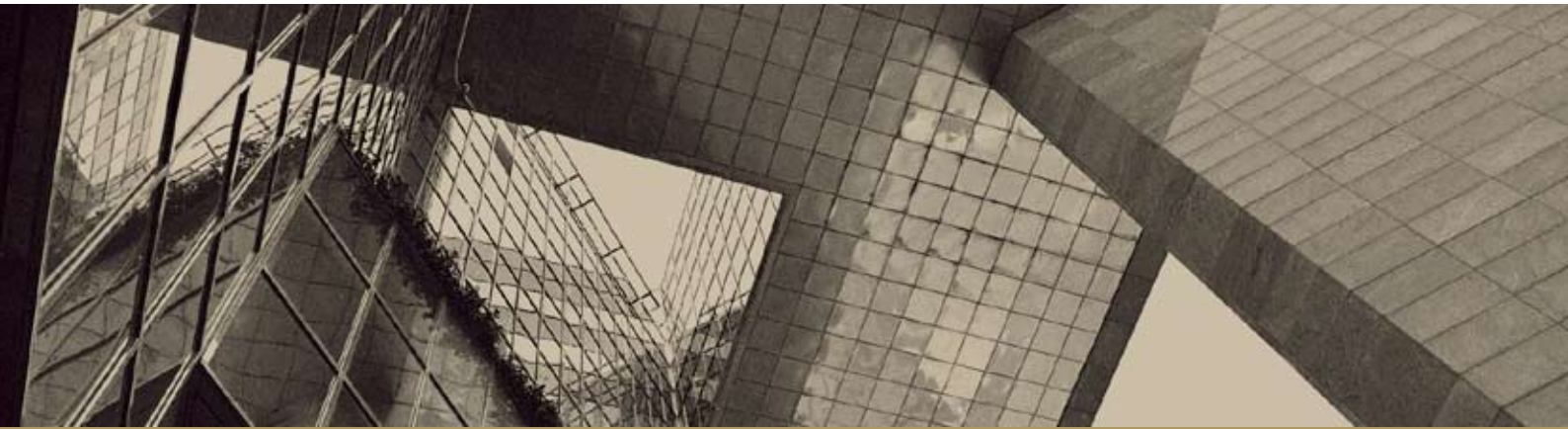


# THE 6<sup>TH</sup> ANNUAL ENTERPRISE ARCHITECTURE CONFERENCE

1 – 5 September 2008 | Sydney Harbour Marriott



## WHY YOU NEED TO ATTEND THIS CONFERENCE

- Deliver business and IT value from Enterprise Architecture
- Enhance your own and others' skills for more valuable Architects
- See how your peers are actually using Architecture for change management, making investment decisions, delivering projects and other business outcomes
- Examine methods for Business-IT alignment, including new business friendly modelling methods and collaboration tools, technologies and methodologies
- Learn how to harness the forces of change in technology and innovation
- Get concrete, measurable and demonstrable results from your Architecture programs

### CASE STUDIES

Queensland Government Chief Information Office  
Mighty River Power (New Zealand)  
Department of Veterans' Affairs  
Queensland Health  
Alinta Asset Management  
Perpetual

### EXPERTS

Michael Rosen, Cutter Consortium (USA)  
Keith Frampton, The Marlo Group  
John Zachman, Zachman International (USA)  
Alex Jouravlev, Business Abstraction  
Stephen Collins, Acidlabs  
Robert Weisman, CGI (Canada)

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# The Enterprise Architecture Conference 1 - 5 September 2008

SEMINAR A - 1 SEPTEMBER 2008 Enterprise Architecture Fundamentals with John Zachman, Zachman International in Melbourne			
SEMINAR A - 2 SEPTEMBER 2008 Enterprise Architecture Fundamentals with John Zachman, Zachman International in Sydney			
CONFERENCE DAY 1: 3 SEPTEMBER 2008		CONFERENCE DAY 2: 4 SEPTEMBER 2008	
TRACK ONE	TRACK TWO	TRACK ONE	TRACK TWO
9:00	STRATEGY & PLANNING	TECHNICAL & IMPLEMENTATION UPDATES	MANAGING CHANGE
9:15	<p>Keynote: Delivering value with Architecture</p> <p>Michael Rosen Cutter Consortium (USA)</p>		<p>Keynote: Using EA to address key business challenges</p> <p>Travis Gehri Fujitsu Consulting</p>
10:15	<p>Case study: Using EA principles to guide effective ICT investment decisions</p> <p>Ee-Kuan Low &amp; Robert Winchester Queensland Government Chief Information Office</p>	<p>Keynote: Zachman Enterprise Framework2</p> <p>John Zachman Zachman International (USA)</p>	<p>Keynote: Planning with Business Architecture for collaboration and redesign</p> <p>Ken McElhinney Deloitte Touche Tohmatsu</p>
11:15			
11:45	<p>Case Study: Using IT Governance &amp; IT Portfolio Management to ensure effective long term EA</p> <p>Lukas Svoboda Mighty River Power (NZ)</p>	<p>Meaningful EA modelling for agility &amp; communication</p> <p>Alex Jouravlev Business Abstraction</p>	<p>Case Study: Effective use of EA in delivering projects &amp; managing change</p> <p>Don Elliott Alinta Asset Management</p>
12:45	PEOPLE	GOVERNMENT	
1:45	<p>How can you develop more valuable IT Architects?</p> <p>Keith Frampton The Marlo Group</p>	<p>Case study: Avoiding "Anecdotal Architecture"</p> <p>Dr Mark Denford, Avolution Laurence Edge, Resultex (NZ)</p>	<p>Maintaining &amp; improving business-IT alignment: systems &amp; relationships</p> <p>Cai Kjaer Optimice</p>
2:45	SOA		
3:15	<p>Case study: Managing Architecture, expectations &amp; attitudes in a context of scarce resources</p> <p>Son Le Department of Veterans' Affairs</p>	<p>Alternative perspectives on aligning frameworks, models &amp; methodologies</p> <p>Chris Aitken Queensland Health</p>	<p>Collaboration techniques to make transformation a reality</p> <p>Shawn Callahan Anecdote</p>
4:15	<p>Panel discussion</p> <p>Cultivating the right skill set in a budget constrained environment</p>	<p>Enterprise 2.0: Enabling change or part of the problem?</p> <p>Stephen Collins Acidlabs</p>	<p>Panel discussion</p> <p>Securing the value from your EA projects</p>
5:15	CONFERENCE DINNER		END OF CONFERENCE
SEMINAR B - 5 SEPTEMBER 2008 The Open Group Architecture Framework with Robert Weisman, CGI (Canada)		SEMINAR C - 5 SEPTEMBER 2008 Designing Service Oriented Applications with Mike Rosen, Cutter Consortium (USA)	

# Pre Conference Seminar A

**Monday 1 September 2008, Melbourne**  
**Tuesday 2 September 2008, Sydney**

Enterprise Architecture Fundamentals  
Presented by John Zachman,  
President, Zachman International (USA)

Enterprise Architecture is fundamental for enabling an enterprise to assimilate internal changes in response to the external dynamics and uncertainties of the information age environment. It not only constitutes a baseline for managing change, but also provides the mechanism by which the reality of the operating enterprise and its systems can be aligned with management intentions.

The Zachman Framework is perhaps the most referenced in the industry. This seminar provides participants with a unique opportunity to learn first-hand about its concept and utility, directly from the man who developed it.

The objective of this seminar is to build an understanding of the concepts of Enterprise Architecture.

## Agenda

- I. Introduction to the “Information Age”
- II. Introduction to Enterprise Architecture
  - A. Extreme complexity
  - A. The Framework for Enterprise Architecture
  - B. Extreme rates of change
  - B. Enterprise knowledgebase
- III. Architecting versus implementing
- IV. Architecture work
  - A. Primitive Models – Raw material for engineering
  - A. Three variables
  - B. Composite Models – Requirement for manufacturing
  - B. Cheaper and faster
- V. Conclusions

## About your seminar presenter

### John Zachman



John A. Zachman is the originator of the “Framework for Enterprise Architecture” which has received broad acceptance around the world as an integrative framework, or “periodic table” of descriptive representations for

Enterprises. Mr. Zachman is not only known for this work on Enterprise Architecture, but is also known for his early contributions to IBM’s Information Strategy methodology (Business Systems Planning) as well as to their Executive team planning techniques (Intensive Planning).

He presently is Chairman of the Board of Zachman Framework Associates, a worldwide consortium managing conformance to the Zachman Framework principles. He is Chief Executive Officer of the Zachman Institute for Framework Advancement (ZIFA), an organisation dedicated to advancing the conceptual and implementation states of the art in Enterprise Architecture. He also operates his own education and consulting business, Zachman International.

Mr. Zachman serves on the Executive Council for Information Management and Technology (ECIMT) of the United States Government Accountability Office (GAO). He is a Fellow for the College of Business Administration of the University of North Texas. He serves on the Advisory Board for the Data Resource Management Program at the University of Washington and on the Advisory Board of the Data Administration Management Association International (DAMA-I) from whom he was awarded the 2002 Lifetime Achievement Award. He was awarded the 2004 Oakland University, Applied Technology in Business (ATIB), Award for IS Excellence and Innovation.

Mr. Zachman has been focusing on Enterprise Architecture since 1970 and has written extensively on the subject. He is the author of the book, “The Zachman Framework for Enterprise Architecture: A Primer on Enterprise Engineering and Manufacturing.”

TRACK 1

TRACK 2

STRATEGY & PLANNING

TECHNICAL & IMPLEMENTATION UPDATES

9:00  
9:15

Keynote

**Delivering value with Architecture**

To stay competitive today, enterprises must go beyond mere cost control and use IT to deliver business agility, flexibility and value. Yet too often, attempts with Enterprise Architecture or Service-Oriented Architecture fail to control costs, deliver value to the business, or affect change at the enterprise. But it doesn't have to be this way. We forget that the value of architecture comes not from creating it, but from applying it to applications. This keynote will describe trends and practices in IT architecture including:

- Best practices in SOA, governance, metrics and organisational structure
- Delivering value and results from your architecture activities
- Structuring EA to deliver services
- Enabling compliance, reducing exceptions, increasing adoption

Michael Rosen, Director Enterprise Architecture, Cutter Consortium (USA)

10:15

Case Study

**Using EA principles to guide effective ICT investment decisions**

The Queensland Government Chief Information Office (QGCIO) has been conducting an ICT Baseline exercise for the past two years and is currently on its third iteration. This initiative is aimed at collecting data on ICT investments across all Queensland Government agencies. The data collected includes a profile of each agency's business, its information assets, its applications and its supporting technologies.

Through the utilisation of architecture artefacts and architecture frameworks that were developed as part of the Queensland Government Enterprise Architecture (GEA), coupled with a structured approach based on the Queensland Government ICT Planning Methodology, ICT investments can now be viewed as a single and consolidated ICT portfolio.

The benefits of a standardised and structured approach enable the identification of opportunities across the state to increase cost efficiency, reduce risks, and increase intra-agency, cross-agency and whole-of-Government collaboration.

Substantial effort is involved in managing organisational change, providing awareness and education through training, and providing methodology support to all agencies. Queensland Government agencies are able to use the data collected to derive an ICT Program of Work that provides better visibility of business-ICT alignment by offering a chain of evidence between ICT initiatives and business imperatives.

The presenters are Enterprise Architects within the QGCIO that has trained and supported the ICT Baseline initiative.

The presenters will provide an overview of:

- the drivers behind the ICT Baseline initiative
- how the ICT Planning Methodology was applied across all agencies
- the types of analysis that were possible from the data collected
- outcomes from the ICT Baseline initiative
- the future of the ICT Baseline initiative.

Ee-Kuan Low, Robert Winchester, Senior Enterprise Architects, Queensland Government Chief Information Office

Keynote

**Zachman Enterprise Framework2™**

Although the ideas about Enterprise Architecture have been acknowledged for many years, there still remains a lack of common understanding as to what exactly constitutes "Enterprise Architecture." The recent re-launch of the Zachman Framework as Zachman Enterprise Framework2™ marked the establishment of the definition for Enterprise Architecture that is consistent with John Zachman's original proposition that the concept of Enterprise Architecture goes far beyond the present information systems (or, information technology) paradigm. The end object is to engineer and manufacture the ENTERPRISE not simply to build and run systems. This presentation will show how Architecture is Architecture and demonstrate how the re-launch as Zachman Enterprise Framework2™ reiterates and reinforces this ENTERPRISE Architecture orientation.

- What Architecture is NOT
- What Enterprise Architecture IS
- Zachman Framework2™
- Architecting is DIFFERENT from Implementing

John Zachman, President, Zachman International (USA)

### Using IT Governance and IT Portofolio management to ensure effective long term Enterprise Architecture

One of the biggest challenges of Enterprise Architecture is ensuring that point projects are implemented in a strategic context and link clearly to Enterprise Architecture. This session discusses how implementing an IT governance framework can help with the realisation and management of an Enterprise Architecture roadmap. This session will cover the following:

- The notion of Strategic Architecture and what it means in relation to Enterprise Architecture
- How IT Governance is the cornerstone of Strategic Architecture
- How IT portfolio management can help ensure the production of tangible outcomes linked to governance and Enterprise Architecture

**Lukas Svoboda, Manager - Enterprise Architecture, Strategy and Governance, Mighty River Power (NZ)**

### Meaningful Enterprise Architecture modelling for agility and communication.

While Visual Modelling is recognised as one of the key Best Practices for Enterprise Architecture and SOA, the sophistication and effectiveness of modelling is often overlooked. As a result, the capabilities of this new medium are assessed on the lowest-possible basis and remain under-utilised.

An effective Visual Modelling practice will enable introduction of Business Architecture concepts and establishing effective bi-directional communication with the business. Modelling offers an ability to facilitate conceptual thinking that is challenging for the business yet critical for EA and SOA.

An effective and interconnected model delivers agility and rigour, productivity and detailed documentation, business focus and technical sophistication. It ties together business and IT and provides transparency and control.

This talk will address the key issues related to implementing effective modelling framework, including:

- Understanding Model-centric definition of Architecture
- Making models understandable to the business
- Introducing effective modelling practices
- Getting full value of modelling assets
- How to make a robust modelling repository in a constantly changing environment

**Alex Jouravlev, Director, Business Abstraction**

### How can you develop more valuable IT Architects?

Successful IT Architects are important to companies that implement and enhance IT systems and they are often paid well for their efforts. Developing the characteristics that distinguish more successful IT Architects is valuable both for their employers and for the IT Architects themselves. The purpose of this interactive presentation is to illustrate and communicate approaches that have been effective for developing these critical IT Architect characteristics and identify where to focus development activity appropriately in the next 2 to 3 years.

Specifically, by the end of the session expect to enhance your understanding of

- critical characteristics for IT Architects,
- how some of those characteristics can be developed,
- IT Architect career paths and support structures that facilitate the development of more highly-skilled IT Architects, and
- areas of focus for IT Architect development at a company and individual level.

**Keith Frampton, Principal Consultant, The Marlo Group**

### Case Study

#### Avoiding “Anecdotal Architecture” – A case study of Enterprise Modelling and Metrics in New Zealand

“Anecdotal Architecture” describes the situation where the repository for standards and patterns is embodied in the minds of a few key individuals.

This presentation will present a case study of a project undertaken for one of New Zealand’s largest organisations (with a turnover >\$1 billion) to review and introduce EA disciplines to control a large and complex IT infrastructure, that included more than 150 key business applications at the commencement of the project. With a long term aim of achieving a dramatic reduction in IT investment and operating costs, the use of architectural modelling techniques to evaluate the myriad of possible alternatives is crucial to the process.

This presentation will briefly cover the tools and Enterprise Modelling (EM) method used to build a model, aspects of the resulting Framework and the structure and connectedness of the Repository. We will also introduce some innovative techniques (including descendant architectures, capability space charts and trade-off diagrams) used to analyse and communicate the trade-offs and benefits of various enterprise-wide initiatives, alternatives or solutions across people, processes and technology.

Key questions explored:

- Avoiding “Anecdotal Architecture” – establishing a single view of the truth
- The power of metrics
- Managing non-functional requirements like TCO, Performance, Availability and Security
- The difference between “Impact Observation” and true Trade-off and Impact *Analysis*

**Dr Mark Denford, Principal, Avolution**

**Laurence Edge, Enterprise Architect, Resultex (NZ)**

## Case Study

**Managing Architecture, expectations and attitudes in a context of scarce resources and declining revenue**

The stated mission of the Department of Veterans' Affairs is "to support those who serve or have served in defence of our nation and commemorate their service and sacrifice."

Notwithstanding unforeseen circumstances, by definition this is an organisation with a declining client base and declining budget. However DVA still needs to continue to provide the current variety of veteran services in addition to any other services required under new government initiatives.

DVA embarked upon an Enterprise Architecture program in 2005. This coincided with a significant business initiative called "oneDVA" and the acquisition of a major social services business application suite. This platform is based on a service oriented approach and covers a good proportion of the "base" functionalities required by DVA.

In this session, we will outline some of the successes and challenges faced by the ICT Architecture group at DVA by examining how the Architecture group has:

- addressed senior management support
- contributed to the long term outcomes of ICT and the business areas
- attempted to "rise above" the day-to-day ICT issues and focus on strategy, development and architectural alignment
- prepared itself for upcoming challenges

Son Le, Director Desktop Server & eBusiness Services, Department of Veteran's Affairs

**Alternative perspectives on aligning frameworks, models and methodologies**

Central to many of the tasks undertaken by an Enterprise Architect is the need to develop well defined and useful models. As Enterprise Architects we should be encouraged to take an architectural approach to the development and use of models. A framework is presented that specifies requirements for models of various levels of abstraction. The framework provides a taxonomy to identify and categorise models according to level of abstraction. The framework identifies model attributes and features that if implemented enable the architect to readily trace alignment from an initial idea through to actual implementation. The framework also provides a means to determine the extent to which an implemented solution conforms to a given set of design principles, and a means to evaluate design options.

Although the framework is superficially similar to the Zachman Framework, its underlying logic is not. The framework uses the 'scientific method' as an underlying metaphor rather than the construction or engineering industry. As a consequence the framework is also suggestive of an alternative perspective on the future of enterprise architecture methodologies:

- Measurable alignment from idea to implementation
- Useful and re-usable modelling deliverables
- Modelling for modularity
- Determining alignment between design and physical implementation
- Effective use of design principles

Chris Aitken PhD, Manager, Enterprise Architecture and IM Policy, Information Management Unit, InfoInvestment Branch, Information Division, Queensland Health

## Panel discussion

**Cultivating the right skillset in a budget-constrained environment**

Depending on your definition of Enterprise Architecture and the needs of your organisation, it is possible to gain an understanding of Enterprise Architecture methodologies from a range of courses and books. Indeed, there is now a confusing collection of courses and certifications available. Still, one of the challenges of the current generation of perhaps IT-centric Architects and CIOs is in defining the role of EA in their organisations and in developing appropriate skills in others. The panel will discuss this consideration and the following:

- How can you set yourself and your people up to succeed?
- What is the role of the various certifications? Are they a useful benchmark?
- Are the available courses (and mentors) teaching the skills that are needed in the marketplace?

Participants include:

Michael Rosen, Director of Enterprise Architecture, Cutter Consortium (USA)

Robert Weisman, Partner and Executive Consultant, CGI Enterprise Architecture Practice Leader, Solutions Management Office, CGI (Canada)

Ee-Kuan Low, Senior Enterprise Architect, Queensland Government Chief Information Office

Keith Frampton, Principal Consultant, The Marlo Group

**Enterprise 2.0 - enabling change or part of the problem?**

There is a groundswell that business can no longer afford to ignore. That groundswell is Enterprise 2.0. These new tools and reimaginings of old tools are part of a paradigm shift that could make or break your organisation. But it's not just about wikis, blogs and mashups. There are significant cultural issues that Enterprise 2.0 implementations need to address well before the first tool goes live. This session will provide an in-depth look at Enterprise 2.0, including:

- What it is... and isn't
- Success stories
- Opportunities in your business for conversation, collaboration and community around knowledge
- Improved customer service and customer relations
- How careful adoption of Enterprise 2.0 and other socially-based tools can enhance work style, mitigate generational differences and boost attraction, engagement and retention

Stephen Collins, Founder, Acidlabs

TRACK 1

TRACK 2

MANAGING CHANGE

TOGAF

9:00

9:15

Keynote

**Using Enterprise Architecture to address key business challenges**

*Turning business strategy into reality through focused, value-driven capability improvements*

Today's competitive landscape is forcing organisations to constantly re-evaluate their strategies and business capabilities, adjusting the organisation to meet increasing customer expectations, local and global market forces and changing industry dynamics, while sustaining profitable growth. Increasing regulation, trends toward mergers and acquisitions, threat of new entrants, availability of new sales and delivery channels and the emergence of new disaggregated business models all serve to complicate the environment for the modern executive and his or her management staff.

Enterprise Architecture is often perceived and implemented as a governance mechanism, dominated by technologists and therefore considered of limited value to business stakeholders. If used appropriately, Enterprise Architecture can be an excellent business tool to drive innovation, identify opportunities and turn business strategies into reality.

In this session, we will examine:

- What are the market dynamics and key business challenges facing executives today?
- How can organisations chart a course to value?
- How can Enterprise Architecture be used to align business strategy and organisational capability?
- How can you refine the focus of your improvement agenda, to do more with less?
- How can you architect the right balance between innovation, effectiveness and efficiency improvements?
- The role of Enterprise Architecture in driving value driven business transformation
- Case study examples of the use of Enterprise Architecture to drive business value

Travis Gehri, Principal, Enterprise Architect Practice Manager, Fujitsu Consulting

10:15

Keynote

**Planning with Business Architecture for collaboration and redesign**

The time has come for Enterprise Architecture to go beyond driving alignment between business initiatives and technology infrastructure. Rather than acting as a gatekeeper, or a distant service provider to the business, EA must engage with the business intimately, supporting business-motivated choices of services, prompting new alliances and collaborations for business value, and suggesting the definition of new technology-enabled services. *Business architecture* is the ongoing practice of visualising and aligning organisational governance structures, business data, processes, and rules across the organisation's extended value chain to directly support business objectives, and to define new business opportunities. The prerequisites for successful business architecture are an appreciation of the company's strategic growth objectives, an understanding of granular market opportunities, and visualisations of the current services and capabilities. The methods of the *Business Architect* facilitate the discovery and visualisation of real-world collaboration structures, modelling collaborative modes of work, exposure of operational inefficiency, governance modelling, and synchronisation of business process, data and rules, at all times in

**The Open Group Architecture Framework - Present and Future**

The Open Group Architecture Framework or TOGAF is one of the premier Enterprise Architecture development methodologies in the world. TOGAF has just been revised and the results have enhanced its core capability as well as addressing many of its shortcomings. The Open Group is a consortium of clients, vendors and product suppliers in the field of architecture. This presentation will discuss the various aspects of TOGAF as an open standard, emphasising how TOGAF:

- relies on a set of basic universal EA concepts
- can be used as a process and a set of resources with which to implement Enterprise Architecture
- enables the re-use of architecture artefacts across the enterprise and extended enterprises so common in the global economy
- can be used in conjunction with other frameworks
- facilitates the cooperation of consultancies working with a common client
- is supported by modelling tools
- what the new version will bring to the fore

the context of business objectives.

This session will:

- Outline a Business Architecture approach to problems of strategic planning, business design and re-design
- Examine case study examples drawn from recent private and public sector engagements to illustrate enterprise-wide visualisations, business structuring and re-structuring, service discovery and redesign
- View how these outputs had direct impact on business objectives

**Ken McElhinney, Senior Director, Consulting, Deloitte Touche Tohmatsu**

**Robert Weisman, Partner and Executive Consultant, CGI Enterprise Architecture Practice Leader, Solutions Management Office, CGI Ottawa (Canada)**

**Robert Weisman, is a major contributor to the new version of TOGAF (V9) and certifies architects globally in this methodology**

11:15

MORNING TEA

11:45

Case study

### **Effective use of EA in delivering projects and managing change**

In response to the growing community demands for energy efficiency and greenhouse emission control the Victorian Government has recently mandated the rollout of an advanced interval metering infrastructure (AMI) to replace the ageing fleet of existing electricity meters. The Federal Government is following close behind with a national initiative. The introduction of this disruptive technology over the next five years will have major effects on how utilities run their day-to-day operations including major impacts to their IT environments. This paper will address how EA principles have been used by a major electricity distributor to:

- Identify and quantify the major IT impacts and gaps,
- Clearly articulate the end-state vision, the transition approach and justification of the program of work,
- Quickly react to change, and
- Mitigate the risk of deploying leading edge technologies to over 1 million network end-points.

**Don Elliott, Lead Architect, AIMRO IT Procurement & Design, for UED and Alinta AE Alinta Asset Management**

Case study

### **EA Drives Business Transformation**

Perpetual Private Wealth is undertaking a business transformation and technology refresh program. Strategy is driving the vision. Enterprise Architecture is driving the change. This case study will take you through the development and validation of the business roadmap and target operating model. TOGAF was employed to guide architecture development - but TOGAF cannot help you create the right architecture. Creating the right architecture requires a deep understanding the business and the enterprise context.

- The role of EA in business transformation
- Using TOGAF for iterative EA development
- Applying business context
- Validating the EA

**David Pritchard, Enterprise Architect, Perpetual**

12:45

LUNCH

1:45

### **Maintaining and improving Business-IT alignment**

Architectural Design: not just systems, also relationships  
Traditionally, the competency of an Enterprise Architect has been measured in technical terms. The ability to understand and deploy complex technology was seen as the critical skill required. However, the environment is changing. Today's IT applications need to develop and evolve hand-in-hand with the business. We no longer specify the full requirements for an application, then pass them 'over the wall' to the IT department to deliver. Even so-called 'packaged' ERP software can rarely be deployed without customisation or significant configuration. It is clear that relationships between architects and their stakeholders have become a critical success factor.

In this session business relationship experts from Optimice will explore:

- The business case for relationship management
- How IT staff, and architect in particular can 'design' relationships with other organisational roles (e.g. project managers, developers, vendors or customers)
- Measuring and improving relationships leading to increased performance

**Cai Kjaer, Co-Founder, Optimice**

Case Study

### **The new Australian Government Framework and methodology**

**Peter Leach, Head of Architecture, AGIMO**

### Collaboration techniques to make transformation a reality

Today we all need to be collaboration superstars. The trouble is, collaboration is a skill and set of practices we are rarely taught. It's something we learn on the job in a hit-or-miss fashion. Some people are naturals at it, but most of us are clueless. But our challenge doesn't stop there. An organisation's ability to support collaboration is highly dependent on its own organisational culture. Some cultures foster collaboration while others stop it dead in its tracks. This presentation introduces a wider view of collaboration and presents how you can encourage a collaboration culture including:

- three types of collaboration: team, community, network
- collaboration success factors
- role of leadership in creating culture
- ways to strengthen your collaboration culture

Shawn Callahan, Founding Director, Anecdote

### SOA and IT Services Management: coincidence, confluence or confusion

IT Services Management (ITSM) uses best practices to manage the delivery of IT services to the business. In general, these services are things such as email, ERP availability, application uptime, help desk, etc. These are not the kind of 'business services' that we usually talk about in Service Oriented Architecture. So is the current interested in ITSM just a misunderstanding by some naïve semi-technical marketeer, or is there more to it than that? Could we actually learn something from the reliable delivery of email that can be applied to SOA? This session will provide a brief overview of ITSM, discuss the problems facing organisations that have deployed SOA, and explore the opportunities to apply these best practices to our emerging SOA challenges.

- Overview of ITSM Services
- Challenges facing the SOA lifecycle
- How can ITSM concepts be applied to SOA?

Michael Rosen, Director of Enterprise Architecture, Cutter Consortium

### Panel discussion

#### Securing the value from your EA projects

In an environment of budget cuts, financial turmoil, termination of large projects etc, the need is greater than ever for your Architecture efforts to show results. In many cases, Architecture is still considered to be in the IT domain and there would appear to be a dominant perspective that IT generally and Architecture in particular will be sheeted the responsibility for any failure. Regardless of the kind of project, it has to be asked what the ingredients of a successful Architecture endeavour are, how obstacles are overcome and how to demonstrate its value to the business:

- What is the definition of success?
- Measuring the results
- Claiming and communicating the successes
- There is an expectation that EA is no different to engineering or any other business. If they can deliver projects on time, why can't Architecture? Is this a reasonable premise? Are they really the same?

Participants include

Shawn Callahan, Founding Director, Anecdote

Don Elliott, Lead Architect, AIMRO IT Procurement & Design, for UED and Alinta AE Alinta Asset Management

Travis Gehri, Principal, Enterprise Architect Practice Manager, Fujitsu Consulting

Ken McElhinney, Senior Director, Consulting, Deloitte Touche Tohmatsu

### Post Conference Seminar B

**Friday 5 September 2008**

**Designing Service Oriented Applications**

**Presented by Michael Rosen  
Director of Enterprise Architecture  
Cutler Consortium**

Service Oriented Architecture (SOA) has emerged as the next major architectural style, especially for enterprise applications. The potential benefits of SOA in terms of flexibility, agility, cost, and time to market have swept it into the limelight and most software organisations are planning to or are currently adopting SOA technologies. But is the marketing hype just setting up SOA to deliver another major disappointment (remember ERP, BPR, Objects, Components)? Not if we can help it!

This tutorial starts with the basis concepts of SOA: architecture, services, business processes, semantics, and then goes into details of the design of an SOA application, from business analysis to service design and finally implementation, showing how to design services and applications that deliver the value that SOA promises. Students will gain an overall understanding of SOA, an appreciation for application design criteria and tradeoffs, and get an opportunity to apply these to example scenarios during the tutorial

- Architectural implications on SOA design
- Service design criteria and tradeoffs
- Service design methodology

### About your seminar presenter

#### Michael Rosen

Mike Rosen is Director of Cutter Consortium's Enterprise Architecture Practice and Senior Consultant with its Business-IT Strategies Practice. He has more than 25 years of technical leadership experience architecting, designing, and developing software products and applications. Currently, he provides expert consulting services in the areas of EA and SOA, primarily to Fortune 1000 companies in Finance, Insurance and Telecoms. Previously, Mr. Rosen was CTO at AZORA Technologies and M2VP, Inc., and Chief Enterprise Architect at IONA Technologies, PLC, and Genesis Development Corporation. Mr. Rosen was also a product architect, technical leader, and developer for commercial middleware products from BEA and Digital. His involvement in product development includes Web services, Java, CORBA, COM, messaging, transaction processing, DCE, networking, and operating systems.



## Post Conference Seminar C

### Friday 5 September 2008

The Open Group Architecture Framework  
- A Tutorial

Presented by Robert Weisman  
Partner and Executive Consultant  
Enterprise Architecture Practice Leader  
Solutions Management Office  
CGI Ottawa

This tutorial provides an overview of TOGAF as well as its origins, future directions and lessons learned in its use. The day long seminar will be interactive and allow attendees to pose organisation specific questions. The presenter, Robert Weisman, has been a very active member of the Open Group Architecture Forum and is a major contributor to the existing and new TOGAF. He has used TOGAF since its inception. The seminar topics include:

- The origins and rationale of TOGAF
- Fundamental TOGAF concepts
- The Enterprise Architecture development methodology
- Preliminary planning phase - setting up the EA capability
- Strategic architecture vision
- Architecture requirements management
- Architecture definition for the business, data /information, applications, technology and security architectures
- Architecture transformation to include opportunities and solutions and architecture migration
- Architecture implementation to include governance and architecture change management
- Additional architecture resources including technical reference model, architecture roles and corresponding IM/IT skillsets, Capability Based Planning, and interoperability planning
- TOGAF and other frameworks - an easy coupling
- Lessons learned using TOGAF
- Future directions

### About your seminar presenter

#### Robert Weisman

Robert Weisman BEng, MSc PMP, CD is a professional engineer and graduate of the Royal Military College (RMC) of Canada and Laval University, where he studied engineering and computer science, specialising in knowledge-based systems for crisis response.



In a diverse 28 year military career he has gained expertise in leadership, Plans and Operations, national and international Command and Control, and IM/IT Strategic Direction working in all levels of headquarters as well in the R&D establishments and as faculty in the RMC. Bob joined CGI in 1998 as a Management Consultant and started the Enterprise Architecture Practice in 1999 in Ottawa with a focus on coping with the Business Transformation aspects of EA and IM/IT in general. Bob speaks several languages, continues to work globally and joined the Open Group Architecture Forum in 2004 as an active member and promoter.

# THE 6<sup>TH</sup> ANNUAL ENTERPRISE ARCHITECTURE CONFERENCE

1 - 5 September | Sydney Harbour Marriott

## 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	\$2750	\$4250	\$3500	\$895
Group of 2-4	\$2250	\$3550	\$2900	\$895
Group of 5+	\$2000	\$3200	\$2600	\$895
Conference Dinner	\$150			

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

	Conference	Pre-Conference Seminar A Melbourne	Pre-Conference Seminar A Sydney	Post-Conference Seminar B	Post-Conference Seminar C	Dinner	Subtotal
Attendee 1	<input type="checkbox"/>	<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="checkbox"/>	\$ <input type="text"/>
Attendee 3	<input type="checkbox"/>	<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="checkbox"/>	\$ <input type="text"/>
Attendee 5	<input type="checkbox"/>	<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

Visa  Amex  Mastercard  Diners

Card No.

Expiry  Today's Date

Cardholder's Name:

Signature:

### Cheque

Cheque made payable to BTELL  
mail to: PO BOX 39, Randwick NSW 2031, Australia

### Bank transfer

National Australia Bank, 255 George Street, Sydney  
BSB: 082-057  
Account Number: 48018 3247

### Invoice to the attention of

Name

Email

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