

TECHNOLOGY TRANSFER PRESENTS

# JOHN ZACHMAN

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## ENTERPRISE ARCHITECTURE

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**JUNE 14-15, 2010**  
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231  
ROME (ITALY)



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## ABOUT THIS SEMINAR

Just as the futurists have been predicting for many years, the Information revolution has become a reality. Technology has penetrated every aspect of the Enterprise and its exploitation has impacted the very structure of many industries. The world has become a global, electronic marketplace. Enterprises are beginning to perceive the significance of process... process that knows no organisational boundaries, inside or outside of the Enterprise itself. Organisational hierarchies are becoming obsolete as power is clearly shifting from the top to the bottom and then beyond the Enterprise. Technology innovation proceeds at blinding rates. Enterprises are under heavy stress as global economies begin to react to the early phases of the Information age.

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 Enterprise and its systems can be aligned with Management intentions.

### WHAT THE PARTICIPANT WILL TAKE AWAY

- A sense of urgency for aggressively pursuing Enterprise Architecture
- A comprehensive definition (description) of Enterprise Architecture
- A “language” (that is, a framework) for improving Enterprise communications about Architecture issues
- An understanding of basic Enterprise “physics” - laws of nature that govern Enterprise implementations
- An understanding of Enterprise Engineering Design principles
- Some pragmatic approaches for implementing Enterprise wide strategies
- Issues for inclusion in an Enterprise Architecture strategy
- Architectural principles for meeting Enterprise requirements
- A list of resources to facilitate architectural work

### WHO SHOULD ATTEND

The seminar is designed for Enterprise Professionals of every discipline including non-Information disciplines as well as Information disciplines. Although it is addressing technology issues, it is not a “technical” seminar. It addresses the subjects that both Enterprise Professionals and Information Professionals must understand to operate effectively in collaboration in the Information age environment.

Further, the seminar is appropriate for both Management and non-Management Professionals. For Management it clarifies the issues for decision purposes and enables more meaningful dialog with and among the technology community. For operations Professionals, it establishes the context for developing improved approaches and implementation strategies.

## 1. Introduction to Enterprise Architecture

- The framework for Enterprise Architecture
- Definition of Enterprise Architecture
- Basic Enterprise Physics

## 2. Industrial Age Breakdown

- Enterprise frustrations
- Architectural explanations

## 3. Information Age Build-Up

- The long term trade-off: Enterprise optimization
- The short term trade-off: Implementation optimization

## 4. Enterprise Engineering Design Objectives

- Alignment, Integration, Flexibility, etc.
- Reducing “Time-to-Market”

## 5. Analyzing Complex Enterprises

- Complexity Management strategies
- Using the framework for Enterprise analysis

## 6. Implementation Practicalities

- Model Selection: where do you start?
- Skills, Methods, tools
- Satisfying short term demand
- Migrating from the Legacy
- Organizing for infrastructure

## 7. Frequently Asked Questions

- How do you cost/justify Architecture?
- Who has successfully implemented the framework?
- How do you actually do Architecture?
- What does the technology Architecture look like?
- How does the framework relate to other frameworks?

## 8. Conclusions

- Fatal distractions
- Friendly advice

## Comments of past participants:

*“John Zachman presents a very compelling argument, that is, every organisation needs an Enterprise Architecture to survive.”*

Jane Stewart, BT Callnet

*“An excellent and inspiring seminar - we will return to work and start immediately. I can recommend this seminar with enthusiasm.”*

David Harrison, Ordnance Survey

*“An excellent course. All CEOs and CIOs should attend.”*

Morag Clark, Severn Trent Water

**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. He is not only known for this work on Enterprise Architecture, but he is also known for his early contributions to IBM’s Information Strategy methodology as well as to their Executive team planning techniques.

Mr. Zachman retired from IBM in 1990, having served them for 26 years. He is Chief Executive Officer of the Zachman Institute for Framework Advancement (ZIFA), an organization 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.

## INFORMATION

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| <p><b>PARTICIPATION FEE</b></p> <p>€ 1200</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p><b>VENUE</b></p> <p>Residenza di Ripetta<br/>Via di Ripetta, 231<br/>Rome (Italy)</p> <p><b>SEMINAR TIMETABLE</b></p> <p>9.30 am - 1.00 pm<br/>2.00 pm - 5.00 pm</p> | <p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to:<br/><b>TECHNOLOGY TRANSFER S.r.l.</b><br/>Piazza Cavour, 3 - 00193 Rome (Italy)<br/>Fax +39-06-6871102</p> <p><b>within<br/>May 31, 2010</b></p> <p><b>PAYMENT</b></p> <p>Wire transfer to:<br/>Technology Transfer S.r.l.<br/>Banca Intesa Sanpaolo S.p.A.<br/>Agenzia 6787 di Roma<br/>Iban Code:<br/>IT 34 Y 03069 05039 048890270110</p> | <p><b>GENERAL CONDITIONS</b></p> <p><b>GROUP DISCOUNT</b></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><b>EARLY REGISTRATION</b></p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p><b>CANCELLATION POLICY</b></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><b>CANCELLATION LIABILITY</b></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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June 14-15, 2010  
Residenza di Ripetta  
Via di Ripetta, 231  
Rome (Italy)

Registration fee:  
€ 1200 (+iva)

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

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Stamp and signature

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