

FEATURED SPEAKERS INCLUDE:

- ✓ Bobby J. Jones
Enterprise Architect
Federal Emergency Management
Agency (FEMA)
- ✓ Carlos C. Solari
Chief Information Officer
Executive Office of the President
Office of Administration
- ✓ John J. Sullivan
Chief Architect, Enterprise
Architecture Program
US Environmental
Protection Agency
- ✓ Denise Hill
Chief Architect
Department of Education FSA
(Financial Services Administration)
- ✓ Marion A. Royal
Senior Policy Advisor
General Services Administration
(GSA)
Office of Governmentwide Policy
- ✓ John C. Reece
Chairman & CEO, John C. Reece &
Associates, LLC
(Former Deputy Commissioner for
Modernization & CIO, Internal
Revenue Services)
- ✓ Richard Burk
Deputy Chief Technology Officer
for Enterprise Architecture
US Department of
Housing & Urban Development
- ✓ Randolph C Hite
Director, Information
Technology Architecture
& Systems Issues
General Accounting Office
- ✓ Jaap Schekkerman
President & Thought
Leader, Institute For Enterprise
Architecture Developments (IFEAD),
The Netherlands
- ✓ Harris N. Miller
President , Information Technology
Association of America (ITAA)
- ✓ Theresa Lynn Hadden
Information Architect
Fairfax County Government
- ✓ Colleen Coggins
Interior Chief Architect
Department of the Interior
- ✓ Ronald E. Miller
Program Executive Officer for
E-Government
U.S. Small Business Administration
- ✓ Kim Nelson
Chief Information Officer
Environmental Protection Agency



Best Practices For Developing Your Successful

FEDERAL ENTERPRISE ARCHITECTURE

Main Conference: July 27 & 28, 2004

Pre-conference Workshops: July 26, 2004

Sheraton Pentagon South - Alexandria, VA

Don't miss the chance to learn and discuss your main issues of concern as you build and implement your Federal Enterprise Architecture (FEA):

- Achieving an FEA that evolves with your business requirements
- Managing the reusable component lifecycle
- Standardizing business processes and data structures
- How to integrate your EA with state and local departments
- Learn from best practices and lessons learnt as you move forward

DON'T MISS OUR INTERACTIVE WORKSHOPS

- A** Architecture Maturity Models - the What's and the How's
Pinnacle Business Group, Inc. & ZIFA
- B** Using an e-Business Value Web to Plan and Manage your Enterprise Architecture
IBM's Federal Operations Strategy Practice
- C** The Role of the Federal Enterprise Architecture in Meeting the Interoperability Challenge
Software Engineering Institute (SEI)

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Best Practices For Developing Your Successful FEDERAL ENTERPRISE ARCHITECTURE

IDGA
Institute for Defense and
Government Advancement

Sheraton Pentagon South ▶ Alexandria, VA

Dear Colleague

As the Office of Management & Budget continue to move forward for conformity in Enterprise Architecture across the Federal Agencies, this conference offers the opportunity to share 'best practices' and 'lessons learnt' to assist all departments as they develop and implement these systems, within their time and budget constraints.

Special areas of focus within this program include, sharing resources, improving your EA infrastructure both within your own agency and across government departments. An additional overview by the Institute for Enterprise Architecture Developments from the Netherlands, also allows attendees to review and learn from other countries and industries and consider how they implement their Enterprise Architectures.

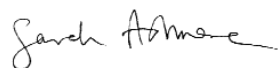
IDGA has gathered together an exclusive panel of senior government speakers - don't miss the chance to network with Chief Architects and Chief Information Officers including:

- **Carlos C. Solari**, Chief Information Officer, Executive Office of the President - Office of Administration
- **Richard Burk**, Deputy Chief Technology Officer for Enterprise Architecture, US Department of Housing & Urban Development
- **Randolph C Hite**, Director, Information Technology Architecture & Systems Issues, General Accounting Office
- **Colleen Coggins**, Interior Chief Architect, Department of the Interior

Act now! Register today! Call 800 882 8684 or visit us online at www.idga.org

I look forward to meeting you in July!

Sincerely,



Sarah Ashmore
Conference Director
Institute for Defense & Government Advancement (IDGA)

PS: Don't miss the interactive workshops! See page 3 for details!

WHO YOU WILL MEET

At **Federal Enterprise Architecture** you will have the unique opportunity to interact and network with representatives from the Federal Agencies as well as the IT Organizations providing Enterprise Architecture Solutions.

Attendees will include:

- **Chief Information Officers**
- **Chief Architects**
- **Chief Technology Officers**
- **Program Managers**
- **Systems Engineers**



About the Event Organizer:

The Institute for Defense & Government Advancement (IDGA) has established itself as a non-partisan, information-based organization dedicated to the promotion of innovative ideas in public service and defense. We bring together speaker panels comprised of military and government professionals while attracting delegates with decision-making power from the government and defense sectors. IDGA provides well-researched, uniquely tailored events that keep our delegates abreast of operational and industry advancements as well as provide a forum to gain access to influential representatives and professionals. For more information on upcoming conferences and international symposiums, please visit www.idga.org or e-mail info@idga.org.



BE SURE TO REGISTER FOR OUR INTERACTIVE PRE-CONFERENCE WORKSHOPS!

8:00 - 8:30am

Workshop Registration and Refreshments



Morning Workshop

Monday, July 26, 2004

8:30 - 11:00am

Architecture Maturity Models - the What's and the How's

With the increased emphasis on Enterprise Architecture in Enterprises worldwide, organizations are finding that require a "gauge" on how they are progressing with the new endeavor. As the phrase goes "you cannot manage what you cannot measure", and therefore the need for understanding how organizations are progressing in maturing their practice of Enterprise Architecture.

Maturity Models provide guidance for Enterprise Architecture growth and process improvements in an organization, based on industry standards, best practices, and years of observation of Enterprise Architecture activities. As organizations Enterprise Architecture activities mature, it is critical that organizations provide rules and definitions necessary for the successful integration of information and services across the enterprise. These and other characteristics of successful Enterprise Architecture activities are crucial for success, and the Architecture Maturity Models

provide guidance on growth.

The Pinnacle Business Group, Inc., and the Zachman Institute for Framework Advancement (ZIFA) have been practicing Enterprise Architecture for close to thirty years. John Zachman, the Chairman of ZIFA, is universally been recognized as the "father" of Enterprise Architecture. Samuel Holcman, the President of the Pinnacle Business Group, Inc. and ZIFA, has been educating, and enabling Enterprise Architecture with organizations worldwide for over twenty-five years. This direct experience provides the foundation for the review of Architecture Maturity Models, and a suggested move ahead plan.

This workshop will focus on:

- A foundation review of Enterprise Architecture
- A review of the concepts of Enterprise Architecture deliverables
- Understanding the need for Frameworks
- A review of some existing Architecture

Maturity Models

- How to implement Architecture Maturity Models in your enterprise
- A move ahead plan

Your Workshop Leader will be:

Samuel B Holcman is President of the Pinnacle Business Group, Inc and ZIFA. He was the Vice President of ModelWare, Methodologies, and BPE (Business Process Engineering) for KnowledgeWare, Inc. from 1992 to 1994 and prior to joining KnowledgeWare in 1992, was the Founder and President of Computer and Engineering Consultants, Ltd. His technical interests include consulting and research on topics such as enterprise architecture, business process engineering, intellectual capital management, organization development, system methodologies and life cycles, corporate business modeling, and accelerated analysis techniques.

11:00 - 11:15am

Morning Refreshment Break



Luncheon Workshop

Monday, July 26, 2004

11:15 - 1:45pm

Using an e-Business Value Web to Plan and Manage your Enterprise Architecture

Effective planning and performance management is a critical part of building and maintaining your Enterprise Architecture. In order to be effective, performance measurement must be clearly aligned with Strategic Vision and Goals. The e-Business Value Web method and application is an innovative way to build and maintain your Enterprise Architecture to align People, Process, Technology, Infrastructure, and Data elements directly to your organization's Vision, and measure how revolutionary or evolutionary changes to architecture will impact strategic goals.

The e-Business Value Web provides an web-based, queryable model of an organization's total capabilities and supporting resources. In effect, it defines an organization's business model by linking the vision, mission and goals, directly to the "resources" an organization can draw from or plan for to effect change. It provides a decision making tool to help an organization focus efforts and investments on issues that will directly affect the

completion of their mission. The strategic linkage supports more effective planning, decision-making, and performance management.

This application streamlines the process of analyzing risk, cost/benefit, and impact by capturing and displaying all of the current resources that an organization has and how they relate to the organization's mission, in a near real-time fashion. The Value Web maintains the many-to-many relationships between an organization's value to its customers, the capabilities the organization has to support things that customers values, and the resources that provide those capabilities. In this manner, an organization can directly track how proposed changes to the Enterprise Architecture directly support specific capabilities to provide the customer with a unique value.

This workshop presents the concept of e-Business Value Web, how to implement this at an organization, and how to define and capture

elements of your Enterprise Architecture in a context that is strategically aligned to support effective measurement and management of changes and long-term planning. Participants will review a case study example of an e-Business Value Web currently being implemented agency-wide, and conduct a working session to examine how this technique can be applied to support Architecture planning and decision-making at their own organizations.

Your Workshop Leaders will be:

Marybeth Ahern is an Associate Partner and Six Sigma Black Belt in IBM's Federal Operations Strategy Practice. She has more than 12 years experience working with commercial and federal government clients to plan and implement transformational change.

Christopher Schmitt is a Managing Consultant in IBM's Federal Technology Strategy Practice. He is currently leading the largest e-Business Value Web implementation within the Federal government.

1:45 to 2:00pm

Afternoon Refreshment Break



Afternoon Workshop

Monday, July 26, 2004

2:00- 4:30pm

The Role of the Federal Enterprise Architecture in Meeting the Interoperability Challenge

The Federal Enterprise Architecture (FEA) is designed to identify opportunities to simplify processes and unify work across the agencies and within the lines of business of the Federal Government. This can support cross-agency collaboration, transformation, and government-wide improvement.

The FEA provides a number of reference models for the description and subsequent analysis of the agencies for gaps and duplication in IT investments. As agencies identify opportunities to benefit from sharing services and data, either internally or with other agencies, the need for interoperability between new and legacy systems will continue to increase.

The Technical Reference Model provides a framework of technologies necessary to support

interoperation and discusses appropriate technologies within the framework. The workshop will compare the structures of the FEA framework with models of interoperability. In addition, the workshop will examine a number of FEA framework technologies within the context of an analytical framework.

The format of the workshop will begin with presentations to frame the overall issues. Then a facilitated discussion will take place on a selected set of topics. The major discussion items will be captured and a report will summarize the discussion.

The outcome of the workshop will be:

- shared understanding of the issues relating to interoperability
- an identification of areas of consensus, as well

as gaps in our current understanding

- an identification of possible areas where additional technologies will be needed

Your Workshop Leaders will be:

Dennis Smith is lead of the Integration of Software Intensive Systems (ISIS) initiative which addresses issues of interoperability and integration in large scale systems and systems of systems.

Earlier, he was the technical lead in the effort for migrating legacy systems to product lines.

Patrick Place is a senior member of the technical staff in the COTS-Based Systems Initiative at the Software Engineering Institute (SEI). Recently he has been working on both CURE and a COTS-based system development process.

DAY 1 TUESDAY, JULY 27, 2004

7:45 Continental Breakfast & Registration

8:30 Welcome & Introduction To Day One

8:40 Opening Address: Current State of the Federal Enterprise Architecture Representative Office of Management & Budget (Invited)

9:20 Institutionalizing Enterprise Architecture: Focusing On What Counts

Learn how to build an enterprise architecture that helps managers deliver new services more quickly, cheaply, and efficiently in an era of rapidly changing customer expectations and needs. Ensure your EA helps them anticipate the future and respond quickly to changes along the way

- Developing a model of an Agency's business portfolio which will provide Agency Leadership to ability to 'see' how the strategic placement of resources (information technology, people, and money) can be crafted to effect the strategic direction of the Agency
- Implement an architecture that responds to evolving business requirements for increasing complex information analyses based upon sound repeatable scientific inquiry that satisfies public trust and accountability needs. Incorporate best practices in Data Warehousing and Business Intelligence to support your business environment
- Ensure your EA supports collaborative partnerships for exchanging information up, down, and across the alliance of partners
- Ensure your EA supports better performance measures of how your programs are paying off in improved results by ensuring key priorities are being addressed.
- Government at all levels is being transformed by technology. EA gives you new control over the information and resources that advance your mission-and your career. Be a player, not an observer.

John J. Sullivan

Chief Architect, Enterprise Architecture Program,
US Environmental Protection Agency

10:00 Morning Refreshment Break

10:30 Transforming The Federal Human Resource Management Line Of Business

The attendees will learn how the Federal Enterprise Architecture is being used to define a major Federal line of business-human resources management. They will hear how the government is improving its management and use of information technologies. Using the FEA architecture, the government is moving toward more standardized business processes and common solutions that can be used by multiple agencies.

- Transforming government business operations
- Improving the management and use of information technologies
- Implementing common technology solutions that can be shared by multiple agencies
- Standardizing business processes and data structures
- Defining performance metrics to measure success

Norman Enger

OPM e-Government Program Director
U.S. Office of Personnel Management, e-Gov Initiatives

11:10 Sharing Reusable EA Components - Strategies For Managing The Component Lifecycle At All Of The Different Stages Throughout The FEA Service Component Reference Model

Learn how to discover, deploy and develop new components based on a collaborative environment with a demonstrated history of success.

- Managing the Reusable Component Lifecycle
- Building and Using Components with Collaboration
- Sharing Resources to Meet Common Objectives

- Mapping Components to the FEA
- Getting Started - Today

Marion A. Royal

Senior Policy Advisor
General Services Administration (GSA)
Office of Governmentwide Policy

11:50 FEA-Making The Business Connection

Learn how to make business value creation the driver of your enterprise architecture and how to ensure it links with and drives your business' overall strategy

- Unlocking business value using IT
- Driving business strategy with IT
- Using the enterprise architecture as a selling weapon
- Delivering measurable value using IT
- Winning the CIO a seat on the executive committee

John C. Reece

Chairman & CEO

John C. Reece & Associates, LLC
(Former Deputy Commissioner for Modernization & CIO,
Internal Revenue Services)

12:30 Lunch For Speakers & Attendees

1:40 Change Begins At Home - IT Process Integration As A Product Of Enterprise Architecture At HUD

After designing several segment architectures around core lines of business and watching them stall in implementation, HUD realized that existing processes for implementing these architectures were ineffective and elevated the risk of failure of the systems initiatives. Stepping back and taking a strategic view to integrate multiple IT processes, i.e., investment management, systems development, infrastructure planning, budgeting, project management, etc. led to a redesign of how IT gets done at HUD. Enterprise Architecture principles apply to internal, IT development and delivery processes to achieve higher performance in support of HUD program (business) areas.

- How HUD/CIO increased program areas' confidence in its ability to deliver value.
- Ways to integrate EA into existing IT development and delivery processes.
- Realizing EA governance through process reengineering

Richard Burk

Deputy Chief Technology Officer for Enterprise Architecture
US Department of Housing & Urban Development

2.20 Enterprise Architecture In The Federal Government: Are We Making Progress?

General Accounting Office's (GAO's) Enterprise Architecture Management Maturity Framework provides a best practices based on approach to launching and successfully managing an agency's architecture development, maintenance, and implementation efforts. Using this framework can help agencies plan for and execute their respective architecture programs in a way that increases the likelihood of success. GAO has conducted a federal government-wide survey of where agencies stand against this framework, including whether federal agencies are making progress in their efforts toward the ultimate goals of using the architecture to facilitate organizational change.

- Understand the core elements to successful architecture program management
- Identify the challenges to effective enterprise architecture programs
- Learn what progress federal agencies have made in the last 2 years on enterprise architecture
- Hear about agency perspectives on architecture tools and methodologies

Randolph C Hite

Director, Information Technology Architecture & Systems Issues
General Accounting Office

3.00 Afternoon Refreshment Break

3.30 **Be Enterprising: What Can We Learn From Other Countries And Industries**

The world wide adoption of Enterprise Architecture (EA) as a strategic governance instrument is growing fast. Several Governmental initiatives are going on in the US, Europe, Australia, Japan and several other countries. E-Government initiatives are often driving the EA developments and implementations, as well as cost-reduction programs, standardization programs and the need for flexibility and collaboration. This session gives you an overview of ongoing Governmental and Industry EA initiatives outside the US, as well as best practices from these initiatives.

- How other countries and industries outside the US implement Enterprise Architecture
- Their experiences with the top-down and bottom-up EA approach
- The prominent role of Enterprise Architecture Frameworks
- The successes and lessons learned
- It's all about you

Jaap Schekkerman

President & Thought Leader

**Institute For Enterprise Architecture Developments (IFEAD),
The Netherlands**

4:10 **Identifying And Describing The Common Challenges Of Enterprise Architecture Deployment Today-And How To Overcome Them**

From heightened homeland security, to hardening the information systems of federal agencies to gaining better e-government citizen services, the answers converge in the area of enterprise architecture. Agencies need better strategies to leverage common infrastructure, eliminate redundant and dead-end systems, and share information across departments and divisions. Representing hundreds of firms in the federal IT marketplace, ITAA President Harris Miller has a unique vantage point from which to provide information on these issues.

Harris N. Miller

President

Information Technology Association of America (ITAA)

4.50 **Close of Day One**

DAY 2 WEDNESDAY, JULY 28, 2004

8.20 **Registration and Breakfast**

8.50 **Design An Interoperability Framework That Allows Exchange Of Information Both Within Your Organization And Across All Levels of Government**

Participants in this session will be shown a cooperative approach to the development of IT systems. The interoperability framework described in this session is component based, service-oriented and designed to facilitate reuse. It is built on standards like XML, web services and ebXML each of which enhance an organization's ability to share information across levels of government.

- Inventory your IT Portfolio
- Fund appropriate projects
- Re-use Technology components
- Classify data

Theresa Lynn Hadden

Information Architect

Fairfax County Government

9.30 **Creating Nationally Standardized But Locally Accessible Shared Information Networks**

Federal, state, and local governments are all leveraging information technology to increase productivity. The question is: How do these separate levels of government deploy technology so that the end result is interoperability and seamless access to citizens?

- The challenges and opportunities that netcentric technologies offer government at all levels
- The balance between implementing the federal architecture as specific intergovernmental communities are building data sharing networks

- EPA-a case study of accommodating immediate data sharing needs of partners while implementing an architecture
- Examples of emerging partnerships, leveraging technology and business needs
- Looking towards the future

Kimberly T. Nelson

Assistant Administrator & CIO

Office of Environmental Information

U.S. Environmental Protection Agency

10.10 **Morning Refreshment Break**

10.50 **Building An Enterprise Architecture Your Agency Can REALLY Use**

Too many enterprise architectures end up as "shelfware" - of interest only to the technology-savvy and irrelevant to the senior leaders and business owners in your agency. I will discuss why this potentially invaluable tool ends up consigned to the CIO's bookshelf, and what you can do to prevent that from happening to yours.

- Common mistakes that reduce enterprise architectures to "shelfware"
- Making architectures meaningful to your constituents
- Implementing governance, policies and procedures to institutionalize enterprise architectures in your agency
- Integrating enterprise architectures with your agency's planning cycle
- Keeping the enterprise architecture alive in your agency

Ronald E. Miller

Program Executive Officer for E-Government

U.S. Small Business Administration

11.30 **Driving your Enterprise Architecture To Success**

Some lessons learned from our experience...

- Integrating EA processes into the rest of the IT organization
- Getting the business owners into the EA practice
- Applying SDLC as key to maintaining the EA current
- Taking control in a distributed ownership environment

There are lots of consulting organizations that can help you with developing an enterprise architecture. This discussion is rather about:

- Practical steps to getting the IT organizations and the business owners "culturalized" to make the EA a part of the overall practice of improving business operations
- Why the EA cannot stand alone absent the IT strategy, the Information Assurance (IA) practice and the basics of systems development life cycle
- Why we began with getting EA practiced in the IT shop - putting our own IT house in order

Carlos C. Solari

Chief Information Officer

Executive Office of the President - Office of Administration

12.10 **Lunch For Speakers & Delegates**

1.20 **Re-Drawing The Federal IT Landscape With Effective Federal Enterprise Architecture Reference Model Implementation**

Attendees will learn what government agencies are doing and what it takes to manage a successful Federal Enterprise Reference Model program. While Government agencies struggle to implement the FEA Reference Models (RM), many are quickly overcoming obstacles that are common within other agencies and departments. Questions such as; what are other agencies doing in implementing the FEA Reference Models; what lessons have been learned that you can apply to your own RM project; what does it take to successfully integrate the reference models with your own EA?; what landmines can you avoid?; will be answered with illustrations from real-life customer case studies.

- Discuss the lessons learned from other agency FEA Reference Model Implementations
- Learn how to efficiently capture and organize the reference model content to ensure success for your agency/department
- How to integrate the reference models with your existing enterprise architecture
- How to extend the RM's to handle agency/department specific resources

- How to use the RM's to create administrative value within your agency/department

Denise Hill
Chief Architect
Department of Education FSA
(Financial Services Administration)

Scott McBride
Senior Consultant
Popkin Software

2:00 Living Within Your Means: Enterprise Architecture In A Constrained Environment

Most enterprise architecture efforts go forward under less than ideal circumstances and must work with time and resource constraints, limited management involvement, and/or limitations in access to business experts. Participants will learn how projects can adapt to such constraints and still build a base for an agency's evolution to a robust and dynamic architecture.

- Enterprise architecture in major Federal Agencies: Constraints, adaptation of architecture components, current and future evolution
- Using selected elements of Zachman Framework: Mapping to FEAF, GAO, OMB, and Navy Architecture
- Capital Planning and Investment Control (CPIC) Process: Supporting the enterprise architecture goals and objectives

Elaine Stricklett
Senior Director
CACI AB, Inc.

2:40 Afternoon Refreshment Break

3:00 Building A Successful Enterprise Architecture For Your Organization

The primary focus of this presentation will center on the Federal Emergency Management Agency (FEMA) approach to developing and implementing an effective Enterprise Architecture. It will also address FEMA's approach to incorporating the Office of Management and Budget's (OMB) Federal

Enterprise Architecture and the Department of Homeland Security (DHS) EA requirements.

- What is Enterprise Architecture?
- What are the benefits of an EA?
- FEMA's Approach to building the EA?
- Challenges
- Lessons Learned
- Summary

Bobby J. Jones
Enterprise Architect
Federal Emergency Management Agency (FEMA)

3:40 Focusing On Developing An Actionable Architecture That Supports Its Business Needs And Strategic Goals

Many enterprise architecture (EA) efforts have been considered academic exercises that fall short of delivering tangible results and outcomes towards improving business and information (IT) decision making. Through the use of a systematic approach, modernization blueprints are being developed that define the "as-is", "to-be" and associated transition plans. These blueprints are aimed at minimizing functional and data redundancies in Interior's major application systems and ensuring alignment of planned IT investments with corporate goals and outcomes defined in Interior's Strategic Plan.

- Developing a modernization blueprint.
- Leveraging an automated EA tool to support your EA analysis.
- Integrating your EA program with Capital Planning and Investment Control
- Aligning your EA with strategic goals
- Driving change through the blueprint implementation process

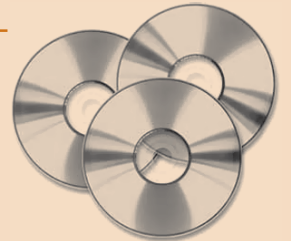
Colleen Coggins
Interior Chief Architect
Department of the Interior

4:20 Close of Conference

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Institute For Enterprise Architecture Developments

IFEAD is a non-profit research and information exchange organization working on the future state of Enterprise Architecture. Founded in 2001 by our

president Jaap Schekkerman, IFEAD is today one of the most important sources of information related to Enterprise Architecture and working in close relationship with universities and other research organizations. The goals and objectives of IFEAD are doing research & development about the future state of Enterprise Architecture and sharing a continuous flow of relevant information with all interested in the areas of Enterprise Architecture. Several publications and books are developed under the auspices of IFEAD and brought in the public arena. Visit our website at www.enterprise-architecture.info.



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Lodging Information: Sessions for the conference and workshops will be held at:

SHERATON PENTAGON SOUTH
4641 Kenmore Avenue - Alexandria, VA 22304
Phone: 703-751-4510 - Fax: 703-751-9170

To secure reduced rates, please call the hotel at least 4 weeks prior to the conference and be sure to mention this event.
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FEATURED SPEAKERS

INCLUDE:

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- ✓ **Executive Office of the President, Office of Administration**
- ✓ **US Environmental Protection Agency**
- ✓ **Department of Education FSA (Financial Services Administration)**
- ✓ **General Services Administration (GSA)**
- ✓ **John C. Reece & Associates, LLC**
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- ✓ **General Accounting Office**
- ✓ **Institute For Enterprise Architecture Developments (IFEAD), The Netherlands**
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