

ENTERPRISE ARCHITECTURE CONFERENCE EUROPE 2002

**SOLVING THE ENTERPRISE ARCHITECTURE EQUATION –
PRAGMATIC STEPS TO DRIVE THE BUSINESS VALUE OF ARCHITECTURE EFFORTS**

Faced with poorly coordinated, tactical, and reactive IT efforts, senior managers have moved Enterprise Architecture to the top of their agendas. No longer regarded as “systems design on steroids”, the discipline is expected to bridge the gap between business strategy and engineering. CEOs and CIOs expect Chief Architects to lead these alignment efforts and to spark “creative collaboration” across the organisation.

Please join us for these exciting sessions, case studies and rare opportunities to share ideas with the best in the business, and to benefit from the insights and experiences of many of Europe’s most insightful and influential companies.



RICHARD BUCHANAN



BRIAN BURKE



ROGER BURLTON



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3RD ANNUAL CONFERENCE

10-12 June 2002
London, UK

conference co-chairs

Richard Buchanan
Vice President, Enterprise
Planning & Architecture Strategies
META Group

Brian Burke
Vice President, International,
Enterprise Planning &
Architecture Strategies
META Group

keynote speakers

John A Zachman
Zachman International

Jan Hoogervorst
VP Corporate Information
Strategy, KLM

Roger Burlton
Process Renewal Group

case studies include

- ▶ Barclays Bank
- ▶ Boeing
- ▶ British Airways
- ▶ Consignia
- ▶ Diageo
- ▶ Equifax
- ▶ Munich Re
- ▶ Swiss Re
- ▶ Telia AB

INTRODUCTION FROM THE CHAIRS

Despite the challenges faced by public sector and private organisations, as they struggle to ride out today's "perfect storm", many senior strategists are becoming more confident of their ultimate success. Rather than abandoning strategy, a critical mass of business and IT managers have embraced a more holistic view of "integrated strategy". Many barriers to success have been overcome. It is no longer rare for knowledgeable technologists to find a seat at the strategic planning round table. IT investments and programmes are increasingly managed as part of a broad portfolio of business opportunities, and board-level interest in enterprise architecture and IT strategy is more consistent and secure.

These positive developments are not random occurrences. They are driven by the success that architecturally sophisticated business and IT professionals have had in educating their colleagues and in demonstrating the value of their coordinated efforts. As this new breed of decision-makers re-invents strategic thought inside complex organisations, they are harnessing the intellectual energy generated by enterprise architecture efforts. Entirely new business

strategies and processes are emerging as result of this intellectual cross-pollination. Given that this approach also allows pragmatic tactical decision-making as well, it is no wonder that an investment in enterprise architecture is increasingly viewed as a requirement, not a luxury.

We look forward to your active participation and sharing in these important ideas.



RICHARD BUCHANAN
VICE PRESIDENT,
ENTERPRISE PLANNING &
ARCHITECTURE STRATEGIES –
META GROUP



BRIAN BURKE
VICE PRESIDENT INTERNATIONAL,
ENTERPRISE PLANNING &
ARCHITECTURE STRATEGIES –
META GROUP

Who Should Attend

- ▶ CIOs and Chief Architects responsible for translating business strategic vision into pragmatic IT delivery programmes
- ▶ Senior Business Strategists, Chief Operating Officers and LOB managers who demand efficient, pragmatic investment programmes and want to insure cross-functional integration.
- ▶ IT implementers, Project and Programme Managers and Systems Quality Engineers responsible for adhering to architecture guidelines and interested in influencing standard setting activities.

Whether you are responsible for business or IT success, this conference will provide you pragmatic tools for thinking, models and frameworks for analysis and decision making, and insight into the real world best practices of the most agile organisations on earth.

What You Will Learn

This is the only international event completely dedicated to the concept of adaptive enterprise architecture. The conference includes full-day pre-conference workshop, as well as general sessions with world-class practitioners, commentators, and technology providers.

WORKSHOP: THE CORE IDEAS OF ADAPTIVE ENTERPRISE ARCHITECTURE

Jumpstart your architecture efforts and eliminate the barriers to success by attending this rapid fire, highly interactive workshop conducted by META Group. You will learn how to define and implement enterprise architecture as a sustainable, creative, strategy driven process which emphasises not only "how" to create adaptive computing systems, but identifying "what" needs to be architected to deliver true business strategic value.

CONFERENCE: SOLVING THE ENTERPRISE ARCHITECTURE EQUATION – PRAGMATIC STEPS TO DRIVE THE BUSINESS VALUE OF ARCHITECTURE EFFORTS

As part of the conference proceeding, informative, thought provoking keynote presentations will be supplemented by breakout sessions as well as networking and vendor sponsored activities. Sessions will be organised across the following general tracks:

TRACK 1: Adapting Architecture to the Business Reality

TRACK 2: At the Forefront: Architecture's Leading Edge

TRACK 3: Architecture Tools, Techniques and Talent

CONFERENCE CO-PRODUCERS



Bottom-Line Guidance for IT and Business Transformation

META Group is a leading

research and consulting firm, focusing on information technology and business transformation strategies. Delivering objective, consistent, and actionable guidance, META Group enables organisations to innovate more rapidly and effectively. Our unique collaborative models help clients succeed by building speed, agility, and value into their IT and business systems and processes. For more information, connect with META Group at www.metagroup.com



IRM UK is an international

organisation that specialises in strategic IT training for IT & business professionals and managers. Our presenters have superior technical knowledge, teaching skills and a wide range of practical business experience. They are some of the most influential technologists, methodologists and original thinkers in IT and business today.

Noted for the participation of top level decision makers from both the corporate, user and vendor communities, and the lucid analysis of critical strategic and management issues, our events are condensed and rigorous combining technical explanations with management advice and discussions of future directions. Our world class speakers include Roger Burlton, Larry English, Mike Ferguson, Chris Potts, David Marco, Suzanne Robertson and John Zachman.

We are also running the following major conferences in London from 21-23 October 2002:

- **INFORMATION QUALITY IMPROVEMENT**
- **META DATA**
- **DAMA INTERNATIONAL**

For further detail on our events visit
www.irmuk.co.uk

agenda

MONDAY, 10TH JUNE 2002 • WORKSHOP

- 8:30-9:30 Registration
- 9:30-17:00 **Workshop: Creating an Adaptive Enterprise Architecture in Changing Times**
Brian Burke & Richard Buchanan, META Group
- 17:00-18:15 Cocktail Reception and Exhibits

TUESDAY, 11TH JUNE 2002 • CONFERENCE DAY 1

- | | TRACK 1
Adapting Architecture to the Business Reality | TRACK 2
At the Forefront: Architecture's Leading Edge | TRACK 3
Architecture Tools, Techniques and Talent |
|-------------|--|--|---|
| 8:30-9:00 | Registration | | |
| 9:00-10:30 | Chair Address: The Evolution of Enterprise Architecture
<i>Brian Burke & Richard Buchanan, META Group</i> | | |
| 10:30-11:00 | Break and Exhibits | | |
| 11:00-12:00 | The Road from Marketing to Architecture
<i>Berit Lönn, Telia</i> | Evolving to the Next Level: Serviced Based Architectures
<i>Jim Macintosh, Consignia</i> | Implementing Enterprise Architecture with User-Centric Tools, a Prerequisite for Success
<i>Tony Hans, Secorp</i> |
| 12:00-13:15 | Lunch & Exhibits | | |
| 13:15-14:30 | Keynote: Making Architecture Stick – Managing Architecture for Impact
<i>Jan Hoogervorst, KLM</i> | | |
| 14:35-15:35 | Business Strategy Integration: Tailoring Enterprise Architecture for Value Based Management
<i>Preben Folkjaer, Munich Re</i> | Enterprise Architecture – Engineering or Alchemy?
<i>Sally Bean, British Airways</i> | Application Portfolio Management
<i>Pete Rivett, Adaptive</i> |
| 15:35-16:00 | Break and Exhibits | | |
| 16:05-17:05 | Guru Panel – The Evolution of Architecture in Changing Economic Conditions
<i>Richard Buchanan, Brian Burke, Jan Hoogervorst, Jim Macintosh, John Zachman</i> | | |
| 17:05-18:45 | Cocktail Reception and Exhibits | | |

WEDNESDAY, 12TH JUNE 2002 • CONFERENCE DAY 2

- | | | | |
|-------------|--|---|---|
| 7:30-9:30 | World Cup Sponsored Breakfast – England v Nigeria Live from Japan | | |
| 9:30-11:15 | Keynote: Enterprise Architecture Straight from the Shoulder, <i>John Zachman, Zachman International</i> | | |
| 11:15-11:30 | Break | | |
| 11:30-12:30 | Priming the Pump in a Flood of Change: Organising for Architecture
<i>Alistair Shearin, Diageo</i> | Realising Business Information Architectures
<i>Tim Harris, Swiss Re</i> | System Architect Integrating Business Data, the UML and XML Modelling in One Tool
<i>Lorne Clark, Popkin Software</i> |
| 12:30-13:30 | Lunch | | |
| 13:30-14:45 | Keynote: Integrated Capability Management, <i>Roger Burlton, Process Renewal Group</i> | | |
| 14:45-15:45 | Commercial Airlines increased reliance on the Enterprise Architecture for On-Time Aircraft Departure
<i>Robert Rencher, Commercial Aviation Services, The Boeing Company</i> | Security through an Enterprise Architecture Process
<i>Bjorn Tuft, META Group</i> | Model Driven Architecture: Integration in the New Millennium
<i>Andrew Watson, Object Management Group</i> |
| 15:45-16:00 | Break | | |
| 16:00-17:00 | Implementing the Zachman Framework
<i>Neal Fishman, Equifax</i> | Architecting for Growth
<i>Martin Phillips, Barclays</i> | The Role of Enterprise Architecture in a Value-Driven Strategy
<i>Chris Potts, Dominic Barrow</i> |
| 17:00-17:30 | <i>Brian Burke, META Group</i> – Conference Wrap-up | | |

quotes from previous delegates

“An impressive event in order to benchmark thoughts and position with regards to the whole architecture area.”
Lawrence Telfer, Solutions Architect, Northern Rock plc

“Extremely thought provoking and very useful. Now to sell it to the rest of the organisation!”
Dave Pons, IS Strategist, RSPB

“Well organised and informative.”
Phil Bryant, Consignia

“A very worthwhile few days.”
Sean Fay, IS Architect, Dept of Social Community & Family Affairs

“Very relevant and enlightening”
Ian Martin, IT Development Manager, Countrywide Assured plc

“Enjoyable and informative.”
Andy Waddel, CRM Infrastructure Architect, BSKYB

“Good content, very clear and high on energy!”
Pieter Janssen, Programme Manager CIO Office, KLM

“Useful messages, well organised and competently delivered.”
Simon Parker, Infrastructure Architect, Dept of Social Security

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WORKSHOP

MONDAY 10 JUNE 2002

9:30 – 17:00 • Workshop Creating an Adaptive Enterprise Architecture in Changing Times

Brian Burke, Richard Buchanan • META Group

Workshop Outline

Successful 21st century organisations create sustainable competitive advantage and promote business and IT innovation by exploiting three synergistic disciplines: (1) enterprise strategy/planning, (2) enterprise architecture and (3) enterprise programme management. Gain insight from a comprehensive overview of state-of-the-art enterprise architecture processes, best practices and models.

Review the relationships and synergies between these three core enterprise disciplines. Hear numerous examples that demonstrate how successful companies pursue these three core disciplines. Learn how to explain the value of this work to senior business and IT decision-makers.

Benefits of Attending

- ▶ Build the foundational knowledge necessary to maximise your conference attendance
- ▶ Gain insight into the business and technology value of adaptive enterprise architecture
- ▶ Translate business vision and strategy into IT principles and models
- ▶ Examine proven models and frameworks for modelling business, information and technology architectures
- ▶ Best practices followed by successful adaptive enterprises in evolving their architectures
- ▶ Make architecture actionable by building support
- ▶ Implement enterprise architecture through enterprise programme management
- ▶ Best practices for dynamic, technologically sophisticated business planning
- ▶ Drive high-value IT via enterprise architecture during changing times
- ▶ Learn how an adaptive enterprise architecture helps companies manage investment risks and align with business goals
- ▶ Focus on making enterprise architecture real – avoiding architecture 'shelf-ware' – with enterprise programme management
- ▶ Gain exposure to proven strategies and techniques that can be applied in the context of your enterprise

1 on 1 META Group Analyst Meetings • 11 & 12 June

While many companies use similar approaches to develop the enterprise architecture, the speedbumps encountered while undertaking the effort are unique to each organisation. META Group Analysts are available to meet with conference delegates 1 on 1 to advise you on the unique enterprise architecture challenges facing your organisation. Use this valuable opportunity to gain insights from the analysts on how to overcome your specific architecture barriers, and mobilise the effort to success.

Workshop and Keynote Speakers

Brian Burke, Vice President, International, Enterprise Planning & Architecture Strategies

Brian Burke has a broad and diverse background in technology and strategy, gained during 18 years in the industry. He is considered a thought leader in the practical application of enterprise architecture, and having developed federated architecture concept and techniques that have been applied at dozens of the worlds largest companies. Prior to joining META Group in October 1998, he was chief architect and director of the architecture office for the Workplace Safety and Insurance Board (WSIB) in Toronto. Brian's key focus is driving innovation strategy and business alignment to maximise the value contribution of IT organisations. Being a technology innovator, he has held senior management positions with responsibility for the development of IT strategies and the implementation of technologies, including Internet, knowledge management, data warehouse, groupware, client/server, and LAN/desktop technology.

Richard Buchanan, Vice President, Enterprise Planning & Architecture Strategies

Richard Buchanan is a world-renowned expert on enterprise architecture and IT strategy. With 15 years of experience as a practitioner and consultant to Global 2000 companies, he has published numerous articles on topics as diverse as integrated logistics, electronic commerce, component-based software development, competitive intelligence, and financial modelling. Prior to joining META Group in November 1996, Richard was the founder and principal of The Buchanan Group, an analysis and consulting firm responsible for enterprise architectural planning, market studies, competitive profiles, white papers, focus groups, scenario planning, and competitive war gaming. Prior to that, he was an analyst in the Computing Strategy Service of Forrester Research. Richard's experience also includes work at Digital Equipment Corp., where he managed product research and competitive intelligence activities and was a key member of its global strategy planning team.

Roger Burlton, Founder, Process Renewal Group

Roger has recently published the book: 'Business Process Management'. He is recognised internationally for his worldwide contributions in Business Architecture, Process Management, Prototyping, and people-based Project Management. He has chaired several high profile conferences on Advanced Knowledge, Information, Technology and Process Management around the world, including Process and Knowledge Management Europe 97 and 98, the National BPR Conference 97, DCI's Knowledge Management Conferences 98 and 99 as well as Software World and the IBM Executive Summit. Roger is a working practitioner and is regarded as a world authority on the pragmatic issues associated with introducing integrated and multi dimensional change. He apologises in advance for his reliance on common sense.

Jan Hoogervorst, Vice President Corporate Information Strategy, KLM

Jan Hoogervorst studied Electrical Engineering at the Delft University of Technology, and did his doctoral dissertation at the Amsterdam Free University in the area of Work and Organisational Psychology. He works with KLM Royal Dutch Airlines, currently as Vice President Corporate Information Strategy.

John Zachman, President, Zachman International

John A. Zachman is the originator of the 'Framework for Enterprise Architecture', which has received broad acceptance around the world as an integrative framework or 'periodic table' of descriptive representations of Enterprises. He has been focusing on information strategy and architecture since 1970 and has written a number of articles on those subjects. John is retired from IBM, having served them for 26 years. He is Chief Executive Officer of the Zachman Institute for Framework Advancement (ZIFA), an organisation dedicated to advancing the conceptual and implementation states of the art in Enterprise Architecture. He also operates his own education and consulting business, Zachman International.

CONFERENCE

TUESDAY 11 JUNE 2002

9:00 – 10:30 • Chairs' Address



The Evolution of Enterprise Architecture

Richard Buchanan & Brian Burke, VPs, Enterprise Planning & Architecture Strategies, META Group

The discipline of enterprise architecture has many dimensions. It is perched somewhere between an art and a science, and spans strategy and tactics, the general and the specific and technology and business. The ability to use it effectively requires an understanding of where it fits in your organisation. The discipline itself has evolved significantly over the last several years, and continues to evolve, adding another dimension to understanding its application. What was once often perceived as only a technical discipline now encompasses a holistic perspective of everything an organisation does. Add your own ongoing organisational evolution and the changing world around us, and the question "what exactly should we do?" becomes even more challenging to answer. What remains clear is that there is something to enterprise architecture that is inviting and vital for an organisation's success; it makes sense. This presentation explores the evolution of the discipline and provides a "state of the union" of where we are today to help guide your decision making.

- ▶ How enterprise architecture has evolved and where it's headed
- ▶ The business imperatives for enterprise architecture
- ▶ The internal and external climate for enterprise architecture
- ▶ How successful companies have implemented the related disciplines of strategy and planning and enterprise programme management and how these integrate with enterprise architecture
- ▶ Understand how the EA discipline has evolved to include enterprise business, information and technology architectures and application portfolio planning

11:00 – 12:00

TRACK 1

The Road from Marketing to Architecture

Berit Lönn, Director IS Architecture, Telia

It is easy to talk about EA but to really implement it is the difficult part. Telia has been working with EA for a long time, but has had problems making it work. Telia has started projects that have resulted in beautiful models and architectural work. However, when the projects have ended, the work could not be implemented as no one understood why and how it could be used. That's why it is important to make sure that the process has just begun as the project has ended.

- ▶ Setting-up objectives and principals
- ▶ Implementing the process
- ▶ Communicating and listening
- ▶ Following-up – feed back and analysis
- ▶ Starting from the beginning

11:00 – 12:00

TRACK 2

Evolving to the Next Level: Serviced Based Architectures

Jim Macintosh, Chief Technical Architect, Consignia

Consignia's Enterprise Architecture has evolved over many years. This presentation details the way architectural research is undertaken, how supporting technologies are approved and how they are then deployed and exploited. Additionally it will focus on the role and responsibilities of the architecture team, how they work with the various Consignia businesses and how they balance those individual business requirements against those of a Group Centre. In 12 months time the sourcing model for the provision of Information Systems will change within Consignia. This change will necessitate a completely new architectural approach. The challenges facing the architectural team will be examined as they define a Serviced Based Enterprise Architecture.

- ▶ Architecture development process
- ▶ Documenting the architecture
- ▶ Measuring architecture effectiveness
- ▶ Developing a service based architecture

11:00 – 12:00

TRACK 3

Implementing Enterprise Architecture With User-Centric Tools, a Prerequisite for Success

Tony Hans, Business Consultant, Secorp

Implementing Enterprise Architecture using a paper-based approach has proven to be infeasible. Academic-style expert tools aren't a viable alternative. In practice they appear to be unmanageable and hardly maintainable by the user community (from business side as well as from ICT side). New environments like "C, E & I"-business, in which organisations are interacting with their customers and business partners in various new ways, mandate an agile organisation that is focused on continuous change and improvement. Companies have to rely on a sound Enterprise Architecture, encompassing business processes, employees and ICT systems. User-centric tools, with strong communicative and collaborative qualities, provide the solution. They effectively analyse and control your business and ICT organisation, visualise processes, bottlenecks and hiccups, improve efficiency, quality and job-rotation. Integrating and linking Business Processes, process/role (employees) model and ICT systems, encompasses a sustainable Enterprise Architecture, whereby the company's existing ICT systems are continuously optimised.

- ▶ A pragmatic and sustainable approach
- ▶ Organisational acceptance using user-friendly tools
- ▶ The creation of a central information repository
- ▶ Tool-based Enterprise Architecture guarantees business continuity

13:15 – 14:30 • KEYNOTE



Making Architecture Stick: Managing Architecture for Impact

Jan Hoogervorst, VP Corporate Information Strategy, KLM

KLM has developed a principles based enterprise architecture to guide development activities across the organisation. Having developed the architecture to a mature state over several years, this presentation will focus on the key issues that must be addressed to make architecture stick – ensuring the architecture is applied throughout the company.

- ▶ Why architecture?
- ▶ Defining the key domains for development
- ▶ Detailing the concept of technological, organisational and commercial architectures
- ▶ Implementing managed enterprise (IT) architecture
- ▶ Simulating the architecture process

14:35 – 15:35

TRACK 1

Business Strategy Integration: Tailoring Enterprise Architecture for Value Based Management

Preben Folkjaer, Head of IT Strategy, Munich Re

Munich Re is using Value Based Management and Balanced Scorecards to align the business units with corporate strategic objectives. A concurrent Enterprise Architecture initiative is aligning IT with Business and creating the IT account management function. This presentation discusses how to integrate EA and IT account management into the overall strategic planning process.

- ▶ Focusing IT resources and expectation management through enterprise architecture
- ▶ Tying enterprise architecture into the business planning process
- ▶ Translating enterprise architecture into corporate terminology
- ▶ Implementing new processes for alignment of IT and business

14:35 – 15:35

TRACK 2

Enterprise Architecture – Engineering or Alchemy?

Sally Bean, Business Systems Arch Manager, British Airways

Enterprise Architecture is a challenging blend of design and choreography, requiring a range of skills and organisational capabilities. It is an essential component of business change, but itself requires a mindset change in the way that information systems are conceived, developed and maintained. Analysts and consultants

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CONFERENCE

can provide tools, frameworks and maturity models to help with this, but it is widely recognised that these are not enough. Architecture is about alchemy as well as engineering – multifaceted and elusive. British Airways has been tackling these challenges for many years and can point to some successes. However, it is still learning its way through the process of creating a focused stream of logic from business strategy and process to a set of adaptable systems, integrating legacy applications with new technology.

- ▶ Developing architecture awareness and skills throughout a diverse network of stakeholders
- ▶ Creating and maintaining a coherent set of architectures covering different levels and perspectives
- ▶ Combining business change, architecture production, and delivery of infrastructure and applications into a set of complementary activities

14:35 – 15:35

TRACK 3

Application Portfolio Management

Pete Rivett, CTO, Adaptive

Organisations of any size have a mixture of applications including legacy, commercial packages, software acquired through mergers, and outsourced applications; running on a variety of infrastructures from mainframe to web to workflow; communicating to support various business processes and user populations; and a large number of them undergoing concurrent change in different projects. The growing complexity and inability to coordinate this application portfolio has become an impediment to business change and a risk in its own right. Application Portfolio Management is an emerging area with more systematic approaches and tools, for example OMG's Software Portfolio Management Facility standard that Adaptive led. This presentation is drawn from that and Adaptive's practical experience with several blue chip customers, and will cover:

- ▶ Linking applications to the business – goals, business context, processes, capabilities, users
- ▶ The application architecture – how applications support business processes and information management, and how they communicate
- ▶ Infrastructure issues – the platform – including hardware, base software, networks and validated profiles
- ▶ Planning and coordinating changes – programmes, projects, target architectures and release coordination
- ▶ Bridging to application development – to provide communication, traceability and impact analysis

16:05 – 17:05 Guru Panel

The Evolution of Architecture in Changing Economic Conditions

Brian Burke, Richard Buchanan, Jan Hoogervorst, Jim Macintosh & John Zachman

WEDNESDAY 12 JUNE 2002

7:30 – 9:30 • World Cup sponsored breakfast

Join us for the England v Nigeria game

9:30 – 11:15 • KEYNOTE

EA – Straight from the Shoulder



John Zachman, President, Zachman International

There is no such thing as an architecture silver bullet! Architecture is foundational for managing modern enterprises. Learn how to develop a short, medium and long term architecture action plan for making it a reality. This presentation is not for the faint of heart nor for anyone who is looking for a "quick fix" or an "easy out". This is "Enterprise Architecture, Straight from the Shoulder!"

- ▶ Overview of the framework for enterprise architecture
- ▶ Identify short term architecture alternatives
- ▶ Define precisely what it is about information technology that may be causing pain and frustration in the enterprise these days
- ▶ Find out what has to be done to rectify the problems of the past and set a proper course for the future

11:30 – 12:30

TRACK 1

Priming the Pump in a Flood of Change: Organising for Architecture

Alistair Shearin, Director of Global Applications, Diageo

Diageo is the world's leading premium drinks company, having grown through acquisition over the past few years. The business intent is to evolve from a number of autonomous and locally focused organisations, to becoming a more integrated company – truly global where appropriate, with globally defined processes, data transparency and solutions achieving greater business integration and reduced cost. The challenge for IS is to transform while performing – pragmatic execution is a must! The architected implementation of ERP and e-portals is critical, in parallel with the creation of a global architecture capability. IS architecture must develop a global architecture capability while gaining a greater understanding of the business direction to extend the planning horizon, enabling the rapid change demanded by the business.

- ▶ Defining the objectives for architecture
- ▶ Designing architecture processes, structures and governance
- ▶ Assembling the team
- ▶ Executing the architecture process pragmatically – getting the first pass done
- ▶ Evolving with IS architecture in parallel with enterprise architecture

11:30 – 12:30

TRACK 2

Realising Business Information Architectures

Tim Harris, Head of Business Information Architecture, Swiss Re

Swiss Re is currently in the realisation phase of a set of projects and programmes to implement its "Business Application Architecture" and "Business Information Architecture". To support the business groups within Swiss Re in their implementation, Swiss Re has formed an Architecture Support Team, charged with providing architectural assistance and consultancy internally within Swiss Re, and also in developing and maintaining a complete Enterprise Architecture for the group. To support architecture work, Swiss Re use the Corporate Modeller software from CaseWise, and are currently implementing Swiss Re – specific implementation of the CaseWise Framework, an approach based on the Zachman Framework for Enterprise Architecture.

- ▶ Bridging the Gap between Theory and Practice
- ▶ Building Expertise within the Business
- ▶ The Value of Business Meta-Data
- ▶ Using Tools – an Enabler, but not a Solution

11:30 – 12:30

TRACK 3

System Architect Integrating Business Data, the UML and XML Modelling in One Tool

Lorne Clark, Senior Consultant, Popkin Software

This presentation will address how System Architect using a common interface, manages and controls different industry standard modelling notations. Using a practical example the focus shall be on demonstrating how the links and overlaps of the differing modelling methods are handled and integrated through the tool. The Zachman Framework shall be used as the common theme or reference throughout to allow all attendees a common reference throughout the presentation.

- ▶ How System Architect is structured to handle multiple methods and techniques
- ▶ Where the tradeoffs and links are between alternative modelling areas
- ▶ How System Architect and Zachman interact

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13:30 – 14:45 • KEYNOTE



Integrated Capability Management

Roger Burlton, Founder, Process Renewal Group

Pressures of rapid business and technological change are forcing more and more organisations to see the enterprise holistically. Those that are having success have figured out that effective EA is more than just populating Zachman cells or independently defining Information, Technology or Applications Models. They know that without an integrated perspective, all architectures and strategies will be misaligned, inflexible and will remain unused. They have learned that Business Architecture is critical to provide the bridge from Strategic Intent to Capability Implementation. They also know that Capability Management includes all types of organisational capabilities not just technological ones. This session will focus on the key aspects of what is needed to define and deliver aligned, effective capability that is traceable to business drivers. It will cover the following key issues and show how they can be linked:

- ▶ Business Drivers, Business Performance and Strategic Intent
- ▶ Business Stakeholder Relationships and Evaluation Criteria
- ▶ Balanced Scorecard and Measurement
- ▶ Process Architecture
- ▶ Knowledge and Information Architecture
- ▶ Organisation and HR Strategy
- ▶ Capabilities Alignment
- ▶ Prioritised Programme of Transformation and the PMO
- ▶ Implementation and Programme Control
- ▶ Case study illustration of UK Services firm

14:45 – 15:45

TRACK 1

Commercial Airlines' increased reliance on the Enterprise Architecture for On-Time Aircraft Departure

Robert Rencher, Senior Systems Engineer, Commercial Aviation Services, The Boeing Company

The commercial airline industry is becoming increasingly dependent upon the Enterprise Architecture to ensure on time departure of aircraft. As departure reliability targets approach 99%, the Enterprise Architecture must support the airlines business operations requirements. This presentation will:

- ▶ Identify the complex business process interdependencies that exist within an airlines business
- ▶ Review an airlines Enterprise Architecture that supports these processes
- ▶ Discuss the extended Enterprise Architecture that exists between the commercial airlines and The Boeing Company
- ▶ Review The Boeing Company's approach to ensuring the extended Enterprise Architecture's continuous availability for a global customer community.

14:45 – 15:45

TRACK 2

Security Through an EA Process

Bjorn Tuft, Vice President, International, META Group Consulting

One instance of security breach can destroy a company. In a survey carried out by the FBI in 2001, over 90% of CIOs had detected security breaches and 64% of the companies suffered a financial loss. As the business processes become externalised, when a company cannot demonstrate appropriate security, clients and partners will go elsewhere. Leading organisations are implementing a process-centric approach to security management, moving away from the traditional interrupt-driven, activity-based, reactive approach

- ▶ Jumpstarting a strategic, enterprise wide security programme
- ▶ Linking security strategy to business strategy
- ▶ Leveraging enterprise architecture to establish an effective a security policy and principles
- ▶ Adopting a process model approach evolve security policy
- ▶ Getting from architecture to implementation using trust models and domain structures
- ▶ Integrating security policy and principles with security projects

14:45 – 15:45

TRACK 3

Model Driven Architecture: Integration in the New Millennium

Andrew Watson, V.P. and Technology Director, OMG

The term "Middleware" entered the IT lexicon a decade ago, as businesses were increasingly forced to build distributed applications to share data from multiple sources inside their organisations. Over the last ten years the scope of those applications has widened and deployed middlewares have become legacies, so that increasingly businesses now have to integrate multiple middlewares rather than multiple databases. Now the integration problem is spreading across the Internet, and eBusiness integration forces us to recognise the necessity for multiple middleware platforms; CORBA and EJB are well suited to integrating middle-tier and back-end systems, HTTP/HTML links the desktops to the enterprise systems, while XML is being increasingly used to carry eBusiness transactions over the 'net'. Each middleware is suited to its deployment niche, and somehow we have to make them all work together. This talk outlines OMG's MDA approach to designing applications that use multiple middleware platforms in concert to benefit from the strengths of each, as well as accommodating future middleware platforms.

16:00 – 17:00

TRACK 1

Implementing the Zachman Framework

Neal Fishman, Enterprise Architect, Equifax

By design, the Zachman Framework for Enterprise Architecture is independent of any specific methodology or technology. This presentation illustrates a technique for directly incorporating a software development life cycle (SDLC) into the Framework. This includes methodology, processes, and technology. The net effect is that the Framework can be implemented and every cell can be understood in the context of an SDLC.

- ▶ Perspectives, Aspects, and Science
- ▶ Science Explained
- ▶ Fractals and the Framework
- ▶ First Order Descriptive Representations
- ▶ Second Order Descriptive Representations

16:00 – 17:00

TRACK 2

Architecting for Growth

Martin Phillips, Head of Group Architecture, Barclays

Barclays has more than 300 years of history in the banking sector, however the sights are clearly set forward to drive continued growth and consolidation of services across the group. Corporate IT is challenged with bringing together 23 business units under a single federated architecture for common applications and infrastructure group-wide. Early successes have included corporate platform and data centre consolidation

- ▶ Managing the Architecture Evolution
- ▶ Clarifying the Objectives
- ▶ Identifying Consolidation Opportunities
- ▶ Realising the Benefits of Architecture
- ▶ Slaying the Political Dragon

16:00 – 17:00

TRACK 3

The Role of Enterprise Architecture in a Value-Driven Strategy

Chris Potts, Director, Dominic Barrow

Organisations around the world are focusing their business and IT strategies on reducing costs and delivering maximum value from existing and new investments. Enterprise Architecture can make a major contribution to value-driven business strategies. Yet is still often seen as an IT-centred discipline, and in difficult times may even be seen as an IT 'luxury' that can be sacrificed in favour of short-term cost savings. Our experience shows that Enterprise Architecture adds most value when people outside of IT use it to understand the 'big picture' and to identify and deliver business investment opportunities. Some of these investments include IT, some don't. Chris's briefing will use real-life examples to show how Enterprise Architecture can, and must, move up to the next level of maturity. No longer regarded as IS- or IT-centric, it is used to shape value-driven strategic business plans, with any IT investment being managed as an integral element of making those plans a reality.

17:00 – 17:30 Conference Wrap Up

Brian Burke, META Group

Brian will provide you with an insightful summary of the key themes and concepts throughout the conference. A 'Punch List' of next steps will be provided for you to take back to the office.

visit www.irmuk.co.uk/eac2002 for speaker biographical details

ENTERPRISE ARCHITECTURE CONFERENCE EUROPE 2002

SOLVING THE ENTERPRISE
ARCHITECTURE EQUATION –
PRAGMATIC STEPS TO DRIVE THE BUSINESS
VALUE OF ARCHITECTURE EFFORTS

dates
10-12 June 2002

venue
Radisson SAS
Portman Hotel
London, UK

REGISTRATION INFORMATION

REGISTRATION FEES: Full payment or a purchase order is due prior to the conference. Payment may be made in Sterling (£) or Euros. If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment. All delegates must add VAT (17.5%) to their total conference fees. VAT may be reclaimed by delegates from the tax authorities after the event.

REGISTRATION:

Entire Event 10-12 June 2002

£1295 + VAT (£226.63) = £1521.63

Conference Only 11-12 June 2002

£995 + VAT (£174.13) = £1169.13

Workshop Only 10 June 2002

£545 + VAT (£95.38) = £640.38

Event proceedings will be provided on CD Rom. If you would like a printed version of the documentation as well the extra cost will be £50.

DISCOUNTS are available to clients of the META Group. There are also discounts available for group bookings. Please contact **IRM UK** for further details.

The registration fee includes the conference lectures, documentation on CD Rom, refreshment breaks and lunch on each day of the conference. The cost of hotel accommodation is not included in the conference fee.

UK Delegates: Expenses of travel, accommodation and subsistence incurred whilst attending this **IRM UK** conference will be fully tax deductible by the employer company if attendance is undertaken to maintain professional skills of the employee attending. **Non-UK Delegates:** Please check with your local tax authorities.

CANCELLATION LIABILITY: In the unlikely event of cancellation of the conference for any reason, **IRM UK's** liability is limited to the return of the registration fee only. **IRM UK** will not reimburse delegates for any travel or hotel cancellation fees or penalties.

It may be necessary, for reasons beyond the control of **IRM UK**, to change the content, timings, speakers, date and venue of the conference.

CANCELLATION POLICY: Cancellations must be received in writing at least two weeks before the commencement of the conference and will be subject to a 10% administration fee. It is regretted that cancellations received within two weeks of the conference date will be liable for the full conference fee. Substitutions can be made at any time.

VENUE DETAILS:

Radisson SAS Portman Hotel
22 Portman Square, London W1H 7BG, UK
• Tel +44 (0)20 7208 6000 • Fax +44 (0)20 7208 6001
www.radissonsas.com

HOTEL ACCOMMODATION DETAILS:

IRM UK in association with JP Events have arranged special discounted hotel rates at the venue above and at other hotels nearby.

EMAIL: Enquiries@jpeventsltd.com

TEL: +44 (0)20 7428 9911 **FAX:** +44 (0)20 7428 9966

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Please tick here if this completed form confirms your telephone registration.

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PLEASE REGISTER ME FOR: Entire Event • 10-12 June 2002

Conference Only • 11-12 June Workshop Only • 10 June

AND Contact me to arrange a free 1on1 META Group Analyst Meeting • 11-12 June

Apart from the CD ROM of the proceedings I would also like to receive a printed version of the documentation for £50

I will be unable to attend the conference but would like to purchase the conference proceedings for £250 on CD ROM

PAYMENT DETAILS: (Please note that full payment or a purchase order is due prior to commencement of the conference)

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Please send information about sponsoring and/or exhibiting at the conference

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