

# Gartner Enterprise Architecture Summit 2013

May 22 – 23 | National Harbor, MD | [gartner.com/us/ea](http://gartner.com/us/ea)



## AGENDA AT A GLANCE

Agenda as of March 15, 2013, and subject to change

### WEDNESDAY, MAY 22

7:00 a.m.	Registration				
7:00 a.m.	Attendee Breakfast				
7:15 a.m.	T1. Tutorial: EA for New Enterprise Architects <i>Chris Wilson</i>		T2. Tutorial: The First 100 Days of Your EA Program <i>Marcus Blosch</i>		
8:15 a.m.	K1. Welcome Address <i>Betsy Burton, Vice President and Distinguished Analyst, Conference Chair</i>				
8:30 a.m.	K2. Gartner Opening Keynote <i>Business-Outcome-Driven EA: A Quantum Leap to Delivering High Value Philip Allega, Managing Vice President; Brian Burke, Vice President; Betsy Burton, Vice President and Distinguished Analyst, Conference Chair</i>				
9:45 a.m.	K3. Guest Keynote <i>Leadership: Taking Charge in Times of Rapid Change General Colin L. Powell, USA (Ret.), Former Secretary of State and Chairman of the Joint Chiefs of Staff</i>				
10:45 a.m.	Networking Break				
	<b>Track A</b> Adopting EA Best Practices	<b>Track B</b> Addressing Business Disruptions	<b>Track C</b> Advancing the Enterprise Architecture Discipline	<b>Workshops and Peer Roundtables</b>	<b>Analyst-User and Peer Roundtables</b>
11:15 a.m.	A1. Business Architecture: Bridging the Gap Between Strategy and Execution <i>Betsy Burton</i> F, S, B, ST, AP	B1. Taking on Business Disruption: Economic, Technical, Social Implications <i>Marcus Blosch</i> ST	C1. The Future of Gamification: Impacts and Opportunities <i>Brian Burke</i> A, B, ST	PPR1. Enterprise Architecture Management From a Business Perspective <i>Abraham Rojo, Enterprise Domain Architect, Erie Insurance</i> (11:00 a.m. – 12:00 p.m.)	AUR1. Tips and Techniques for Jumpstarting EA <i>R. Scott Bittler</i> (11:15 a.m. – 12:15 p.m.) F, T
12:15 p.m.	Attendee Lunch and Solution Showcase Dessert Reception				
1:45 p.m.	A2. Information Architecture: Business-Outcome-Driven and Relevant <i>Anne Lapkin</i> F	B2. CEO Concerns 2013 and the EA Implications <i>Mark Raskino</i> S, B, ST	C2. Social Collaboration Demands a New Approach to Architecting Human-centric Solutions <i>Anthony J. Bradley</i> A, S, AP	W1. Your Turn: Putting Business-Outcome-Driven EA to Practice <i>Chris Wilson</i> (1:45 – 3:00 p.m.) S	AUR2. The Architect's Role in Defining Nonfunctional Requirements <i>Andy Kyte</i> (1:45 – 2:45 p.m.) A, T, IT
3:00 p.m.	Solution Provider Sessions				
4:15 p.m.	TP1. To the Point: Measuring the Value of EA and Its Impact on Business Outcomes <i>Brian Burke</i> S	TP2. To the Point: The Tricky Balance of Transformation and Cost Control: EA's Critical Role <i>Philip Allega</i> R	TP3. To the Point: Integrate EA With the Budgeting Process <i>R. Scott Bittler</i> S, R	W2. Raising Your Innovation Maturity <i>Jackie Fenn</i> (3:45 – 5:00 p.m.) S	PPR2. Integrating EA, IT and Business Strategies <i>Scott Ross, Director, Enterprise Architecture, Lowe's</i> (3:15 – 4:15 p.m.)
5:00 p.m.	A3. Design EA Governance With Your Organization in Mind <i>Julie Short</i> F, G	B3. Get in the Game! EA's Role in Sourcing Strategy and Governance <i>Linda R. Cohen</i> G	C3. Business Capability Modeling: Driving Business and Technology Change <i>Betsy Burton</i> A		AUR3. Best Practices Supporting EA in Government Agencies <i>Cathleen E. Blanton</i> (4:30 – 5:30 p.m.) PS
6:00 p.m.	Solution Showcase Reception				

### THURSDAY, MAY 23

7:00 a.m.	Registration				
7:30 a.m.	Attendee Breakfast				
8:30 a.m.	K4. Gartner Keynote <i>Driving New Business Outcomes With the Nexus of Forces Anthony J. Bradley, Group Vice President</i>				
10:00 a.m.	A4. Practical IT and EA Road Maps: Planning and Analysis <i>Cathleen E. Blanton</i> F, T, AP	B4. Powering Business Innovation: Key Decisions for Innovation Leaders <i>Jackie Fenn</i> A, S, ST	C4. Road Stories: Lessons Learned in IT Risk Management Practice <i>Tom Scholtz</i> A, IT	W3. Engaging the Gartner EA Investment Framework <i>Philip Allega</i> (10:00 – 11:15 a.m.)	AUR4. Improving Your Relationship With the CEO <i>Mark Raskino</i> (10:00 – 11:00 a.m.) A, S, B
11:15 a.m.	A5. End-User Case Study: A Grassroots Approach to Delivering Business-Outcome-Driven EA <i>Angel Goldsborough-Lee, Director of HIR Technology Management and Internal Controls, U.S. House of Representatives</i> PS	B5. End-User Case Study: Origin to Cup – The Starbucks Enterprise Architecture Journey <i>Keith Meador, Director, Enterprise Solution Architecture, Starbucks</i>	C5. End-User Case Study: Wells Fargo Leverages EA to Transform Business Operations <i>Sherrie Littlejohn, Executive Vice President, Wells Fargo</i>		
12:00 p.m.	Attendee Lunch and Solution Showcase Dessert Reception				
1:30 p.m.	TP4. To the Point: Enabling Reuse With Solution Architecture <i>R. Scott Bittler</i> F, T, R, AP	TP5. To the Point: Five Disruptive Technologies for the Next Decade <i>Jackie Fenn</i> A, S, IT, ST	TP6. To the Point: Risk Mitigation in Practice With EA <i>Philip Allega</i> A, T	W4. Turn Requirements Into Use Cases to Deliver Business Outcomes <i>Julie Short</i> (1:30 – 2:45 p.m.) T, IT	AUR5. Recruiting and Retaining Strategies for Enterprise Architects <i>Chris Wilson</i> (1:30 – 2:30 p.m.) T
2:15 p.m.	A6. Four Laws of Application Total Cost of Ownership <i>Andy Kyte</i> F, T, R, AP	B6. Top 5 Actions: Taking on the Disruption of Consumerization <i>Marcus Blosch</i> T, G	C6. Federal EA: Optimizing Results vs. Compliance <i>Cathleen E. Blanton</i> PS		
3:30 p.m.	A7. Information Capabilities: Architecting the Future-State Information Infrastructure <i>Anne Lapkin</i> F, T, IT	B7. The Influence of Crowdsourcing on EA Strategies <i>Linda R. Cohen</i> A	C7. Maverick: Kill Off Security Controls to Reduce Risk <i>Tom Scholtz</i> A, IT	PPR3. Defining and Differentiating the Enterprise Business Architect and Enterprise Architect Roles <i>Mark Hoffman, Senior Enterprise Architect, Blue Cross Blue Shield of Massachusetts</i> (3:30 – 4:30 p.m.)	PPR4. Addressing Business Disruptions Through an Agile Business Architecture <i>Shatender Singh, Sr., Functional Architect, BP; Madhav Madaboosi, SAP Strategy, BP</i> (3:30 p.m. – 4:30 p.m.)
4:45 p.m.	K5. Gartner Closing Keynote <i>Delivering at the Speed of Change: Disciplines of High-Productivity Application Organizations Andy Kyte, Vice President and Gartner Fellow</i>				

## CUSTOMIZE YOUR AGENDA

Each Gartner session has been identified with icons to help you locate the sessions that give you the most value.

### MATURITY LEVEL

- F Foundational:** Offers the necessary understanding and first steps to those in the early stages of initiatives
- A Advanced:** Uses complex concepts requiring foundational knowledge and prior experience to take initiatives to the next level

### FOCUS

- T Tactical:** Provides tactical information that can be used straightaway, with a focus on how-to's, do's and don'ts and best practices
- S Strategic:** Focuses on the strategic insight supporting the development and implementation of an action plan

### PERSPECTIVE

- B Business:** Targets business leaders or IT professionals who need to understand the challenges and opportunities from a business, organizational or cultural perspective
- IT Technology:** Aids IT professionals who need to understand the challenges and opportunities from a technology perspective

### VIRTUAL TRACKS

- R Reducing Enterprise Cost:** Offers actionable insights on how to optimize spending while supporting new business initiatives
- G EA Governance:** Focuses on the decision rights and processes of, and compliance to, policies that enable business objective realization
- ST Business Strategists:** Sessions for those tasked with identifying opportunities and defining the business direction
- AP Application Professionals:** Sessions for those responsible for developing, deploying and maintaining the application portfolio