

IT Forum 2009 EMEA

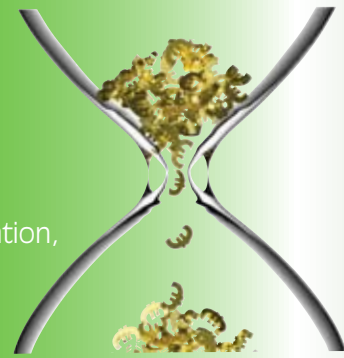
Track B: DRIVING BOTTOM-LINE VALUE THROUGH ENTERPRISE ARCHITECTURE

Role served: *ENTERPRISE ARCHITECTURE PROFESSIONAL*

The time for EA practices with vague value propositions is over. To succeed, enterprise architects must directly enable productivity improvements, operational efficiencies, and new business capabilities. This track will provide enterprise architects with the knowledge they need to drive business value in a weak economy and drive innovation in a boom time.

Success Imperatives

- Create a high-impact EA program built on metrics, communications, and governance
- Advance the adoption of SOA, BPM, and other service-oriented shifts
- Integrate the architectural stovepipes of business, information, application, and technology
- Find and dissect game-changing technologies



Sessions



Getting The Most Out Of Enterprise Architecture Tools

Henry Peyret, Principal Analyst, Forrester Research

EA tools are more broadly used across the enterprise to improve quality, address increasing risks and regulations, and develop 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 and share the best practices for EA tools implementation in the largest enterprises



Best Practices For Global Enterprise Architecture In Global IT

Jost Hoppermann, Vice President, Principal Analyst, Forrester Research

An increasing number of firms are shifting their business models to operate more like a global business. As IT organizations adapt to this, the focus of EA shifts from a local and national approach to a more regional or 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 and identify key challenges and best approaches to move toward global EA.



Business Architecture: EA's Next Evolution

Jeff Scott, Senior Analyst, Forrester Research

Interest in business architecture is growing dramatically. Although there is a great deal of discussion, there is little consensus about what business architecture is, how it should be pursued, and what value it delivers. EA teams and business architecture teams have started developing their companies' business architecture models. Architects who want to play a leading role in business architecture development must start soon or be left behind.

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SOA Security: Current And Future Best Practices

Randy Heffner, Vice President, Principal Analyst, Forrester Research

Whether SOA and Web services are used internally or externally, security is a key requirement for successful SOA. Services must be secure from attack, must efficiently allow access by trusted parties, and must leave clear audit trails for regulatory and compliance reviews. The emerging Web services standards for security envision a sophisticated architecture enabling federated, cross-technology security, but most SOA implementations today use much simpler approaches. For now, architects should take a pragmatic approach to SOA security, but today's tactical investments should help you prepare for a more strategic, comprehensive security architecture in the future.

**This session is also relevant to these roles: Application Development & Program Management Professional, Security & Risk Professional.*



Application Platform Directions: How Far Can You Go With Your Incumbents?*

John R. Rymer, Vice President, Principal Analyst, Forrester Research

Recent years ushered in big innovations in application platforms. Even well-known platforms introduced technology to add support for deployment modularity and additional programming models and languages, and new technologies like AJAX, Java EE 6, and .NET 4.0 began to come into view. The bottom line: New engines and APIs will be sitting beneath the familiar brand names — and your teams will have to determine what to use and when. Specialized platforms (BPM, business rules, analytics) continued to grow. In addition, "platform-as-a-service" has emerged as a factor for 2009 and 2010 decision-making. This session describes the landscape and the major decision factors enterprises must consider for their platform strategies.

**This session is also relevant to the CIO role.*



External EA Consulting Services Can Be Beneficial For EA Groups And IT*

Jost Hoppermann, Vice President, Principal Analyst, Forrester Research

Many enterprise architecture groups use an internal consulting model to help projects and to drive governance. Use of external EA consulting services is not yet mainstream. However, the role of EA is changing, and tough times like these require a leaner approach to EA. EA groups with insufficient resources should consider the help of external vendors for tactical or strategic tasks — or they may have to collaborate with external enterprise architecture firms that have been hired by business or IT. This session provides an overview of select vendors in the EA consulting space, their offerings, their approaches to deliver EA artifacts, and their terms of engagement.

**Value Lever: Improving Vendor Performance*



Taking SOA Governance To The Next Level

Randy Heffner, Vice President, Principal Analyst, Forrester Research

You've launched your SOA program and started to get a handle on your SOA service development life cycle. Perhaps you've begun to put in place pieces of a governance program, too, but it still feels too ad hoc feel and uncontrolled. You need to make your SOA efforts more cohesive and well managed, but when developers hear the word "governance" they run screaming from the room. What's an architect to do? By combining straightforward success measures and a focus on delivering real value to process stakeholders, you can turn skepticism, indifference, and fear into support and cooperation — and maybe even enthusiasm — for your SOA governance program.

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Integration-Centric BPMS: Productivity Leaps And Opportunities For Innovation

Henry Peyret, Principal Analyst, Forrester Research

Recent information from real-world deployments continues to point to significant gains in productivity and innovation that are directly attributable to the use of IC-BPMS tools. These comprehensive integration and process improvement solutions are one of the key ways to improve operational performance, which results in bottom-line improvements. This session will analyze several recent IC-BPMS efforts and determine lessons learned, best practices, and trends that are applicable for future deployments.



Contractualization: Technology Enables New Ways To Flexibly Manage Business/IT Relationships

Andrew Bartels, Vice President, Principal Analyst, Forrester Research

Henry Peyret, Principal Analyst, Forrester Research

IT's relationships with business partners, like its relationships with external suppliers, depend on clear expectations between both parties. While IT increasingly uses detailed contracts to manage external supplier relationships, it still manages its internal business relationships through a wide array of informal processes. IT departments have not thought to use internal contracts because they took too long to establish, were inflexible, and were hard to track. However, new contract lifecycle management software tools, which companies now use to create and manage contracts with external partners, can also be used internally, whether for new projects or for existing services delivery. Enterprise architects should adopt these tools to define the Business Architecture of IT with the rigor of a contract without sacrificing flexibility and adaptability to changing conditions. This session will present new thinking, supported by leading edge practitioners, on using 'Contractualization' as a framework for managing IT's relationships with business



The Changing Role Of The Enterprise Architect (Executive Exchange)

Jost Hoppermann, Vice President, Principal Analyst, Forrester Research

Diego Lo Giudice, Vice President, Principal Consultant, Forrester Research

The Enterprise architecture role is changing; and its change is different in bad and good times. In good times the status quo has been shifting from being a technically focused role to becoming more business technology focused one. This change imposes on the EA group some of the "burden" to support IT in being more aligned with the business and collaborating more directly on business initiatives. However, is this shift still the right one for bad times? Some EA groups are moving seriously in the direction of a very strong EA consulting focus and some others are hastening to prove their value. And while some luckier EA groups might actually be involved in accelerating in the curve -- to establish competitive advantage with the reestablishment of a normal economic environment -- , some others seem to entirely ignore their environment. The session will focus on the changing role of EA in good and bad times. Key takeaways:

- How does the EA role change in good times?
- How does it shift in bad times?
- How do selected EA groups behave?

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Expert Advice: *Book up to three one-on-one sessions with Forrester analysts. Below are the analysts specializing in your role.*



Randy Heffner, Vice President, Principal Analyst

Enterprise Architecture, SOA Strategy, Service-Oriented Architecture, Security & Risk, Application Development, Enterprise Architecture Domains, SOA Security, Application Architecture, Application Security, Software Modeling, SOA Platforms, Digital Business Architecture, SOA Design, SOA & Web Services, Application Development Processes & Tools, SOA Management & Web Services Management



Henry Peyret, Principal Analyst

Enterprise Architecture, Manufacturing, Government, Enterprise Architecture Practices, Transportation & Logistics, Agriculture, Travel, Telecommunications Services, Healthcare & Life Sciences, EA Modeling & Repository Tools, Professional Services, Retail



Jost Hoppermann, Vice President, Principal Analyst

Enterprise Architecture, EA Governance Processes, EA Organizational Structure, Application Planning & Strategy, Retail Banking, Enterprise Architecture Practices, Application Development, Multichannel Architecture, Banking Platforms, Financial Services, Architecture & Technology Strategy



Jeff Scott, Senior Analyst

Enterprise Architecture, EA Governance Processes, EA Organizational Structure, Enterprise Architecture Practices, EA Roles & Responsibilities, Financial Services