

BTELL presents:

The Enterprise Architecture Conference

8-10 August 2005

Star City, Sydney



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What delegates said about the 2004 Enterprise Architecture 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 EA"

Corporate Data Architect, Energy Australia

"I liked the balance between Government and Private Sector - keep it up!"

Solutions Architect, Australian Tax Office

"Excellent speakers, couldn't have asked for better. Well organised."

Director System Delivery, Department of Education

"Very thorough, dramatic, entertaining and informative. Flexible, yet a very wide coverage."

IT Manager, Centrelink

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

Senior Domain Architect, Citigroup

"I achieved my main goal of attaining an awareness and understanding of the Zachman Framework."

Technical Architect, Baycorp Advantage

"Content very good. I need to get management to attend a similar conference."

Application Architect, TXU

What makes this unique?

This is your ONLY chance to hear from a variety of non-biased EA leaders and from those who have actually done their architecture or are undertaking architecture programs. This 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.

BTELL would like to thank IBM and Microsoft for their continued support of our architecture initiatives.



EA for business transformation

“Companies that operate without an architectural approach end up like Gulliver, tied down by tens of thousands of Lilliputian strings and wires. If he’s going to move, you have to cut 10,000 strings. If the company practices enterprise architecture, you will have fewer strings to cut and more freedom of movement.”

**Tony Scott, CTO, General Motors
(CIO magazine, October 2004)**

The 2005 Enterprise Architecture conference will examine how Australian, New Zealand and North American enterprises are using architecture to reduce complexity, align IT decision making against business requirements and use architecture to inform business decision making.

This conference also examines processes in the context of Enterprise Architecture and the practicalities of implementing a Services Oriented Architecture.

As usual, the Enterprise Architecture conference is Case study based and delivers real insights into how projects have proceeded or are proceeding, and their actual or anticipated outcomes.

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, both local & international, plus expert practitioners.

About Strategic Business Planning through Enterprise Architecture

Strategic Business Planning using Enterprise Architecture is being employed around the world by business, the public sector and defence as a means of dealing with ever increasing rates of complexity, change and spiralling costs.

It’s all about getting from your current state to the vision of your future state while cutting complexity and costs at the same time. It’s about managing the transition to a flexible enterprise; it’s about organisational change processes; it’s a bit about communication and it’s a lot about people rather than technology. It’s about enterprise-wide architecture-based planning as opposed to the old ad hoc project-based planning approach.

There are measurable results in terms of reusability, flexibility, interoperability and cost savings. Estimates from the United States are that Strategic Planning can save you 25-30% of your I.T. budget alone. In the private sector, General Motors (which employs 350,000 people in 32 countries) says that architecture has helped reduce computing IT complexity alone by trimming the number of applications in use at the company from 7000 to 3000 and has contributed to saving \$1US billion annually for the past five years.

The Conference program

Day one of the conference looks at some challenging concepts for those involved in Architecture endeavours. While Jeff Scott of US-based Logical Leap will stretch the boundaries on conventional thinking on the roles of IT and business and how to bridge the two, Sam Holcman of the Zachman Institute for Framework Advancement will outline a system to sell architecture to the rest of your organisation.

On day one you will see some stand-out case studies, one from the Canadian public sector, and private sector case studies from Australia and the U.S. A presentation on how VISA got to grips with architecting the world’s largest payment system leads into a panel discussion on Security Architecture.

Day two will see a continuation of the real-world case studies. We will examine alignment of business and IT at General Motors and some new innovations at National Australia Bank.

Peter Bernus, author of the Handbook on Enterprise Architecture, will lead a discussion on getting an EA project off the ground, various strategies for implementation and how EA initiatives may start from various parts of the enterprise. Peter will discuss how to reconcile different projects with each other and with the goals of the business. This leads into a group discussion at the end of the day, an opportunity to grill the day’s speakers on their business planning and architecture efforts and strategies.

Breakout tracks

Breakout tracks will cover programs in how to move ahead in process architecture and Service Oriented Architectures.

On day one following the opening keynote from Jeff Scott, those whose concern is in Business Process Management/Modelling within an Enterprise Architecture context will break into a separate group to hear about process architecture from Roger Burlton (Founder, Process Renewal Group and Author of Business Process Management: Profiting from Process) and Roger Tregear of Australia’s Leonardo Consulting.

Day Two will see a Service Oriented Architectures breakout stream for those interested in learning more about SOA implementation. You will hear about the technical and organisational challenges of delivery of a Service Oriented Architecture and have the opportunity to see a world beating Case study from the Australian Bureau of Statistics.

AGENDA DAY 1 – EA FOR BUSINESS TRANSFORMATION

Monday 8 August 2005

9:00AM	INTRODUCTION FROM THE CHAIR John Gigacz , Chief Architect, Enterprise Architects Australia	
9:15AM	Keynote THE ENTERPRISE ARCHITECTURE STRATEGIST Jeff Scott , Principal Strategist, Logical Leap (USA)	Well developed, clearly articulated, forward thinking strategies are a key ingredient to EA success and are critical to building linkages between business and architectural initiatives. Unfortunately too many architects are spending most of their time on lower level activities, missing a significant opportunity to play a more powerful role by leading the strategy development effort. It's time for Enterprise Architects to rethink their approach to strategy and their role as
10:15AM	Case study DEMYSTIFYING ENTERPRISE ARCHITECTURE TO YOUR ORGANISATION Samuel Holcman , President, Zachman Institute for Framework Advancement (USA)	Many organisations are struggling to show and actually define and demonstrate what Enterprise Architecture is. This presentation will overview a "time-boxed" process that develops a set of useful Enterprise Architecture deliverables in a very short time. From this
11:15AM	Morning tea	
11:45AM	Case study ARCHITECTURE MODELLING TOOLS FOR BUSINESS TRANSFORMATION Chris Tisseverasinghe , Enterprise Architecture Manager, Coles Myer	In this session, Chris Tisseverasinghe will outline the use of architecture modelling tools to manage the IT transformation at Coles Myer from the current to the "to be" state in support of the business initiatives. This will cover how the architecture transition models are
12:45PM	Lunch	
1:45PM	Case study HARVESTING THE BENEFITS OF AN INFORMATION ARCHITECTURE FOR ONLINE SERVICE DELIVERY Andrew Bystrzycki , Director, Information Resource Management & Corporate Decision Support Services, Social Development Canada	Since the turn of the century, departments and agencies of the Government of Canada have made several technology-enabled service delivery improvement announcements. All will contribute to characterising the Government of Canada's commitment to develop and deliver e-government and their most recent announcement - Service Canada. The provision of information and services via the Internet is steadily becoming the preferred way of doing business for governments. However, departments and agencies are at different stages in this transition. Some e-services for many clients are already available (e.g. "E-filing") or soon will be, while others are one or more years away (protected diagnostics On-Line). Meanwhile, cross-government efforts to group on-line information and services for clients are well underway. The Government of Canada
2:30PM	Afternoon tea	
3:00PM	Case study VISANET: ENTERPRISE ARCHITECTURE FOR THE WORLD'S LARGEST PAYMENT NETWORK Michael Gonella , Vice President, Enterprise Architecture, Visa (USA)	VisaNet is the largest payment processing network worldwide, enabling commerce in more than 150 countries, and connecting more businesses with more consumers than any other payment brand. The changing financial services landscape marked by mega-bank mergers, increased competition in payment processing, 20% growth
4:00PM	Speaker panel discussion SECURITY ARCHITECTURE Panel moderated by John Gigacz , Chief Architect, Enterprise Architects Australia	<i>"With Enterprise Architecture and Positive Identification (biometrics) all of the security restraints are built into the Enterprise Architecture, by definition."</i> John Zachman, Security and the Zachman Framework. <ul style="list-style-type: none">• With column 4, row 5 of the Zachman Framework labelled "Security Architecture," can and is this single cell meant to integrate all security considerations in an age of terrorism, worms and hackers
5:00PM	Cocktail party	

technology strategist. Architects need to acquire more strategy building skills, move strategy development up their priority list, and engage IT and business leaders in EA strategy development.

This session will put business, IT, and EA strategy into perspective and clarify how to create cross-organisational alignment. You will learn best practices for EA strategy development and increasing strategic influence. This session will also present practical and proven methods

base, organisations have found that full Architecture commitment and endeavours follow. Several actual Enterprise Architecture examples will be shown and discussed.

managed and used by many people in IT to assist with their day-to-day activities as well as IT strategy and planning.

intends to move towards an online “full service” market approach to service delivery. Accommodating the “unevenness” in e-services across the system will present a promotional challenge towards clients, particularly over the short to medium term, because of concerns of prematurely raising client expectations beyond what can be met.

The challenge was to conceive, design, and implement a new Information Architecture that has the capacity to enable businesses, organisations and individuals to use government e-services (e.g. information and transactions) with greater confidence and thereby encourage e-commerce. The primary goal of the Information Architecture (IA) was to provide consistent information across all service delivery channels therefore encouraging greater uptake of the Internet channel.

Additionally, the IA must improve efficiency and effectiveness

in transaction volume annually, and the emergence of new payment technologies are driving innovation and growth for Visa, the leader in electronic payments for more than three decades.

Evaluate the business context for establishing a program for Enterprise Architecture. Define a roadmap and key decision criteria for

- How is security incorporated through other representations of the enterprise?
- Is security really achievable through Enterprise Architecture or do we need to rely on ad hoc technology solutions?

Panellists include:

for overcoming the lack of clear business and IT strategy.

Key Issues

- What is EA's role in IT strategy development?
- How are powerful strategies developed?
- What is the relationship between business, IT, and EA strategies?
- How to build business aligned EA strategy without a clear business strategy

in internal government administration and operation. In order to maintain the credibility of Government, the IA must incorporate state-of-the art privacy and security standards and systems for on-line transactions that are as good as or better than those available in the private sector. Finally, it has to satisfy Canadians' need for choice by promoting easier access to government programs.

The first part of this session will set out the business drivers for trying to align a minimally defined business architecture to a technical architecture (that requires a strong physical representation), and Information Architecture. Andrew will outline some background on its development, some of the tribulations that have been experienced in architecture development, its implementation, its incredible successes and shortcomings, and where Social Development Canada intends to go from here.

setting priorities and building value. Understand tips and techniques for implementing key components of Enterprise Architecture, and learn about the extensive and unique business network that drives Visa technology.

Jeff Scott, Principal Strategist, Logical Leap
Professor Peter Bernus, Griffith University

Samuel Holcman, President,

Zachman Institute for Framework Advancement

Michael Gonella, Vice President, Enterprise Architecture, Visa USA

Andrew Bystrzycki, Director, Information Resource Management & Corporate Decision Support Services, Social Development Canada

BREAKOUT DAY 1 – DEVELOPING A PROCESS ARCHITECTURE

Monday 8 August 2005

10:15AM	THE STATE OF BPM Roger Burlton , Founder, Process Renewal Group (Canada)	Increasingly, organisations in diverse industries, countries and cultures are striving to adopt business processes as their fundamental way of designing and running their enterprises. This is a potentially long and risky journey that may reveal many difficulties along the way. Some of the challenges may be organisational, technological, cultural, methodological and more. So, what are the critical issues for your organisation and where do you really need to aim to be successful?
11:15AM	Morning tea	
11:45AM	A PROCESS VIEW OF THE ENTERPRISE Roger Tregear , Principal Consultant, Leonardo Consulting	Every business improvement project ever undertaken has had the objective of changing business processes. Every one of them - without exception. They might also have looked to change other things as well but it's always about process. An organisation's processes are what deliver value to customers and other stakeholders. All organisations 'do Business Process Management' but those who do it unconsciously are unlikely to do it well.
12:45PM	Lunch	
1:45PM	Case study AN IT DRIVEN APPROACH TO PROCESS ARCHITECTURE Jamie Cornes , Team Leader, Business Process Architecture, Strategy Architecture and Security, Information Technology, Suncorp	During this 45 minute Case study you will hear how Suncorp is moving from the adoption of a process modelling tool for process analysis and optimisation within individual business units to the development of Business Process Architecture in line with their IT Strategy and IT Enterprise Architecture.
2:30PM	Afternoon tea	
3:00PM	Case study PROCESS CENTRAL AT CBA Bryan Frew , Executive Manager, Group Operational Risk, Business Process Management, Commonwealth Bank of Australia	The Commonwealth Bank has recently completed development of a central website (called Process Central) to publish all business models created using the ARIS Toolset. A critical element of Process Central is the process architecture developed to allow bank staff to navigate through the business models and find business and process models of interest. This Case study will cover: <ul style="list-style-type: none">• A description of the project and how it developed• The design of the process architecture to accommodate the
4:00PM	PROCESS MODELLING STANDARDS AND NOTATIONS Professor Michael Rosemann , Head of the Business Process Management Group, Faculty of Information Technology, Queensland University of Technology	Business process modelling is an integral part of every business process management project. This presentation will give a brief overview about typical application areas of business process modelling. Australian, European and American case studies will provide deeper insights into issues related to more comprehensive modelling activities. A focus of this presentation will be on the recently proposed Business Process Modelling Notation (BPMN). A brief explanation and a number of examples will introduce this new language.
5:00PM	Breakout concludes (Cocktail party)	

The answers may surprise you. This session will deal with the state of BPM today and realistic assessment of its future.

- Key Issues
- Some BPM lessons learned that must not be ignored
- The many faces of BPM
- State of the industry
- Today's new BPM opportunities

Neither is process management confined to the operational levels of an enterprise. There is deep synergy between strategy execution and BPM.

This session will explore the close coupling of business processes and business performance using a Case study business architecture model that provides a process view of an entire organisation.

With a mature focus on both strategy and enterprise architecture in Suncorp IT the introduction of process modelling to support the development of Business Architecture is a natural progression. Jamie will describe some of the key lessons learnt as part of extending the use of process modelling into a more corporate focus, and some of the expected challenges going forward

alternative navigational views.

- Review of the design criteria.
- Impact on the macro-level models by the resulting process architecture.
- Collaboration with the business unit stakeholders.
- Design of the model-based user authentication system.
- The underlying business model structures.
- Reactions from the users.

BPMN will be compared with other popular modelling techniques (IDEF, EPC, UML). This will be a very interactive session in order to accommodate the individual questions of all participants.

AGENDA DAY 2 – EA FOR BUSINESS TRANSFORMATION

Tuesday 9 August 2005

9:00AM	INTRODUCTION FROM THE CHAIR John Gigacz , Chief Architect, Enterprise Architects Australia	
9:15AM	REDUCING TECHNICAL RISK – EIGHT BUSINESS DRIVERS FOR TECHNOLOGY AND ARCHITECTURE DECISION MAKING Mark Carroll , Architect Adviser, Microsoft	Avoid creating tomorrow's project and operational failures by mitigating some of the risks associated with your technical and architecture decisions today. In some cases, architectural and technology decision-making is a process doomed to fail no matter how much we slave over our understanding of technical and architectural merit. Ask yourself why some of the most elegant architectures and technologies have ended up helping create disasters?
10:15AM	Case study THE ROLE OF SERVICE ORIENTED ARCHITECTURE WITHIN AN ENTERPRISE ARCHITECTURE Chris Tham , Head of Architecture, Technology Distribution, National Australia Bank	What is a Service Oriented Architecture (SOA) and how does it relate to an overall Enterprise Architecture (EA)? Is SOA one of many "patterns" for EA or is it the underpinning foundation for implementing an EA? How would an organisation go about delivering an SOA as part of an EA? This Case study talks about the National's experience with EA and SOA and covers topics such as:
11:15AM	Morning tea	
11:45AM	Case study ALIGNING EA INITIATIVES WITH BUSINESS STRATEGY Richard Taggart , Chief Architect, General Motors (USA)	<ul style="list-style-type: none">• Techniques to help the business develop a strategy.• Flexibility, adaptability and manoeuvrability through Enterprise Architecture• The characteristics of a good Enterprise Architecture - how to know what to look for.
12:45PM	Lunch	
1:45PM	INFORMATION GOVERNANCE AND BUSINESS ALIGNMENT Geoff Vitlin , Director, Doll Martin	In recent times both within and outside the Enterprise Architecture discipline there has been much talk about business-IT alignment. There has also been much talk about governance and IT governance. Governance at its simplest may be about structures and processes for decision making. This session will examine recent trends in governance, how it can contribute to IT portfolio management, to aligning business and IT and the overall Enterprise Architecture effort.
2:45PM	Afternoon tea	
3:15PM	PRAGMATIC APPROACHES TO TECHNOLOGY, DESIGN PRINCIPLES AND METHODOLOGIES. Associate Professor Peter Bernus , Enterprise Integration Group, School of Computing and Information Technology, Faculty of Engineering and New Technologies for EA Practitioners, Information Technology, Griffith University	This talk will concentrate on the practical problem of EA implementation in light of the fact that EA efforts sometimes start at different levels of the organisation. The Enterprise is considered as a complex system of systems where EA practice is applicable on any level of detail. A pragmatic approach, supported by modelling and model management technology, as well as an on-line training and methodology advice, can lead to grass roots EA practice which can then naturally expand through regularly demonstrating successful outcomes in support of the business operation.
4:15PM	Speaker panel discussion ASK THE EXPERTS Panel moderated by John Gigacz , Chief Architect, Enterprise Architects Australia	In this hour you will have the unique opportunity to address the speakers of the day and pose your strategic planning questions. Panellists include:
5:15PM	End of conference	

In this session, Mark will discuss a simple checklist that architects and many other technical people can use to help mitigate the business risks faced when architectures and technologies are up for consideration. Using the checklist can help avoid some veritable minefields that can catch out the business at a later date. Many of the materials Mark has drawn on have come from reports on project outcomes, both positive and negative, and how those project outcomes can be related back to what are often called “technical risk” factors.

- Selling SOA to management
- Embedding SOA into the EA - challenges and opportunities
- Aligning SOA to business strategy and process re-engineering
- The role of BPM, EAI and Information Management technologies in supporting an SOA
- How pervasive does an SOA need to be before it becomes enterprise-wide?

- What is information governance and what isn't?
- What is good information governance?
- What does it have to do with Enterprise Architecture?
- How can information governance help deliver the business vision?
- What are the pitfalls in creating a governance structure?
- What are the standards/frameworks for information governance?

The perhaps surprising statement, that ‘to start EA one needs an initial EA’ is explained, which leads to viable methods of EA implementation, on the basis of an architecturally aware business strategy.

Some examples are: starting EA practice in project or programme management, IT infrastructure, IT services, SOA, or customer relationship management, to name a few. The link between multiple EA efforts is explained and guidance is given on how to manage their relationships, using a combination of leadership, training, supporting technology and the application of a selected set of crucial architecting principles.

Jeff Scott, Principal Strategist, Logical Leap
Samuel Holcman, President,
Zachman Institute for Framework Advancement
Roger Burlton, Founder, Process Renewal Group (Canada)
Associate Professor Peter Bernus, Griffith University

Mark Carroll, Architect Adviser, Microsoft
Geoff Vitlin, Director, Doll Martin
Chris Tham, Head of Architecture, Technology Distribution,
National Australia Bank

BREAKOUT DAY 2 – SERVICE ORIENTED ARCHITECTURES

Tuesday 9 August 2005

11:45AM	DELIVERING SERVICE ORIENTED ARCHITECTURES Ritchie Hale , IT Architect, IBM	<p>Service Oriented Architecture is viewed by many executives as a chance to get it right. This approach can deliver the flexibility business needs and provide effective leverage on existing IT investment. It is also viewed as an effective bridge between the business and IT and facilitates the delivery of business aligned IT capabilities.</p> <p>The Enterprise Service Bus and the Unified Logical View are patterns that support the delivery of a Service Oriented Architecture.</p> <p>The realisation of a Service Oriented Architecture and of an Enterprise Service Bus comes in many forms.</p> <p>A Service Oriented Approach provides some significant organisational challenges.</p> <p>This presentation illustrates the options, technical and organisational challenges, characteristics and qualities of some implementations delivering these capabilities in real world scenarios.</p>
12:45PM	Lunch	
1:45PM	Case study DRIVING A SOA Don Bartley , Chief Technology Officer, Australian Bureau of Statistic	<ul style="list-style-type: none">• Planning requirements for the SOA• How does the SOA relate to the overall Enterprise Architecture?• Aligning SOA to business goals• Getting the ABS SOA program off the ground• Web services and SOA• Service reuse at ABS• Problems and pitfalls in implementation• Examples of a working SOA
2:45PM	Breakout concludes. Afternoon tea	

SEMINAR A

9.00 am – 5.00 pm

Strategies for Enterprise Architecture Delivery
A baseline understanding of EA
and a quick start implementation planPresented by
Samuel Holcman, President,
Zachman Institute for Framework Advancement (USA)

Do you really know what Enterprise Architecture is? More importantly, do you know what your organisation “thinks” Enterprise Architecture is? The whole concept of Enterprise Architecture is only approximately 17 years old and there are probably as many definitions of Enterprise Architecture as there are days in the 17 years of existence! This presentation will attempt to set the record straight.

Strategies for Enterprise Architecture is a one-day course which will define a baseline understanding of Enterprise Architecture and outline a quick start implementation plan.

After the baseline is established, Sam Holcman will briefly describe and demystify the Zachman Framework for Enterprise Architecture. Following a description of Enterprise Architecture and the Framework, a suggested methodology for getting started in Enterprise Architecture will be outlined. This will include the process for beginning the development of the Architecture, as well as example deliverables.

A question and answer session will follow.

Samuel Holcman

Samuel B. (Sam) Holcman is President, Zachman Institute for Framework Advancement and the President Pinnacle Business Group. The Pinnacle Business Group provides innovative solutions to a range of business and systems related challenges and activities. He was the Vice President of Modelware, Methodologies, and BPE (Business Process Engineering) for KnowledgeWare, Inc. Prior to joining KnowledgeWare, Samuel was the Founder and President of Computer and Engineering Consultants, Ltd., which was acquired by KnowledgeWare. His technical interests include consulting and research on topics such as enterprise architecture, business process engineering, intellectual capital management, organisation development, system methodologies and life cycles, corporate business modelling, and accelerated analysis techniques. Mr. Holcman conceptualised and architected a unique look at system development methodologies, which resulted in the highly regarded ForeSight™ methodology and methodology management product. He has developed a strategic planning process that is used by many Fortune 500 companies, and is the co-developer of the widely used accelerated analysis (JAD-like) technique known as Rapid Analysis. He has also developed an innovative approach to Business Process Re-Engineering known as Business Process Visualization™ and Organisation Network Analysis™. These techniques are being used to Unlock the Hidden Assets in your OrganisationSM.

In association with John Zachman, he formed The Zachman Institute for Framework Advancement (ZIFA), to explore, explain, and share the concepts of enterprise architecture. Most recently, Sam has been focusing on understanding the value and management of Intellectual Capital to enterprises. He is currently developing the Intellectual Capital Maturity Model™ to provide guidance on how effectively organisations are managing their Intellectual Capital, and steps they can take to more effectively manage this capital.

POST CONFERENCE SEMINAR

Wednesday 10 August 2005

SEMINAR B

9.00 am – 5.00 pm

The Business Process Management Framework Architecting & designing enterprise processes & aligning enterprise capabilities

Presented by
Roger Burlton, Founder,
Process Renewal Group (Canada)
Author of Business Process Management: Profiting from Process

Getting started:

Business Process Management principles

- Business performance drivers
- Business processes as integrators of Enterprise Architecture
- BPM vs. BPMS technologies
- BPM and the Zachman Framework

Understanding the enterprise:

External stakeholder analysis (who cares?)

- External influences
- Stakeholder types and requirements
- Key Performance Indicators (KPIs)
- Critical Success Factors (CSFs)

Workshop:

Who are your stakeholders and what do they care about?

Architecting enterprise processes

- Core and support processes
- Process architecture diagramming
- Process scoping
- Process standards, documentation and emerging notations

Workshop:

What are your business processes? Incorporating knowledge and separating process and business rules

- Combining knowledge and process perspectives
- Incorporating learning and feedback
- Business and process rules

Organising for process management

- Cross-functional process stewardship
- Mixed process and functional structures
- Responsibilities and incentives for stewardship

Aligning resource capabilities with processes

- Zachman Framework and the Adaptive Reference Model
- Process / stakeholder mapping
- Process prioritisation
- Business Process Management Systems (BPMS) opportunity
- Human competency alignment

Defining the process project

- Setting stakeholder goals and performance targets
- Scoping the process / project
- Identifying project standards

Workshop:

What is the process scope for your renewal project?

Understanding the current process

- Measuring the current process
- Modelling the process
- Analysing the process

Workshop:

What is the top level process model for your existing process?

Renewing the process

- Modelling the new process
- Validating the new Process
- Aligning enterprise capabilities for the project

Walking through the BPM Framework

- Understand the enterprise
- Architect and align
- Define the process project
- Understand the process
- Renew the process
- Develop capabilities
- Roll-out and nurture
- Continuously improve

Roger Burlton

Roger T Burlton is the founder of Process Renewal Group and the author of "Business Process Management: Profiting from Process". He is considered an industry leader in the introduction of innovative approaches for organisational change. He is recognised internationally for his contributions in Business Process Management, Stakeholder Analysis, Strategic Architecture Alignment, Prototyping and people based Project Management Methodologies. He is regarded as a realistic practitioner, who delivers pragmatic solutions for his clients. An exceptional speaker, he has chaired several high profile conferences on Advanced Business and Information Management around the world, including the BPMG Tenth Annual Process Management Conference, Process and Knowledge Management Europe, the National BPR Conference, and in the U.S. DCI's Knowledge Management Conferences, Software World, and The Executive Summit. To date, he has conducted over five hundred seminars and has presented to over twenty thousand professionals. His seminars have been translated for audiences around the globe.

About your keynote presenters

John Gigacz

Conference Chairman

John Gigacz is Chief Architect at Enterprise Architects Australia Pty Ltd and heads their consulting practice. He holds a Bachelor of Science degree in Computer Science, Mathematics and Physics from Melbourne University, and a Master of Business Administration degree from Melbourne Business School. He is a seasoned IT executive and professional consultant with substantial and wide-ranging experience in IT strategy, architecture, governance, program and project management. During a career spanning 26 years he has provided services to blue chip organisations in the communications, IT, FMCG, advertising, utility, insurance and public sectors, including enterprise and solution architectures for Coles Myer Ltd, Australia Post, Telstra, Sensis and Melbourne Water. Prior to joining Enterprise Architects, John was Chief Architect and Group Manager, Strategy & Governance at Sensis where he led the transformation of their print media business systems to a dynamic, multi-media advertising platform. Prior to that John was Chief Architect, Electronic Customer Systems at Telstra, responsible for the technology strategy and architecture for Telstra Online and Telstra.com. There he was instrumental in Telstra's first major forays into the application of online technologies for commercial purposes.

Jeff Scott

Jeff Scott is an accomplished results oriented information technology consultant with over 25 years of broad-based leadership experience in the health care and finance industries in the areas of strategy, architecture, innovation and leadership development. He has held key leadership roles in every facet of IT management from operations and technical support to enterprise planning and strategy development.

Amongst his achievements, Jeff has spearheaded the creation and implementation of a corporate wide technology strategy. This involved the creation and management of a technology governance process with over 125 participants across the organisation, including the top 20 IT managers. The strategy saved over \$15,000,000 through the design and implementation of innovative reuse practices that leveraged multiple technologies across business units.

Jeff also pioneered creative organisational models focused on creating business value.

Roger Tregear

Roger Tregear is a Consulting Principal with Leonardo Consulting, a practice specialising in the application of BPM tools and techniques for sustainable improvement. Leonardo is also the exclusive partner in Australia/New Zealand for IDS Scheer,

developers of ARIS. The Leonardo team is continuously involved in developing improved approaches to enterprise management based on BPM and related techniques.

Peter Bernus

For the past 30 years Dr Bernus has 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 program 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.

Associate 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.

Geoff Vitlin

Geoff Vitlin is a strategic information planner with a particular interest in information as an organisational resource and a driver of corporate success. He has a strong practical background in information, document and knowledge management, information strategies, corporate planning and performance measurement. He has successfully introduced new information planning and management approaches into a range of organisations. His consulting skills and experience include:

- Corporate planning, program development and performance measurement.
- Strategic information planning, governance and architectures.
- Information management and technology quality assurance.
- Direction of strategic consulting assignments and project teams

His experience in both the public and private sectors includes the areas of Environment, Natural Resources and Planning; Education and Training; Government Operations; Health, Housing and Community Services; Justice; Public Safety; and Road, Rail and Transport.

KEYNOTE PRESENTERS

Mark Carroll

Mark holds a New Zealand Institute of Management (NZIM) Diploma of Business Management and a Bachelor of Business Studies (BBS) degree majoring in Management. His technology selection and architectural approaches are focused on understanding the mix of business drivers affecting their suitability for a particular organisation and applying those through Enterprise Architectures that have a strong business architecture focus. He enjoys employing those skills with a variety of customers and communities within New Zealand.

Before joining Microsoft Mark was with Statistics New Zealand where he was heavily involved with evaluating and choosing technologies that would support the goals of the architectures developed. In the preceding nine years at Statistics New Zealand Mark was also engaged, as both a participant and as a project manager, in a variety of Enterprise, Infrastructure and Application development projects including Security projects, Identity integration, Portals, Year 2000 and Enterprise Architecture establishment.

Mark has also been involved in a number of IT industry groups holding offices as Secretary for GOVIS - a NZ public sector collaboration organisation, until his departure from Public sector, and as current President of Software Quality New Zealand (SQNZ). Mark has also presented at a number of local conferences and events most recently mostly focused on Enterprise and Software architectures. Mark is also the Convenor of the New Zealand Microsoft Architect's council.

Ritchie Hale

Ritchie is a systems consultant with 19 years experience in system integration and consultancy. He has been involved in large-scale system integration projects throughout the world and has extensive skills in corporate business and ebusiness systems and solutions within a number of market sectors including banking – front and back office, telecommunications and retail. Over the past 5 years Ritchie has honed his skills in large-scale Websphere infrastructure deployments and has worked on some of the biggest Websphere installations in the world. From a product perspective Ritchie is highly skilled in Websphere and J2EE Architecture and infrastructure deployment. Ritchie provides consulting and services related to Websphere/J2EE environments covering solution design, Websphere/J2EE best practices, mentoring, installation and configuration, design, both front office web applications and large scale EAI into back office systems.

Ritchie's technical leadership and implementation skills have been the subject of an IBM worldwide Case study and he is the co-author of the IBM Redbook "Architecting High-End Websphere Environments from Edge Server to EAS" (SG24-6850-01)

Professor Michael Rosemann

Dr Michael Rosemann is a Professor for Information Systems and Co-Leader of the Business Process Management Group at Queensland University of Technology, Brisbane, Australia. He received his MBA (1992) and his PhD (1995) from the University of Muenster, Germany. His main areas of interest are business process management, business process modelling, Enterprise Systems and ontologies. In his current research projects he explores, amongst other areas, the critical success factors of modelling, issues related to modelling in the large and the actual application of process modelling. Michael has intensive consulting experience and has provided process modelling related advice to organisations from various industries including telecommunications, banking, insurance, utility and logistics. In addition to more than 40 journal publications, 70 conference publications and 35 book chapters, he has published two books on logistics management and process modelling and is editor of three books on "Reference Modelling", "Business Process Management" and "Business Systems Analysis with Ontologies". He is a member of the Editorial Board of six journals, including the Business Process Management Journal.

Andrew John Bystrzycki

A pilot and former commissioned officer in the Canadian Air Force, Andrew has a MCompSc from Concordia University, graduate diploma in Defence Studies from National Defence College, as well as undergraduate degrees in Engineering (electrical & computer) and Computer Science.

Andrew has lectured in programming languages at Concordia University and Collège militaire royal de St-Jean, and in software and telecommunications engineering to senior and graduate level students at the Royal Military College of Canada. He has held a series of progressively senior management positions in Information Management in his twenty year career in government. He has recently made presentations on "implementation strategies for information management" to Deputy Ministers of the province of Ontario, other federal government senior management committees, and various professional fora.

Andrew brings many years of experience to his role as Director of Information Resource Management. He draws upon his knowledge gathered from lessons learned managing several large scale projects of structured information for the Canadian Department of National Defence and the department of Social Development Canada. Under his stewardship, Andrew recognised and established preferred information practices within a comprehensive Information Architecture (IA) for loosely structured (documents) and highly structured data (databases). The IA enabled his team to enhance Social Development Canada's capacity to provide users with the information they want, when they need it, where they need it, and across all service delivery channels.

Registration form

The Enterprise Architecture Conference
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PRICES (excluding GST)

	Conference only	Conference & Seminar A	Conference & Seminar B	Seminar A	Seminar B	Seminars A & B	
Single delegate	\$2,500	\$3,800	\$3,800	\$1,800	\$1,800	\$3,200	
Group of 3+	\$2,250	\$3,420	\$3,420	\$1,620	\$1,620	\$2,880	
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This conference is essential for all business and information technology staff charged with responsibility or involvement in strategic business planning, enterprise architecture or information-related programs.

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- Access world leading Enterprise Architecture practitioners in a rare Australian opportunity
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IS ONE OR MORE OF THE FOLLOWING ON YOUR IT OR ENTERPRISE WISHLIST:

- Savings on Information Technology running and purchase costs?
- Provision of a business vision that the entire organisation can map against?
- Common business processes, hardware, and people that respond to clearly understood business goals?
- Creating seamless interoperability throughout the enterprise and with suppliers and partners?
- Faster response times from a limber enterprise?
- Aligning the IT department to business goals and desired outcomes of your enterprise

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 strategic business planning and architectural approaches.

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Case studies include:

Andrew Bystrzycki, Director, Information Resource Management & Corporate Decision Support Services, Social Development Canada

Chris Tisseverasinghe, Enterprise Architecture Manager, Coles Myer

Jamie Cornes, Team Leader, Business Process Architecture, Suncorp

Bryan Frew, BPM Project Manager, Commonwealth Bank of Australia

Michael Gonella, Vice President, Enterprise Architecture, Visa (USA)

Chris Tham, Head of Architecture, Technology Distribution, National Australia Bank

Don Bartley, Chief Technology Officer, Australian Bureau of Statistics

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

With expert contributions from:

Samuel Holcman, President, Zachman Institute for Framework Advancement (USA)

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

Jeff Scott, Principal Strategist, Logical Leap (USA)

Roger Tregear, Principal Consultant, Leonardo Consulting

Mark Carroll, Architect Adviser, Microsoft

Geoff Vitlin, Director, Doll Martin

Professor Michael Rosemann, Head of the Business Process Management Group, Faculty of Information Technology, Queensland University of Technology

Roger Burlton, Founder, Process Renewal Group (Canada)