

# Program Overview 2015

Forrester Leadership Boards are exclusive peer groups for exchanging best and next practices to win in a disruptive marketplace.

- › **Prepare for rapid change.** Our powerful networks help you anticipate how technology change affects your customers and business.
- › **Increase confidence in your decisions.** Dedicated advisors connect you one-on-one with peers who share your experience.
- › **Improve your effectiveness.** Exclusive content equips you to improve your programs and results.

The Enterprise Architecture (EA) Council comprises approximately 160 enterprise architecture executives from leading global organizations across all major industries, including financial services, energy, retail, and healthcare.

## Top Member Challenges

Members' challenges drive the EA Council agenda throughout the year:

- › What are best practices for transforming architecture to support digital business?
- › How can my organization maximize the potential of new and existing information assets through information strategy, architecture, and governance?
- › In what ways are EA professionals architecting customer experience and engagement?
- › How do organizations identify and integrate emerging technologies that help differentiate their businesses and fuel growth?
- › What are best practices for advancing strategic decision-making with business architecture?
- › How can I design tomorrow's data governance to maximize business agility?
- › What are best practices for designing flexible architectures that leave room for uncertainty?
- › In what ways are EA professionals embedding process innovation across the enterprise to achieve business goals?
- › How can I leverage established best practices and solutions to measure the effectiveness of my EA function?

## HOW THE EA COUNCIL CAN HELP

The EA Council program overview is created and updated based on the needs of our members and includes a variety of meetings and deliverables. We support our members through:

Questions? Contact The EA Global Council Manager: Taylor Tinmouth, [ttinmouth@forrester.com](mailto:ttinmouth@forrester.com), +1 617.613.6185

- › **Facilitated problem-solving with your peers.** As an EA Council member, you are part of a trusted global community of EA leaders. Forrester proactively organizes and facilitates ongoing in-person and virtual events as well as one-to-one member exchanges designed to tackle your most pressing challenges.
- › **Exclusive content.** Members benefit from several unique deliverables, including a customized maturity model, exclusive case-study-based research, and member case study presentations. These deliverables are exclusive to members.
- › **A dedicated advisor for personalized support.** Each member of the EA Council works with a dedicated advisor who will partner with you to create a plan to address your key objectives and challenges and to ensure that you most effectively utilize your EA Council resources.

## SAMPLE EVENTS CALENDAR 2015

All topics listed below will be virtual events unless indicated as an “In-Person” event.

### Q1

January	February	March
22 Tracking And Planning For Emerging Technology	17 BT Organization Of The Future: Understanding The Emerging Roles And Models You Need Today And Tomorrow	12 Next-Generation Strategic Planning And Portfolio Execution
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

### Q2

April	May	June
14 Measuring The Effectiveness Of Your EA Function	20 Transforming Your Architecture To Support Digital Business	1 In-Person: Summer 2015 EA Council EMEA Member Meeting, Lisbon
27-28 Forrester's Forum For Technology Management Leaders, Orlando		2-3 Forrester's Forum For Technology Management Leaders EMEA, Lisbon
29 In-Person: Spring 2015 EA Council North American Member Meeting, Orlando		9 Exploring Trends In The Architecture, Development, And Deployment Of Modern Apps
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

### Q3

July	August	September
21 Building A Data-Driven Organization	12 Systemic Design: Designing Flexible Architectures That Plan For Uncertainty	10 Maximize Your Chances Of Business Intelligence Success In A Customer-Centric World
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

### Q4

October	November	December
7 Design Tomorrow's Data Governance For Agility In Context	3 In-Person: Fall 2014 EA Council North American Member Meeting East, Boston	8 Integrating Your Organization's Technology Across The Cloud Landscape
21 In-Person: Fall 2014 EA Council North American Member Meeting West, San Francisco	5 Business Architecture Toolkit: Impacting Your External And Internal Business Environment	TBD In-Person: Winter 2014 EA Council EMEA Member Meeting, London
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

\*Subject to change prior to distribution of final event invite.