

Rapid Enterprise Architecture Delivery

Driving business and technology alignment for accelerated EA delivery

Dubai, UAE

14th - 16th January 2007

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Keynote presentation by:

Salem Al-Shair eServices Director
Dubai eGovernment

Winners of IBM SOA Vision Award for Enterprise Services - B2C

Expertly led by the internationally renowned author and instructor:

Clive Finkelstein Managing Director
Information Engineering Services Pty Ltd

Acknowledged worldwide as the "Father" of Information Engineering

"Clive has developed a way to integrate the semantic models with the primitive process models. Strategically, this is important because if you align these with the goals of the business, you can determine what slivers need to be built first to implement Enterprise Architecture consistently in the enterprise."

Stan Locke, Zachman Framework Associates
(Included with permission from Intervista Institute of Montreal, Canada)

Exclusive offer for delegates

Free copy of Clive's new book Enterprise Architecture for Integration: Rapid Delivery Methods and Technologies including a CD with a number of modelling tools that automate the methods illustrated in the book.

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"As for the Future, your task is not to foresee, but to enable it"

Antoine de Saint-Exupery

Important to the adoption of a successful enterprise architectural approach is the availability of tools to support the development, storage, presentation and enhancement of Enterprise Architecture representations.

marcusevans[®]

Gain value from this unequalled interactive event by securing expert advice on these vital issues:

- **Enhancing** planning and decision-making to ensure corporate strategic alignment
- **Visualising** and analysing the organisational framework to successfully deploy Enterprise Architecture
- **Improving** business and technology operations by discovering Enterprise Architecture methods and technologies used successfully by governments and businesses world-wide
- **Assessing** an organisation's existing challenges of Enterprise Architecture deployed
- **Reviewing** Enterprise Architecture documentation techniques at the strategy, business and technology levels such as SOA
- **Envisioning and implementing** future improvements to become more competitive, responsive, compliant, secure and profitable
- **Employing** enterprise transition plans to prioritise business activities and processes to effectively enable real-time delivery
- **Managing** risk effectively by employing new technologies to optimise resources
- **Safeguarding** business interests by building security into processes and technology
- **Establishing** an Enterprise Architecture programme to assist the strategy and technology of an organisation

Pre-course questionnaire

To ensure that you gain maximum benefit from this training, a detailed questionnaire will be sent to you to establish exactly where your training needs lie. The completed forms will be analysed by the course trainers. As a result, we ensure the course is delivered at an appropriate level and that relevant issues will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

marcus evans training courses are thoroughly researched and structured to provide intense and intimate practical training applicable to your organisation. Benefits include:

- Strictly limited seats
- Pre-course questionnaires
- An in-depth tailored programme to address market concerns
- Diverse real life case examples
- Comprehensive course documentation

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Sunday 14th January 2007

Opening Keynote Presentation Featuring Award-winning case study from Dubai eGovernment

The 'Enterprise Services-Business to Customer (B2C)' 2006 award was presented to Dubai eGovernment in recognition of their efforts to provide the most comprehensive set of services to customers. This session will illustrate the tools and initiatives developed to assure greater access to business services and an independent use of IT.

Salem Al-Shair eServices Director
Dubai eGovernment
Winners of IBM SOA Vision Award for Enterprise Services - B2C

Enterprise Architecture Training - Clive Finkelstein

Rapid delivery modelling for Enterprise Architecture

This day will focus on the methods for planning, implementing and rapidly delivering Enterprise Architecture.

Session One

Strategic modelling for Enterprise Architecture

This session will provide an overview of Enterprise Architecture, the concepts and methods for accelerated delivery:

- Discovering and establishing strategic models
- Using strategic models to support Balanced Scorecard and business transformation
- Exploring the Zachman Framework for Enterprise Architecture concepts and rules
- Examining Enterprise Architecture for Government, commercial organisations or defence

Session Two

Strategy analysis for input to strategic modeling

- Exploring business planning methods used for Balanced Scorecard to set future directions
- Understanding how strategy analysis is used to refine existing strategic business plans
- Maximising the input from business plans to strategic modeling

Session Three - Interactive Workshop Strategy modeling

During this facilitated workshop session the strategic modelling methods in the course include:

- Defining an initial strategic model from strategic plans- creating a 'picture of the business'
- Understanding how to transform business plans into integrated databases and reusable processes
- Analysing and identifying priority business activities from the strategic model
- Delivering project plans from strategic models - managing accelerated delivery

Session Four - Case Study Examples Real- World strategic modeling

This portion of the training includes real-case scenarios of Enterprise Architecture projects based on strategic modelling

- Learning from case study problems illustrating the use of strategic planning statements as a catalyst to develop an initial strategic model

Monday 15th January 2007

Identifying re-usable business activities and structuring data to identify future business needs

This day will focus on the use of data models to identify business activities, processes and systems.

Session One

Business driven data mapping for strategic modelling

- Identifying data and business integration opportunities
- Introducing business-driven data mapping used for models in the data (What) column
- Learning to develop data maps based on planning statements of the enterprise
- Using data maps to transform the data column from owner to designer perspectives

Session Two

Business normalisation methods to identify future business needs

The trainer will illustrate how to structure data to identify and address future business needs.

- Exploring the business normalisation method for identifying data model detail
- Revising data models to identify business activities, processes and systems
- Deriving project plans directly from data model for progressive implementation of Enterprise Architecture in 3-month sub-project incremental deliveries

Session Three- Interactive Workshop Strategic modelling case study

A workshop session to define strategic alignment for corporate governance will be conducted.

- Aligning strategic planning statements with related data, business activities and organization components
- Employing strategic model analysis based on precise methods and tools

Session Four

Deriving project portfolios for rapid EA delivery

A workshop session to derive project plans for priority business activities

Why you cannot miss this event

As technology extends its reach into every facet of the enterprise, information practitioners recognise the growing importance of enterprise architecture to the continued success and growth of the organisation. Enterprise architecture shows the business as it is today, depicts it, as it needs to be in the future, and provides a "blueprint" for getting there.

Whilst an in-depth understanding of IT is a necessity, Enterprise Architects require a broad understanding of the business. It is essential to identify where processes are in full and partly repeated. A successful Enterprise Architect must possess the necessary skills and competency to deal with senior management. This is in order to communicate needs and expectations between business and IT to create a more agile and responsive organisation.

Presenting for the first time in UAE, Clive Finkelstein, will lead you through methods for the accelerated delivery of EA, using a variety of case study exercises and practical examples of successful EA for business integration. In addition, a case study from a SOA award winning organisation will also be illustrated. This enhanced, highly interactive workshop will equip participants with the necessary tools to utilise new and existing structures to optimise resources by shifting from IT centric to business-driven Enterprise Architecture.

Developing and implementing Enterprise Architecture processes, workflow and interface design

This day will focus on developing process models from the strategic to the tactical, implementing EA methodologies and sustaining EA.

Session One

Activity modelling and activity-based costing

- Overview of the existing activity modelling method for EA implementation
- Identifying reusable business activities and increasing ROI
- Developing activity models in the function (How) column, based on priority activities from the Strategic Data Model in the data (What) column
- Defining activity costs using activity-based costing

Session Two

Developing processes, workflow and interface design

- Identifying reusable business processes to achieve transformation opportunities
- Categorising process modelling methods used for the function column
- Developing process models for designers with object-oriented logic defined for reusable business objects
- Enhancing workflow design and human-interface design

Session Three - Interactive Session

Transforming strategic model to logical data model

This workshop session will define data model attributes and other details for implementation.

- Using the strategic model and strategic alignment matrices from earlier sessions to expand the strategic model into initial Tactical Model Data Maps

Session Four - Case Study Review

Validating strategic modelling deliverables

Next, a review of the sample solutions to earlier case study problems will be tackled.

- Reviewing the EA implementation methodologies and the case study problems and solutions developed during the workshop.
- Comprehending the role of each of the tools and techniques used for EA implementation

Session Five

Managing and sustaining Enterprise Architecture

- Managing project for EA and business transformation success
- Understanding EA maintenance and access issues
- Establishing guidelines for repositories, outsourcing and auditing support for EA
- Implementing skills-transfer strategies for implementing EA

Timetable Day One, Two & Three

Registration & Coffee	8.30am
Training commences	9.00am
Morning Refreshments and networking break	10.30am - 11.00 am
Luncheon	12.30pm - 1.30pm
Afternoon refreshments and networking break	3.00pm - 3.30pm
Close of Day	5.00pm

I would like to thank everyone who has helped with the research and organisation of this event, particularly the trainer, who has kindly committed and supported the event.

Lamiss Al-Tashi, Conference Producer

About your course trainer

Clive Finkelstein is acknowledged worldwide as the "Father" of Information Engineering and is Managing Director of Information Services Pty Ltd in Australia. He has over 45 years of experience in the computer industry. Clive has published many books, papers and contributed chapters and forewords to publications by McGraw Hill and Springer-Verlag. Clive has authored the following books: Information Engineering, the book that started the Information Engineering Revolution in the 1980's; An Introduction to Information Engineering, which covers the history and evolution of Information Engineering; Information Engineering: Strategic Systems Development, the "how to" book on Information Engineering; Building Corporate Portals with XML, covering methodologies and technologies for Enterprise Portals; Enterprise Architecture for Integration Methods and Technologies (March 2006). The latter book describes methods and technologies for rapid delivery of Enterprise Architecture in 3-months increments. This course is based on material from this book.

Clive Finkelstein is an internationally renowned consultant and instructor. He has completed projects for Defence, Government and commercial organisations through the world and in various industries. Many projects have involved the Zachman Framework for Enterprise Architecture using the latest methods and technologies for the implementation of priority areas. His technology focus addresses Enterprise Integration technologies using XML, Enterprise Application Integration (EAI), Enterprise Portals, Web Services and Service-Oriented Architecture (SOA) for Business Process Management (BPM) using XML-based BPM languages. He provides training and consulting in all aspects of the Zachman Framework for Enterprise Architecture, with rapid delivery of priority areas using Enterprise Engineering.

What previous clients had to say:

"An excellent training session from a quite unique and knowledgeable presenter - thanks"

Manager Infrastructure Development
Department of Human Services

"Clive is a great presenter. His comprehensive understanding of Enterprise Architecture makes the course for any architect and senior IT managers"

IT Architect
Amdocs/Directory Technology

"Understanding the role that business plays in driving Enterprise Architecture top down will prove invaluable for any enterprise. Highly recommended"

Principle IS Architect
Telstra Clear

"The content of the course was excellent. Clive really knows his stuff"

Project Leader
GeoScience Australia

"Clive has put the "Enterprise" into "Enterprise Architecture", truly enlightening and a phase shift in my understanding"

Solutions Architect
Zespri International

"Great presentation of a hard topic- EA Strategic Modelling. A must for anyone embarking on Enterprise Architecture"

Manager ICT Business Systems
State Library of NSW

"Extremely valuable programme, very professional delivery"

Design Office Manger, IT Division
Woolworths Ltd

Who should attend

CTO, CIO, IT Managers, Enterprise Architects, BPR Analysis, BPM Analysts, Business Analysts, Systems Analysts, Senior Business Managers, Corporate Planners, Business Experts, Programme Managers responsible for Enterprise Architecture

Rapid Enterprise Architecture Delivery

ME-ITT144 Please write in BLOCK LETTERS

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Authorisation

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Fees

Professional Training fee @ Before 6th October - Save USD 200 and Pay only 3,195

After 6th October - Full Price USD 3,395

Premier Plus - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price

All options inclusive of course papers, luncheon, refreshments & service charge.

Indemnity: Should for any reason outside the control of **marcus evans** training, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** training shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** training harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Britain to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the training. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **John Karras** on **(603) 2723 6600** or e-mail **johnk@marcusevanskl.com**.



professional training

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Code: E

Contact Marketing at **marcus evans**

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Date: 14th - 16th January 2007

Venue: Dubai, UAE

Hotel Accommodation

Accommodation is not included in the training fee. To reserve accommodation at the training venue, please contact the hotel at (973)1753 3533 and make it clear that you are attending **marcus evans** training event quoting ME-ITT144 as a reference.

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Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the training coordinator at **marcus evans** training.

Terms & Conditions

1. Fees are inclusive of programme materials and refreshments.

2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in pounds sterling.

3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.

4. Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

5. Client information is kept on **marcus evans** group companies database and used by **marcus evans** group companies to assist in providing selected products and services which maybe of interest to the Client and which will be communicated by letter, phone, fax, (inc. automatic dialling) email or other electronic means. If you do not want **marcus evans** to do this please tick this box []. For training and security purposes telephone calls maybe recorded.

6. Important note: While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.

7. Governing law: This Agreement shall be governed and construed in accordance with the law of Britain and the parties submit to the exclusive jurisdiction of the British Courts in Britain. However **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.