



Enterprise Architecture Forum 2009 Elevating Architecture

February 10-11, 2009 • Doral Golf Resort & Spa • Miami, Fla.

EVENT AGENDA

Event Track Themes — An Overview

TRACKS	
A	<p>Enterprise Architecture Best Practices</p> <p>This track shows you how to sharpen your enterprise architecture (EA) program effectiveness by focusing on the key issues facing your business, even in today’s faltering economy, and using the best tools and processes to ensure success. Find out how to take business and IT somewhere they couldn’t go without EA, and show how EA is even more vital to the business today when times are tough.</p>
B	<p>Hot Topics In Enterprise Architecture</p> <p>Forrester sees architects struggling with new concerns every day. This track reflects that insight, addressing semantic technology and SOA for information architecture, ubiquitous new collaborative application platforms, policy and federation for SOA, and updating your enterprise integration strategy. Come learn from Forrester’s in-depth case-study research based on our work with our EA clients, including insights from expert practitioners.</p>
C	<p>Application Architecture And Software Infrastructure</p> <p>Architects are at the forefront of guiding the enterprise to new ways to cope with ever-rising volume as well as the challenges brought by new types of application workloads such as the rich community interchanges of Web 2.0. This track delivers Forrester’s latest guidance on how the leading enterprises are succeeding in these ongoing challenges, whether it’s how to get blazing fast Web infrastructure or innovate with open source software. It also delivers a glimpse into the future of information architecture and application server architecture, so you can begin to prepare for your next wave of lowering costs while meeting the continuing demand for innovation.</p>

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Event Agenda

All track themes and sessions are subject to change.

TUESDAY, FEBRUARY 10, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30 – 8:20 a.m. <i>Legends 12</i>	<p>Breakfast Session: Introducing TOGAF™ Version 9 Henry Peyret, <i>Principal Analyst</i>, Forrester Research Paul van der Merwe, <i>Consulting Manager</i>, The Open Group, South Africa</p> <p>This session will detail the many new improvements to TOGAF™ version 9, which was released on February 2, 2009. TOGAF is a comprehensive, vendor-neutral architecture framework and methodology that enables the design, evaluation, and implementation of the right architecture for an enterprise.</p>		
7:30–8:30 a.m. <i>Legends Ballroom Foyer</i>	Event Registration And Continental Breakfast		
8:30–8:50 a.m. <i>Legends 1,2</i>	<p>Welcome And Setting The Stage Gene Leganza, <i>Vice President, Research Director</i>, Forrester Research</p>	All	Keynote
8:50–9:35 a.m. <i>Legends 1,2</i>	<p>Taking The Quantum Leap Jeff Scott, <i>Senior Analyst</i>, Forrester</p> <p>Enterprise architects will face their biggest challenge yet as they shift from their current IT-centric focus to a more business-driven view of architecture that comes with its own set of concepts, drivers, goals, and vocabulary. This shift is not just another step forward but a quantum leap into a new world where architects will have to think, act, and even learn differently. Are you ready? Key takeaways for this session include:</p> <ul style="list-style-type: none"> • Where we've been and where we're going • Enterprise architecture's new challenge • Choices EAs must make • Leap-ahead platforms 	All	Keynote
9:35–10:20 a.m. <i>Legends 1,2</i>	<p>Architecting Agility Jeanne Ross, <i>Director and Principal Research Scientist</i>, MIT Center for Information Systems Research</p> <p>Effective enterprise architecture should result in lower unit costs within IT, but the more valuable benefit of effective enterprise architecture is business agility. How does enterprise architecture contribute to business agility? What distinguishes firms that achieve business agility from those that don't? This session describes how enterprise architecture contributes to business agility. We will discuss:</p> <ul style="list-style-type: none"> • Why business agility depends on reuse. • How firms transform themselves to become more agile. • What SOA has to do with business agility. 	All	Keynote

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TUESDAY, FEBRUARY 10, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
9:30 a.m.–5:00 p.m. <i>Legends Ballroom Foyer</i>	One-On-One Meetings With Forrester Analysts Each attendee is able to schedule up to two 20-minute one-on-one sessions with the Forrester analysts of their choice, depending on availability. These meetings are consistently rated as one of the most popular features of Forrester Events.	All	Networking
10:20–11:05 a.m. <i>Legends 3,4</i>	Morning Networking Break In The Technology Showcase	All	Networking
10:35 – 10:55 a.m. <i>Role Resource Center Legends 3, 4</i>	Forrester Wave™ Vendor Evaluation Demo: Integration-Centric Business Process Management Suites Ken Vollmer, <i>Principal Analyst</i> , Forrester Research		
11:05 a.m.–11:45 a.m. <i>Legends 1,2</i>	Architectures To Enable High-Velocity Business Hub Vandervoort, <i>Chief Technology Officer</i> , Progress Software Business is moving with higher and higher velocity, yet IT is often not able to keep up with the demands of the business for more timely business visibility and greater business agility. Whether the challenge is adapting business strategy to rapidly changing economic realities, or leveraging customer data insights to extract greater opportunity, the architectures that IT employs today are often not up to the job. In working with many of his customers facing such challenges, Mr. Vandervoort has developed a unique new insight into the best architectures to enable high-velocity business: the business pipeline. During this presentation, you will: <ul style="list-style-type: none"> Learn how the pipeline metaphor can be used to gain deeper insight into the way your IT environment serves the business. Understand the details of this architecture pattern, including "side pipes" for information provisioning and business visibility. See how this architecture could enable you to accomplish higher velocity in your business, from several real-world case studies. 	All	Keynote
11:45 a.m.–12:30 p.m. <i>Legends 1,2</i>	Greg The Architect: When Social Media Meets EA Dan Ziman, <i>Creator of "Greg the Architect" and Director, Marketing Programs</i> , Lithium Technologies "Greg the Architect" was a viral marketing campaign targeting IT architects and IT management. "Greg" perfectly captured — and parodied — a day in the life of an IT architect as an entertaining way to market technology. This keynote from Greg's creator will be a fun and informative look at socially driven marketing and the implications for EA. In this session, we will cover: <ul style="list-style-type: none"> What was the inspiration behind Greg? What are EA best practices for supporting socially driven marketing? What's different about today's social media versus the bulletin boards and forums that have been around since the Stone Age (or just after)? 	All	Keynote

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TUESDAY, FEBRUARY 10, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
12:30–1:45 p.m. <i>Legends 3,4</i>	Lunch And Dessert In The Technology Showcase	All	Meal
1:45–2:45 p.m. <i>Legends 12</i>	<p>Business Architecture: EA's Next Evolution Jeff Scott, <i>Senior Analyst</i>, Forrester Research</p> <p>Interest in business architecture is growing dramatically, as rapid changes in business priorities demand lockstep agility in architecture. Despite much discussion in the industry, there is little consensus about what business architecture is, how it should be pursued, and what value it delivers. Forrester's research reveals the latest trends as EA teams and business architecture teams are developing their companies' business architecture models. Architects that want to play a leading role in business architecture development must start soon or be left behind. This session will cover:</p> <ul style="list-style-type: none"> • The current state of business architecture practices. • How business architecture adds value. • How business architecture is changing the EA game. • How architects are getting in the game. 	A	Track Session
1:45–2:45 p.m. <i>Legends 11</i>	<p>Building Interoperability And Federation Into Your SOA Platform Strategy Mike Gilpin, <i>Vice President, Research Director</i>, Forrester Research</p> <p>As large, heterogeneous enterprises reach greater service-oriented architecture (SOA) maturity, architects often find that different business domains need different things from an enterprise-level SOA platform. This may require you to segment your SOA platform strategy and build in an extra level of interoperability and federation between different SOA domains. SOA platform federation may be driven by heterogeneity of SOA infrastructure and products across domains, but it can also occur in a homogeneous platform that is configured differently for each domain. This session will help you understand how to separate true business requirements from accidents of history, decide which patterns of interoperability and federation are truly necessary, and then expand your SOA platform strategy to accommodate these requirements. Session attendees will:</p> <ul style="list-style-type: none"> • Learn why federated SOA is inevitable for most large enterprises and how to decide if it's inevitable for you. • Understand how mergers and acquisitions — which may now happen under duress, with even less advance planning than before — drive even more organizations into this situation. • See the three main patterns of SOA federation and other best practices and lessons learned from our research on several federated SOA case studies. • Understand what specific steps to take in your SOA infrastructure to make interoperability and federation part of your SOA platform strategy. 	B	Track Session

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<p>1:45–2:45 p.m. <i>Legends 10</i></p>	<p>Can You Really Save Money With Open Source Software? A Point/Counterpoint Discussion Jeffrey S. Hammond, <i>Senior Analyst</i>, Forrester Research John R. Rymer, <i>Vice President, Principal Analyst</i>, Forrester Research Ken Vollmer, <i>Principal Analyst</i>, Forrester Research</p> <p>Open source software can be a powerful agent of innovation and change but can also bring a host of issues. Forrester has seen a significant uptick in interest in open source software from our clients, driven by the faltering economy. But can open source software really save money? This moderated discussion will explore the pros and cons of using open source software in a point/counterpoint format that will be a no-holds-barred look into the key issues, based on a number of real-world case studies with real numbers to back up the discussion. This session will cover these questions:</p> <ul style="list-style-type: none"> • What is the real cost of using open source software for application development efforts? • What are the risks related to open source licensing? • What strategy should IT organizations adopt for open source software? 	<p>C</p>	<p>Track Session</p>
<p>2:45–3:00 p.m.</p>	<p>Intermission</p>		
<p>3:00–3:30 p.m. <i>Legends 12</i></p>	<p>Guest Executive Forum with MEGA Demonstrating The Value Of EA To Your CxO Daniel Hebda, <i>Vice President of Technology</i>, MEGA</p> <p>You understand the value of enterprise architecture, but do you find it difficult to get executive support and an adequate budget for your initiatives?</p> <p>This presentation will help you develop an effective means to communicate the value of EA within your organization and build support for the program. During this session, Mr. Hebda will show you how to coach your executive team on the business value of enterprise architecture.</p> <p>Attendees will learn how to:</p> <ul style="list-style-type: none"> • Identify all stakeholders, not just the obvious ones • Present a compelling portrait about how EA resolves critical corporate issues • Overcome objections about staff time or budget and gain approval for EA programs • Determine which of the organization’s problems are the most significant (and costly) and are ready for an EA solution 	<p>All</p>	<p>GEFs</p>

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TUESDAY, FEBRUARY 10, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
3:00–3:30 p.m. <i>Legends 11</i>	<p>Guest Executive Forum with Software AG Regarding Federation: Transcending Tribalism And Silo-ism In The Enterprise Miko Matsumura, <i>Vice President and Deputy CTO</i>, Software AG</p> <p>Forrester’s John Rymer and colleagues proposed that “design for people, build for change” will anchor a new generation of Dynamic Business Applications. As your architecture scales to the enterprise, the federation model balances the needs between central and regional concerns. Miko Matsumura, author of SOA Adoption for Dummies, will discuss the concept of how “Federation Utility Services” can empower central (enterprise) concerns to govern cost, risk, complexity, and heterogeneity and regional powers to pursue variation in business processes, schemas, interfaces, or IT requirements. Federation Utility provides a metapattern for disparate projects to coordinate and leverage shared interests and spans infrastructure from service life-cycle management, master data, business process governance, and virtualization.</p> <p>Participants will come away with:</p> <ul style="list-style-type: none"> • A free copy of SOA Adoption for Dummies • A clear understanding of federation requirements within EA • Practical examples from real-world implementations 	All	GEFs
3:00–3:30 p.m. <i>Legends 10</i>	<p>Guest Executive Forum with Sybase Case Study: The Complete Picture For Maximizing Enterprise Architecture Matt Creason, <i>Principal System Consultant</i>, Sybase</p> <p>Uniting business and IT strategic goals, this global provider of delivery services has embraced an enterprise architecture approach that aligns the vision with the tactical. To maximize the effort, the firm has identified key areas of focus that will assist project stakeholders in the necessary decisions as the architecture definition continues to evolve. Using tools such as PowerDesigner, this Fortune 100 company will develop the complete architectural picture to ensure a cohesive, timely, and enhanced customer experience.</p> <p>Matt Creason, Principal System Consultant for Sybase, worked with this global provider of delivery services on its enterprise architecture and will demonstrate the challenges and choices it faced with implementation.</p>	All	GEFs
3:30–4:15 p.m. <i>Legends 3,4</i>	Afternoon Networking Break In The Technology Showcase	All	Networking

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TUESDAY, FEBRUARY 10, 2009

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
3:45 – 4:05 p.m. <i>Role Resource Center Legends 3, 4</i>	Forrester Wave™ Vendor Evaluation Demo: Integration-Centric Business Process Management Suites Ken Vollmer, <i>Principal Analyst</i> , Forrester Research		
4:15–5:15 p.m. <i>Legends 12</i>	Taking SOA Governance To The Next Level Randy Heffner, <i>Vice President, Principal Analyst</i> , Forrester Research You've launched your SOA governance program and put together a credible life-cycle management process, but the ad hoc feel to the whole SOA effort remains. You need to breathe life and excitement into making your SOA more cohesive and well managed, but the very mention of the word "governance" brings yawns and skepticism. By combining straightforward success measures and a focus on delivering real value to process stakeholders, you can turn skepticism and indifference into enthusiasm and evangelism. Key takeaways from this session include: <ul style="list-style-type: none"> • How can the perception of SOA governance be turned from necessary extra work to beneficial investment? • What kinds of metrics make sense for demonstrating the effectiveness of SOA and SOA governance? • How should SOA governance processes be fine-tuned to ensure they are seen as adding value? 	A	Track Session
4:15–5:15 p.m. <i>Legends 11</i>	SharePoint: Suddenly A Major Issue And Opportunity For Enterprise Architects Rob Kopolowitz, <i>Principal Analyst</i> , Forrester Research John R. Rymer, <i>Vice President, Principal Analyst</i> , Forrester Research The "SharePoint phenomenon" that suddenly has placed Microsoft's flagship collaboration product in thousands of companies raises big issues for enterprise architects. Most often deployed for collaboration, SharePoint is not only a set of end user applications but also a platform with features in many categories that EAs must appropriately position within their architectures and plans. In addition, SharePoint challenges conventional notions of application development with a real component-based model and new tools for power users to create applications. SharePoint provides the ease of development of Excel or Access but with an enterprise deployment platform. The role of the EA is to harness the power of this new class of application and platform while maintaining the integrity and reliability of the overall environment. This session discusses both the challenges and the opportunities of SharePoint for EAs and answers these questions: <ul style="list-style-type: none"> • What is SharePoint: What potential architectural elements are in the box? • What are the benefits and the challenges of SharePoint as a development platform — both for IT pros and power users? • Why is SharePoint even more relevant today in the context of a faltering economy? • How can enterprise architects leverage SharePoint to make their programs more effective? Should they? 	B	Track Session

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
4:15–5:15 p.m. <i>Legends 10</i>	<p>Enterprise Web 2.0: What Architects Need To Know Mike Gualtieri, <i>Senior Analyst</i>, Forrester Research Jeffrey S. Hammond, <i>Senior Analyst</i>, Forrester Research</p> <p>Web 2.0 applications and business models are rapidly gaining acceptance in consumer-facing situations, but it's not always clear to enterprise architects what applicability Web 2.0 has for their software development shops. In this session, Mike and Jeffrey will take a look at how Web 2.0 is being successfully applied inside the firewall and within a B2B context, and they will examine the architectural implications of adopting the technologies that underpin Web 2.0. This session will address the following questions:</p> <ul style="list-style-type: none"> • Which Web 2.0 technologies and applications are most appropriate for enterprise use? • What are the pitfalls of putting Web 2.0 technologies such as enterprise mashups in the hands of business users and how do you avoid these pitfalls? • What adjustments should Enterprise Architecture professionals make to their infrastructure planning to support Web 2.0? 	C	Track Session
5:15–6:30 p.m. <i>Legends 3,4</i>	Networking Reception In The Technology Showcase	All	Networking

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7:30–8:30 a.m. <i>Legends Ballroom Foyer</i>	Event Registration And Continental Breakfast		
8:30–8:45 a.m. <i>Legends 1,2</i>	Day Two Opening Remarks Mike Gilpin, <i>Vice President, Research Director</i> , Forrester Research	All	Keynote
8:45–9:30 a.m. <i>Legends 1,2</i>	Lean Software Is Agile, Fit-To-Purpose, And Efficient John R. Rymer, <i>Vice President, Principal Analyst</i> , Forrester Research Dave West, <i>Senior Analyst</i> , Forrester Research Bloat kills. Whether it's excessive complexity in the application, its underlying platform, its architecture, or the process used to deliver it, overloaded platform software and heavy processes impede delivery of the solutions the business demands. Yet most enterprises are awash in application suites, development tools, processes, and platforms that have grown so large they no longer resemble the clean and clear vision of their original purpose. "Lean software" is emerging as the antidote to "bloatware," enabling architects and developers to rapidly assemble business solutions that deliver "just in time" the software capabilities the business requires both today and tomorrow. In this session, we discuss what lean software is and how application development professionals can incorporate lean software into their strategies for the future. The session will cover the following issues: <ul style="list-style-type: none"> • What lean software is and where it came from. • What is stopping organizations from being lean today. • Strategies for being lean. 	All	Keynote
9:30–10:15 a.m. <i>Legends 1,2</i>	EA Meets Agile: Collision Or Success? A Point/Counterpoint Discussion Gene Leganza, <i>Vice President, Research Director</i> , Forrester Research Dave West, <i>Senior Analyst</i> , Forrester Research The use of Agile development methods is increasing: Eight out of ten organizations saying they are following some sort of Agile method. Agile methods highlight the value of people and interactions over processes and tools and at face value they contradict many of the principles that Enterprise architects hold dear. In this point- counterpoint session we explore the value of architecture in the context of a lean and Agile development process. Key takeaways from this session include: <ul style="list-style-type: none"> • The value of architecture on Agile projects • The problem with architecture on Agile projects • Achieving balance – some project characteristics to consider • The role of architect vs. product owner and team leader 	All	Keynote

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10:30 – 10:45 a.m. <i>Role Resource Center Legends 3, 4</i>	Forrester Wave™ Vendor Evaluation Demo: Integration-Centric Business Process Management Suites Ken Vollmer, <i>Principal Analyst</i> , Forrester Research		
10:45 – 11:45 a.m. <i>Legends 12</i>	Good Practices For Global Enterprise Architecture Jost Hoppermann, <i>Vice President, Principal Analyst</i> , Forrester Research An increasing number of firms are shifting the focus of their EA practice from a local and national approach to a more regional, multicountry, and global one. This change in focus affects the way that architects must approach the various tasks they need to perform to be successful. This session will present case studies of global EA initiatives in multiple industries, identify key challenges and best approaches to move toward global EA, and discuss the following questions: <ul style="list-style-type: none"> • What are global EA initiatives doing to reach their goals? • What are key challenges and benefits of global EA? • What must architects do to become successful global architecture players? 	A	Briefing
10:45 – 11:45 a.m. <i>Legends 11</i>	Architecting Cloud Computing For The Enterprise John R. Rymer, <i>Vice President, Principal Analyst</i> , Forrester Research James Staten, <i>Principal Analyst</i> , Forrester Research Cloud computing broadly combines the “cloud” metaphor for the Internet (and Internet-based development) with the use of computer technology, forming a style of computing in which IT-related capabilities are provided as a service. Cloud computing allows users to access technology-enabled services from “the cloud” without knowledge of, expertise with, or control over the technology infrastructure that supports them. Many enterprise architects are seeking better understanding and a deeper analysis of the two types of cloud computing platforms, Infrastructure as a Service and Platforms as a Service, as well as recommendations for utilizing cloud computing within their organizations. Attendees at this session will: <ul style="list-style-type: none"> • Understand Forrester’s model of Cloud Computing in all its variations, and how to think about the relevance of each one to the specific problem domains each is suited to address • Learn about what other organizations have experienced when using the Cloud approach, whether internally or externally • Get an up-to-date view on the maturity and readiness of the various Cloud approaches for usage in the Enterprise • Come away with an understanding of what you should be doing about Cloud Computing, today 	B	Briefing

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WEDNESDAY, FEBRUARY 11, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
10:45 –11:45 a.m. <i>Legends 10</i>	<p>Best Practices: Web Architecture For Blazing Fast Web Site Performance Mike Gualtieri, <i>Senior Analyst</i>, Forrester Research</p> <p>Customers have great expectations when they visit your Web site. They want a rich, interactive experience, and their tolerance for latency is approaching zero. And, if you cannot achieve these often opposing goals, then your customers may take their business elsewhere. How do you ensure a rich, interactive experience for your customers without sacrificing responsiveness? The answer can be found in the industry best practices for architecture, infrastructure, and application development. This session will cover the following questions:</p> <ul style="list-style-type: none"> • How has Web 2.0 affected Web performance? • What are the best practices for architecture, performance measurement, caching, scaling, and application development? • What are Forrester's next practices? 	C	Track Session
11:45 a.m. –1:00 p.m. <i>Legends 3,4</i>	Lunch And Dessert In The Technology Showcase	All	Meals
1:00–2:00 p.m. <i>Legends 12</i>	<p>Using Automated Application Discovery To Aid EA Charles Brett, <i>Principal Analyst</i>, Forrester Research</p> <p>This session will consider how automated application discovery (AAD) can improve understanding of the existing application environment and its dependencies before going on to describe how AAD can assist EAs to ensure that their enterprise architecture is consistent and its precepts are being observed. This session will also reflect on EA governance issues as well as use customer experiences to illustrate some of the unintentional horrors that most organizations experience in a complex application environment. The session will cover the following issues:</p> <ul style="list-style-type: none"> • Where to use AAD and what to expect. • How unexpected application interdependencies can threaten a business or organization. • How AAD can improve EA compliance and governance. 	A	Track Session

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WEDNESDAY, FEBRUARY 11, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:00–2:00 p.m. <i>Legends 11</i>	<p>Integrating SOA Policy Into Your SOA Strategy Randy Heffner, <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>SOA policy increases business and technical flexibility by making key decisions visible and changeable instead of being hard-coded into services. It can improve business monitoring, security auditing, and regulatory compliance. Now is the time for enterprise architects to plan for and integrate SOA policy into their SOA strategies. The session will cover the following topics:</p> <ul style="list-style-type: none"> • A service built with SOA policy is more flexible than one without policy. • SOA policy extends and reinforces SOA life-cycle and governance processes. • You can start small on SOA policy and grow, but the right architecture vision is critical. 	B	Track Session
1:00–2:00 p.m. <i>Legends 10</i>	<p>EA Executive Exchange Julie Meringer, <i>Group Director, IT Client Group</i>, Forrester Research Chrissy Napper, <i>Global Council Manager, EA Council</i>, Forrester Research</p> <p>Julie runs Forrester’s IT client group responsible for Forrester’s products and services targeted at IT professionals, while Chrissy leads Forrester’s EA Council. Both will team up to facilitate an exchange of ideas around the success imperatives of enterprise architects, and the future of the EA profession in light of changes brought about by social media and mounting economic pressures.</p>	C	Track Session
2:00–2:10 p.m.	Intermission	All	

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WEDNESDAY, FEBRUARY 11, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:10–3:10 p.m. <i>Legends 12</i>	<p>EA Tools Usage And Best Practices Henry Peyret, <i>Principal Analyst</i>, Forrester Research</p> <p>EA tools are being more broadly used across the enterprise to improve quality, address increasing risks and regulations, and develop plans and road maps for the future. Optimum use of EA tools can increase the effectiveness of your EA program, enabling you to accomplish more with the same or fewer resources. This session will compare Forrester’s 2008 survey of EA tool usage to the survey from 2006, report on the best practices for EA tools implementation in the largest enterprises, and answer the following questions:</p> <ul style="list-style-type: none"> • What are EA tools really used for? • What benefits do architects expect from EA tools? • What are the most common best practices for EA tools implementation? • Which artifacts do architects give highest priority for modeling or collection? 	A	Track Session
2:10–3:10 p.m. <i>Legends 11</i>	<p>How An Enterprise Integration Strategy Can Lower Your Costs Ken Vollmer, <i>Principal Analyst</i>, Forrester Research</p> <p>As enterprise architects strive to build a cost-effective enterprise integration strategy (EIS), they face a wide range of options that include ESBs, BPM suites, ETL tools, integration appliances, and integration-oriented SaaS platforms. This session will outline the elements of an EIS and provide recommendations for how to apply them to meet the organization’s needs today and in the future, while reducing operational and maintenance costs. The session will address the following questions:</p> <ul style="list-style-type: none"> • What strategies should we use to reduce our costs related to integration efforts? • How do my plans for SOA affect my decisions regarding an integration approach? • How do I manage functional overlaps in tools I have (or will have) in-house? • Where should we integrate these tools with each other, and how is that done? 	B	Track Session

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:10–3:10 p.m. <i>Legends 10</i>	<p>Implementing Your Next-Generation Information Architecture Mike Gilpin, <i>Vice President, Research Director</i>, Forrester Research Noel Yuhanna, <i>Principal Analyst</i>, Forrester Research</p> <p>Enterprises continue to struggle with information integration and access, especially when dealing with many heterogeneous data sources and complex data structures. In addition, business users want data in real time that is tightly integrated to improve business decisions and speed critical business processes. Traditional approaches for data integration and access have failed to meet complex data integration requirements, which has put pressure on IT to deliver an enhanced information architecture that minimizes complexity, delivers real-time data, and improves data quality. This session will examine the various technologies and products that can help you implement your next-generation information architecture, and it will offer recommendations on which ones are best suited for your organization. It will also include best practices and staffing and customer case studies that will help you in building the next-generation information architecture. You will learn about:</p> <ul style="list-style-type: none"> • How to overcome existing information integration and access challenges • How to building the next-generation information architecture • Things to look out for when developing your strategy • Technologies and products that can help deliver the vision • Best practices, staffing, budget, and futures 	C	Track Session
3:10 p.m.	Event Ends		

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