

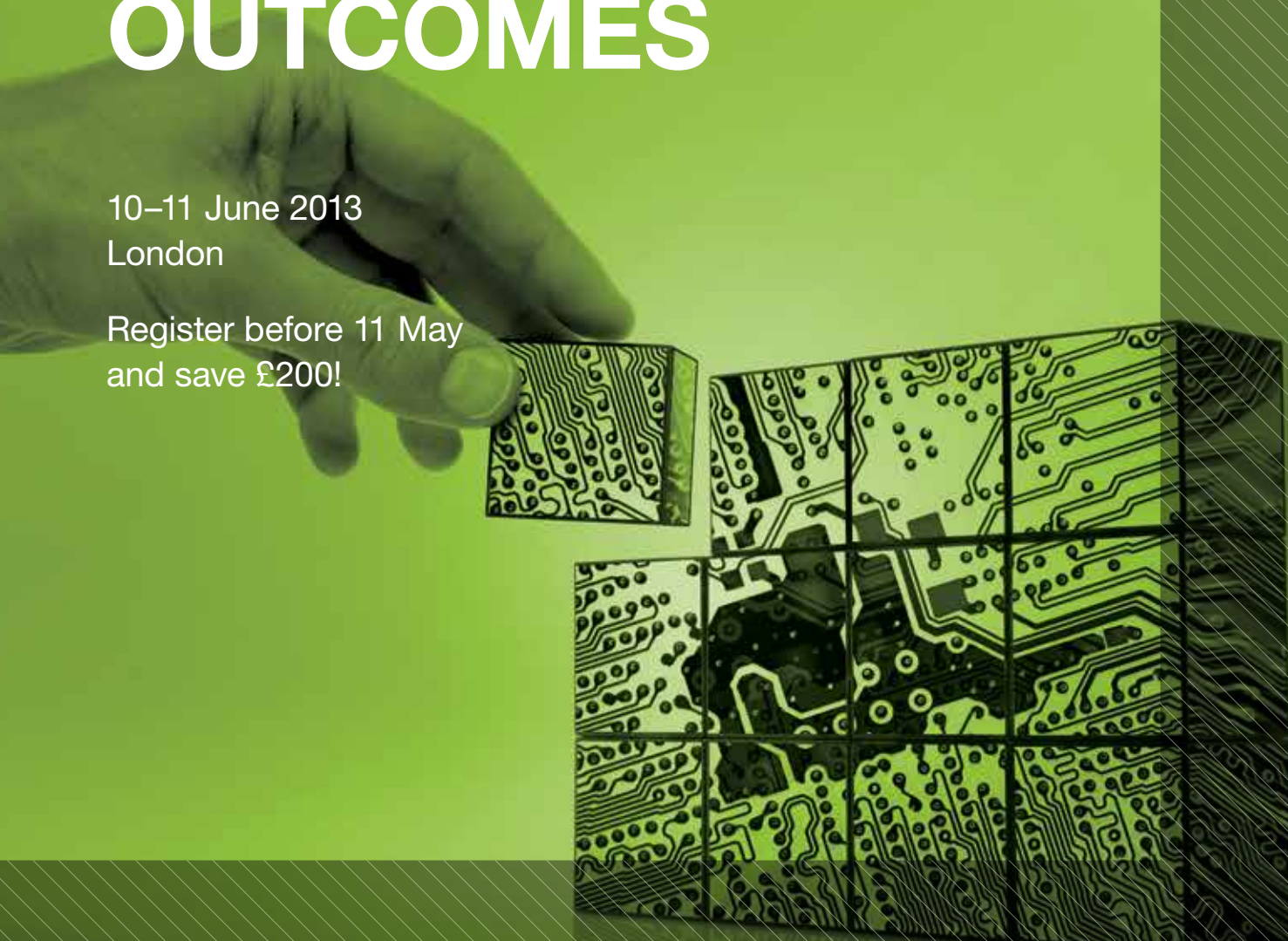
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Enterprise Architecture Professionals

ARCHITECTING TOMORROW'S BUSINESS OUTCOMES

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“The drumbeat of business change is speeding up. At this forum, we’ll help technology leaders ensure that their technologies, skills, and competencies keep pace.”

Kyle McNabb
VP, Practice Leader
Forrester Research

Join Us

Forrester's Forum For
Enterprise Architecture Professionals,

ARCHITECTING TOMORROW'S BUSINESS OUTCOMES

Your leaders demand new strategies, new architectures, new ecosystems, and new competencies. In this environment, you must play a central role in defining new technology-fueled destinations to achieve business outcomes and thrive in the digital age.

WHO SHOULD ATTEND

- Chief technology officers
- Chief architects
- Strategic planning leaders
- Enterprise architects
- Business architects
- Leaders of information and data architecture
- Solution and application architects
- Leaders of development and delivery

WHAT ATTENDEES WILL GAIN

During this results-oriented Forum, Forrester will unveil its **newest big ideas, toolkits, and Forrester Waves™** to teach you how to redefine your partner ecosystems and strategies to fuel tomorrow's business outcomes.

FEATURING

In addition to the latest content from our analysts, Forrester will give attendees a complimentary copy of a new Forrester Report:

- *Assessing Business Capabilities* by Gordon Barnett, *Principal Analyst*, Forrester Research.
- Forrester's new **Business Capability Assessment Toolkit**.

COLOCATED FORUMS

Forrester's Forum for Enterprise Architecture Professionals is colocated with Forrester's Forums for CIOs, Infrastructure & Operations, Security & Risk, and Sourcing & Vendor Management professionals. These Forums are being held simultaneously to allow you to network with more business leaders, bring additional team members, and access valuable additional content relevant to your challenges and responsibilities. All attendees receive complimentary access to all Forum sessions.



ARCHITECTING TOMORROW'S BUSINESS OUTCOMES



“Delivering business outcomes is bigger than any one product. Enterprise architects are becoming the agents that ensure sustainable business outcomes in an environment of continuous change.”

Alex Cullen
VP, Research Director
Forrester Research

Industry Speakers



Gregor Baues
Chief Architect
Air France

Gregor Baues is responsible for delivering architecture and design of complex IT projects and has an active role within the global enterprise architecture and innovation initiatives. He is also acting as technical director for major IT projects in the information workplace and mobility areas.



Paulo Bezerra
Marketing Development USA
Brasil IT+

Paulo Bezerra is the market development leader for BRASSCOM in the US. Paulo leads efforts to introduce and connect international markets and companies with Brazilian software and IT service companies. He has 20 years of experience assisting groups and companies interested in developing partnerships.



Whitney Bouck
Enterprise General Manager
Box

Whitney Bouck is responsible for driving the growth strategy for Box in the enterprise market across sales, marketing, product, and services. Prior to joining Box, Whitney was Chief Marketing Officer of the Information Intelligence Group at EMC.



Garth Bretherton
Head of Digitally Enhanced Relationships
Syngenta Crop Protection

Garth Bretherton leads a global team of customer marketing excellence engagement leads and digital marketers in 19 territories.

John Ferguson

Senior Enterprise Architect
Nissan

John Ferguson is the major European representative in EA initiatives with other Nissan regions and with Nissan's Alliance partner, Renault. He has led a number of EA activities in Europe, including the establishment of an application portfolio and strategic application road maps.



Ian Halliday-Pegg
Managing Director, UK Operations
MEGA

Ian Halliday-Pegg is responsible for all business operations for MEGA in the UK, overseeing software sales, consulting services, and the operational management and delivery of excellent customer care. He joined MEGA UK in its early years and served as UK Sales Manager for seven years.



Greg Swimer
Vice President IT, Business Intelligence
Unilever

Greg Swimer is a global IT leader at Unilever, responsible for delivering new information management, business intelligence, reporting, consolidation, analytics, and master data solutions to more than 20,000 users across all of Unilever's businesses globally.



Saul Van Beurden
COO
Marsh International

Saul Van Beurden oversees the operations and technology (O&T) of the regions and countries Marsh International serves. His main objective is to set up and execute a common agenda by and with the regional heads of O&T, which will drive operational excellence.

Also Featuring:

Bill Cason, CTO, Troux

Helmut Reisinger, Senior Vice President Europe,
Orange Business Services

Featured Keynotes

THE BUSINESS DEMANDS OF THE PERPETUALLY CONNECTED



George F. Colony

Chairman of the Board, Chief Executive Officer
Forrester Research

Device proliferation and consumer adoption of cloud brings an epochal change in expectations and a tectonic shift in future business outcomes. People — your customers and employees — are increasingly perpetually connected. Forrester Chief Executive Officer George Colony will discuss how the perpetually connected customer has redefined business strategy. During this session attendees will learn:

- How the perpetually connected customer affects your competitive strategy.
- What the new role of technology is in our perpetually connected world.
- What will characterize tomorrow's winners and losers.

UNLEASHING THE DATA ECONOMY



Eve Maler

Principal Analyst
Forrester Research



James Staten

VP, Principal Analyst
Forrester Research

The time is now for a data economy that lets you unlock the hidden value of your corporate data. Emerging marketplaces exist today and are showing the way toward broader market adoption. In this session attendees will learn:

- Who today's market leaders in opening up the data economy are.
- What technologies, standards, and methodologies they leverage to make this market real.
- What steps you can take today to assess your opportunities and begin profiting from the data economy.

THE ROAD TO 'MOBILE FIRST' AT AIR FRANCE



Gregor Baues

Chief Architect
Air France

Mobility is changing Air France, and IT is adopting a 'mobility first' strategy in response. Starting with their first major project — equipping airline crews with iPads — Air France began a journey that changes their projects, their architecture, and how they plan and govern business mobility initiatives. In this session, you will learn how Air France is:

- Adapting to the speed of mobility projects.
- Developing an enterprise architecture for mobility.
- Striving to create a win-win for IT and business.

A 10-YEAR HYPE CURVE IN PERSPECTIVE: A PERSONAL REFLECTION



Saul Van Beurden

COO
Marsh International

Saul will share lessons of the past and look into the future of IT. Attendees will learn:

- How IT has evolved over the past 10 years.
- Lessons from Saul's personal experiences.
- How IT will continue to evolve.

LESSONS FROM CITIZEN ENGAGEMENT



Jennifer Belissent, Ph.D.

Principal Analyst
Forrester Research

Demands of connected citizens increasingly challenge business and government. New digital technologies help address those demands, facilitate new forms of engagement & service delivery, open new avenues for economic development & innovation, and change the business of government. Attendees will learn:

- What connected citizens and governments expect of each other.
- What businesses can learn from governments' efforts to better engage with connected citizens.
- How governments use technology to foster economic development.

PANEL: WHAT WILL YOU GAIN FROM OUR AD&D PLAYBOOKS?



MODERATOR: **William Band**

Vice President, Principal Analyst
Forrester Research

PANELISTS:

Garth Bretherton, *Global Head - Digital Marketing*, Syngenta

Mobile is hot. Customer management is critical. Success in these initiatives means mastering complex interdependencies between technology, architecture, process, and organization. This keynote examines several of our newest playbooks, drilling into their significance for enterprise architecture and hearing from practitioners on their experience. This session will teach attendees:

- Key insights from the mobile engagement and CRM playbooks.
- How EAs can use these playbooks to boost their contribution to related initiatives.
- How leading firms are improving business outcomes in mobility and CRM.

ASSESSING BUSINESS CAPABILITIES



Gordon Barnett
Principal Analyst
Forrester Research

Business architects find capability maps to be powerful and versatile tools for assessment and strategic planning. Heat maps and capability scorecards provide a means to build the common business and IT understanding that underpins successful strategy. This session will describe various ways to analyze your business capabilities and includes use of Forrester's Capability Assessment Toolkit. This session will instruct attendees on:

- The four key dimensions of capability assessment.
- Putting a number to complexity and agility.
- How assessment drives prioritization for transformation programs.

BRASIL IT+: REGIONAL LEADER, GLOBAL PLAYER



Paulo Bezerra
Marketing Development USA
Brasil IT+

Brazil is well positioned as a leading growth economy. The time is now right to consider Brazil's IT capabilities as strategic alternatives for your innovation, productivity, competitive, and growth plans and requirements. Join us for an enlightening conversation with BRASSCOM, the Brazilian Association of Information Technology and Communication Companies, as well as with executives from selected leading ITC companies. Attendees will learn:

- How leading global and Brazilian IT companies have been successfully enabling the growth of companies in the domestic Brazilian and international markets.
- How your company can prosper and succeed when leveraging Brazil's ITC capabilities.
- How Brasil IT+ can collaborate in companies' productivity and competitive goals.

THE EVOLUTION OF IT: DRIVING INSIGHT AND INNOVATION IN THE POST-PC ERA



Whitney Bouck
Enterprise General Manager
Box

Today's knowledge workers demand device choice and flexibility, and IT decision-makers require technology that regulates the flow of information but also delivers new innovations to vendors, clients, customers, and employees. In this keynote presentation, Whitney Bouck will look at the evolution of IT and the intersection of cloud, mobile, and social. In this session attendees will learn:

- What is driving all of the growth in mobile tools.
- What this shift means for the future of content management and collaboration.
- How we will communicate and collaborate in the post-PC enterprise.

DOING THE RIGHT THINGS VERSUS DOING THINGS RIGHT



Bill Cason
CTO
Trouw

CIOs have always had tremendous decision-making challenges due to a lack of timely and accurate information. This problem has become more acute as the pace of change increases and the breadth of change expands. It's not difficult to understand why some business leaders get caught in the trap of spending precious resources on doing a lot of things right. But is this enough? Attendees will learn:

- How to overcome common decision-making challenges.
- How to manage decisions in an environment filled with constant change.
- How to spend more time on doing the right thing.

AN EA APPROACH FOR THE APM INITIATIVE



John Ferguson
Senior Enterprise Architect
Nissan



Ian Halliday-Pegg
Managing Director, UK Operations
MEGA

In this presentation Nissan UK will demonstrate the value it gets from its application portfolio management initiative. The presentation will reveal the meta-model on which it based its approach, according to its specific expectations. This session will instruct attendees on:

- Nissan's application portfolio management initiative.
- How Nissan used a meta-model.
- What Nissan's resulting diagrams and dashboards look like.

WELCOME TO THE ERA OF AGILE COMMERCE



Martin Gill
Principal Analyst
Forrester Research

Traditional ways of delivering eCommerce no longer work, and execs are grappling with what this seismic shift means to their customers. Forrester calls this agile commerce — and your business won't succeed without your help ... if you are ready. This session will peer into the mind of your eCommerce execs and what you must do to be their value-adding partner. Attendees will learn:

- How mobile, social and multichannel are key drivers of consumer change.
- What capabilities are needed for your agile commerce "target state."
- How to reboot the eCommerce-EA relationship.

REAL-TIME BUSINESS — HAPPENING AT LAST



Brian Hopkins
Principal Analyst
Forrester Research

Executives dream of real-time business — of rapidly sensing trends and responding to opportunities. Cloud, mobile, and big data simply create a real-time business foundation. Firms need a combination of sustainable business agility, collaborative business architecture, and emerging technology acumen to realize their real-time vision. This session will present:

- What's next after cloud, mobile, and big data.
- The architecture of a real-time business.
- How agility, business architecture, and emerging technology create a virtuous circle.

PANEL: REAL-TIME BUSINESS — LESSONS FROM LEADERS



MODERATOR: **Brian Hopkins**
Principal Analyst
Forrester Research

PANELISTS: TBA

There is no single thing you can do to become a real-time business — no single technology plan, nor process transformation. It takes systematic change, but the firms who do this well can point to remarkable business outcomes. In this keynote panel, leaders from multiple industries will instruct attendees on:

- How to achieve a real-time business.
- How to chart your business' evolution to real-time business.

DRIVING CUSTOMER EXPERIENCE INTO THE BUSINESS



Derek Miers
Principal Analyst
Forrester Research

A customer experience (CX) strategy that's only "skin deep" just doesn't work. A successful CX strategy implies understanding how your firm's services, processes, and capabilities drive the customer's experience. The session will introduce the business architecture tools and approaches that enable organizations to deliver on a comprehensive CX strategy. This session will instruct attendees on:

- Developing your target operating model from the outside in.
- Connecting the customer experience to the processes that create it.
- Assessing the impact of CX strategies using business architecture viewpoints.

MANAGING EMERGING TECHNOLOGY WATCH LISTS



Leslie Owens
Principal Analyst, Research Director
Forrester Research

Emerging technologies have the potential to change how businesses engage their customers and manage their operations. But many IT shops don't effectively track new technologies and their opportunity for disruption, good or bad. Enterprise architects should lead this and take a "business-centric" perspective. This session will instruct attendees on:

- Forrester's top emerging technology trends.
- The elements of an emerging technology watch list.
- How to use Forrester's Emerging Technology Watch List Interactive Tool.

WHAT WILL YOU GAIN FROM OUR CIO PLAYBOOKS?



Ted Schadler
Vice President, Principal Analyst
Forrester Research

Mobile is hot. Customer management is critical. Success in these initiatives means mastering complex interdependencies between technology, architecture, process, and organization. This keynote examines several of our newest playbooks, drilling into their significance for enterprise architecture and hearing from practitioners on their experience. Attendees will learn:

- What key insights the mobile engagement and CRM playbooks can provide.
- How EAs can use playbooks to boost their contribution to related initiatives.
- How leading firms are improving business outcomes in mobility and CRM.



Agenda: Monday, 10 June 2013

8:00 AM	Networking Breakfast In The Solutions Showcase
9:00 AM	Welcome And Setting The Stage Kyle McNabb, <i>Vice President, Practice Leader</i> , Forrester Research
9:15 AM	The Business Demands Of The Perpetually Connected George Colony, <i>Chairman of the Board, Chief Executive Officer</i> , Forrester Research
9:45 AM	Unleashing The Data Economy James Staten, <i>Vice President, Principal Analyst</i> , Forrester Research Eve Maler, <i>Principal Analyst</i> , Forrester Research
10:15 AM	Industry Keynote: TBA
10:45 AM	Morning Networking Break In The Solutions Showcase
11:30 AM	Architecting Tomorrow's Business Outcomes: Opening Remarks Alex Cullen, <i>Vice President, Research Director</i> , Forrester Research
11:40 AM	Real-Time Business — Happening At Last Brian Hopkins, <i>Principal Analyst</i> , Forrester Research
12:10 PM	Real-Time Business — Lessons From Leaders Panel Moderator: Brian Hopkins, <i>Principal Analyst</i> , Forrester Research
12:40 PM	Intermission
12:45 PM	Premier Keynote With Box: Whitney Bouck, <i>Enterprise General Manager</i> , Box Premier Keynote With Brasil IT+: Paulo Bezerra, <i>Marketing Development USA</i> , Brasil IT+ Premier Keynote With Orange Business Services: Helmut Reisinger, <i>Senior Vice President Europe</i> , Orange Business Services
13:15 PM	Lunch And Dessert In The Solutions Showcase
14:30 PM	The Road To 'Mobile First' At Air France Gregor Baues, <i>Chief Architect</i> , Air France
15:00 PM	Platinum Session With Troux: Bill Cason, <i>CTO</i> , Troux
15:30 PM	Afternoon Networking Break In The Solutions Showcase
16:00 PM	Welcome To The Era Of Agile Commerce Martin Gill, <i>Principal Analyst</i> , Forrester Research
16:30 PM	What Will You Gain From Our CIO Playbooks? Ted Schadler, <i>Vice President, Principal Analyst</i> , Forrester Research
17:00 PM	What Will You Gain From Our AD&D Playbooks? Panel Moderator: William Band, <i>Vice President, Principal Analyst</i> , Forrester Research Panelist: Garth Bretherton, <i>Global Head - Digital Marketing</i> , Syngenta
17:30 PM	Networking Reception In The Solutions Showcase

Agenda: Tuesday, 11 June 2013

8:00 AM	Networking Breakfast In The Solutions Showcase
9:00 AM	Architecting Tomorrow's Business Outcomes: Welcome Back Alex Cullen, <i>Vice President, Research Director</i> , Forrester Research
9:10 AM	Driving Customer Experience Into The Business Derek Miers, <i>Principal Analyst</i> , Forrester Research
9:40 AM	Platinum Session With MEGA: John Ferguson, <i>Senior Enterprise Architect</i> , Nissan, Ian Halliday-Pegg, <i>Managing Director, UK Operations</i> , MEGA
10:10 AM	Morning Networking Break In The Solutions Showcase
10:40 AM	Assessing Business Capabilities Gordon Barnett, <i>Principal Analyst</i> , Forrester Research
11:10 AM	Managing Emerging Technology Watch Lists Leslie Owens, <i>Principal Analyst, Research Director</i> , Forrester Research
11:40 AM	Design Thinking Reshapes EA For Dynamic Business Alex Cullen, <i>Vice President, Research Director</i> , Forrester Research Clay Richardson, <i>Senior Analyst</i> , Forrester Research
12:10 PM	Networking Lunch And Dessert In The Solutions Showcase
13:30 PM	A 10-Year Hype Curve In Perspective: A Personal Reflection Saul Van Beurden, <i>COO</i> , Marsh International
14:00 PM	Unleashing The Data Economy James Staten, <i>Vice President, Principal Analyst</i> , Forrester Research Eve Maler, <i>Principal Analyst</i> , Forrester Research
14:30 PM	Architecting Tomorrow's Business Outcomes: Closing Remarks Kyle McNabb, <i>Vice President, Practice Leader</i> , Forrester Research
14:45 PM	Conclusion



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Stephen Mann
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Lauren Nelson
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Glenn O'Donnell
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John Rakowski
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James Staten
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Christopher Voce
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Research Director,
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To receive the group rate you must book online under the travel info tab at www.forrester.com/EA13EMEA.



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