Early-bird discount
Save ₹7,500 before 12 January 2018

Gartner Application Architecture, Development & Integration Summit 2018
12 – 13 March / Mumbai, India
gartner.com/in/aadi

Renovate, Innovate and Unleash the Power of Digital Business

#GartnerAADI
Renovate, Innovate and Unleash the Power of Digital Business

In today’s digital world, few things are more impactful than applications — they lay the foundation for innovation, drive engagement and deliver impactful business results.

Now is the time for application leaders to use their expertise to unleash the power of digital business within their organizations. The inaugural Gartner Application Architecture, Development & Integration Summit in Mumbai features in-depth research and advanced best practices in application strategies, business application management, mobile applications, modern application architecture, application development, integration, and emerging technologies, including AI and the Internet of Things.

Hot topics

• Prepare your Applications for Artificial Intelligence
• Innovate with Agile and Dev/Ops
• Customer and User Experience Strategies
• Hybrid Integration Platforms (HIP)
• Application Leadership Culture and Mindset
• API Security
• API Marketplace and Monetization Models
• The Future of SOA
• Key Trends in Platforms for Digital Business
• ERP Integration Strategy

Gartner predicts:
The application infrastructure & middleware (AIM) market is expected to grow to $37.084b in 2020 from $26.213b in 2015, representing a 7.2% CAGR. The current estimated market value is $28.156b.

“I learnt the difference and similarity of SOA and Microservices and how they complement one another. Going to this Gartner event every year is a must.”
Victor Maceda, Solution Architect, Parliamentary Service – Attendee #GartnerAADI London
Who should attend and why

**Application/IT Leaders** including:
- VP/Director of IT Applications
- VP/Directors of Business Applications
- VP/Director Application Strategy
- CTO

This event will help application leaders:
- Understand the impact and potential of emerging technologies on their IT strategies and how they will advance business priorities
- Build application infrastructure vision, plan and roadmap for going digital to the core
- Gain expertise in digital leadership
- Master modern architectural approaches for agile and scalable applications
- Modernize integration strategies and infrastructure across the enterprise

**Application Development** including:
- Application Development Managers
- UX Design
- Application Delivery

This event will help application developments teams:
- Deliver a user-experience that employees and customers will embrace
- Understand the latest tools for agile and rapid development
- Address the needs of an increasingly mobile workforce and customer base
- Evolve your application portfolio toward an API-led, multigrained mesh app and service architecture

**Architects** including:
- Enterprise Architects
- Application Architects
- Solution Architects
- Information Architects
- Chief Architects

This event will help architects:
- Employ bimodal strategies to renovate and modernize their systems
- Build agile architectures to support SOA, DevOps, APIs, cloud and context awareness
- Understand new agile, iterative, dynamic eco-system building blocks
- Adapt their architecture to accommodate the IoT
- Ensure their architecture supports omni-channel customer experience and an effective digital workplace environment

**Customer Experience Leaders** including:
- Customer Experience Manager
- Customer Service
- CRM/Customer Relationship

This event will help customer experience leaders:
- Understand the impact of technology on their customer facing initiatives
- Use AI services to drive actionable insights
- Architect and Integrate chatbots and conversational user experience
- Create a strategy to operationalize the improvement of their customers’ experience

Visit gartner.com/in/aadi for updates and to register!
Gartner keynotes

Gartner Opening Keynote: A “One Size Fits All” Application Strategy
IT organizations are overwhelmed by the demand that comes with tight deadlines. The necessary focus on short-term deliverables that will drive positive business outcomes squeezes out any time that might have been set aside for strategic planning. Recognizing this challenge, we offer an application strategy that can be applied to any IT organization in any industry.

Gartner Closing Keynote: Willful Disruption and Seven Disruptions You Might Not See Coming
With so much focus on innovation and disruption as strategies to leverage in the move to digital business, much attention gets placed on high-profile companies who have succeeded in this manner. While there is much to be gleaned from possible emulation of the company’s efforts, many organizations rightly recognize that “they aren’t Google” and don’t have the same resources. However, by understanding these disruptor’s intents and strategies, organizations can better identify what can be leveraged from the strategies of well-known disruptors.

GARTNER PREDICTS
By 2020, 50% of IT organizations will apply advanced analytics in application development to improve application quality and speed of delivery.
Direct access to unbiased Gartner expertise

Hear from the Gartner Application Architecture, Development & Integration Research community as they share their latest insight and advice.

Van L. Baker
Research VP

Key Initiatives I Cover
• Modernizing Application Development
• Digital Workplace Program
• Go-to-Market Planning
• Mobile Application Strategies
• Modernizing Application Architecture and Infrastructure

Aashish Gupta
Research Analyst

Key Initiatives I Cover
• Modernizing Application Architecture and Infrastructure
• Mesh App and Service Architecture (MASA)
• Service-Oriented Architecture
• Miniservice Architecture
• Microservice Architecture

Keith Guttridge
Research Director

Key Initiatives I Cover
• Modernizing Integration Strategies and Infrastructure
• Modernizing Application Architecture and Infrastructure
• Best Practices in Application Integration, Cloud Integration and SOA
• Integration Technologies, On-premises and in Cloud

Christian Hestermann
Research Director

Key Initiatives I Cover
• Enterprise Applications Suites and ERP
• New Market Opportunities
• Application Leaders
• Cloud Computing

Matthew Hotle
VP Distinguished Analyst

Key Initiatives I Cover
• Application Strategy and Governance
• Modernizing Application Development
• Application Leaders
• Program and Portfolio Management Leaders
• Optimizing and Promoting the Value Contribution of the PMO

Partha Iyengar
VP & Gartner Fellow

Key Initiatives I Cover
• Building and Expanding a Digital Business
• CIO Design of Bimodal and Other IT Operational and Organizational Models
• CIO Leadership in Innovation and Strategic Business Change
• Leading IT in a Midsize Enterprise

Yefim V. Natis
VP & Gartner Fellow

Key Initiatives I Cover
• Cloud Computing
• Modernizing Application Architecture and Infrastructure
• Application Leaders
• Event-driven IT and Event-centric IT Platforms

David Norton
Research Director

Key Initiatives I Cover
• Application Strategy and Governance
• Modernizing Application Development
• Application Leaders
• Building a Sustainable Innovation Process and Culture
• Leading IT Cultural Change and Transformation

Mark O’Neill
Research Director

Key Initiatives I Cover
• Application Strategy and Governance
• Modernizing Application Architecture and Infrastructure
• Full Life Cycle API Management
• Microservices Architecture and How it Relates to APIs and SOA

Marty Resnick
Research Director

Key Initiatives I Cover
• Mobile Application Strategies
• Mobile and Endpoint Strategies
• Application Strategy and Governance
• Modernizing Application Architecture and Infrastructure
• Modernizing Integration Strategies and Infrastructure

Book a private consultation with a Gartner analyst
Bookings open from 12 February 2018

Visit gartner.com/in/aadi for updates and to register!
An agenda focused on your Mission Critical Priorities

Agenda tracks

A. Application Strategy and Architecture

Application Strategy and Architecture in the Age of Digital Business

Legacy or traditional business applications and suites (ERP, CRM, etc) often fall short. Faced with emerging opportunities like conversational AI or IoT, app leaders must enable digital business innovation while modernizing the core into an effective platform. Transform your strategy and delivery approach to embrace best practices for digital products and platforms, while engaging closely with business leaders and other stakeholders to support innovation and business success. As digital disruption continues, the ability to create a collaborative culture that exploits all types of diversity increases in importance. New ways of working also require new leadership models and workforce skills.

B. Application Development and Integration

Driving the Digital Business

Application leaders must carefully weigh what to buy, what to build and how to connect it all to drive competitive advantage for their organization. Software is the engine behind digital business, and top performing companies need innovative leaders to apply the latest technology, within the context of heritage investments, so they play nimbly within their digital ecosystem.

Special emphasis on:

- What to Do and Not Do With AI
- IoT Platforms Architecturally Enabling Digitalization
- Preparing for Voice-First Apps
- Creating Digital Experience Platforms
- Adopting Design and Product Management Thinking
- The Role of API’s in Delivering the Digital Platform
- Tactics for Organizational Change Success
GARTNER PREDICTS

By 2020, 40% of users will be primarily interacting with new applications supporting conversational UIs with AI.

**Analyst interaction**

- **Analyst one-on-one meeting**
  A complimentary consultation with a Gartner analyst of your choice

- **Ask the analyst roundtables***
  In these interactive sessions, you will hear the analyst answer commonly asked questions, learn from questions from your peers, and ask your own question

- **Analyst-user roundtable discussion***
  Moderated by Gartner analysts for exchanging ideas and best practices with your peers

- **Workshops***
  Small-scale and interactive; drill down on specific topics with a how-to focus

*Space is limited and pre-registration is required. Limited to end-user organizations only.

**Network with peers**

- **End-user case studies**
  Learn about recent implementations firsthand, with an opportunity for Q&A with the IT and business executives leading the initiative

- **Exhibit Showcase reception**
  Connect with peers in similar roles who face similar challenges, at the networking reception on the Exhibit Showcase designed to build relationships and facilitate the meaningful exchange of ideas and information

**Meet solution providers**

- **Exhibit Showcase**
  Explore cutting-edge IT solutions from top providers

- **Solution provider sessions**
  Exhibitors share their insights on the latest products and services

**Customize your agenda**

Gartner Events Navigator App
Gartner Events Navigator App helps you organize, view and custom-create an agenda based on:

- Date and time
- Track
- Analyst/speaker profiles
- Session descriptions
- Key initiatives
- Vertical industries

Visit gartner.com/in/aadi for updates and to register!
## Agenda at a glance

### Monday, 12 March 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Track A: Application Strategy and Architecture</th>
<th>Track B: Application Development and Integration</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:30</td>
<td>Registration</td>
<td></td>
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</tr>
<tr>
<td>08:00 – 08:30</td>
<td>Tutorial: Event-Driven Architecture</td>
<td></td>
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<tr>
<td>08:30 – 09:00</td>
<td>Gartner Opening Keynote</td>
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<tr>
<td>10:00 – 10:30</td>
<td>Refreshment Break in the Solution Showcase</td>
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</table>

### TRACKS
- **A. Application Strategy and Architecture**
- **B. Application Development and Integration**

### Key Events
- **Tutorial:** Making Bimodal Real: Pace Layers, Strategy, and Governance by Matthew Hotle
- **Keynote:** Reimaging the Application Organization in a Product-Oriented World by Aashish Gupta
- **Workshop:** Strategic Roadmap to Architect a Digital Business Technology Platform by Keith Guttridge
- **Ask the Analyst:** Preparing Your Digital Applications for Artificial Intelligence by Van L. Baker

### Other Events
- **Lunch Break in the Solution Showcase**
- **Solution Provider Sessions**
- **Keynote:** Building the Digital Platform From the Remnants of Your Application Portfolio by Christian Hestermann
- **Roundtable:** Integration Approaches for Hybrid Application Portfolios by Keith Guttridge

### Tuesday, 13 March 2018

<table>
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<tr>
<td>08:00</td>
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<td>Gartner Opening Keynote: A “One Size Fits All” Application Strategy</td>
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<td>09:45 – 10:15</td>
<td>Refreshment Break in the Solution Showcase</td>
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<tr>
<td>10:15 – 11:00</td>
<td>How Event Thinking Paves the Way To Digital Business</td>
<td></td>
<td>Application Leaders Call to Action: Deliver Pervasive Integration Capabilities to Empower Digital Transformation by Keith Guttridge</td>
</tr>
<tr>
<td>11:15 – 11:45</td>
<td>Solution Provider Sessions</td>
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<tr>
<td>12:00 – 12:45</td>
<td>Building the Digital Platform From the Remnants of Your Application Portfolio</td>
<td>API Security: Balancing Openness and Protection by Mark O’Neill</td>
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<tr>
<td>12:45 – 14:00</td>
<td>Lunch Break in the Solution Showcase</td>
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<tr>
<td>14:00 – 14:30</td>
<td>Case Study</td>
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<tr>
<td>14:45 – 15:15</td>
<td>To the Point: Develop an ERP Integration Strategy to Support a Digital Platform</td>
<td>To the Point: Get Ready for Voice-First Apps by Marty Resnick</td>
<td></td>
</tr>
<tr>
<td>16:30 – 17:15</td>
<td>Gartner Closing Keynote: Willful Disruption and Seven Disruptions You Might Not See Coming</td>
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</tr>
<tr>
<td>17:15</td>
<td>Event Close</td>
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</tbody>
</table>
### Agenda as of 29 November 2017 and subject to change

**Tutorial:** Making Bimodal Real: Pace Layers, Strategy and Governance  
**Matthew Hotle**

**Workshops**

<table>
<thead>
<tr>
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<tr>
<td>10:30 – 12:00</td>
<td>Workshop: Reaching Customers Where They Are</td>
<td>Marty Resnick</td>
</tr>
<tr>
<td>13:00 – 13:20</td>
<td>Workshop: Magic Quadrant: High-Productivity Application Platform as a Service</td>
<td>Yefim Natis</td>
</tr>
<tr>
<td>13:30 – 15:00</td>
<td>Workshop: Developing a Great API Program</td>
<td>Mark O'Neill</td>
</tr>
<tr>
<td>16:00 – 17:30</td>
<td>Workshop: Tactics for Organizational Change Success</td>
<td>Partha Iyengar</td>
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**Analyst-User Roundtables and Ask the Analyst Sessions**

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<td>Ask the Analyst: Preparing Your Digital Transformation</td>
<td>Partha Iyengar</td>
</tr>
<tr>
<td>11:30 – 12:30</td>
<td>Roundtable: Adopting Agile</td>
<td>David Norton</td>
</tr>
<tr>
<td>13:45 – 14:45</td>
<td>Roundtable: Integration Approaches for Hybrid Application Portfolios</td>
<td>Keith Guttridge</td>
</tr>
<tr>
<td>15:30 – 16:30</td>
<td>Roundtable: Microservices in Action</td>
<td>Aashish Gupta</td>
</tr>
</tbody>
</table>
Bring Your Challenges. Find Solutions.

The **Gartner Application Architecture, Development & Integration Summit** is designed to expand your vision of what’s possible and point the way to technology solutions that solve your challenges and open up new business opportunities. With many Solution Providers covering **customer experience, application development and integration platforms, digital workplace** and many more, the **Solution Showcase** will have a unique mix of established leaders and emerging newcomers together under one roof, making it easier for you to meet with your technology partners to compare solutions while also exploring innovative ideas with new providers.

Gain New Perspectives

Leaders at today’s top technology companies know IT trends and possibilities like no one else. The **AADI Summit** lets you tap into that knowledge in a variety of ways, including **Solution Provider sessions, hands-on Learning Labs** and **interactive face-to-face consultations**. Choose the format that suits you, from 20-minute stage sessions to 45-minute **Vendor-User Roundtables**. Learn and share with industry practitioners, hear real-world examples and get the immediate take-always you need to help **Renovate, Innovate and Unleash the Power of Digital Business.**

**Sponsorship opportunities**

For further information about sponsoring this event:

**Email:** india.exhibits@gartner.com  
**Tel:** +91 22 6613 2140

“This event calls almost all of the top IT people from the industry. The kind of engagement you get is not compatible with any other event.”

Previous Gartner event sponsor

“We are primarily looking to expand our brand presence and build our brand equity. We picked Gartner because we know the brand recognition that Gartner carries in the space.”

Previous Gartner event sponsor
Registration and pricing

Gartner events deliver what you need
In addition to two tracks of the latest Gartner analyst research, keynote speakers and case studies, your Summit registration fee includes complimentary access to these special features:

- Analyst one-on-one meeting
- Analyst-user roundtables*
- Exhibit Showcase
- Ask the Analyst roundtables*
- Workshops*
- Networking lunches and receptions

*Space is limited and pre-registration is required. Limited to end-user organizations only.

Group rate discount
Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your session take-aways later.

Complimentary registrations:
- 1 for every 3 paid registrations
- 2 for every 5 paid registrations
- 3 for every 7 paid registrations

For more information, email india.registration@gartner.com or contact your Gartner account manager.

Convince your boss
Attending a Gartner event can help spur new ideas, fast track project strategy and advance your professional skills. We’ve developed a set of materials that will aid in gaining approval from your manager.
For more details visit gartner.com/in/aadi

Visit gartner.com/in/aadi for updates and to register!

Early-bird discount

Early-bird price:
INR 52,000 plus applicable taxes

Standard price:
INR 59,500 plus applicable taxes

Public sector price:
INR 48,000 plus applicable taxes

3 ways to register
Web: gartner.com/in/aadi
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Phone: +91 80 2222 2079

Gartner event tickets
We accept one Gartner summit ticket or one Gartner Catalyst ticket for payment. If you are a client with questions about tickets, please contact your sales representative or call +91 80 2222 2079.

Summit venue

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IA Project Road, Chhatrapati Shivaji International Airport, Andheri, Mumbai, Maharashtra, 400099 India
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Gartner Applications Summits around the globe 2018

- Customer Experience Summit
  19 – 20 February / Tokyo, Japan

- Application Architecture, Development & Integration Summit
  12 – 13 March / Mumbai, India

- Enterprise Application & Architecture Summit
  15 – 16 March / Tokyo, Japan

- Customer Experience Summit
  24 – 25 May / London, U.K.

- Customer Experience & Technologies Summit
  24 – 25 September / London, U.K.

- Application Architecture, Development & Integration Summit
  4 – 5 June / London, U.K.

- Customer Experience & Technologies Summit
  17 – 18 June / Sydney, Australia

- Application Architecture, Development & Integration Summit
  23 – 24 July / Sydney, Australia

- Digital Workplace Summit
  24 – 25 September / London, U.K.

- Application Strategies & Solutions Summit
  26 – 29 November / Las Vegas, NV

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