



Preliminary program bITa Europe 2004

Venue: Queen Elisabeth II Conference Centre, London, UK - Dates: 27, 28 April 2004

This second international conference organised by bITa Center about Business IT Alignment highlights the relation and communication between the 'business' and 'IT' world

Pre-conference Training & Workshops 26 April

During the conference ISEB will have an open certification room where participants can do their exams for free!
 (Note some training courses will last for 2 days spread over 3 days)

Course	Description	Duration	Provider	Free Certification
ITIL Foundation		2 days	To be announced	Yes
Prince 2 Foundation		2 days	To be announced	
DSDM Aware		1 day	To be announced	Yes
ITIL Executive overview		0.5 day	To be announced	
ITIL Management overview		1 day	To be announced	
Business & Management Skills in IT		1 day	To be announced	Yes
Project Management for Information Systems		1 day	To be announced	Yes
	Description	Duration	Provider	Free Certification
	Service Management in Action	1 day	To be announced	
	ITSM Simulation	1 day	To be announced	
Workshops	Description	Duration	Provider	Free Certification
	Six Sigma and ITIL	0.5 day	To be announced	
	BS 15000	0.5 day	To be announced	
	Change Management	0.5 day	To be announced	
	IT Architecture	0.5 day	CGEY	
	IT Governance	0.5 day	To be announced	
	SAMM	0.5 day	IDC	
	Retained Organisation	0.5 day	Quint Wellington Redwood	

Tuesday – 27 April 2004

11.00 –18.00 Exhibition

Plenary Sessions

	Chairman Rik Maes
9.30	Opening by Stephen Timms, Minister of eCommerce of the United Kingdom
9.45	Keynote speech by chairman British Computer Society
10.05	Keynote speech by chairman of the Institute of Directors
10.25	Six IT Decisions your IT people should not make Keynote by: Jeanne W. Ross Principal Research Scientist, Center for Information Systems Research MIT Sloan School of Management
11.10	Coffee Break
11.25	IT Governance; another precondition for bITa? Keynote by: President ISACA <i>IT governance or better some prevailing models and frameworks like Cobit are increasingly entering the IT world. How can IT Governance improve business IT alignment and where does it hinder?</i>

Track 1 Business IT Alignment

	Chairman Tjerk Feenstra, HP
12.10	Introduction to business IT alignment by Rik Maes, University of Amsterdam
12.25	Generic Architecture Framework (GAF) Keynote by: CGE&Y (UK) <i>Architecture is increasingly perceived as a crucial precondition for successful business IT alignment. However so far there were no real standard developed. Recently the first steps have been taken by the setup of the GAF.</i>
12.55	Discussion – chaired by, Tjerk Feenstra
13.10	Lunch Break
14.30	Cross border bITa / Cultural influences Keynote by: CIO IKEA <i>The more large international organisations introduce best practices around business and IT processes. How are the competences around these best practices managed and how is dealt with different cultural influences, hierarchical structures, etc in different countries. Is there any change management best practice model supporting this ;-)</i>
15.00	Discussion – chaired by, Tjerk Feenstra
15.15	Roundtable 1 – Business IT Alignment; yet another leadership problem? – Chaired by Rosan Gompers (Quint Wellington Redwood)
16.15	Tea Break
16.30	Roundtable 2 – Real Time Infrastructure Technologies (RTI) – Shifting the boundaries –Chaired by Shiralee Rawsthorne-Houghton, Sun Microsystems. Contributions from SUN, IBM and HP. <i>RTI challenges some of the longstanding organisational and cultural rules surrounding the use of IT</i>
17.30	Drinks within Exhibition Area
18.00	Reception in the House of Commons

Track 2 IT Alignment

12.10	Introduction by Chairman Claude Durand, Director R&D, Osatis
12.25	The retained organisation Keynote by: (Frank Grift CEO, Quint Wellington Redwood) <i>What are the key elements for an organisation to keep control over its outsourced IT</i>

	<i>department. There are some drawbacks, but with the right competences, a good change management program and the right maturity level of the organisation. The retained organisation can be very efficient.</i>
12.55	Discussion – chaired by Claude Durand
13.10	Lunch Break
14.30	How ING's process atlas help aligning IT processes and projects Keynote by: Peter Burghgraaf, ING BANK <i>Within a major financial organisation there are numerous processes and projects conducted in parallel. Applying different best practices and methods might lead to overlaps and unexpected problems. By creating a process Atlas ING created a tool that helps aligning the different projects and processes. What were the initial considerations to start building this and what the current benefits.</i>
15.00	Discussion - chaired by Claude Durand
15.15	Overview and introduction of best practice frameworks and methods by John Gibert
16.15	Tea Break
16.30	Overview and introduction of best practice frameworks and methods by John Gibert (cont.)
17.30	Drinks within Exhibition Area
18.00	Reception in the House of Commons
Track 3 Frameworks, Tools, Solutions & Techniques (This track is also open for visitors of the exhibition!)	
9.30	Introduction by Chairman Jon Ford , SUNtone programme manager EMEA, SUN Microsystems
9.45	Boardroom Issues and IT Keynote by: Marco Gianotten, Giarte <i>What are the current trends in the boardroom with regard to IT. What is the position of IT management in strategy development. US business managers are believed to more IT minded than their European counterparts. Does this lead to better strategies and more profit?</i>
10.30	Presentation 1 – by Companies in: IT architecture, IT governance, IT Service Management, IT Infrastructure management, Hardware providers, Software providers, Software developers, Business Process Management, Change Management.
11.00	Coffee Break
11.15	Presentation 2
11.45	Presentation 3
12.15	Presentation 4
12.45	Presentation 5
13.15	Lunch Break
	Introduction by Chairman Casewise
14.30	Presentation 6 – Keynote Casewise
15.00	Presentation 7
15.30	Presentation 8
16.00	Tea Break
16.15	Presentation 9
16.45	Presentation 10
17.15	Drinks within Exhibition Area
18.00	Reception in the House of Commons

Wednesday – 28 April 2004

10.00 –18.00 Exhibition

Plenary Sessions

10.00	chairman to be provided by BMC Remedy
10.05	Leadership in Business IT Alignment Keynote by: David Taylor, Author of the Naked Leader – the bestselling guide for unlimited success.
10.50	Maturity Modelling Keynote by: Jan Duffy – Vice President IDC Canada
11.35	Coffee break

Track 1 Business IT Alignment

11.50	Introduction chairman to be provided by Mercury Interactive
12.05	Business Process Management Keynote by: to be announced
12.50	Discussion – chairman to be provided by BMC Remedy
13.05	Lunch Break
14.30	Maturity of Organisations – the HR Component Keynote by: to be announced <i>Many organisations like to change. Many people within the organisation are not against change, but none of them likes to be changed. To what extent can the HR component hinder the corporate strategy? What is good Competence management?</i>
15.00	Discussion – chairman to be provided by BMC Remedy
15.15	Roundtable 1 – Defining bITa within governmental structures – Chaired by John Grogan – MP for Labour
16.15	Tea Break
16.30	Roundtable 2 – a Unified bITa Framework – chaired by John Gibert, Research Director bITa Center
17.30	Drink in exhibition area

Track 2 IT Alignment

11.50	Introduction by Chairman provided by IBM GS
12.05	Project Management in an IT environment Keynote by: <i>Models, domains and frameworks are often born within a certain part of the business. At present we see ourselves confronted with a growing forest of acronyms of which ITIL, Prince2 and some others are only widely known and recognized. Even these well accepted frameworks are criticized of being rigid. Our daily live in organisation confronts us with many different aspects of the business. New cross interest areas come up. Some institutions introduced programmes for this. Project management in an IT area is one of them.</i>
12.50	Discussion , chaired by IBM GS
13.05	Lunch Break
14.30	IT procurement management Keynote by: Denis Verhoef, Ordina ISPL is one of the frameworks which is not yet widely recognized. What are the do's and don'ts and what has been learned in this field the passed years.
15.00	Discussion , chaired by IBM GS
15.15	Roundtable 1 – bITa Scans, benchmarking and self assessment: tools and techniques to find out what your position is in this area – chaired by: John Gibert, Research Director bITa Center

16.15	Tea Break
16.30	Roundtable 2 – The role of ITMSF in aligning IT best practices and standards worldwide – Chaired by Aidan Lawes, CEO, ITMSF
17.30	Drink in exhibition area
Track 3 Frameworks, Tools, Solutions & Techniques	
10.00	Introduction by Chairman Microsoft
10.15	Strategy Alignment Best Practices Keynote by: Frank Grift, CEO Quint Wellington Redwood <i>There are different views on how business strategy and IT strategy should be aligned. Most people tend to agree that business should be in the lead. Other argue that in some cases – given the pivotal position of IT in some organisations – the alignment should IT driven. Are there any best practices around?</i>
11.00	Presentation 11 – by Companies in: IT architecture, IT governance, IT Service Management, IT Infrastructure management, Hardware providers, Software providers, Software developers, Business Process Management, Change Management.
11.30	Coffee Break
12.00	Presentation 12
12.15	Presentation 13
12.45	Presentation 14
13.15	Lunch Break
	Introduction by Chairman Axios Systems
14.30	Presentation 15 – Keynote Axios
15.00	Presentation 16
15.30	Presentation 17
16.00	Presentation 18
16.30	Tea Break
16.45	Presentation 19
17.15	Drink in exhibition area