





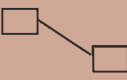
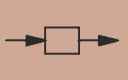
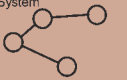



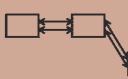
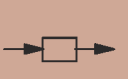
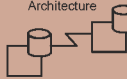
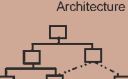
















# The Enterprise Architecture Conference

28 – 30 July 2004

Sydney Convention & Exhibition Centre

	DATA <i>What</i>	FUNCTION <i>How</i>	NETWORK <i>Where</i>	PEOPLE <i>Who</i>	TIME <i>When</i>	MOTIVATION <i>Why</i>	
SCOPE (CONTEXTUAL)  <i>Planner</i>	List of Things Important to the Business  Entity = Class of Business Thing	List of Processes the Business Performs  Process = Class of Business Process	List of Locations in Which the Business Operates  Node = Major Business Location	List of Organizations Important to the Business  People = Major Organization Unit	List of Events/Cycles Significant to the Business  Time = Major Business Event/Cycle	List of Business Goals/Strategies  Ends/Means = Major Business Goal/Strategy	SCOPE (CONTEXTUAL)  <i>Planner</i>
BUSINESS MODEL (CONCEPTUAL)  <i>Owner</i>	e.g. Semantic Model  Ent. = Business Entity Rein. = Business Relationship	e.g. Business Process Model  Proc. = Business Process I/O = Business Resources	e.g. Business Logistics System  Node = Business Location Link = Business Linkage	e.g. Work Flow Model  People = Organization Unit Work = Work Product	e.g. Master Schedule  Time = Business Event Cycle = Business Cycle	e.g. Business Plan  End = Business Objective Means = Business Strategy	BUSINESS MODEL (CONCEPTUAL)  <i>Owner</i>
SYSTEM MODEL (LOGICAL)  <i>Designer</i>	e.g. Logical Data Model  Ent. = Data Entity Rein. = Data Relationship	e.g. Application Architecture  Proc. = Application Function I/O = User Views	e.g. Distributed System Architecture  Node = I/S Function (Processor, Storage, etc.) Link = Line Characteristics	e.g. Human Interface Architecture  People = Role Work = Deliverable	e.g. Processing Structure  Time = System Event Cycle = Processing Cycle	e.g. Business Rule Model  End = Structural Assertion Means = Action Assertion	SYSTEM MODEL (LOGICAL)  <i>Designer</i>
TECHNOLOGY MODEL (PHYSICAL)  <i>Builder</i>	e.g. Physical Data Model  Ent. = Table/Segment, etc. Rein. = Key/Pointer, etc.	e.g. System Design  Proc. = Computer Function I/O = Data Elements/Sets	e.g. Technology Architecture  Node = Hardware/Systems Software Link = Line Specifications	e.g. Presentation Architecture  People = User Work = Screen Format	e.g. Control Structure  Time = Execute Cycle = Component Cycle	e.g. Rule Design  End = Condition Means = Action	TECHNOLOGY MODEL (PHYSICAL)  <i>Builder</i>
DETAILED REPRESENTATIONS (OUT-OF-CONTEXT)  <i>Sub-Contractor</i>	e.g. Data Definition  Ent. = Field Rein. = Address	e.g. Program  Proc. = Language Statement I/O = Control Block	e.g. Network Architecture  Node = Address Link = Protocol	e.g. Security Architecture  People = Identity Work = Job	e.g. Timing Definition  Time = Interrupt Cycle = Machine Cycle	e.g. Rule Specification  End = Sub-condition Means = Step	DETAILED REPRESENTATIONS (OUT-OF-CONTEXT)  <i>Sub-Contractor</i>
FUNCTIONING ENTERPRISE	e.g. DATA	e.g. FUNCTION	e.g. NETWORK	e.g. ORGANIZATION	e.g. SCHEDULE	e.g. STRATEGY	FUNCTIONING ENTERPRISE



## The Enterprise Architecture Conference

"I would argue, we are never going to solve the enterprise problems of dealing with orders of magnitude increases in complexity and orders of magnitude increases in the rate of change unless we not only believe that architecture is practical but we actually change our behavior and DO it." **John Zachman.**

The 2004 Enterprise Architecture conference will examine how Australian, New Zealand and North American enterprises have moved ahead over the past year in "doing" their architecture. Picking up from the 2003 conference theme of "evolution to an architected enterprise", this year's conference will be case-study based and will deliver real insights into how projects have proceeded.

The conference is the only event exclusively dedicated to Enterprise Architecture in Australia. You will get to see a balanced mix of speakers from the private sector and government plus expert practitioners.

## The Conference Program

Day one of the conference looks at some stand-out implementations in Australia. Ranging from the design and implementation of the national health records network with the aid of XML and Web Services, to information management in the education sector, to aligning IT to the overall business strategy in one of the country's largest financial institutions, the lessons learnt are applicable to architecture development in both the public and private sectors.

The conference delegates come together at the end of the day for a group discussion on what Enterprise Architecture means in 2004, whether we need a new definition and whether what you are doing actually is architecture.

Day two will see a continuation of the real implementation case studies. We will examine the whole-of-government EA project in Canada; how General Motors focused on real deliverables in a world-wide strategy; how the University of Sydney has fast tracked implementation in a geographically disparate, loosely federated IT environment; and how AGL has built an EA repository. There is also an evaluation of tools to get you on your way or enable projects that you are undertaking.

## Keynotes

John Zachman, the originator of Enterprise Architecture, delivers the day one keynote on how to knuckle down and get some verifiable results. Based on his recent paper "Yes, Virginia there is an Enterprise Architecture" John will review some major international success stories, how they got the job done and the results of various projects.

There is a potential major shake-up at Human Resources Development Canada. HRDC, the Canadian equivalent of Australia's Centrelink, embarked upon Enterprise Architecture several years ago. Following John's presentation, Andrew Bystrzycki of HRDC will review how HRDC may be reorganised with the use of Enterprise Architecture. EA will have a major role in managing any change.

On day two Robert Weisman of CGI in Canada will share details of a Canadian Federal Government initiative called the Business Transformation Enablement Program (BTEP), the Canadian Government equivalent of the US Federal Enterprise Architecture Framework (FEAF). Robert is at the leading edge of this methodology and is applying it across government. BTEP is a business focussed Zachman framework implementation with hooks into governance, accountability and risk management.

## Breakout tracks

Breakout tracks will cover programs in how to move ahead in implementing Enterprise Architecture in general and Service Oriented Architectures in particular. There will also be an exclusive Department of Defence Architecture Framework briefing focusing on Extraprise Architecture.

On day one following Andrew Bystrzycki's presentation on the role of EA at HRDC in Canada, those whose concern is in an EA Implementation methodology will break into a separate group to hear about a variety of approaches from Dr. Peter Bernus. Clive Finkelstein will then give an overview of a methodology for fast tracking architecture in three month increments.

The DoDAF update will follow in the afternoon. Extraprise Architecture attempts to integrate the EA of the enterprise with that of its stakeholders. As part of this, you will look at the Multilateral Interoperability Program that is making international information sharing a reality. MIP involves NATO nations and new members Australia and New Zealand. This level of information sharing has major implications from an EA perspective. While this session is of particular importance to the Department of Defence and its partners in both public and private sectors, it has lessons for all organisations looking at stakeholder information sharing.

Day Two will see a Service Oriented Architectures breakout stream for those interested in learning more about what SOA actually is (and isn't) and how to migrate to a SOA. You will see how one of the veteran world IT visionaries views SOAs and their importance. In addition, Edward Tuggle of IBM in the U.S.A. will tell you what you have to do to get your SOA program going.

## What makes this event unique?

This is your ONLY chance to hear from a variety of non-biased, vendor-neutral, EA leaders and from those who have actually DONE their architecture or are undertaking architecture programs. This event gives you access at the one place at the one time to world-leading EA figures, Australian EA pioneers and case study experience of major EA deliveries from overseas.

The aim is to impart real insights into how each organisation has undertaken their individual projects plus deliver some leading edge theory in developing areas of architecture. You will also have a unique opportunity to mix with peers from around Australia, New Zealand and further afield.

## What delegates said about last year's conference

"This was a great conference! The speakers were all relevant to the subject and all were entertaining. The content has given me good insight to take back to my organisation and assist me at implementation/marketing an EA."

– **Corporate Data Architect, Energy Australia.**

"Well run... Teleconference for Canadian speaker excellent."

– **Director System Delivery, Department of Veterans' Affairs.**

"Info on lessons learnt, practical experience in implementing is very valuable."

– **Director, Australian Bureau of Statistics.**

BTELL would like to thank **IBM** for their continued support of our Architecture initiatives

## Please find inside:

**4-5 → Agenda for pre-conference seminars**

**6-7 → Conference agenda day one**

**8-9 → Conference agenda day two**

**10 → Background on key presenters**

**11 → Registration form**

"Well worthwhile. Good mix of speakers from different backgrounds and challenges."

– **Project Manager, Department of Education and Training, New South Wales.**

"Well organised and good speakers. Money well spent."

– **Senior Domain Architect, Citigroup.**

"Useful business perspective provided."

– **Principal Information Officer, Disability Services Queensland.**

"Excellent range of speakers and practical and theoretical use of EA."

– **Manager Architecture and eBusiness, Department of Education and Children's Services, South Australia.**

"Good mixture of relevance and theory."

– **Assistant Enterprise Architect, Department of Health and Ageing.**

"Topics were relevant and appropriate."

– **Executive Officer, Department of Employment and Training, Queensland.**

"Although on the same subject matter, the presenters' views were different, making the whole day very enjoyable (not a moment of boredom)."

– **Manager Major Projects, Department of Justice, Victoria.**

"Good mix of practical experience with the theoretical."

– **Consultant, Synthesis/Australia Post.**

"Timely and relevant."

– **Chief Information Officer, VicRoads.**



## Pre-conference seminars 28th July 2004

### Seminar A

9.00 am – 5.00 pm

### The Enterprise Architecture Framework Presented by John Zachman

Historically, during the Industrial Age, the value proposition for computers was "better, faster, cheaper." Computers were better than people because computers do things the same every time and people make mistakes. Computers run at machine speeds rather than people speeds. And, computers are cheaper than people. Therefore, there was strong incentive to get computers implemented as soon as possible to displace people with computers, increasing the per unit productivity of the Enterprise. The Information Age is different. The value proposition is alignment, integration, change management and reduced time-to-market.

The key is architecture ... the set of primitive models that constitute the knowledge base of the Enterprise.

In this seminar, John presents the widely known "Zachman Framework for Enterprise Architecture":

As 5 different but related perspectives - scope, business model, system model, technology model and implementation detail. These are the 'rows' of the Framework, and each is the major focus of a particular group of stakeholders in the enterprise.

As 6 independent variables - data, function, location, people, time and motivation - that are relevant to each row. These are the 'columns' of the framework.

At the intersection of each row and column - i.e. in each cell of the framework - is a primitive model. All the information artefacts an enterprise needs to create and manage its architecture, and implement applications within it, can be built from these primitive models.

The seminar is not about how to draw these models. It's about what these models are, what they represent, how they are related to each other - and how they, collectively, define the enterprise architecture. It's about some of the strategies enterprises can adopt to define and manage their architecture.

**If you have not previously attended a John Zachman seminar or are not familiar with Enterprise Architecture, BTELL recommends that you attend the pre-conference seminar in order to gain maximum benefit from the conference.**

### About John Zachman



John 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 focussing on information strategy and architecture since 1970 and has written extensively on these 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, and serves as advisor to numerous universities and professional bodies.

## Seminar B

9.00 am – 5.00 pm

### Architecting Enterprise Networks and Virtual Enterprises.

Presented by Dr. Peter Bernus

Today's business increasingly relies on the collaboration and co-operation of multiple companies who pool their core competencies to deliver customer-centered solutions. While Enterprise Architecture (EA) originally concentrated on how individual companies can benefit from an effort that harmonises business strategy and objectives with technological solutions, process modelling, data integration, and various organisational design solutions, with enterprise networks proliferating it is of particular interest how the same EA Frameworks, methodologies and tools can be applied in this extended context.

The seminar first introduces the GERAM Framework (ISO15704:2000). The Framework is the result of a 9 year effort by a Task Force of 70 academics and industry managers, and is becoming increasingly popular, due to the fact that it does not intend to compete with existing EA Frameworks, rather it allows its users to mix-and-match the strong points of these. Thus the use of GERAM concepts improves the efficiency of the investment that companies put into the development of in-house EA knowledge. For example, Zachman Framework users may benefit from adopting GERAM's life-cycle / life history differentiation and the creation of a GERAM-style business model representation which guides the identification of independent but related enterprise entities. Users of any EA Framework will find it useful to apply GERAM's Enterprise Entity concept, which allows the application of the same principles and methods to the design of companies, projects and products alike, thus simplifying the management of these.

After the introduction to ISO15704:2000 and its relationship to the most popular EA framework the tutorial will follow a case study, from inception to implementation that applied these concepts in order to create after sales service solutions based on the Enterprise Network and Virtual Enterprise business model.

Special attention will be paid to the building of preparedness and trust, as well as the adoption of an information integrating infrastructure because the ability to create virtual enterprises on demand heavily depends on these.

The speaker worked in the past seven years in international consortia that laid the groundwork for the solution of these problems, and is currently invited expert to the European ECOLEAD consortium being formed as an integrated project in the European Information Society Technologies (IST) Framework 6 program, comprising industry partners and applied research institutions as well as was one of the assessors of the European roadmap project for Virtual Organisations (VOMap).

#### About Dr Peter Bernus



For the past 30 years Dr Bernus worked internationally on various aspects of enterprise integration as researcher, consultant and project leader for Industry, Government and Defence (ADF). Dr Bernus is also series editor for Springer Verlag and Managing Editor of the Handbook on Enterprise Architecture, and is member of the editorial boards of several international journals.

His special interests include inter- and intra-organisational management, global enterprise networks, and dynamic project enterprises. Dr Bernus has published over sixty refereed papers and book chapters, several edited books, and serves as programme committee member for numerous conferences in the area.

In 2000-2003 Dr Bernus was the Australian leader of the Enterprise Engineering work package of the Globemem International consortium, working with over 20 companies, that include ERP vendors, shipbuilding and engineering companies, among others.

Professor Peter Bernus is the past chair of the IFIP-IFAC Task Force for Architectures for Enterprise Integration which developed GERAM, the Generalised Enterprise Reference Architecture and Methodology (ISO 15704:2000) and foundation chair of Working Group 5.12 on Enterprise Integration of the International Federation of Information Processing (IFIP), currently working on the harmonisation of EA Frameworks, systems engineering and software engineering standards.



# Conference Agenda

## Day One – Thursday 29 July, 2004

### 9.00 Introduction from the chair.

**Edward M. Tuggle Jr.**, Senior Software Engineer, Jstart Emerging Technologies IBM Software Group USA.

### 9.15 Yes Virginia, there is an Enterprise Architecture.

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.”

- 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.
- Is Enterprise Architecture really just about theory; can you really do this stuff; does it really save time, money and work; are there verifiable results?

**John Zachman**, President, Zachman International.

### 10.45 Morning tea.

### 11.15 Case Study: Information Management and Enterprise Architecture at Human Resources Development Canada.

In this presentation Andrew Bystrzycki will outline developments in the Strategic Information Management framework at HRDC and how it ties into the IT Architecture. HRDC is facing potential shakeups and we will examine how EA has enabled change and whether EA development has remained independent of the changes.

**Andrew Bystrzycki**, Director General Information Management, Human Resource Development Canada

### 12.15 Case study: The Enterprise Architecture Journey at Commonwealth Bank of Australia.

Over the last three years the bank has successfully executed initiatives to refresh the technology strategy, formulate the enterprise architecture function, and commence the delivery of projects to drive the realisation of the architecture and overarching business strategy. This session explores the approach taken by the bank to ensure alignment between business strategy and enterprise architecture, through an implementation approach that maximises the value derived from the architecture for the bank, and rapidly positions execution towards the target environment.

**Sarv Girm**, Chief Technology Officer, Commonwealth Bank of Australia.

### 1.15 Lunch.

### 2.15 Case study: Putting the Enterprise into Enterprise Architecture.

The Department of Education is one of the largest and most complex IT environments in the country. In 2003, the Department embarked on a mammoth project to simultaneously develop a 4-year ICT strategy, full Enterprise Architecture, Business Continuity and Disaster Recovery Plan.

This session will paint a picture of the challenges of tackling this scale of Enterprise Architecture at a time when the organisation itself was undergoing massive shifts of strategy and resources. The talk will also focus on our experience in developing and using Enterprise Architecture for an enterprise whose IT is focussed on education and information management rather than transaction processing and optimised supply chains.

**Katrina Reynen**, Group Manager, Business and Technology, Information Technology Division, Department of Education and Training, Victoria.

**Todd Heather**, Principal Consulting Director, Fujitsu Australia.

### 3.15 Afternoon tea.

### 3.45 Case study: A technology approach to speed architecture development.

Building a system for the exchange of electronic health records across the entire health sector requires the integration of a substantial number of heterogenous systems. HealthConnect, the national health information network, initially adopted enterprise architecture frameworks to guide the development of the system architecture. The project has now embraced a technology driven approach based on an XML/Web Services data integration layer. This has enabled the project to move quickly from concept to design in response to a fast tracked implementation schedule.

**Arnold Simson**, Consulting Principal, Triskell Consulting. Arnold has been the chief architect in the HealthConnect project.

### 4.45 Panel discussion: What is and isn't architecture?

“Primitives are ARCHITECTURE, engineered to be used in more than one implementation. Composites are simply application development artefacts comprised of components from more than one cell model which are necessary for a single implementation.”

**John Zachman**, Zachman Framework for Enterprise Architecture, Primer for Enterprise Engineering and Manufacturing.

While many practitioners say that composites are not architecture, some enterprises are openly working on composites as architecture.

- Is the Zachman approach unrealistic (or just too hard) or are the EA purists right when they say that primitive models are the only way to ensure reusability?
- What do the terms “Enterprise” and “Architecture” actually mean in Enterprise Architecture and do they still have relevance?
- Should we now be looking for a more modern definition or new terminology?

### Panellists include:

- **John Zachman**, President, Zachman International.
- **Arnold Simson**, Consulting Principal, Triskell Consulting.
- **Deborah Weiss**, Program Director, Enterprise Planning and Architecture, META Group.
- **Todd Heather**, Principal Consulting Director, Fujitsu Australia.
- **Dr. Peter Bernus**, Associate Professor, School of Computing and Information Technology, Griffith University.

### 5.30 Cocktail party.

## Breakout One – Thursday 29 July, 2004 Implementation of EA

### 11.15 Implementing Enterprise Architecture.

EA is a way to achieve strategic objectives, not a goal in itself. EA promises to the organisation the achievement of strategic objectives.

This talk will overview the ingredients that enterprises need to successfully implement Enterprise Architecture. ISO15704:2000 will be used as a guide to identify the right mix of Methodology, Models, Tools, and other components that an enterprise needs to embark on an Enterprise Architecture program. Major Enterprise Architecture Frameworks (PERA, Zachman, CIMOSA, C4ISR, GRAI, etc) display similarities, and whichever is adopted initially, practitioners will find that useful detail may be borrowed from other frameworks.

The first problem is that people use the word architecture in many different ways. The word 'architecture' is used to mean the collection of ingredients (tools, methodologies, modelling languages, models, etc) necessary to architect or re-architect an enterprise, or, alternatively, to mean a blueprint – a reusable reference model on a preliminary design level – of how components of the enterprise are organised into a structure. Less frequently, but still often, a methodology or simply a modelling method is labelled with the term 'architecture'. As a result, companies wishing to adopt enterprise architecture practice find that they need a 'shopping list' of coherent components that support all aspects of their endeavour.

Methodologies are important ingredients of architecture practice, but no single methodology exists that covers all life-cycle activities of the enterprise, or the entire scope of enterprise architecture. Furthermore, methodologies that are very generic and wide in scope (i.e. applicable in case of any architecture initiative) are necessarily poor in detail (because details will have to be different from initiative to initiative). Companies therefore need to develop a competency to create a tailored methodology from these components, so as to be detailed enough and at the same time cover the intended scope. The talk will address the how-to of this important issue, using a recent industrial case.

The intention is to give a guide to managers that will help them position the many commercially available tools, components, models and methodologies and combine them as necessary (TOGAF, Information Engineering, Architecture Planning, Data Warehousing, Decisional Modelling, etc). Examples will be taken from industry projects in which the speaker was previously involved (such as logistics, defence, shipbuilding, construction, engineering and discrete manufacturing).

**Dr. Peter Bernus**, Associate Professor, School of Computing and Information Technology, Faculty of Science and Technology, Griffith University.

### 12.15 Strategic Modelling for Enterprise Architecture Implementation.

In the past two years there has been an explosion in experience and understanding of how business-driven methods are used to identify high reusability opportunities from business plans. This session introduces methods for identifying these opportunities through the Zachman Framework and gives a brief overview of a methodology, Strategic Modelling, for the delivery of Enterprise Architecture projects. You will see how business experts and IT staff can work together to derive dynamic project plans to manage the rapid definition and early delivery of priority Enterprise Architecture areas in three month increments.

**Clive Finkelstein**, Managing Director, Information Engineering Services.

## Breakout Two – Thursday 29 July, 2004 DoDAF Update

### 2.15 Achieving Interoperability

#### – The Defence Interoperability Experiences.

EA can assist with the achievement of interoperability (sharing of information and services) within an organisation, but the defence environment has long been pioneers in sharing between nations in less than optimal conditions and between an ever more disparate set of infrastructures. It was ten years ago that interoperability was finally differentiated from connectivity as being the next logical step, but it has taken 15 years to finally get effective information sharing working reasonably well in between certain nations. Although many of the defence innovations have migrated to the business and government environments, the overall management of information holdings within and without defence is lacklustre.

The Multinational Interoperability Council (MIC) consists of the US, UK, Germany, France, Australia and Canada and has as its vision to facilitate successful coalition operations by enabling interoperability. Similarly NATO has its Interoperability Framework that has been in operation for many years and relies on a "Corporate Data Model" to ensure a common understanding. Although extended interoperability is still a work in progress, some of the techniques and lessons learned (including nomenclature to get buy-in) are just as applicable in the government and private sectors as they are in defence. The requirements for command and control (C2) are virtually identical to those of business intelligence, including the performance management initiatives that are being imposed within many governments and companies. Similarly, defence is now able to leverage many non-military innovations to enhance C2. This presentation intends to present certain defence interoperability innovations, discuss their challenges and suitability in a non-defence environment (based upon a recent case study) as well as what defence has been able to harvest from the civilian sector. The presentation is applicable to all CxOs confronted with the daunting and nebulous task of achieving the holy grail of interoperability within their organisations.

Facilitated by **Robert Weisman**, Partner and Executive Consultant, Enterprise Architecture/C4ISR Focus Area Leader, CGI (Canada).



# Conference Agenda

## Day Two – Friday 30 July, 2004

### 9.00 Introduction from the chair.

**Deborah Weiss**, Program Director, Enterprise Planning and Architecture, META Group.

### 9.15 Case Study: Using Enterprise Architecture to Transform Government – A Corporate Management Framework.

Enterprise Architecture (EA) is a very versatile tool and many other professionals are recognising it as a vehicle to align other architectures as well as Information Technology. The term “architecture” represents a challenge to many of those wanting to use it in other domains because of its technical connotation and lineage. Therefore the Canadian Government has called its use of EA the Business Transformation Enablement Program (BTEP) and uses it to structure the visionary way it wants to deliver services and conduct operations. Pressures such as tighter budgets, a large wave of retirements and a shrinking labour force have necessitated a complete re-evaluation of the business of government. Without doubt Information Technology is a key enabler, but the problem is multi-dimensional; IT making obsolete business processes more efficient compounds rather than resolves the problem. In essence, everything is on the table.

BTEP is an evolving methodology that also provides a contextual framework for managing the various departmental and government portfolios and the billions of dollars worth of projects they contain. It is an innovative extension of the traditional EA and is just as scaleable. Departments are taking BTEP seriously as it is poised to become mandatory for Treasury Board approval and funding. CGI has been a key player in using (and evolving BTEP) in the Integrated Justice domain in a multi-jurisdictional project as well as introducing it in the largest government department at the portfolio level. The major challenges have been cultural throughout, even in the IT organisations with the introduction of new standardised Information Technology Infrastructure Library (ITIL) processes. The intent of this presentation is to provide a high level explanation of BTEP and how it is being used outside of the traditional IT sphere as well as to explore some of the emerging lessons learned that will benefit all CxOs.

**Robert Weisman**, Partner and Executive Consultant, Enterprise Architecture/C4ISR Focus Area Leader, CGI (Canada).

### 10.15 Case Study: Delivering Architecture at General Motors.

Richard will discuss how a tactical global project at GM was used to ignite Enterprise Architecture strategically throughout GM. Enterprise Architecture deliverables will be showcased, as well as analytic techniques. Current initiatives in Enterprise Architecture at GM will also be discussed.

**Richard Taggart**, Director of Enterprise Architecture and Standards, General Motors (USA).

### 11.15 Morning tea.

### 11.45 Case Study: Architecture development at the University of Sydney.

The University of Sydney embarked on an Architecture Management initiative in 2001. The IT model at the University is distributed and diverse. It embraces partnerships with government health services, other government and education sector organisations and utilises

private and public cable, fibre and microwave services. Services may be insourced, outsourced, resourced, under-sourced, co-sourced or de-sourced. There are 22,000 active network ports and 19 campuses, from inner city Sydney, rural NSW and the far reaches of the Great Barrier Reef. The University has over 40,000 enrolled students and nearly 6000 staff. This case study will investigate the path taken during the Architecture Management initiative and gains that have been made.

**Spider Redgold**, Director, Strategic Planning & Architecture (IT), Information Technology Portfolio, University of Sydney.

### 12.45 Lunch.

### 2.00 Developing an Enterprise Architecture tool strategy.

- Where do Enterprise Architecture tools fit in your organisation?
- Why would you need an Enterprise Architecture tool?
- What can you expect from an Enterprise Architecture tool?
- What criteria do you use for selecting an Enterprise Architecture tool?
- Which Enterprise Architecture tools are currently available in the market?
- When and how do you implement an Enterprise Architecture tool in your organisation?

**Ben Ponne**, Enterprise Architect, EDS (New Zealand).

### 3.00 Afternoon tea.

### 3.30 Case Study: Building and growing an Enterprise Architecture Repository at AGL.

AGL, Australia's largest energy provider, has been building a repository of Enterprise Architecture information over the last two years. This case study will present an overview of the types of information we have focussed on and how it has become a significant business resource. Starting with an inventory of business applications and a few high-level architectural interface diagrams, AGL has built architectural models in conjunction with key strategic projects. Repository information, maintained by the architecture team, is published on the AGL Intranet for use primarily by systems support areas and project teams.

**Mark Williams**, Enterprise Architect, AGL.

### 4.30 Ask the experts panel: critical success factors for DOING architecture.

In this session you will have the opportunity to ask the assembled panel of experts their advice on key pointers in undertaking an architecture project. The discussion will also be open to other participants who wish to share insights obtained through experience with their own programs.

#### Panellists include:

- **Robert Weisman**, Partner and Executive Consultant, Enterprise Architecture/C4ISR Focus Area Leader, CGI (Canada).
- **Spider Redgold**, Director, Strategic Planning & Architecture (IT), Information Technology Portfolio, University of Sydney.
- **Clive Finkelstein**, Managing Director, Information Engineering Services.
- **John Zachman**, President, Zachman International.

## Breakout Three – Friday 30 July, 2004 Service Oriented Architectures

### 11.45 Service Oriented Architectures for interoperable, on-demand applications.

SOA is about designing and building systems using heterogeneous network addressable software components. SOA is an applications architecture comprised of components and interconnections that stress interoperability and location transparency. This adaptable, flexible architecture may be part of the answer for shorter time to market and reduced costs and risks in development and maintenance.

- What is a Service Oriented Architecture?
- Why do it?
- What does a SOA look like?
- Requirements for a SOA
- Pre-requisites for a SOA
- Is this stuff real and will it deliver?
- Migrating to a SOA: where do you start?

**Clive Finkelstein**, Managing Director, Information Engineering Services.

### 2.00 Implementing a Service Oriented Architecture.

Service Oriented Architecture is the next wave of application development. Web Services is a set of enabling technologies for SOA and SOA is becoming the architecture of choice for the development of responsive, adaptive new applications. In this session we will examine the path to developing a Service Oriented Architecture.

- How do you go about building a Service Oriented Architecture?
- Understanding the business problems.
- Understanding the types (styles) of integration required.
- Defining the enterprise services and processes.
- Defining the virtualisation of assets (data back-end systems etc).
- Developing a plan for implementing an application framework.
- Applying the technology.

**Edward M. Tuggle Jr**, Senior Software Engineer, Jstart Emerging Technologies IBM Software Group USA.



## About your keynote presenters



**Robert Weisman** is a Partner and Executive Consultant with CGI, a global end-to-end IM/IT service provider. He is currently the Enterprise Architecture/C4ISR Focus Area Leader and specialises in IM/IT strategic planning using the various Enterprise Architecture models and implementation

methodologies. He uses Enterprise Architecture as a basis for IM/IT Portfolio establishment and management. Prior to joining CGI, Robert spent 28 years in the federal government (defence department) engaged in business, as well as IM/IT planning and implementation at the strategic, operational and tactical levels. He has dealt extensively in both national and international forums. As chair of the Canadian Forces C2IS Working Group, he managed the establishment of an integrated enterprise framework for all Canadian systems and allied systems of concern to Canada. After publishing the Canadian Forces C2IS Strategic Direction, he worked for the NATO C3 Board, assisting in the evolution of NATO Interoperability Frameworks, Policies, and Interoperability Management Plans. Within the Combined Communications and Electronics Board and The Technical Cooperation Panel, he helped with the formulation of the Combined Interoperability Environment, which aimed at establishing joint and combined interoperability within the armed forces of the U.S, Britain, Australia, New Zealand and Canada.



**Edward M. Tuggle Jr** is a Senior Software Engineer in the IBM Software Group's jStart Emerging Technology Solutions team. He worked with IBM in operating systems design, development, and maintenance for over twenty three

years, and now specialises in Web services and other Java-related technologies and architectures. He has developed and taught programming workshops for customers and ISVs for the past seven years, while helping them to design, develop, and promote their applications.



**Clive Finkelstein** is acknowledged worldwide as the "Father" of Information Engineering, and is Managing Director of Information Engineering Services Pty Ltd. He has over 42 years' experience in the Computer Industry. He has published many books and papers, including "An

Introduction to Information Engineering", Clive Finkelstein, Addison-Wesley, Sydney: Australia (1989) and "Enterprise Architecture for Enterprise Integration: Methods and Technologies for Business Integration and Technology Integration", Clive Finkelstein, to be published late 2004. Clive provides training and consulting in all aspects of the Zachman Framework for Enterprise Architecture, with rapid delivery of priority areas using Enterprise Engineering. During implementation he also moves organisations to rapid implementation using XML, Web Services, SOA and Corporate Portals.



**Spider Redgold** is Director, Strategic Planning and Architecture for the Information Technology Portfolio of the University of Sydney. She previously managed Enterprise Information and Internet Service at Griffith University. She has also worked for the United Nations in

China and as Director, Client Services for a national and international Internet service provider. Her book "The 5 Minute Guide to the Internet" was published in 1996 by Prentice Hall. She was a finalist in the Inaugural Telstra Business Woman of the Year Award and runner up in the Australian Institute of Management Innovator of the Year.



**Todd Heather** is the head of Fujitsu Australia's management consulting practice in Asia-Pacific. His IT Strategy and Enterprise Architecture work focuses on helping clients unlock the latent value of their application portfolios – using Enterprise Integration approaches to bridge

silos, package products, reengineer processes and unify customer information.



**Mark Williams** is an Enterprise Architect at the Australian Gas Light Company (AGL) and has been involved in a number of strategic projects associated with the deregulation of electricity and gas markets over the last 6 years. Mark has more than 20 years IT experience in all stages of the

systems development lifecycle, as well as Enterprise Architecture modelling. He has worked for a number of different Commonwealth Government Departments and Regulatory Bodies including Transport, the ATO and Therapeutic Goods Administration. Mark has been the driving force behind the establishment of an enterprise-wide information repository to house key business and systems information and architectural models at AGL.



**Richard Taggart** is the Chief Architect at GM, heading up the practice of Enterprise Architecture and Standards at General Motors in Detroit, Michigan. Since joining General Motors in 1999, Richard has been responsible for developing, maintaining, and promoting the overall Corporate information

technology roadmap, and for managing the development, integration and rationalisation of Enterprise Architecture across General Motor's business, infrastructure, application development efforts, and operational architecture functions.



# Registration form

## The Enterprise Architecture Conference 28-30 July 2004, Sydney Convention & Exhibition Centre

Company name/details:

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	Conference	Seminar A	Seminar B	Conference & Seminar A	Conference & Seminar B	Conference, Seminar A & B	Implementation Seminars A & B	Breakout: Implementation	Breakout: DoDAF	Breakout: SOA	Amount AUD\$
Single delegate	\$2,500	\$1,800	\$1,000	\$3,800	\$3,150	\$4,500	\$2,600	-	-	-	
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<b>Delegate 4</b> (Please tick selection/s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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<b>Delegate 5</b> (Please tick selection)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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# The Enterprise Architecture Conference

## 28-30 July 2004 Sydney Convention & Exhibition Centre

### Is one or more of the following on your IT or enterprise wishlist:

- Actually "doing" Enterprise or IT Architecture?
- Developing enterprise-wide IT strategy and planning?
- Undertaking an Enterprise or Applications Integration project?
- Eliminating redundancies and cutting overall IT costs?
- Undertaking a XML, Web Services or Services Oriented Architecture project?
- Delivering a quality-based IT delivery model?

The key to delivering and maximising the benefits of any of these projects is to replace narrowly focussed conventional thinking and systems development with enterprise-wide architectural approaches.

The 2004 Enterprise Architecture conference will examine how Australian, New Zealand and North American enterprises have moved ahead over the past year in delivering architecture.

In a rare gathering in Australia, world leading EA figures come together to share knowledge and case study experience in real lessons learned with their Asia Pacific counterparts.

Reserve your place early if your organisation is aiming for competitive and tactical advantage through greater integration, reusability and flexibility.

### Why attend this conference?

- Access world leading Enterprise Architecture practitioners in a rare Australian opportunity.
- See how your Australian peers are doing their architecture and delivering EA projects.
- Choose from two pre-conference seminars and three conference tracks.
- Learn from the successes and mistakes of major North American implementations.
- Be part of an exclusive EA community event designed for you and your peers.
- Uncover real insights into how others have successfully implemented their programs.

### Case studies include

- **Andrew Bystrzycki**, Director General Information Management, Human Resource Development Canada.
- **Sarv Girn**, Chief Technology Officer, Commonwealth Bank of Australia.
- **Katrina Reynen**, Group Manager, Business and Technology, Information Technology Division, Department of Education and Training, Victoria.
- **Spider Redgold**, Director, Strategic Planning & Architecture (IT), Information Technology Portfolio, University of Sydney.
- **Mark Williams**, Enterprise Architect, AGL.
- **Arnold Simson**, Consulting Principal, Triskell Consulting and HealthConnect.
- **Richard Taggart**, Director of Enterprise Architecture and Standards, General Motors (USA).

### With expert contributions from...

- **John Zachman**, President, Zachman International.
- **Dr. Peter Bernus**, Associate Professor, School of Computing and Information Technology, Faculty of Science and Technology, Griffith University.
- **Todd Heather**, Principal Consulting Director, DMR Asia Pacific.
- **Ben Ponne**, Enterprise Architect, EDS (New Zealand).
- **Clive Finkelstein**, Managing Director, Information Engineering Services.
- **Deborah Weiss**, Program Director, Enterprise Planning and Architecture, META Group.
- **Robert Weisman**, Partner and Executive Consultant, Enterprise Architecture/C4ISR Focus Area Leader, CGI (Canada).

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