



# THE 4<sup>TH</sup> ANNUAL ENTERPRISE ARCHITECTURE CONFERENCE

14-17 August 2006 | Star City, Sydney Australia



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**BTELL**

# Leadership, Architect Skills, Business and IT innovation & transformation, SOA, Business Process Architecture, Case Studies, Federal Enterprise Architecture Framework, EA tools and solutions.

Pre-Conference Seminar Monday 14 August 2006

**Mastering EA Implementation**  
Jeff Scott, Chief Strategist, Logical Leap (USA)

Conference (Day 1) Tuesday 15 August 2006

BUSINESS TRANSFORMATION	<ul style="list-style-type: none"> <li>• <b>Re-architecting Enterprise Architecture</b></li> </ul> <p>Jeff Scott, Principal Strategist, Logical Leap (USA)</p>	<ul style="list-style-type: none"> <li>• <b>Influencing &amp; Leading People critical to EA Success</b></li> </ul> <p>Stephen Smith, Head of Architecture, Westpac</p>	<ul style="list-style-type: none"> <li>• Case Study <b>Enterprise-wide Process &amp; Information Optimisation</b></li> </ul> <p>David Fisher, Transformation Planning &amp; Performance, Business Transformation Agency, Department of Defense (USA)</p>	<ul style="list-style-type: none"> <li>• Case Study <b>Keeping your Enterprise Architecture Healthy</b></li> </ul> <p>Rob Smith-Roberts, Business Alignment &amp; Architecture Group, C'th Department of Health</p>	<ul style="list-style-type: none"> <li>• <b>Enterprise Architecture Ability What makes a great Architect?</b></li> </ul> <p>Ben Ponne, Enterprise Architect, EDS (New Zealand)</p>	<ul style="list-style-type: none"> <li>• Q&amp;A Panel Session <b>The Role of the Architect to model the enterprise or to change it?</b></li> </ul>	
	METHODOLOGIES	<ul style="list-style-type: none"> <li>• <b>Process: the Forgotten Link in Successful EA Implementations</b></li> </ul> <p>John Jeston, Lead Consultant, Touchpoint</p>	<ul style="list-style-type: none"> <li>• Case Study <b>A Practical Guide to delivering a Process Architecture in a Complex Micro-payment System</b></li> </ul> <p>George Shoterioo, Solutions Architect, Keane Australia</p>	<ul style="list-style-type: none"> <li>• <b>Enterprise Architecture approach for a SOA and legacy system transformation</b></li> </ul> <p>Darryl Dobe, Consulting IT Architect, IBM</p>	<ul style="list-style-type: none"> <li>• <b>SOA Process Design &amp; Process Execution</b></li> </ul> <p>Mark Benyovszky, Managing Director, Zero Delta Centre for Enterprise Alignment (USA)</p>	<ul style="list-style-type: none"> <li>• Case Study <b>Architecting &amp; Delivering a SOA</b></li> </ul> <p>Peter Burggraaff, IT Manager, The Farmers' Trading Company (New Zealand)</p>	<ul style="list-style-type: none"> <li>• <b>EA Maturity Measurement &amp; Assessment</b></li> </ul> <p>James Watson, Service Development Manager, Enterprise Strategy &amp; Architecture, Oakton</p>
		GOVERNMENT	<ul style="list-style-type: none"> <li>• <b>Designing Enterprise Architecture for Government</b></li> </ul> <p>Robert Arnold &amp; Geoff Vitlin, Directors, Doll Martin Associates</p>	<ul style="list-style-type: none"> <li>• <b>Overview of the Federal Enterprise Architecture (FEA)</b></li> </ul> <p>Michael Tiemann, FEAC Institute (USA)</p>	<ul style="list-style-type: none"> <li>• Case Study <b>Reducing IT Costs in both Public &amp; Private Sectors</b></li> </ul> <p>Jim Matthews, State CIO, Illinois USA</p>	<ul style="list-style-type: none"> <li>• <b>Co-ordinating Whole-of-Government &amp; Contractor Responses through EBO</b></li> </ul> <p>Bob Weisman, Partner Enterprise Architecture, CGI (Canada)</p>	<ul style="list-style-type: none"> <li>• Q&amp;A Panel Session <b>Ask the experts</b></li> </ul>
	9:15	10:15	11:45	1:45	3:15	4:15	



## Why this is the must-attend event of 2006

The 2006 Enterprise Architecture Conference embraces world-beating case studies and leading edge methodologies for enterprise architecture and enterprise transformation.

A three track event, the conference will examine how architecture is being used as a means of aligning IT and other capabilities with business goals for real and measurable business change and rapid results. You will receive advice on how experts and your peers are dealing with the challenges posed by implementing architecture projects today, how to engage your business with architecture and how to deploy integrated strategically planned solutions.

A feature of the conference is a focus on the role of the architect in terms of leadership and communications, challenges that have dogged many an architecture endeavour.

While a dedicated track will focus on the challenges of EA in government, the case studies in this track will be of benefit to both

public and private sector conference participants. Indeed, the growing need for whole of government approaches and the need to engage with the private sector in an age of natural disasters, terrorism and overseas deployments demands co-ordinated, architected responses.

The Enterprise Architecture conference will see a balance of world renowned experts and successful case studies, both from Australia and overseas. These will deliver insights into how real EA initiatives were conducted as well as their actual or anticipated outcomes.

The new dedicated Solutions track is your chance to roadtest the latest tool and service offerings in today's marketplace in the one place at the one time as well as receiving analysis on their comparative performance.

You will be in a unique position to gain trustworthy knowledge since the conference is the only vendor-neutral event with acknowledged world leading practitioners and thought leaders exclusively dedicated to Enterprise Architecture in Asia Pacific.

## Plan your four days at a glance.

### Conference (Day 2) Wednesday 16 August 2006

<ul style="list-style-type: none"> <li>• <b>Linking Strategy, Program Management &amp; Architecture at an Enterprise Level</b></li> </ul> <p>Olaf Pietschner, Director of Strategy, Architecture &amp; Projects, News Limited</p>	<ul style="list-style-type: none"> <li>• <b>A Business Perspective on the Value of Architecture</b></li> </ul> <p>Kellie Scott, Principle Strategist, Logical Leap (USA)</p>	<ul style="list-style-type: none"> <li>• <b>Ensuring EA is used as the Basis for Decision Making</b></li> </ul> <p>Bob Weisman, Partner Enterprise Architecture, CGI (Canada)</p>	<ul style="list-style-type: none"> <li>• <b>Case Study How to move from Accidental Architecture to Planned Architecture</b></li> </ul> <p>Mona Lynn, Senior Web Architect, American Heart Association (USA)</p>	<ul style="list-style-type: none"> <li>• <b>Whole of Government SOA Case Study</b></li> </ul> <p>Brian Stewart, Manager Strategic Directions Branch, Department of Finance &amp; Admin AGIMO</p>	<ul style="list-style-type: none"> <li>• <b>Q&amp;A Panel Session SOA: the answer to fixing the "rats nest" in applications architectures or just creating new silos?</b></li> </ul>
<ul style="list-style-type: none"> <li>• <b>Giving your Processes a Brain with Business Rules</b></li> </ul> <p>Peter O'Donoghue, Principal Consultant, CSC</p>	<ul style="list-style-type: none"> <li>• <b>Enterprise Architecture for Convergence of GIS &amp; IT</b></li> </ul> <p>Pedro Harris, Chief Information Officer, Department of Lands (NSW)</p>	<ul style="list-style-type: none"> <li>• <b>A Concept Car for Information Architecture</b></li> </ul> <p>Deb Weiss, Research Director Enterprise Planning &amp; Architecture Strategies, Gartner</p>	<ul style="list-style-type: none"> <li>• <b>Portfolio Management &amp; IT Governance</b></li> </ul> <p>James Watson, Service Development Manager, Enterprise Strategy &amp; Architecture, Oakton</p>	<ul style="list-style-type: none"> <li>• <b>EA Governance – the Centrelink Journey in Managing EA</b></li> </ul> <p>Trevor Smallwood, National Manager Technology &amp; Strategy, Centrelink</p>	<ul style="list-style-type: none"> <li>• <b>Strategies for Systems/ Applications Implementations Architecture</b></li> </ul> <p>Kevin Francis, Chief Technology Architect, Infosys</p>
<b>SOLUTIONS PROVIDERS</b> <ul style="list-style-type: none"> <li>• <b>Architecture tools overview</b></li> </ul> <p>Deborah Weiss, Research Director, Enterprise Planning &amp; Architecture Strategies, Gartner</p>	<ul style="list-style-type: none"> <li>• <b>Fast track SOA</b></li> </ul> <p>Jeremy Ellis, Senior Practice Lead, iOctane</p>	<ul style="list-style-type: none"> <li>• <b>Implementing effective SOA governance through a centre of excellence</b></li> </ul> <p>Edward M. Tuggle, Jr., Senior Software Engineer, IBM Software Group</p>	<ul style="list-style-type: none"> <li>• <b>Pelagic IT architecture design tools</b></li> </ul> <p>Julian Challingsworth, Director, Pelagic Group</p>	<ul style="list-style-type: none"> <li>• <b>Making Enterprise Architecture successful in your organisation</b></li> </ul> <p>Tim Wakeman, Consultant, Enterprise Architecture Practice, SMS Management &amp; Technology</p>	<ul style="list-style-type: none"> <li>• <b>Tools to translate from EA into large-scale projects</b></li> </ul> <p>Andrew Haddon, General Manager, RHE &amp; Associates</p>
9:15	10:15	11:45	1:45	3:15	4:15

### Post-Conference Seminars Thursday 17 August 2006

<ul style="list-style-type: none"> <li>• <b>Planning and executing an enterprise-wide Services Oriented Architecture (ESOA) Strategy</b></li> </ul> <p>Mark A. Benyovszky, Managing Director, Zero Delta Center for Enterprise Alignment (USA)</p>	<ul style="list-style-type: none"> <li>• <b>The US Federal Enterprise Architecture What it is, is accomplishing and, how?</b></li> </ul> <p>Michael Tiemann, Faculty Member, FEAC Institute (USA)</p>	<ul style="list-style-type: none"> <li>• <b>Building business control systems using Business Rules</b></li> </ul> <p>Peter O'Donoghue, Principal Consultant, Computer Sciences Corporation</p>
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● **Keynote**

**Re-architecting Enterprise Architecture**

Eighty percent of EA programs are struggling to deliver significant value and yet we persist in applying the same approaches again and again as if applying more of the same ineffective methods will finally create positive results.

It's time to stop, take a step back, and remember that our ultimate goal isn't fancy frameworks and artistic artifacts. Our goal is to change how our organisations think about technology decision making and to do that, we need to change the way WE think about EA and our role as architects. We have everything we need for success, we just need to apply our architecture

skills to ourselves. It all starts with you, so open up your mind and take a look at re-architecting your approach to EA.

In this session we will examine:

- Passive versus active architectures
- What your stakeholders really want
- How context changes everything
- The value of strategic clarity

Jeff Scott, Principal Strategist, Logical Leap (USA)

● **Influencing and leading people critical to EA success**

While EA aims at attaining lower operating costs, greater reuse and business-aligned IT development, the alignment of people, processes and IT isn't just a matter of creating a bunch of models. You will likely have to lead and influence people across your organisation.

While some may be ripe for change, others may, in fact, have a vested interest in maintaining the status quo. Resistance to change and derailments in aligning people and process can seriously undermine the success of your EA agenda and outcomes.

● **Process: the forgotten link in successful EA implementations**

The challenge with an Enterprise Architecture is not how good it is, what counts is how useful it is to the business. How does EA provide the business with agility and an ease of implementation of business strategy?

Processes are close to the business and their operational lifeblood. Processes provide the forgotten link in having an EA that is workable, meaningful to the business and a necessary step in the business IT engagement model.

An Enterprise Architecture that incorporates the business processes can provide a common language and builds a common culture that business understands

and can fill in the missing middle in the business IT divide.

Key points for discussion include:

- The challenge of the IT and business divide and the push for formal Engagement Models (EM):
  - How can an Enterprise Architecture help with an Engagement Model
  - Criticality of process in an Engagement Model
- The true test of an EA is:
- can the business understand it?
  - do they find it adds value to the business?
  - how are exceptions accommodated?
  - How process provides the bridge between business strategy, implementation and EA.

John Jeston, Lead Consultant, Touchpoint

● **Case Study**  
**A practical guide to delivering a process architecture in a complex micro-payment system**

In a world full of Enterprise Architecture trends such as process oriented architecture, business service architecture, service oriented architecture, and web services, business strategy groups struggle to make sense of it all. This presentation will illustrate a practical guide to delivering a Process Oriented Architecture in the context of building a complex micro-payment system. This guide provides a platform of the way in which architectural assets can be mapped directly to business outcome checklists.

● **Designing and delivering Enterprise Architecture for government**

Strategic business planning in government is not new. We're all aware by now that government agencies design their information technology and information systems according to a plan. Planning through Enterprise Architecture can allow government agencies to deliver more integrated and efficient services. What makes architecture all the more compelling now is that we may just have the methods to make integrated strategic business planning, and its advantages in managing complexity, a reality. While architecture in the U.S. is mandated, government agencies around the world are picking up architecture planning methodologies and running with them.

This case study will investigate the leadership challenges and influencing roles taken during the Enterprise Architecture Management initiatives and gains that have been made at Westpac Banking Corporation.

Stephen Smith, Head of Architecture Services, Westpac

• **Case Study**  
**Enterprise-wide process and information optimisation: the basis for Business Transformation**

The U.S. Department of Defense is often described as the largest and most complex business organisation in the world and as such can provide a learning opportunity for all complex entities. The DoD is acutely aware of how intrinsically linked the Department's business operations are to sustaining effective military readiness in the 21st Century. In this regard, the Department has recently restructured its Business Management Modernization Program (BMMP) to focus on accelerating improvement of DoD-wide business processes and information access through

the development and deployment of enterprise-level capabilities. David Fisher will provide the details on how the new capabilities based architecture and BMMP is providing leadership for effective business transformation. Mr. Fisher will focus on BMMP's agenda for action

- Define the future business capabilities necessary for business system modernisation
- Declare capabilities that should be common throughout the enterprise
- Create an Enterprise Process Architecture that represents these enterprise-wide standards as guidance

David Fisher, Transformation Planning & Performance Business Transformation Agency, Department of Defense (USA)

The approach quantifies delivery progress against original expectations, business change and value. The architecture master plan includes: business service definitions and processes, KPI models, enterprise operational procedures, data, system and infrastructure architectures.

George Shoterioo, Solutions Architect, Keane Australia

• **Enterprise Architecture approach for a SOA and legacy system transformation**

Enterprises are taking steps to increase their flexibility and reuse through a gradual and incremental transformation to a Service Oriented Architecture (SOA) of their business systems. The objective is to integrate their business activity as linked services and, more importantly, the outcomes that they bring to their business. From an Enterprise Business Architecture perspective, services are atomic business tasks that can be assigned, outsourced, and executed as self contained elements of a business process. From an Enterprise IT Architecture point of view, business services can be implemented by means of service components.

This session will outline how service

components can be developed anew for newly required function, redeveloped from previously deployed legacy functionality, or by actually reusing – and therefore leveraging – existing deployed functionality. Evolving IT to a mature SOA is a process in itself (not an event) that requires changes in the IT governance model, standards, technologies and the approach to “architecture”.

To assist enterprises to evolve SOA capabilities, Darryl Dobe will explain SOMA (Service Oriented Modelling Architecture), techniques to assist business and IT teams identify, specify, and design components that expose services in a SOA.

Darryl Dobe, Consulting IT Architect in IBM Business Consulting Services

There have been a number of starts, restarts and rework programs for those who have made it that far. In this session we will review:

- How does EA in government differ from the private sector?
- The strains between central and local administration against the needs of service delivery
- What are government agencies actually doing now?
- Are they really doing architecture work of value or is it just smoke and mirrors?
- Why have government EAs failed or succeeded?
- Intra-government interoperability

Robert Arnold and Geoff Vitlin, Directors, Doll Martin Associates

• **Overview of the US Federal Enterprise Architecture (FEA), its frameworks, reference models, and various initiatives**

It has taken a long time for the various US government agencies' architectures and the Federal Enterprise Architecture (FEA) to mature and take hold. Both the Office of Management and Budget (the Executive Branch) and the Government Accountability Office (the Legislative Branch) assessed Federal agencies' EA traction and use this past year. This presentation will provide an overview of the US FEA, its parts and how it is being changed, implemented and measured. Specific topics of this session include:

- A brief history and overview of the FEA.

- Why FEA is important to the US Federal Government's transformation?
- What are the FEA Reference Models, including the updated Data Reference Model.
- The OMB EA Assessment Framework (EAAF) and the GAO EA Management Maturity Framework (EAMMF) and the results of agency assessments using each this past year.
- Changes to the FEA and the new parts put in place this year, including the three EA Profiles (Security and Privacy, Geospatial and Records Management), and the Federal Transition Framework (FTF).

Michael Tiemann, Faculty Member, FEAC Institute (USA)

● **Case Study**  
**Keeping your Enterprise Architecture healthy**

The Architecture unit at Health and Ageing is right bang in the middle of the road for every project (a blockade or potential roadkill I hear you say...). It has to have a clear and quick process for establishing conformance or it will be disregarded. This paper explores the process of checking alignment of projects to the Enterprise Architecture.

How do you develop and evolve your reference models? Is change managed in small steps or big ones? Do you guide projects or simply demand conformance? Where does SOA (service oriented architecture) fit into the strategy? Is SOA really as radical as it sounds or is a

symptom of new form of IT conservatism? How do you govern the change process and what influence can the CIO have on business direction?

A healthier IT architecture could be the start of a healthier nation.

**Rob Smith-Roberts, Enterprise Architect, Commonwealth Department of Health and Ageing Canberra**

● **Enterprise architecture ability: what makes a great architect?**

Hiring managers and recruitment agencies need to set expectations for Enterprise Architecture jobs. Teams need to understand the architect's role and responsibilities. Evaluating managers need to assess performance and set goals. Enterprise Architects want to set personal development goals (Do I want to be an architect at all? What level do I want to reach? What kind of experience do I need to get there?). Training departments need to plan development programs for architects.

The Enterprise Architecture role shows an overlap with many other roles, such as engineer, manager, business analyst and relationship manager. This means that

● **SOA process design & process execution**

This presentation will address how to separate the design-time and run-time views of enterprise-level business processes within the context of an Enterprise Service Oriented Architecture (ESOA). The new Business Process Modelling Notation (BPMN) and the Business Process Execution Language (BPEL) specifications are designed to allow business processes to be easily extended throughout the enterprise and outside of the enterprise, enabling seamless integration at the composite process levels and the detailed process step level traversing internal and external systems in an integrated manner.

**Mark A. Benyovszky, Managing Director, Zero Delta Center for Enterprise Alignment (USA)**

● **Case Study**  
**Architecting and delivering a Service Oriented Architecture**

Farmers' Trading Company, a New Zealand department store with 60 stores nationwide, has spent three years redefining its IT architecture. A key driver has been increased costs in IT operations. When Farmers' began to look at business opportunities it became clear very quickly that they needed an agile IT platform with the capability to deliver business functionality quickly. They decided to adopt Service Oriented Architecture for the development/ implementation of enterprise applications. More specifically for store technology they analysed in-store customer journeys, discussed and described these in detail in workshops and then worked their

● **FEAF Case Study**  
**Reducing IT costs in both public and private sectors**

Enterprise Architecture models the organisation through a series of reference models from which business and technology alignment decisions can be made. These models provide the basis from which decisions can be made to eliminate duplication, and develop a portfolio management approach toward Information Technology-enabled services. Application of these reference models must be managed through a governance process in order to be successful.

The Federal Enterprise Architecture Framework has evolved over a period of years, and includes both the reference

models and governance processes. Jim Matthews has personally applied FEAF to three organisations. The three organisations represent an electric utility, a State government, and latest is a cable provider. Each organisation reduced IT cost by over 20%, and at the same time improved results associated with system delivery. Both are on the way to further improvements. The third application is currently underway, and could do even better given a history of growth by acquisition.

Enterprise Architecture provides the means to instill a true engineering discipline to an industry that heretofore has eluded it.

**Jim Matthews, CIO of Central Management Services, State of Illinois, USA**

● **Co-ordinating whole-of government and private sector activities though EBO and Capability Based Planning**

Effects Based Operations (EBO) are based upon the creation of an effect, both long and short-term. EBO differs from conventional operations in that the various facets of any particular effect are examined in their totality; not a new concept but one that has to be continuously relearned throughout history. Although EBO has roots in the military, it is in fact much more extensive focusing on a government strategic aim and mustering all of the resources that the government (or corporation) needs to achieve the effect. It focuses on a holistic treatment of any situation and the assigning of a multi-departmental task force to resolve an

Enterprise Architects need a unique set of skills, relevant experience and personal characteristics. As Enterprise Architects climb the career ladder their sphere of influence, decision scope and strategic responsibility will increase accordingly. The skills, experience and personal characteristics requirements change at each step of the ladder.

The Global Enterprise Architecture Organisation ([www.geao.org](http://www.geao.org)) has developed an Enterprise Architecture competency framework. In this session, we will outline skill, certification, training, development and other requirements of the framework.

**Ben Ponne, Enterprise Architect, Portfolio Development, Global Processes & Methods, EDS (New Zealand)**

● **Panel discussion**

**The role of the architect: to model the enterprise or to change it?**

The big challenge for the current crop of architects and CIOs, many of whom are from technical backgrounds, is in defining the role of architecture in the business and their part in the process. Should they be business transformation champions or simply modellers of the business or of Information Technology aspects of the business? The panel discussion will examine these issues and leave you thinking about the following:

- Should Enterprise Architecture be led by the business or IT?
- What is available to help the transition to business transformation?

- Is the word “architecture” a roadblock in itself?
- Defining the best fit between business and IT and the skillsets needed.

Panelist include:

**Keith Frampton**, Senior Lecturer, Enterprise Architecture and Systems Architecture, School of Computer Science and Information Technology, RMIT University

**Ben Ponne**, Enterprise Architect, Portfolio Development, Global Processes & Methods, EDS

**Jeff Scott**, Principal Strategist, Logical Leap

**Deborah Weiss**, Research Director, Enterprise Planning & Architecture Strategies, Gartner

way ‘back’ to the technology requirements.

In the first phase Farmers’ has developed a browser based front-end to provide in-store access to the back-end SAP system and is now in the process of implementing a fully integrated POS system. This session will examine the journey of Farmers’ in the analysis, architecting and implementation of the aligned SOA.

**Peter Burggraaff, CIO, The Farmers’ Trading Company Ltd (New Zealand)**

● **EA maturity measurement & assessment**

Many organisations undertaking an Enterprise Architecture initiative are unsure as to whether they are being as effective as they could be. There are a number of factors that contribute to a successful EA function, ranging from methods and frameworks to engagement models and usage of Enterprise Architecture tools. Organisations typically find themselves at different levels of maturity for different facets of EA and need to understand how they can improve their overall EA effort to become more effective over time.

This presentation will address the following:

- Assessment frameworks and maturity models for EA
- Frameworks components including:
  1. Maturity Levels – from Nothing to Fully Leveraged EA
  2. People Factors – Team structure, roles, engagement models and awareness
  3. Process Factors – Frameworks, methodologies in use, deliverables, governance, measurement
  4. Technology factors – Tools
- Benchmarking EA Good Practice
- Recommendations and Next Steps

**James Watson, Service Development Manager, Enterprise Strategy and Architecture, Oakton**

issue and achieve the desired effect; be it a stability in an area containing key natural resources or assistance to a nation in need. Capability Based Planning revolves about the establishment of the capacity and ability to execute a designated set of generic tasks. Invariably the two are closely linked and both EBO and CBP are dependent upon the rigorous strategic planning contained in Enterprise Architecture. This presentation will discuss the concepts and linkages between EBO, CBP and EA and explain synergies that can be realised by using them together.

**Robert Weisman, Partner and Executive Consultant, Enterprise Architecture, CGI (Canada)**

● **Panel**

**Ask the experts**

In this session you will have the opportunity to pose your questions to people who have implemented EA in government, including FEAF implementations. The panelists will examine questions such as:

- How government EAs succeed?
- Is FEAF really appropriate for the Australasian public sector or even private sector?
- Must you use the entire FEAF or can you adopt it in parts?
- How do you get the work done?

Panelists include:

**Robert Weisman**, Partner and Executive Consultant, Enterprise Architecture, CGI (Canada)

**Jim Matthews**, CIO of Central Management Services, State of Illinois (USA)

**Michael Tiemann**, Faculty Member, FEAC Institute (USA)

● **Case Study**

**Linking strategy, program management and architecture at an enterprise level**

Effective IT governance and delivery requires a close link of two areas that traditionally have a “disconnect”: enterprise architecture and project management. Through the integration of these capabilities priorities are better aligned with business needs and capabilities and deliver an overall improved IT performance. Throughout the presentation Olaf will share his experience around key decisions to make IT a strategic asset, allocation of governance responsibilities and leadership principles of IT that impact the effectiveness of enterprise architecture for an organisation.

Olaf Pietschner, Director of Strategy, Architecture and Projects, News Limited

● **EA from a business perspective**

**Through the looking glass: a business perspective on the value of architecture**

Want to know what the business really thinks about architecture? Want to know why when you mention the word “enterprise” they run the other way? Want to know how to get real buy in for your initiatives?

Attend this session and find out all of this and more. Take a look at EA from a business executive’s perspective to fully understand the EA/business integration challenge. We will discuss real life examples of what works and what doesn’t when attempting to integrate enterprise architecture into a business project. The topics to be covered will be how alignment really works, how to gain business buy-in, knowing when and how to

● **Giving your processes a brain with Business Rules: the mysteries of business motivation revealed**

Come and explore the mysterious ‘Why’ column of Zachman’s framework. In this session we investigate the architectural significance of capturing and managing the different constituents of business motivation. We will explore the different perspectives of business motivation and investigate how strategy, tactics, directives, core business rules and low level product/service rules tie together. We will review how different elements of the motivational model play a role in guiding and constraining the business model, how business rules can be teased out of traditional process and data models and how processes evaluate and invoke

and evaluate lower level product/service business rules. We will also discuss why separating business motivation out as a discrete set of models is an imperative for today’s businesses and government agencies.

- Gain insight into the different elements of business motivation
- Understand the influence of business motivation on the business model
- Learn how to separate business rules out of other architectural models
- Develop an appreciation for why separating business motivation from other architectural models adds agility

Peter O’Donoghue, Principal Consultant, Computer Sciences Corporation

● **Case Study**

**Enterprise Architecture for convergence of GIS and IT**

GIS and IT systems have lived in separate houses for a long time. However, with the push toward server based hosting they are being hosted from enterprise data centres. GIS has traditionally been developed by GIS people on powerful workstations and these systems always live outside the domain of the IT areas. With the arrival of Rich Clients, fast networks and powers server technology the GIO and CIO role are converging and this is bring in an interesting dilemma to EA initiatives...In this session, you will hear about the experiences of how EA at the Department of Lands has had to adapt to include GIS

● **Architecture tools overview**

Many enterprises wrestle with how to deal information of interest to enterprise architecture (EA) – how to structure this information, to analyse it and to communicate it to the broad range of stakeholders. In this presentation, we look at this rapidly growing market and advise how to chose and use one.

- What is an EA tool and why might I need one?
- What criteria should I use to evaluate an EA tool?
- What tools are available and how do they measure up?

Deborah Weiss, Research Director, Enterprise Planning & Architecture Strategies, Gartner

● **Fast track SOA**

Service Oriented Architecture provides a mechanism for fast-tracking projects, while simultaneously ensuring that expectations are aligned with outcomes. In this Solutions Track session you will learn:

- How Model Driven SOA can bring together Business Stakeholders and IT practitioners using an Business Oriented Enterprise Architecture Framework (BOEAF)
- Why Human-centric BPM is an important element in rapid delivery
- How two market leading technologies come together to create a best-of-breed SOA design and delivery platform

pick your battles, obtaining and maintaining funding as well as ongoing enforcement and governance.

In this session we will examine:

- What business leaders want (and don't want) from EA
- How to present EA's case in business terms
- How business executives think about strategy
- Why relationships are important

Kellie Scott, Principal Strategist, Logical Leap (USA)

• **Ensuring that EA is used as a basis for decision making**

The project funding proposal is submitted by an articulate speaker in an eloquent presentation supported by a mountain of carefully selected and tabulated facts. The impressed corporate executive deliberates as the risk of failure could be catastrophic. How will the project fit strategically into the corporate plan? How will the endeavour impact the lines of business? What facts have not been presented? Have the costs of integrating the new project into the functioning organisation been captured?

The board relents as with no Enterprise Architecture they have no means of determining the effects of this project which has been presented as a good, but isolated

idea. With EA the board would have been able to assess strategic fit, risk and cost and exactly define to their shareholders or taxpayers how the funds would benefit the corporation as a whole and assure them that the risk was managed and the costs were comprehensive. This presentation intends to demonstrate how EA is rigorous business and technology planning and provides the foundation for competent decision-making.

Robert Weisman, Partner and Executive Consultant, Enterprise Architecture, CGI (Canada)

Pedro Harris, Chief Technology Officer, Department of Lands (NSW)

• **A concept car for Information Architecture**

A concept car, the physical manifestation of a designer's vision, is never in inventory but the ideas it embodies appear in future products. A concept car for information architecture represents a vision of the future based on broad arrow directions in the forces that change both the supply and demand for information and information technology. A well-formed concept car model becomes a harbinger of future logic and data designs and a signpost for future development.

- How does a concept car model for information architecture become a valuable artifact of enterprise architecture?

- How are the forces of change driving new engineering requirements for information architecture?
- What would a general concept car model for information architecture look like in 2006?

Deborah Weiss, Research Director, Enterprise Planning & Architecture Strategies, Gartner

d. How Australian companies are using this approach to deliver projects on time and on budget.

Jeremy Ellis, Senior Practice Lead, iOctane

• **Implementing effective SOA governance through a centre of excellence**

Implementing an effective governance framework is essential to the success of a Service Oriented Architecture migration. This session provides an in-depth look at the implementation of an SOA Centre of Excellence, considered to be a governance best practice, and the centrepiece of a framework for implementing an SOA governance method. The session begins with an overview of IT governance concepts, how it is extended by SOA governance, and then discusses how to bring your IT resources together in a Centre of Excellence to develop an effective governance process. The session concludes with a brief overview of the IBM SOA Government and

Management Method, a comprehensive method which has been developed with customers which you can use to define an SOA governance process, and tailor it specifically to your enterprise.

Edward M. Tuggle, Jr., Senior Software Engineer, IBM Software Group

● **Case Study**  
**American Heart Association: How to move from “Accidental Architecture” to “Planned Architecture”**

American Heart Association is the second largest non-governmental organisation (NGO) in the world. It has various business arms and is continually integrating technical systems with third-party vendors to achieve business goals. Project driven implementation of new technologies by individual business units operating in silos focused on architecture at the application level resulting in an ad hoc “accidental” enterprise architecture. An increasingly complex technology environment, and the need to remain competitive as the American Heart Association entered into

global markets, required a more structural approach to managing digital assets and systems. A decision was reached at this juncture to put a team in motion to move from accidental architecture to planned architecture, making the organisation more effective and efficient. This presentation will show the approach taken to make this transition. Some of the items covered will include impact to culture, business both internal and external, changes in methodology and governance. An overview of lessons learned and gains made will be shared to assist anyone who takes on a similar challenge.

Mona Lynn, Senior Web Architect, Technology and Customer Strategies, American Heart Association (USA)

● **Case Study**  
**Developing a whole-of-government Service Oriented Architecture for the Australian government**

The 2005-06 e-government strategy, Responsive Government: A New Service Agenda, builds on the momentum and achievements of the Australian Government’s 2002 e-government strategy, Better Services, Better Government to deliver an even more coordinated and citizen-driven focus to the government’s e-government initiatives. The strategy charts how the government will progress towards the vision of connected and responsive government by 2010.

A whole-of-government architectural framework is being developed to support the strategy and will provide a more connected

● **Portfolio Management & IT Governance**

Information Technology (IT) is a critical corporate asset that requires effective governance. IT failure continues to increase due primarily to a lack of appropriate responsibilities and accountabilities. At a boardroom level, IT governance is often not afforded the same level of attention as other parts of the business due in part to the lack of understanding and confusion that often surrounds IT. ‘Leaving it to IT’ to make decisions on their own may be seen as a contributing factor to high profile IT ‘disasters’.

This presentation will address the following:

- What does IT governance mean at the board level and why is it important?

- What level of attention should directors be paying to IT issues in the context of IT’s importance to the business?
- What are the critical issues that need to be managed across the Plan, Deliver and Run phases of the IT life-cycle?
- What are some practical frameworks and techniques that can be used to support the IT governance process?
- How can a Portfolio Management Approach be leveraged to improve support for IT Governance across the Plan, Deliver, Run Lifecycle?

James Watson, Service Development Manager, Enterprise Strategy and Architecture, Oakton

● **Case Study**  
**EA Governance - the Centrelink journey in managing Enterprise Architecture**

Centrelink has had a strong focus on architecture since the early nineties and is one of a few organisations with a fully integrated “legacy” system spanning multiple business lines. As times, technologies and work practices change Centrelink has needed to pay more attention to architecture governance. This presentation will take you through the journey of Centrelink’s 15 years of architecture success, demonstrate the benefits, discuss how it was achieved and describe the architecture governance changes now being undertaken.

● **Pelagic IT architecture design tools**

The Pelagic Group will be presenting Casewise’s Corporate Modeler and IT Architecture Accelerator. A powerful combination of design tools that allow Enterprise Architects to capture, test and communicate how your organisations business processes, people, technology and data interact.

IT Architecture Accelerator provides a web based collaborative environment to capture, analyse and understand the complex links within your IT architecture. Users can model the dependencies between people, business processes, applications, databases, operating systems, hardware and locations – and the links between systems themselves – in a multi-dimensional view.

With this knowledge, IT managers can quickly locate and retire redundant IT assets to reduce costs. They can also make the right IT decisions by knowing the full ‘ripple’ effect of change.

Through a variety of key assessment grids, analysts can rate the business value of your existing IT assets by judging against cost, time-to-market, risk and business importance.

This helps to ensure the right IT assets and projects are in place to create a more effective, business-focused IT landscape.

Julian Challingsworth, Director, Pelagic Group

● **Making Enterprise Architecture successful in your organisation**

Has your organisation lost its way with enterprise architecture?

Is your organisation’s initial enthusiasm for enterprise architecture now being questioned?

Many organisations adopt enterprise architecture without understanding the critical success factors for a successful enterprise architecture office. SMS Management & Technology has had many years of experience successfully implementing enterprise architecture across a range of organisations.

Through this experience they have developed a unique model that helps explain the essential elements required for enterprise architecture success.

approach to delivering government services, result in more targeted and strategic investments in technology and achieve greater reuse of common services and service components across government agencies. The whole-of-government architectural approach will provide practical assistance to Government agencies in implementing re-usable cross-agency services and complement their existing investment in agency architectures.

**Brian Stewart**, Manager Strategic Directions Branch, Australian Government Information Management Office, Department of Finance and Administration.

● **Panel discussion**

**SOA: The answer to fixing the “rats nest” or just creating new silos?**

SOA is becoming the big buzz-word. SOA promises agility for IT to change with business requirements plus the sharing of business logic, code and processing. Is this the answer to architecting applications or just “old wine in new glasses?” A haphazard implementation could create a real mess. Instead of vertical stovepipes you may well end up with horizontal ones and a greatly diminished or negative ROI

- Will EA really be an enabler for a coherent context for the implementation of services?

- Business processes vs. the deployment of SOA technology
- Does anyone have a checklist for the implementation of a SOA?

Panelists include:

**Mark A. Benyovszky**, Managing Director, Zero Delta Center for Enterprise Alignment  
**James Watson**, Service Development Manager, Enterprise Strategy and Architecture, Oakton

**Jeff Scott**, Principal Strategist, Logical Leap  
**Brian Stewart**, Manager Strategic Directions Branch, Australian Government Information Management Office, Department of Finance and Administration

These changes cover decision-making, monitoring, executive involvement, business involvement, new roles and authorities, experience with a major IT upgrade program, leadership, risks and resistance.

**Trevor Smallwood**, National Manager, Technology Strategy, Centrelink

● **Strategies for systems/applications implementation using architecture**

In this presentation Kevin Francis will examine methods of solution architecture. He will cover methods of delivering an enterprise architecture through solution architecture, design principles and patterns and implications for COTS and custom build systems. Project and architecture governance from a solution perspective will also be examined.

**Kevin Francis**, Principal IT Architect, Infosys

SMS Management & Technology will share their insights with you and demonstrate proven techniques and approaches that you can use to ensure your enterprise architecture initiatives have a successful impact within your organisation.

**Tim Wakeman**, Consultant, Enterprise Architecture Practice, SMS Management & Technology

**Tools to translate from EA into large-scale projects**

RHE will discuss how the methodology and tools applied in the development and maintenance of an Enterprise Architecture translate into the organisation and control of the lifecycle of large scale projects.

**Andrew Haddon**, General Manager, RHE & Associates

### Pre-conference Seminar A

Monday 14 August 2006  
9.00 am – 5.00 pm

#### Mastering EA Implementation

Presented by Jeff Scott  
Chief Strategist, Logical Leap, Inc.

Start NOW to create a powerful and influential EA program. This dynamic “heads-on” workshop will stretch your thinking beyond frameworks, blueprints, and patterns to create a new perspective on the role of architecture and how it will succeed in your organisation. Through both lecture and collaborative peer group working sessions we will bring clarity to EA’s strategic mission, pinpoint the sources of resistance, and create innovative solutions to EA’s persistent problems.

This is not a one size fits all approach. We will present methods that allow you to design an EA program that works in YOUR environment. You are guaranteed to leave this session with a different view of architecture and a new set of innovative ideas to create a more powerful and influential EA program.

##### Workshop Outline

- Aligning EA with the organisational context
- Clarifying EA’s domain and mission
- Strategy building for architects
- Identifying your REAL customers
- Designing products and services
- Governing the EA process
- Creating a powerful marketing plan
- Mastering innovation

##### Who Should Attend

This workshop is designed for architects and IT managers interested in creating highly effective Enterprise Architecture programs and others interested in current EA best practices.

##### About the seminar presenter

Jeff Scott is founder and chief strategist of Logical Leap Inc, a management consulting practice focused on creating innovative, powerful and successful IT organisations. Mr. Scott has 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 including 10 years building and managing EA programs. Mr. Scott holds a Master of Arts degree in Psychology from Wake Forest University and is a frequent speaker at technology symposiums, university programs and technology management forums. He is an internationally recognised thought leader in Enterprise Architecture and IT business practices.

### Post Conference Seminar B

Thursday 17 August 2006  
9.00 am – 5.00 pm

#### Planning and executing an enterprise-wide Services Oriented Architecture (ESOA) Strategy

Presented by Mark A. Benyovszky  
Managing Director, Zero Delta Center for Enterprise Alignment

A step-by-step approach that links the ESOA strategy to detailed business process and enterprise architecture blueprints and execution roadmaps. This is a ‘hands-on’ workshop.

Seminar attendees will understand:

- Why the concepts and practices behind Enterprise Architecture are critical to creating a successful ESOA strategy;
- How to develop a detailed Enterprise-wide Services Oriented Architecture using web and enterprise services models;
- How to link the ESOA strategy to specific business drivers and business imperatives;
- How technology guiding principles and technology imperatives can be used to set the top-level ESOA governance program structure and framework for decision making;
- How legacy systems can be adapted to integrate into a newly defined ESOA architecture;
- In detail how to address the business process design and management aspects of a ESOA program;
- The detailed aspects of business process modelling – we will discuss in detail the differences between the ‘design time’ view of the business processes and a ‘run-time’ view of the business and transaction processing that occurs vis-à-vis the ESOA strategy and architecture;
- In detail the new BPMN specification and how to think about enterprise process design in light of this new specification;
- How a business SOA portfolio, rationalisation, and optimisation structure and framework can help prioritise the IT strategy;
- The high-level details associated with understanding how to identify and define the economic value creation that is realised by designing and executing an effective ESOA program;
- The various enterprise-level architecture approaches that can be applied to address enterprise specific functional and technical requirements;
- How an Enterprise Service Bus architecture functions and how it is best leveraged throughout the enterprise;

##### About the seminar presenter

Mark A. Benyovszky, is the Managing Director of the Zero Delta Center for Enterprise Alignment – an innovative U.S.-based research and development organisation working towards the development of integrated methods and tools that help companies achieve continuous alignment between strategy and execution.

Under Mark’s guidance and leadership, the center is collaborating with leading professors at universities from around the world to design and develop practical methods that apply innovative and advanced quantitative and qualitative approaches that are derived from academic research and theory as well as from empirical evidence from field activities.



## Post Conference Seminar C

Thursday 17 August 2006

9.00 am – 1.00 pm

### The US Federal Enterprise Architecture What it is, is accomplishing and, how?

Presented by

Michael Tiemann, Faculty Member,  
FEAC Institute (USA)

This is a follow-on half day seminar on the FEA from Michael Tiemann's conference presentation. The seminar will cover all of the following topics in greater depth and detail than could be covered in the Conference, including:

- A history and overview of the FEAF and the FEA and other frameworks used in the US Government.
- Why FEA is important to the US Federal Government's transformation efforts?
- What the FEA Reference Models are, how they are used, and how they are changing, including the updated Data Reference Model.
- The OMB EA Assessment Framework (EAAF) and the GAO EA Management Maturity Framework (EAMMF) and the results of agency assessments using each this past year.
- Changes to the FEA (E-Gov initiatives and Lines-of-Business) and the other new parts of the FEA put in place this year, including the three Profiles (Security and Privacy, Geo-spatial and Records Management).and the Federal Transition Framework (FTF).
- How has the FEA been implemented and what are the governance processes at the Federal-wide level, as well as, typically within agencies. What do the CIO Council, its Committees and sub committees do? What is the Chief Architect's Forum and what does it do.
- How the US FEA is influencing the use and practice of EA for other Government levels and their agencies, including States and locals, as well as, internationally. Could the entire model scale to other countries?
- What are the next things that will impact the FEA, like Service Component Based Architecture (SCBA) and the move towards powerful IPV6 based net-centric capabilities.
- What are some of the mechanisms used in implementing the FEA, including:
  - Core.Gov (the SCBA registry and COI Tool) and the related process.
  - Capital IT Planning and portfolio management tools like E-CPIC
  - OMB Circulars A-130, A-11, A-119
  - OMB Exhibit 300s review and approval process and linkage to EA

Mr. Tiemann will contrast the US Government's IT management and EA successes, changes and differing approaches at the various government agencies, including addressing the variations based on the DoDAF in the military and the US Intelligence Community. He will, using his unique perspectives gained from being an early participant and insider as both a Civil Servant and a Supporting Contractor, explain IT governance at the Federal and Agency levels, including how the OMB FEAPMO and CIO Council collaborate, through the Architecture and Infrastructure Committee and the Chief Architects Forum. He will speak to the partnerships with the Industry Advisory Council, of which he is the Vice-Chair of the Enterprise Architecture Shared Interest Group and the several other EA organisations that have been created to promote and professionalise the practice of EA, over the past two years, in the US and world.

#### About the seminar presenter

Mike Tiemann is an experienced Enterprise Architect having lead EA Programs and Projects from in the government and as a supporting consultant. Mike has been a Senior Associate with Booz Allen Hamilton leading EA Projects at several major US Federal Agencies for the past year. The previous three years, he was with AT&T Government Solutions, as its EA Practice Manager, and before that, he had 31 years distinguished service in the U.S. Federal Government. His early career was in environmental management at Army Material Command Headquarters and at the Federal Energy Regulatory Commission. In 1987, he joined the Department Of Energy (DOE) at its headquarters as a Project Manager in the Office of Computer Services and Telecommunications Management. Two years later, he was assigned the responsibilities for Information Resources Management Planning, headquarters-wide. In 1994, he was given responsibility for developing the Enterprise Information Architecture for DOE. Assembling a nationwide team from across DOE, with representatives from programs, offices, sites and laboratories, as the PM, he led the effort that published, in four volumes, a comprehensive Architecture for the Energy Department. He served as the DOE Chief Architect until 1997. From then, almost until he retired in 2002, he served as the Director, Division of Architecture and Standards and during 2001, as Acting Associate CIO for Architecture, Standards and Planning within the DOE CIO's Office. He was on the Federal CIO Council's Architecture and Infrastructure Committee and was the founding Chair and later Co-chair of the Federal Architecture Working Group. Under his leadership several CIO Council Guidance documents on Enterprise Architecture were produced, approved and issued. He assisted in the authoring of the first OMB Guidance on Information Technology Architecture, M-97-16 and the initial development of the GAO Architecture Maturity Survey. Mike has written and lectured on EA and related topics at numerous Federal and industry information management conferences, including the Government CIO Summit, the Interagency Resources Management Conference and at the National Defense University IRM College. He has received numerous performance awards and citations, including, Federal Computer Week's Federal 100 Award, the CIO Council's Citation and Special Recognition and Act Awards from the Secretary and Deputy Secretary of Energy. Mike holds a Bachelors degree in Architecture from Texas A&M University and a Masters of Science in Systems Management from University of Southern California. He is a graduate of the Federal Executive Institute. Mike is a full Professor at the Federal Enterprise Architecture Certification Institute and he is an Associate Editor of the Association of Enterprise Architects Journal. He is a member of the Industry Advisory Council's Enterprise Architecture Shared Interest Group, the Enterprise Architecture Interest Group and he was recognised in the Year 2000 International Who's Who of Information Technology.



**Post Conference Seminar D**

Thursday 17 August 2006

9.00 am – 5.00 pm

**Building Business Control Systems Using Business Rules**

Presented by

Peter O’Donoghue, Principal Consultant,  
Computer Sciences Corporation

Organisations frequently find that the implementation of strategy is far more difficult than the development of strategy. Few organisations have been able to connect the organisation’s strategic direction to its operational levers. A symptom of this problem is the amount of money and effort that corporate America has spent in implementing the financial governance and controls required by the Sarbanes Oxley act; controls that on the surface one would have expected to be commonplace in large corporations prior to the Enron and WorldCom debacles. Changing the direction of a large organisation to conform to a new strategic plan is often likened to an aircraft carrier changing headings.

Management disciplines such as Six Sigma and Balanced Scorecard aim to use measurement systems alone to focus and align business behavior in accordance with a strategic direction. What is missing from these disciplines is the clear articulation and translation of business motivation into operational terms. This seminar investigates how the business rule approach used in conjunction with the Business Motivation Model can be used to construct a Business Control System. Workshops are presented alongside the seminar content that provide the attendee an opportunity to build their own Business Control System.

Strategic Level	
<p>Content</p> <ul style="list-style-type: none"> <li>• Business Means and Business Ends</li> <li>• Strategies and Tactics</li> <li>• Goals and Objectives</li> <li>• Regulations and legislation</li> <li>• Avoiding Risk</li> <li>• Other Influencers (Values, Customer Inputs)</li> <li>• Measuring success of the strategy</li> </ul>	<p>Workshop</p> <ul style="list-style-type: none"> <li>• Introducing ‘X Industries’</li> <li>• Extracting the high level means and ends</li> <li>• Capturing key risks</li> <li>• Understanding governing legislation and regulations</li> <li>• Identifying Other Influencers</li> <li>• Reviewing Key Measurements</li> </ul>

Operational Level	
<p>Content</p> <ul style="list-style-type: none"> <li>• Policies</li> <li>• Business Rules</li> <li>• The influence of policies and rules on processes</li> <li>• The operational reliance of processes on business rules</li> <li>• Operational measurement systems</li> <li>• Participation of Knowledge Workers in processes</li> <li>• Personal measurement systems</li> </ul>	<p>Workshop</p> <p>Distilling strategic level motivation into policies and rules</p> <ul style="list-style-type: none"> <li>• Building processes to conform to policies and rules</li> <li>• Identifying process steps dependent on business rules</li> <li>• Identifying process metrics</li> <li>• Checking for alignment between process metrics, policies, rules and personal measurements</li> </ul>

Business Rule Tips	
<p>Content</p> <ul style="list-style-type: none"> <li>• Expressing Business Rules</li> <li>• Managing Business Rules</li> <li>• Deploying Business Rules</li> </ul>	<p>Workshop</p> <ul style="list-style-type: none"> <li>• Expressing Business Rules</li> </ul>

**Mapping Other Management Disciplines to Business Motivation Model**

- Six Sigma DMAIC
- Balanced Scorecard

**About the seminar presenter**

Peter O’Donoghue is a principal consultant with Computer Sciences Corporation. Peter has extensive practical experience in engineering and implementing innovative process and rule solutions for large business and government clients. He led one of the first enterprise-wide Rules Enhanced BPMS implementations globally. He blends business rule discovery and management with traditional process engineering methodologies to achieve business transformation. Peter’s heritage is in extending COTS and legacy systems in a process context by employing process and rule management. He provides training in the capture and management of business rules and process engineering. Peter has spoken at a number of conferences in the USA, Europe and Australia on the topic of the relationship of business rules and business processes and offers pragmatic insights based on experience





# THE 4<sup>TH</sup> ANNUAL ENTERPRISE ARCHITECTURE CONFERENCE

14-17 August 2006 | Star City, Sydney Australia

## ORGANISATION DETAILS\*

(All items marked with an asterisk\* must be completed in the form below.)

Organisation\*

Address\*

Contact Name\*

Email address\*

Phone\*  Fax

## ATTENDEE DETAILS

	Name	Email	Job Title
Attendee 1	<input type="text"/>	<input type="text"/>	<input type="text"/>
Attendee 2	<input type="text"/>	<input type="text"/>	<input type="text"/>
Attendee 3	<input type="text"/>	<input type="text"/>	<input type="text"/>
Attendee 4	<input type="text"/>	<input type="text"/>	<input type="text"/>
Attendee 5	<input type="text"/>	<input type="text"/>	<input type="text"/>

## PRICES\* (exc. GST)

(Ticket splitting options available - Contact BTELL for details)

	Conference only	Conference & 2 Seminars	Conference & 1 Seminar	Seminar
Single attendee	\$2500	\$4800	\$3800	\$1800
Group of 3+	\$2250	\$4320	\$3420	\$1620
Group of 5+	\$2000	\$3800	\$3040	\$1440

Select events for each attendee below (use prices above to calculate subtotals)

	Conference	Pre-Conference Seminar A	Seminar B	Post-Conference Seminar C	Seminar D	Subtotal
Attendee 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ <input type="text"/>
Attendee 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ <input type="text"/>
Attendee 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ <input type="text"/>
Attendee 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ <input type="text"/>
Attendee 5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ <input type="text"/>
					Total	\$ <input type="text"/>

## PAYMENT METHOD\*

Credit card

Invoice to the attention of

Name

Email

Bank transfer

National Australia Bank, 255 George Street, Sydney

BSB: 082-057

Account Number: 48018 3247

Cheque

Cheque made payable to BTELL

mailto: PO Box 39, Randwick NSW 2031 Australia

Please fax completed registration form to **+612 9387 8399**  
or call **+612 9387 3344** for customer service



# THE 4<sup>TH</sup> ANNUAL ENTERPRISE ARCHITECTURE CONFERENCE

14-17 August 2006 | Star City, Sydney Australia

Leadership, Architect Skills,  
Business and IT innovation & transformation,  
SOA, Business Process Architecture, Case Studies,  
Federal Enterprise Architecture Framework,  
EA tools and solutions.

## WHY YOU NEED TO ATTEND THIS CONFERENCE

- See architecture being used for real business & IT advantage
- Gain process architecture methodologies and SOA implementation strategies
- Learn secrets into engaging the business with architecture
- Be part of an exclusive EA community
- Roadtest current solutions offerings in today's marketplace from a dedicated Solutions track
- An unprecedented 3 separate focus tracks provide more value to every member of your EA team
- Four workshops drill deeper into the most topical issues of 2006

### CASE STUDIES

Westpac  
Commonwealth Department of Health and Ageing  
News Limited  
American Heart Association (USA)  
Australian Government Information Management Office  
The Farmers' Trading Company Ltd (New Zealand)  
Centrelink  
State of Illinois (USA)  
Department of Lands (NSW)  
Department of Defense (USA)

### EXPERTS

Jeff Scott, Logical Leap (USA)  
Ben Ponne, EDS (New Zealand)  
James Watson, Oakton  
Robert Weisman, CGI (Canada)  
Robert Arnold, Doll Martin Associates  
Mark A. Benyovszky,  
Zero Delta Center for Enterprise Alignment (USA)  
Kellie Scott, Logical Leap (USA)  
Kevin Francis, Infosys  
Peter O'Donoghue, Computer Sciences Corporation  
Deborah Weiss, Gartner  
Michael Tiemann, FEAC Institute (USA)