But mostly, you’ll get practical, immediately useful recommendations to help you build and deploy mobile applications, secure your data in the cloud, lighten the load of legacy systems and tackle major challenges application professionals face today.

Gartner analysts, like me, spend all day helping the world’s organizations leverage IT for the greatest possible value. This must-attend conference distills everything we know about getting applications right, right now, and puts it in your hands. I look forward to seeing you there.

Sincerely,

Jeff Schulman
Managing Vice President and Conference Chair

Welcome message from Jeff Schulman, Conference Chair:

Implement the new era in applications
Put the Nexus of Forces to work at your enterprise

Build and deploy the mobile applications users need and the experience they want. Make sure your systems are rock solid and ready for the cloud. Modernize legacy apps.

The 2013 agenda is focused on implementing mobile, social, cloud and analytics in concert with existing assets. From innovation-friendly architectures and complex integration capabilities, to strategies for aligning with business goals, you’ll get the information you need to overcome hurdles and accelerate progress.

With an all-new track to help you ramp up security in the cloud and close gaps in governance, plus real-world examples of what works throughout the event, it’s a rare opportunity to refine and update all aspects of your application strategy.

Who Should Attend
Enterprise architects and business leaders
• Understand the business impact of applications
Application architects, Web services and infrastructure managers
• Learn how the elements of the new IT fit together
Application development, integration and portfolio management leaders
• Get new tools and methodologies for mobile and BYOD, and modernize legacy apps
Application strategists
• Align application capabilities with business goals
Information architects
• Harness new and unstructured data for business benefit
KEYNOTE SESSIONS

Guest keynotes

Sir Ken Robinson, Ph.D.
Internationally Acclaimed Expert on Creativity and Innovation, and Author of “Finding Your Element,” “The Element” and “Out of Our Minds”

The Element: How Finding Your Passion Changes Everything
A renowned leader in education and creativity, and best-selling author of “The Element,” Sir Ken discusses how to fuel creativity and encourage innovation.

Gartner keynotes

Chris Howard
Vice President

Jeff Schulman
Managing Vice President and Conference Chair

David Mitchell Smith
Vice President and Gartner Fellow

Opening Keynote: Making the Nexus Real
Within the last year, the forces of the nexus have begun to redefine everything we do. We are changing the basic definition of an application, building new ecosystems, and shrinking the gap between idea and action. What is the goal now? To take action and make these forces real in your own enterprise. Move from thinking of the nexus forces as a set of ideas to actually being the underpinning of new kinds of systems that drive your strategy. This keynote highlights leading-edge systems that are being deployed now. Where are the real opportunities? What are the best practices? What are the next steps?

Betsy Burton
Vice President and Distinguished Analyst

David Mitchell Smith
Vice President and Gartner Fellow

Keynote Panel: The Impact of the Nexus of Forces on Key Vendors — Which Ones Will Survive?
The Nexus of Forces comprises four disruptive trends that are significantly changing the balance of power in the IT industry. It is the combination and intersection of these forces that opens the door to radical vendor innovation and disruption. This Gartner analyst-moderated panel includes vendors that are poised to influence and be influenced by the future of the nexus.

Jeff Schulman
Managing Vice President and Conference Chair

Business Outcome-Driven Enterprise Architecture: A Quantum Leap to Delivering Value
The next wave of enterprise architecture (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 the complexity of the problems, but what are required are simple, elegant solutions. Developing a narrow focus on target business outcomes becomes the key to EA success.

Closing Keynote: What to Do on Monday
When you get back to the office, you will have key project and priority decisions to make, based on the information at this event. How should you consider and prioritize what to do next? This highly popular keynote session summarizes the key take-aways and “aha” moments of the summit.
MEET THE ANALYSTS

Gartner analysts draw on the real-life challenges and solutions experienced by clients from 13,000 distinct organizations worldwide.

- Ross Altman, Vice President
- Van L. Baker, Vice President
- Danny Brian*, Director
- Betsy Burton, Vice President and Distinguished Analyst
- Joseph Bugajski, Managing Vice President
- Michael Canzoneri, Associate Director, Gartner Consulting
- David W. Cearley, Vice President and Gartner Fellow
- Mark Driver, Vice President
- Jim Duggan, Vice President
- Ted Friedman, Vice President and Distinguished Analyst
- Dennis P. Gaughan, Managing Vice President
- Matthew Hotle, Vice President and Distinguished Analyst
- Chris Howard, Managing Vice President
- Gordon Van Huizen, Director
- Sean Kenefick*, Director
- Kirk Knoernschild*, Director
- Ramon Krikken*, Vice President
- Andy Kyte, Vice President and Gartner Fellow
- Benoit J. Lheureux, Vice President
- Avivah Litan, Vice President and Distinguished Analyst
- Neil MacDonald, Vice President and Gartner Fellow
- Paolo Malinverno, Vice President
- Anne Thomas Manes*, Vice President and Distinguished Analyst
- Jim Murphy, Director
- Thomas E. Murphy, Director
- Yefim V. Natis, Vice President and Distinguished Analyst
- Ken Parmelee, Director
- Massimo Pezzini, Vice President and Gartner Fellow
- Brian Prentice, Vice President
- Jeff Schulman, Managing Vice President and Conference Chair
- Roy Schulte, Vice President and Distinguished Analyst
- Mei Selvage*, Director
- Daniel Sholler, Vice President
- David Mitchell Smith, Vice President and Gartner Fellow
- Bill Swanton, Vice President and Distinguished Analyst
- Jess Thompson, Vice President
- Ray Valdes, Vice President
- Dale Vecchio, Vice President
- Nathan Wilson, Principal Research Analyst

*Gartner for Technical Professionals Analyst

Visit gartner.com/us/aadi for agenda updates and to register
Implement the new era of IT

A Integration: Nexus of Forces Super Glue
With the mass adoption of the Nexus of Forces technologies (mobile, social, cloud and analytics), the number of IT endpoints is diversifying and proliferating. Integrating these endpoints won’t be easy. To succeed, you need to invest in new skills and technology, starting now.

B NEW! Security and Governance: Key Ingredients in an Applications Strategy
The quality and maturity of information security and governance programs are now key competitive differentiators and predictors of business and IT success. Application leaders must ensure these programs are rock solid and ready for mobile, social, cloud and analytics.

C The Mobile Imperative
Today, we’re all mobile, all the time. In the nexus era, a strong mobile applications program separates organizations that “get it” from those that don’t. There are no simple, easy mobile solutions. In this track, we show you how to factor mobility into your IT strategies.

D Application Architecture for Building Your Next-Generation Applications
Delivering world-class applications requires an agile, multidimensional approach to architecture, as it’s increasingly obvious that the old, linear, three-tier model is obsolete. This track presents strategies and best practices for creating a more flexible application architecture.

E The Future Web
The Web is a critical part of putting new mobile, social, cloud and analytics capabilities to work on business innovation. We explore how to harness the power of UX, HTML5 and a radically transformed Web to delight customers, re-engineer processes and collaborate with partners.

F Application Development: The New State of the Art
As application development expands to accommodate mobile, social, cloud and analytics, supporting the scope and complexity of applications becomes a challenge. This track explores how to improve developer productivity, increase application flexibility and encourage innovation.

G Rationalize, Then Energize Your Application Strategy
Application leaders strive for innovation, but often fall short. Lack of business engagement and a neglected portfolio are the most likely inhibitors. This track examines how IT leaders can rationalize and modernize their legacy portfolios to energize their business strategy.
SUMMIT FEATURES

Radical transformation: Implementing the new application reality

Take mobile to the next level
Identify which applications can and should go mobile. Build and deploy mobile applications that support business goals and build momentum.

Secure your data in the cloud
Get the latest best practices for minimizing risk exposure in the cloud while still tapping into the business benefits of pay as you go and rapid scale up.

Put “just enough” governance in place
With new investments and big decisions on the line, get the latest strategies for closing up gaps in responsibility without bogging down the system with bureaucracy.

Enrich customer relationships
Improve customer relationships with leading-edge mobile and social capabilities and more engaging user experience design.

Build innovation into your master plan
Learn application architecture models that support innovation, agility and a future flexibility. Give developers the tools to fail fast, iterate quickly and innovate for success.

Face the reality of legacy integration
Create a more agile, efficient future by dealing with legacy application integration once and for all. Transform, upgrade, modernize and move on.

Partner with business leaders
Master the art of aligning applications initiatives with business objectives. Communicate the profound ways mobile, social, cloud and analytics can impact the business.

Technical Insights Sessions
Looking for the in-depth technical view? We’ve got it covered with Technical Insights sessions, presented by Gartner for Technical Professionals analysts. Focused on execution, these sessions offer how-to guidance on assessing new technologies at the technical level, developing architecture and design, evaluating products, creating an implementation strategy and managing overall project execution.

ANALYST-USER ROUNDTABLES

These topic-driven end-user forums are moderated by Gartner analysts. Learn what your peers are doing around particular issues and across industries. (Preregistration required.)

NEW! ASK THE ANALYST SESSIONS

Bring your questions to these interactive sessions, and get answers directly from the analyst on a high-interest inquiry topic. These end-user forums are a great opportunity to learn from questions posed by peers as well. (Preregistration required.)

MEET ONE-ON-ONE WITH A GARTNER ANALYST

Private 30-minute consultations with a Gartner analyst provide targeted, personalized advice to help you plan proactively and invest wisely. (Preregistration required.)
MONDAY, DECEMBER 2

2:00 p.m. Registration
3:30 p.m. Boot Camp 1 (3:30 p.m.)
3:30 p.m. Boot Camp 2 (3:50 p.m.)
3:30 p.m. Boot Camp 3 (4:10 p.m.)
3:30 p.m. Boot Camp 4 (4:45 p.m.)
4:15 p.m. W1. Workshop: Architecting Mobile-Enabled Composite Applications Requires a Broad Range of Skills and Resources
Gordon Van Huzen
4:15 p.m. W2. Workshop: A Simple Three-Year Strategy

TUESDAY, DECEMBER 3

7:00 a.m. Registration
7:15 a.m. Breakfast
7:45 a.m. T1. Tutorial: Beginning Mobile Application Development
Gordon Van Huzen
7:45 a.m. T2. Tutorial: Quality Engineering for the Nexus
Thomas E. Murphy
7:45 a.m. T3. Tutorial: Cloud 101 — A Foundation for Successful Cloud Adoption
David W. Cearley
8:45 a.m. K1. Opening Keynote: Making the Nexus Real
Chris Howard, Jeff Schulman

WEDNESDAY, DECEMBER 4

7:30 a.m. Registration and Breakfast
8:30 a.m. A3. Technical Insights: How to Choose a Data Batch, Virtualization, Replication, and Messaging Solution
Mel Selvage
8:30 a.m. B3. Technical Insights: How to Integrate Custom Mobile Applications With Security and Identity
Ramon Kriskien
8:30 a.m. C3. Mobile Integration: From Mobilized Enterprise Applications to Cloud to the Internet of Everything
Massimo Pezzini, Gordon Van Huzen
8:30 a.m. D3. Architecting to Use Big Data to Deliver Intelligent Business Operations
Roy Schulte

THURSDAY, DECEMBER 5

7:30 a.m. Registration and Breakfast
8:30 a.m. K4. Guest Keynote: Ze Frank, Executive Vice President of Video at Buzzfeed.com, Internet Celebrity, Entrepreneur and Viral Media Consultant
9:45 a.m. Solution Provider Sessions
10:30 a.m. A6. CSI Forensics: Lessons Learned From Real-World Cloud Services Integration Project
Michael Carzaniga, Massimo Pezzini
Ramon Kriskien
10:30 a.m. C6. The Mobile Development Sphere: Creating Strategies for Success
Ken Parmelee
10:30 a.m. D6. Ten Essential Principles of Modern Application Architecture: Learning From the Leaders
Yefim V. Natis
11:30 a.m. Attendance Lunch
12:30 p.m. A7. How Platform as a Service Will Modernize Operations, Organization and Outcomes of Enterprise IT
Yefim V. Natis
12:30 p.m. B7. The Seven Dimensions of Context-Aware Security
Avivah Litan
12:30 p.m. C7. Technical Insights: Mobile Web Applications — Ready for Prime Time?
Danny Brian
12:30 p.m. D7. SOA and the Mobile Imperative
Gordon Van Huzen
1:45 p.m. A8. The Nouveau Hybrid Integration Platform
Jess Thompson
1:45 p.m. B8. Applications Governance Meets Information Governance: Meeting IT and Business Needs for Multiple Enterprise Constituencies
Paolo Malinverno
1:45 p.m. C8. Which Mobile Application Architecture Is Right for Me? Why This Is the Wrong Question
Van L. Baker
1:45 p.m. D8. Tales from the Bleeding Edge — The Netflix Architecture
Daniel Sholler
3:00 p.m. K5. Gartner Closing Keynote: What to Do on Monday
Jeff Schulman
FOCUS ON CONNECTIONS AND PRIORITIES

New! Preconference Applications Boot Camp

New to the world of application strategy or just looking for a refresher? Arrive early and get up to speed quickly in a series of focused presentations on key trends, strategies, vendors and more.

New! Town Hall Sessions

Highly interactive sessions designed to deepen and advance your understanding of pivotal topics such as integration, the impact of nexus forces and security and governance.
A1. Integration: Nexus of Forces Super Glue — Five Things You Must Know About Integration
Megavendor suites, pace layering and widespread adoption of the Nexus of Forces is unwittingly leading companies worldwide to reproduce the tantalizingly simplistic — and deceptively harmful — “integration spaghetti” of the 1990s. There are five things about integration you must know to avoid your own repeat performance.

- Why is integration getting more complex, despite application suites and standards?
- How are organizational and technical integration requirements changing?
- What new approaches to integration will be required to succeed?

Benoit J. Lheureux

A2. Operational Business Intelligence: Pushing the Envelope
Visionaries announced the real-time enterprise (RTE) in the 1990s, but companies have realized only a few of the expected benefits. Today’s vision of an RTE involves an operational business intelligence platform, and vendors are adding products that will assist organizations in establishing such a platform. This session explores what works and what doesn’t.

- What is the impact of analytics, event processing and decision management on the speed and intelligence of business?
- What infrastructure is necessary to support real-time, intelligent business operations?

Roy Schulte, Jess Thompson

A3. Technical Insights: How to Choose a Data Batch, Virtualization, Replication and Messaging Solution
Data integration plays a critical role in enterprise architecture, but the multitude of choices can overwhelm and confuse technical professionals. This session presents a systematic way to choose an appropriate data integration pattern based on requirements of use cases.

- What are the different data integration architectural patterns?
- What are the evaluation criteria?
- How do I follow a systematic and repeatable process to simplify the decision making?

Mei Selvage

A4. Enabling Hybrid Application Strategies Through Cloud Service Integration
Organizations are finally realizing they must learn to integrate SaaS and Web APIs with their on-premises applications and data to unleash the potential value of cloud and to support hybrid application portfolios. Integration managers must learn new cloud service integration (CSI) skills to avoid suboptimal business outcomes and excessive costs.

- What is CSI and which approaches should be taken to address it?
- How will CSI help organizations improve the operational efficiency and effectiveness of hybrid application deployments?
- Which actions will integration managers need to take to successfully tackle the CSI challenge?

Massimo Pezzini

A5. Integration Strategy Challenge: Choosing Agile Versus Center of Excellence
All companies must modernize their integration competencies to address diverse new integration requirements related to cloud, mobile, social and big data projects. But should companies adopt a systematic, centralized integration competency center, or an opportunistic agile integration methodology approach to meeting future requirements?
• Why must you modernize your company’s integration strategy?
• What are the systematic and opportunistic approaches to integration maturity?
• How do you choose between these two approaches?

Benoit J. Lheureux, Massimo Pezzini

A6. CSI Forensics: Lessons Learned From Real-World Cloud Services Integration Project
Determining the right approach for integrating cloud services with each other and with on-premises applications can prove more daunting than originally thought. These case studies examine the experience and lessons learned of two companies with cloud services integration (CSI) requirements, including how they chose their solution, the outcomes and lessons learned.
• How do you select potential, compatible technology partners for your CSI project?
• What outcomes should you expect in your CSI project?
• What lessons can be learned from companies that have successfully implemented CSI projects?

Michael Canzoneri, Massimo Pezzini

At its best, platform as a service (PaaS) will improve agility, efficiency, extensibility, productivity, scalability, responsiveness and openness of your business information systems. And you don’t even have to leave your data center to get there. Now is the time for IT leaders to understand PaaS.
• What is the business impact and value of public and private PaaS?

Yefim V. Natis

A8. The Nouveau Hybrid Integration Platform
Although integration is out of the limelight, it is gaining in importance. Driven by forces, including bring your own device initiatives and the need to integrate information from social properties, organizations will do more integration, not less. Integrating with external endpoints will require organizations to extend their existing, internal integration platform with cloud-based integration technology, establishing a hybrid integration platform.
• What forces are driving integration today?
• What are the components of a hybrid integration platform?
• What are the best practices for deploying such a platform?

Jess Thompson

TRACK B

Security and Governance: Key Ingredients in an Applications Strategy

B1. Information Security Five-Year Scenario
Gartner’s security and risk analysts have created a scenario to provide a basis for long-term planning of information security. This scenario includes milestones for annual guidance and a response tool for selecting effective controls.

Neil MacDonald

B2. Applications Services Governance: Manage APIs, Services and Business Growth
Applications built on the Nexus of Forces use a mix of Web APIs, which enterprises are increasingly using and publishing. But fostering and managing the growth of API usage is a delicate process that needs careful, often cloud-based policy management.
• What is API management and why is it key to mobile apps and cloud?
• How do API management and SOA governance relate to and strengthen each other?
• Why is using API management and SOA governance so valuable to your enterprise?

Paolo Malinverno

B3. Technical Insights: How to Infuse Custom Mobile Applications With Security and Identity
Three important elements of the mobile application architecture — the platform, client-side application and back end — impact security, identity and other requirements (and vice versa). Understanding the solutions to infusing these three elements with identity and security is the foundation for building mobile apps that are both secure and delightful to use.
• What are the critical elements of mobile application security?
• How can I use existing Web application and services components for security?
• How do I implement security features in the mobile client part of the application?

Ramon Krikken
SESSION DESCRIPTIONS

B4. Keeping Bad Guys Out of Your Accounts Using Five Layers of Fraud Prevention
This session looks at internal and external threats against the enterprise and how criminals are circumventing common solutions in place today. It delves into five layers of fraud prevention and identity proofing needed to mitigate these threats, prevent account takeover and new account fraud.
• What are the trends in fraud attacks?
• What are the best practices for layered fraud prevention and identity proofing?
• What changes are needed here with mobile applications?

Avivah Litan

B5. Architecting and Developing Secure Applications
Secure application development is the responsibility of every application development organization. This session provides a summary of the current state of the market for security testing solutions and vendors, as well as best practices for their integration into the application development life cycle process for all applications, including mobile. This session also looks at emerging approaches for developing secure applications.
• Why is the development of secure applications a priority?
• What are the best practices for successfully integrating security into software development processes?
• How can agile development and security testing be reconciled?

Neil MacDonald

Security is commonly noted as a big reason to not move to the public cloud. But many organizations are already using outsourcing, so what has caused this distrust? Although the scale and potential exposure of the cloud is unprecedented, organizations still can take practical steps to secure applications and data against common threats and attacks.
• How should organizations assess the threats and attacks that face cloud applications and providers?
• What are the top technical controls and practices that make public cloud computing an option in many cases?
• How can multiprovider and hybrid IT for security controls enhance assurance, and what options are currently available?

Ramon Krikken

B7. The Seven Dimensions of Context-Aware Security
This session explains the benefits of context-aware security. It explores how to use the seven dimensions of context-aware computing to mitigate damage from largely invisible security threats. It also delves into organizational and process considerations as well as the business and IT risks.
• What are the seven dimensions of context-aware security and how do they help?
• How do organizations use context-aware security?
• What are the business and IT impacts and risks?

Avivah Litan

B8. Applications Governance Meets Information Governance: Meeting IT and Business Needs for Multiple Enterprise Constituencies
Governance of everything is a hot business and IT topic right now. As a result, there are many governance efforts working at overlapping and sometimes crossing purposes. Tying governance efforts together — especially when it comes to the areas of application development and how those applications use and share information (information governance) — will give both a better chance of success in yielding benefits for the enterprise.
• Who is leading application governance and information governance, and how can these groups work together?
• How can tying information governance to application development bring powerful new business partners to the table?
• What steps can you take to lead both of these important governance programs in your enterprise?

Paolo Malinverno

TRACK C

The Mobile Imperative

C1. The Mobile Imperative
Mobile issues are becoming critical to IT leaders, who are rushing to incorporate mobile into their internal and external environments. There are no easy solutions available — organizations need to integrate mobile into their existing IT strategies but also leverage the new opportunities it presents.
• What is the mobile imperative?
• How can enterprises best incorporate mobility into their strategies?

**David Mitchell Smith**

**C2. When Mobile Meets the Cloud**
Cloud mobile back-end services offer an attractive way to support the back-end capabilities commonly required for mobile applications, such as user management and data storage. In this session, we explore the role these services play in mobile development and examine their benefits and risks.

• What are cloud mobile back-end services and what are their benefits?
• What are the potential risks and pitfalls of today’s solutions?
• How can I manage the inherent risks?

**Gordon Van Huizen**

**C3. Mobile Integration: From Mobilized Enterprise Applications to Cloud to the Internet of Everything**
Mobile applications establish connections between people with cloud and on-premises systems and data in order to empower and inform. In this session, we examine the technologies and approaches that underpin today’s mobile application integration with enterprise and cloud systems, as well as those that will enable the broad-scale intelligent connectivity required by the Internet of Everything.

• What are today’s best options for mobile integration?
• How will emerging technologies support broad-scale mobile interaction?
• How will user organizations leverage mobile integration for business advantage?

**Massimo Pezzini, Gordon Van Huizen**

**C4. The Impact of Mobilization on the IT Organization**
The introduction of mobile applications and devices into the enterprise will have a profound impact on the way the IT organization functions. The sheer number of mobile applications that need to be deployed will overwhelm the IT organization’s ability to respond to the demand. As a result, the IT organization will need to transition its role from control point to coordination point to leverage all the resources in the enterprise.

**Van L. Baker**

**C5. Mobile and the Nexus: Driving Innovation and Disruption**
The Nexus of Forces — cloud, mobile, social and information — are disrupting the status quo in the IT industry. While all are impactful, mobile is the one force that is visible to all. This presentation looks at overall disruptive forces and how users and vendors are reacting to and leveraging the disruption into innovation.

• How is the Nexus of Forces disrupting vendors and enterprises?
• What strategies will be employed by disruptive vendors?

**David Mitchell Smith**

**C6. The Mobile Development Sphere: Creating Strategies for Success**
Development of mobile applications will outpace traditional Web and desktop application development. Determining the correct approaches and building strategies will be the difference between organizations’ ability to handle the drive of mobile or fail.

• How will your enterprise adapt to become a mobile leader?
• How are companies building effective mobile strategies?
• What key areas must I have in plan?

**Ken Parmelee**

**C7. Technical Insights: Mobile Web Applications — Ready for Prime Time?**
Users expect mobile applications that are responsive, aesthetically appealing, and leverage device capabilities. As Web technologies evolve, they promise to transform how
we develop mobile applications. Exceeding user expectations requires a departure from the traditional Web application development model and demands we take a new approach to using Web technologies to deliver compelling mobile Web applications.

• Are Web technologies (HTML5, CSS3 and JavaScript) mature enough for widespread use within the enterprise?
• What’s the architecture of a modern mobile Web application?
• What challenges accompany mobile Web application development?

Danny Brian

C8. Which Mobile Application Architecture Is Right for Me? Why This Is the Wrong Question
Many enterprise development organizations want to start their effort for mobile applications by selecting a mobile application architecture. They want to choose between HTML5, hybrid and native application development, assuming that one architecture will serve all their mobile application needs. Determining the correct application architecture must be done with the planned application in mind and will be determined by the use case for each application.

Van L. Baker

D1. Applications 2020 — Building an Architecture Today for Tomorrow’s Applications
IT leaders must become more agile in order to adapt to a world where mobile, social, cloud computing and big data are changing application requirements in multiple dimensions. This presentation drills into the changes in architecture required to better deliver applications that leverage these new resources.

• How will application requirements and user expectations change over the next seven years?
• How will your approach to application architecture accommodate these changes?

Ross Altman

D2. In-Memory Computing — An Architecture You Cannot Afford to Ignore
In-memory computing (IMC) promises to make transaction and analytical processing faster, more scalable and deliver deeper business insights in real time. As software megavendors increasingly incorporate IMC technology in packaged applications, analytics and middleware, it is critical for IT leaders to figure out how to best leverage this technology trend to address their organizations’ business imperatives.

• What is IMC and how will the relevant enabling technologies evolve?
• How will IMC impact the strategy of IBM, Microsoft, Oracle, SAP and other key industry players?
• What will be the do’s and don’ts to maximize business value from IMC while minimizing risks?

Massimo Pezzini

D3. Architecting to Use Big Data to Deliver Intelligent Business Operations
Well-designed real-time dashboards give businesspeople enhanced situation awareness, leading to faster and better operational decisions. However, companies must understand how to architect their applications to best support this usage. Also, it’s important to understand the human, business and organizational issues to avoid information glut, alert fatigue and other system design errors.

• How do operational decisions differ from tactical and strategic decisions?
• What are the five best practices for building applications that turn real-time data into actionable insights?
• What are the five most common mistakes in designing applications to deliver real-time analytics?

Roy Schulte

D4. Technical Insights: SOA in the Age of Nexus
SOA? Aren’t we past that now? Didn’t it die? SOA definitely fell into the Trough of Disillusionment, but it didn’t die. SOA is more important now than ever. SOA lies at the heart of the Nexus of Forces. But the challenges that derailed SOA before have not gone away.

• What is the secret to SOA success?
• How do you execute an SOA initiative?
• How do you convince management to try again?

Anne Thomas Manes

D5. Technical Insights: From Fragile Architecture to Agile Architecture
The ability to accommodate change requires a software architecture that can adapt. Agile architecture is defined by our willingness and ability to embrace and accommodate architectural shifts. Agile architecture is both temporal — when to make architectural decisions — and structural, demanding that the architect and architecture remain flexible and able to accommodate change.

Kirk Knorneschild
D6. Ten Essential Principles Of Modern Application Architecture: Learning From the Leaders

Forces of modern IT innovation (cloud, mobile, social and information) demand change in the way that enterprise software operates and interoperates with the rest of the world. To create a modern competitive enterprise, IT architects and planners must recognize and implement modern competitive principles of application architecture.

- How do the modern forces of innovation in business and IT challenge the old practices of enterprise application architecture?
- What are the 10 architecture principles of the modern enterprise application software?
- What technology choices can help advance the modern application architecture principles?

Yefim V. Natis

D7. SOA and the Mobile Imperative

Mobile usage is driving much of the development and innovation within the application portfolio. SOA is the foundation of a sound approach to mobile enablement of existing and new applications. Preventing mobile silos is critical to avoid rapid obsolescence in this dynamic and innovative space.

- What are the best ways to enable mobile access to application capability?
- What can be done to avoid mobile silos?

Gordon Van Huizen

D8. Tales from the Bleeding Edge — The Netflix Architecture

Business systems must be architected to leverage cloud services, support multiple mobile devices, inculcate social collaboration, and mine big data. Are the revolutionary architectural principles and practices at companies like Amazon, Netflix, Facebook and others just interesting outliers? Or, do they represent the future of mainstream enterprise application architecture?

- What are the architectural principles of the most successful Internet-scale applications?
- How do the architectures of the most successful Internet-scale applications leverage these principles?
- What impact will these principles and best practices have on your architecture?

Daniel Sholler

E1. Crucial Factors for the Future Web

The session presents a balanced business and technical view of the critical factors shaping the Web’s future.

- What business and technical factors are critical in understanding the Web’s near and long-term future?
- How can companies exploit the future Web’s opportunities while mitigating the risks?

Kirk Knorschild, Jim Murphy

E2. Build Socially Connected Applications for a Connected World

Applications increasingly must connect not only to back-end systems and cloud-based Web services, but also to the broad landscape of social context. Often, applications benefit by enabling social connections among users. To accomplish this, developers must become familiar with the patterns and practices of social experience design, and also with the underlying protocols and interoperability mechanisms provided by leading social platforms.

- What are the major social platforms and how should applications be architected to leverage them?
- What are the primary sources of social context and what value do they provide to enterprise applications?
- What is the future of the social data and what impact will it have on enterprises?

Ray Valdes

E3. UX Design and the Enterprise Architect

User experience (UX) design is a major factor in exploiting the Nexus of Forces, since people sit at the center of the nexus. However, UX design involves new processes and skill sets that are not easily snapped into existing IT organizations. The enterprise architect becomes a central figure in evolving strategy to effectively implement UX design competency through the organization.

- What are the trends in UX design?
- How does UX design contrast with established IT processes?
- How can CIOs successfully exploit UX design?

Brian Prentice

E4. HTML5 and the Journey to the Modern and Mobile Web

HTML5 is not one thing, in the sense of a single cohesive platform, but rather a collection of dozens of different specifications and standards. Along with CSS3 and JavaScript, this collection represents the evolution of...
E5. Technical Insights: The Last Standing App Platform
Forget about native mobile platforms and desktop runtimes: Web technologies are the great unifier. You can build compelling applications for any form factor — present and future — using Web technologies.
• Can we build compelling user experiences without native technologies?
• How do HTML5 technologies change application development?
• What are the “safe bets” regarding Web applications?
• How can we avoid future dead ends?

Danny Brian

E6. Customer-Centric Web: How UX, Mobile, Social and Digital Marketing Play Key Roles
The competitive dynamics of customer- and consumer-facing websites and portals have engendered innovation, unlike most business-to-employee and business-to-business sites. This session uses real-world examples to illustrate how customer-centric organizations are exploiting the nexus’ mobile, social, cloud and big data opportunities.
• What are customer-centric organizations exploiting at the nexus of mobile, social, cloud and information?
• What technologies and best practices are proving most fruitful in helping companies achieve their business and IT goals?

David Mitchell Smith, Ray Valdes

E7. Using Personas and Persona Management to Improve UX
Personas represent clusters of people who exhibit similar behavioral patterns in the way they use technology or products. This presentation explores the concept and how personas can be both managed as an ongoing process and applied in the enterprise to increase contextual relevance to improve satisfaction.
• What are personas and how do they differ from roles?
• How are personas applied to UX?

Brian Prentice

E8. The Death and Rebirth of the Enterprise Portal Market
The concept of a unified point of access to relevant information, business processes and people has never been more appealing than it is today. However, the enterprise portal products that rose in the early part of the century are under severe pressure to respond to an increasingly mobile, social, cloudy world. This session examines the future of the portal market.
• What factors are reshaping the enterprise portal market?
• What alternative means are organizations using to achieve their portal goals?
• What will the portal marketplace look like in the next five years?

Jim Murphy

F1. Show Business Clients the Love With Nexus-Era Application Development
The convergence of mobile, social, cloud and big data computing requires application development leaders to overhaul their organizations, processes and technologies. This session examines how a Pace-Layered Application Strategy™ and other innovations can harness these forces and propel the organization to success.
• How do nexus forces change application development’s mission?
• What alternative means are organizations using to achieve their portal goals?
• What will the portal marketplace look like in the next five years?

Joseph Bugajski

F2. Agile Soup to Nuts — What Does a Truly Agile Organization Look Like?
Becoming a world-class agile organization is more than just about adopting Scrum. It’s about removing the silos, using just enough governance and architecture, and fundamental culture change. As agile goes mainstream, it is the organization that is agile “from soup to nuts” that will stand out.
• What are the characteristics of a world-class agile organization and how do you know if you have them?
• How do you overcome cultural resistance and the issues of legacy application and legacy process?
• How do you develop your strategic road map for enterprise-class agile and how do you execute on it?

Nathan Wilson

Application development life cycle tools are evolving to support enterprise agile and to take advantage of cloud and social computing technologies. Learn how tools are changing and decision factors in tools selection and integration to the DevOps tool chain.

Thomas E. Murphy

Teams embarking on cloud and SOA initiatives often find themselves lacking the expertise to test their new applications and components. This session details the testing techniques necessary for developing services in parallel, assessing an application’s ability to dynamically scale, and vetting associated big data stores.
• How is testing different as applied to SOA or cloud-based architectures?
• How do I mask and subset my large data stores for test environments?
• How do I test user interfaces and services when they are built in parallel?

Sean Kenefick

F5. Building Cloud Applications: Cloud Based to Cloud Native and Everything In Between
Cloud applications can deliver significant benefits, but selecting the right architecture, design and technologies for custom cloud applications involves complex tradeoffs. This session provides a decision framework for making the right strategic and application-specific choices.
• What are the application design and architecture factors that make up truly cloud-native applications?
• What best tools, best practices, and design techniques must developers leverage to build cloud-native solutions?
• How will the technology landscape (vendors, platforms, practices, and so on) evolve over the next five years around cloud-native application development?

Mark Driver

F6. Controlled Continuous Delivery
There is a growing hype about using release automation to deliver changes into production code in a continuous manner. This idea can spread terror into the hearts of development managers and operations folks. This presentation discusses how continuous delivery can be done in a controlled manner and what prerequisites need to be in place.

Nathan Wilson

F7. Application Development by the Masses: Lessons Learned From the Internet for Open Development Inside the Enterprise
Open application development can be an order of magnitude less expensive and faster than traditional application development consulting, but few enterprises use it today. We examine what IT leaders can learn from open source, social networking and crowdsourcing trends to meet the demand for IT solutions on “Internet time.”
• What are the benefits (if any) of open innovation and open development inside mainstream IT?
• How can AD leaders best leverage the open development resources available on the Internet today?
• How can enterprises emulate the best practices of open development principles within their corporate application development strategies?

Mark Driver

F8. Build Solutions to Big Data Problems in the Nexus
Solutions to big data problems are the realm of research and invention. To extract value from big data, application architects and developers work with data scientists and business analysts to understand the big data problem, develop application prototypes and architect production solutions.
• What are the solution components to big data problems?
• What do architects and developers do to solve big data problems?
• What resources are required to solve big data problems?

Joseph Bugajsky

TRACK G
Rationalize, Then Energize Your Application Strategy

G1. The Impact of Nexus Forces on Your Application Strategy
The combination of the four nexus forces is profoundly changing the way organizations connect with their employees, customers and constituents. While the potential is great, the long-term impacts on your application strategy will be significant. This session focuses on the five most
important ways your app strategy needs to change to take advantage of these new technologies.
- How does the Nexus of Forces impact your application portfolio?
- What are the five changes you need to make to your approach to application strategy?
- What are the risks if I don’t adapt to these changes?

Dennis P. Gaughan

**G2. Successful Applications**

**Demand Selfish Software: Only the Paranoid Survive**
The Nexus of Forces shaping the IT landscape will demand applications of a completely different character from those that we have inherited from the 20th century. Yesterday's applications have reached the limit of their architectural capability, and a new set of principles must drive applications in future.
- What does the future hold for the vertically integrated application — and what could replace it?
- What are the principles of “selfish software” and why will they be a requirement for future software development?

Andy Kyte

**G3. From Bleeding to Leading Edge: Shifting From Projects to Products in Applications**
In 2011 and 2012, a few application organizations found themselves shifting from a project delivery container to a focus on products and services. This shift remained “bleeding edge” for most of 2012, but now there is enough momentum to call organizations either making the shift or considering it “leaders.” It’s a transition that requires rebuilding the application organization, its methods and practices, and most importantly, the relationships between the application team and the broader business.
- What is driving the shift from a project delivery container to a product-based model?
- What fundamental changes must occur for a product-based delivery method to thrive?
- What organizational and governance models must be in place?

Matthew Hotlie

**G4. Information 2020: Scenario for Business Intelligence and Information Management**
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.
- Why is information the most precious and critical of business assets?
- What new challenges and opportunities arise for IT leaders in an information-driven world?
- How can IT organizations adapt to and harness these developments?

Ted Friedman

**G5. Application Rationalization — Using Pace Layer and APM to Clean Up an Unmanaged Portfolio**
You have been newly appointed to lead the applications group and the portfolio is just a pile of applications incrementally changed over the years. Different business units use different applications to do the same thing. The business wants to do a major transformation and the old stuff can’t be patched up to support it. The answer flows from the combined view of architectures, projects and the existing portfolio of assets.
- How do I determine how bad the problem is?
- How do I use application standardization, consolidation and modernization to fix the portfolio?
- How will mobile, social, cloud and big data trends affect my plan?

Jim Duggan, Bill Swanton

**G6. The Nexus of Forces: Drivers for Application Modernization**
For many organizations, responding to the Nexus of Forces is extremely difficult on top of an application portfolio developed decades ago for completely different business models and end user expectations. This presentation describes the issues and steps for modernizing an existing application portfolio to meet the demands of the Nexus of Forces.
- How is the Nexus of Forces driving IT modernization decisions?
- What are the key deployment options and how can they be used for IT modernization efforts?
- Which application modernization strategies are best suited for cloud deployment?

Dale Vecchio

**G7. Technical Insights: Rehost, Revise, Refactor, Rebuild or Replace: Migrating Applications to the Cloud**
Your application portfolio is rife with modernization opportunities in the cloud. But how do you decide which applications can go, and in what order? This session shows you how to create an application-specific cloud migration plan.
- What are my options when migrating applications to the cloud?
• How do I know which applications are most appropriate for cloud migration?
• How do I create a migration plan?

Anne Thomas Manes

G8. Too Many Choices: Designing the “Right” Application Organization
Though the three basic models for application organizations are well understood, reality intrudes. Pace-Layered Application Strategies mean that some applications may be supported more directly within the business units they serve. There are some basic models that, once understood, can guide the setup and operation of an applications team.
• What are the basic models for application organizations?
• What are the basic models for IT operating models, and how do they influence the application organization design?
• How does Pace-Layered Application Strategy impact the long-term view of the application organization?

Matthew Hotle

T2. Quality Engineering for the Nexus
The nexus forces impact testing by raising complexity while driving a greater need for quality. Testing organizations are seemingly trapped between opposing forces needing to deliver cheaper, better and faster. Understand vendor directions and new options for tools and practices.

Thomas E. Murphy

T3. Cloud 101 — A Foundation for Successful Cloud Adoption
Cloud computing is changing the way solutions are designed, built, deployed and managed. This tutorial explains the concepts behind cloud and the scenarios in which your enterprise can safely leverage its capabilities.
• What is the best approach to building a cloud computing strategy?
• How will public, private and hybrid delivery models evolve?
• What are the ideal targets and best practices for consuming cloud computing services?

David W. Cearley

Workshops

W1. Architecting Mobile-Enabled Composite Applications Requires a Broad Range of Skills and Resources
As mobile apps become a top concern for CIOs, application development leaders face an increasing backlog of mobile development projects. This tutorial examines the major trends in mobile app design and development, and provides a road map for development practices.

Gordon Van Huizen

W2. A Simple Three-Year Strategic Road Map For Modernizing Your Integration Competencies
Integration of application logic, data and processes is an essential discipline that helps IT leaders and CIOs execute initiatives such as analytics, B2B, cloud, mobile and social. Companies that master the right integration skills will have a competitive advantage, while those who don’t, won’t. In this workshop, attendees develop their own integration maturity model.

Benoit J. Lheureux, Jess Thompson

W3. Technical Insights: Demystify Data Virtualization
Data virtualization simplifies data access, improves reuse and speeds up application development through a data abstraction layer, but misunderstanding its strength and weaknesses has caused many inappropriate usages of data virtualization. This session demystifies data virtualization, assesses the latest marketplace and shares best practices based on real implementations.

Mei Selvage

W4. Technical Insights: Getting Started With Continuous Delivery
The continuous delivery practice advocates the complete automation of the delivery pipeline from the point where developers commit their code to the actual release of the software product to end users. This session covers how to get started with the practice and how to engage your team to take part in the initiative.

Sean Kenefick
W5. Technical Insights: Designing Mobile Apps Using Web Technologies
Users expect mobile apps that are responsive, aesthetically appealing, and integrate with the underlying features of the native experience. The evolution of Web technologies is transforming how we develop mobile Web applications. Exceeding user expectations requires a departure from the traditional Web application development paradigm and demands we take a new approach to using Web technologies to deliver compelling mobile applications.

Kirk Knoernschild

W6. APM Toolkit
This workshop explores the use of the application portfolio management (APM) assessment criteria and rating tool to create assessments of the fit, cost and risk of applications. Discussion includes definitions, metrics and makeup of the APM groups. Techniques to subdivide and compare portfolios are included.

Jim Duggan

W7. Taking Agile Development to the Next Level
To achieve agile software delivery, you have to change more than just your application development methodology. Project management, application architecture, operations and support have to become more agile as well, and you need to scale up to handle large, complex projects. This workshop explores how to realize the full benefits of the agile approach.

Nathan Wilson

W8. Technical Insights: Building Applications With NoSQL
Document-oriented databases change data storage and access in significant ways. NoSQL databases have major implications for data design, scalability and query strategies. This workshop looks at the NoSQL paradigm from the perspective of application development.

Danny Brian

W9. User Experience: The Next Frontier
User experience (UX) is surfacing as a critical requirement for apps and websites. Unfortunately, UX is frequently an afterthought, if a thought at all. UX must be designed in from the start. Learn methodologies and tools for effective UX design and development.

Brian Prentice

W10. Technical Insights: Creating a (More) Successful Application Security Program
Whether you’re starting a new application security program or evolving an existing one, choosing what to do or improve can be quite a challenge. Armed with your existing application security program, or knowledge of existing program frameworks, you and your peers discuss how to structure a successful application security program road map.

Ramon Krikken

W11. Mobile Application Security
For many mobile application development efforts, security is an afterthought. This workshop gives an overview of the myriad security issues unique to mobile application design and development. Participants break into working groups to develop an action plan for how they will prioritize security process and tool changes for their mobile application development projects when they return to their organizations.

Neil MacDonald

The complexity of testing mobile applications with myriad devices, operating systems and native/Web choices make the browser wars of yesterday look like child’s play. This session describes the tools and practices which allow for thorough mobile testing and how to integrate these new technologies into existing processes and application life cycle management toolsets.

Sean Kenefick

Analyst-user roundtables (AUR)

AUR. How to Perform Security Testing for Mobile and Web Applications
Testing is a critical aspect of application security. Many organizations are familiar with Web application security testing, but does it translate to testing mobile applications? In this roundtable, participants discuss tactics and tips for ensuring mobile applications — whether developed in-house or externally — pass the “security sniff test.”

Ramon Krikken

AUR. Emerging Application Development Trends
The need to effectively react to the nexus forces and be more responsive in general is resulting in a significant shift in how application development is being
done. In this roundtable, participants discuss how they are changing their governance, methodologies and practices to meet these needs. Find out what approaches work and which ones to avoid.

Nathan Wilson

AUR. Application and Data Integration — Can These Distinct Challenges Be Addressed With One Approach?
A chasm exists between application integration and data integration. These domains don’t intersect without conscious effort by IT management, but there are huge synergies from both a technology and practice point of view. Organizations must federate these activities and integrate the technologies to reduce costs and increase business agility.

Ted Friedman, Jess Thompson

AUR. Estimating, Measuring and Reducing Application Total Cost of Ownership
Would you rather have a cheap project that produces an application that is expensive to run, or a more expensive project that produces an application that has lower lifetime costs? How do you make the trade-offs between “fast and cheap” projects and Total Cost of Ownership? There are tough questions — come along to learn how to address them.

Andy Kyte

AUR. You’ve Chosen Cloud, So How Will YouIntegrate and Govern It?
Some applications move to the cloud, some don’t — or haven’t yet. Still, you need to make business processes flow through them — only, in the cloud, it’s not the same. This roundtable gives an overview of the challenges and possible solutions relating to cloud services integration, with all the governance and management challenges they come with.

Paolo Malinverno

AUR. What You Need to Know About an Internal Cloud Services Brokerage Role
The internal cloud services brokerage (CSB) role is emerging as IT organizations realize that they have an obligation to facilitate the provisioning and integration of cloud services in scale for internal users, lines-of-businesses (LOBs) and external business partners. In this session we discuss emerging challenges and best practices.

Benoit J. Lheureux

AUR. Legacy Modernization: A Top CIO Priority, Yet a Tough Sell to the Business
Organizations continue to suffer under the weight of a complex, costly and underperforming application portfolio. Yet convincing the organization to spend money to solve this problem has always been a challenge. Making the case requires an application portfolio view and a project investment strategy. This session outlines the key components of a business case for modernization.

Dale Vecchio

Ask the Analyst Sessions (ATA)

ATA. Programming Languages to Adopt and Retire
Mark Driver

ATA. The Opportunities and Realities of Platform as a Service
Platform as a service (PaaS) is at the Peak of Inflated Expectations on the Gartner Cloud Computing Hype Cycle. Much hype and confusion surrounds it, but increasingly the real experience builds the early reality-based best practices. At this session, we invite attendees to bring questions for the analyst-moderator as well as to share and discuss their practical experience with PaaS.

Yefim V. Natis

ATA. Getting Business and IT Collaboration to Operationalize Analytics
“Operationalizing” analytics requires injecting analytics into transaction processing applications and business processes, which is much different than giving BI or predictive analytics tools to staff members for off-line analysis. This interactive roundtable will explore how business analysts and architects can better collaborate with users and subject matter experts to generate requirements and design the user experience for in-line use of analytics within production systems.

Roy Schulte

ATA. Updating Your Application Development Processes and Technologies
Gordon Van Huizen
Today’s trusted partners and rising-star innovators in application solutions will be on-site with their most informed representatives to answer your questions. Get the research, explore your options, meet with key solution providers and head back to the office with a shortlist you can act on immediately.

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Trinity Millennium Group, an industry leader in application modernization, provides a uniquely effective process called Automation-Enabled Modernization™. Trinity's AEM™ process provides the most technologically sound approach for leveraging legacy software artifacts and the wealth of detailed information they contain including linkages to business functions, business rules, and application culture.

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