

TECHNOLOGY TRANSFER PRESENTS

MIKE
ROSEN

Understanding

ENTERPRISE

ARCHITECTURE

STRUCTURE, DOMAINS,

DISCIPLINES, VALUE

DECEMBER 14-16, 2009
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



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ABOUT THIS SEMINAR

The complexity of today's IT environments, regulations and competitive pressures are driving many Enterprises to initiate IT architecture programs. While Enterprise Architecture (EA) isn't new, it has produced mixed results. Successful organizations have streamlined costs, improved alignment between Business strategy and IT systems, and improved flexibility. Now, the demand for qualified architects is even greater.

Unfortunately, most organization or architects do not have an overall understanding of what Enterprise Architecture is, how programs are structured, the roles, responsibilities and skills of an Enterprise architect, what Enterprise Architecture looks like, how to create architecture, how to apply it, and how to deliver value to their organization through EA. This workshop is aimed at making sure you understand these questions and how to achieve these results. We will illustrate the many different aspect of EA and discuss how to deliver maximum value with EA architecture and avoid common pitfalls and mistakes. Topics will include EA principles and practices, EA domains of Business, information, application, and technology architecture, and the architectural skills and thinking needed to be an Enterprise architect.

The workshop is structured as a mix of presentation, interactive discussion, and group based exercises, so the students get the chance to apply the techniques learned to example scenarios during the facilitated exercises.

WHAT YOU WILL LEARN

- What is Enterprise Architecture?
- What are the different approaches to EA structure and EA programs?
- What are the skills, vocabulary, and roles of an architect?
- What are the concepts and models of each architectural domain?
- How do you use architecture to provide value to your organization?

SEMINAR OBJECTIVES

- Get an overview of the principles, practices and structure of Enterprise Architecture
- Understand the concepts, models and vocabularies of different architectural roles
- Gain familiarity with the most common EA frameworks and methods
- Understand the issues and techniques of Business and information architecture
- Understand application architectural styles, Patterns, reference architectures and methodologies
- Understand technology architecture and its relation to enabling applications and Business

WHO SHOULD ATTEND

- Enterprise Architects
- Domain Architects
- Solution Architects
- EA Program Managers,
- IT Managers

OUTLINE

DAY 1	DAY 2	DAY 3
<p data-bbox="97 651 534 719">INTRODUCTION TO ENTERPRISE ARCHITECTURE</p> <ul data-bbox="97 790 534 1373" style="list-style-type: none">• Why do we need Architecture?• Overview of Enterprise Architecture• EA Case Study and Example• EA Practice Areas<ul data-bbox="116 927 435 994" style="list-style-type: none">- Business, Information- Application, Technology• Architecture Frameworks<ul data-bbox="116 1028 528 1061" style="list-style-type: none">- Zachman, TOGAF, 4+1, Others• Architecture Methodologies<ul data-bbox="116 1095 475 1162" style="list-style-type: none">- Architecture Driven Design- Model Driven Architecture• EA Value Proposition• EA Principles, Policies, Practices• Architectural Thinking• Architecture Skills• EA Organization and Governance• Architecture Maturity Models	<p data-bbox="579 651 1007 719">BUSINESS AND INFORMATION ARCHITECTURE</p> <p data-bbox="579 790 884 824">Business Architecture</p> <ul data-bbox="579 857 1015 1167" style="list-style-type: none">• What is Business Architecture?• Enterprise Business Architecture (EBA) vs. Project Architecture• Business/IT Alignment Models• Business Architecture Modeling• Value Chains and Value Streams• Lifecycles• Business Context Models• Business Process Models <p data-bbox="579 1238 916 1272">Information Architecture</p> <ul data-bbox="579 1305 1015 1686" style="list-style-type: none">• What is Information Architecture?• Deriving Information Architecture from Business Context• Operational Data• Informational (Analytical) Data• Views vs. Databases• ERD and Dimensional Models• Data Warehouses and Data Marts• Information Flow Architecture• Master Data Management• Data Virtualization	<p data-bbox="1058 651 1498 719">APPLICATION AND TECHNOLOGY ARCHITECTURE</p> <p data-bbox="1058 790 1394 824">Application Architecture</p> <ul data-bbox="1058 857 1498 1200" style="list-style-type: none">• What is Application Architecture?• Architecture vs. Design• Application Architecture and SDLC• Architecture Styles• Patterns• Architectural Reference Models• Conceptual Architecture• Problem Space vs. Solution Space• Analysis and Design• 4 + 1 Architecture Views <p data-bbox="1058 1272 1399 1305">Technology Architecture</p> <ul data-bbox="1058 1339 1477 1720" style="list-style-type: none">• What is Technical Architecture?• Interface between Application and Technology• Technology Mapping• Platforms• Storage• Networks• Security• Performance• Capacity• Data Centers

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 1500</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within November 30, 2009</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca Intesa Sanpaolo S.p.A. Agenzia 6787 di Roma Iban Code: IT 34 Y 03069 05039 048890270110</p>	<p>GENERAL CONDITIONS</p> <p>GROUP DISCOUNT</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>EARLY REGISTRATION</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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December 14-16, 2009
Residenza di Ripetta
Via di Ripetta, 231
Rome (Italy)

Registration fee:
€ 1500

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

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Stamp and signature

Send your registration form with the receipt of the payment to:
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SPEAKER

Mike Rosen is Chief Scientist at Wilton Consulting Group, which provides expert consulting in Enterprise Architecture, Service-Oriented Architecture, and Model Driven Solutions. Mr. Rosen is also Director of Enterprise Architecture for the Cutter Consortium and Editorial Director for SOA Institute. His current emphasis is on the implementation of agile, flexible SOA solutions. He has years of experience in the architecture and design of applications for global corporations and 20+ years of product development experience for distributed technologies including DCE, CORBA, DCOM, J2EE, Web Services, Transaction Processing, and Messaging. Mr. Rosen is an internationally recognized speaker and author of several books including “**Applied SOA: Architecture and Design Strategies**”.