

Key Process Disciplines for 21st Century IT: Maximizing Business and IT Strategy Integration

A META Group Enterprise Planning & Architecture
Strategies Workshop

NEW Two-Day Agenda for 2002!

May 28-29, 2002
Stockholm, Sweden

June 19-20, 2002
Chicago, Illinois

September 25-26, 2002
Boston, Massachusetts

October 10-11, 2002
Barcelona, Spain





Key Process Disciplines for 21st Century IT: Maximizing Business and IT Strategy Integration

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Rapid response to new business initiatives — combined with increased technical complexity and heightened time and budget constraints — is placing unprecedented pressure on organizations and management. To optimize the overall performance of their enterprise portfolios, leading executives in lines of business and IT organizations are increasingly turning to key management disciplines such as portfolio management, enterprise strategy and planning, enterprise program management, and enterprise architecture to achieve business and IT integration.

The pure project approach to IT has resulted in disconnected silos of technology, information, and business processes. Delivering on the larger business vision requires an approach to IT based on a holistic, overall business perspective. To reflect the characteristics of agility, speed, and integration needed by all businesses today, a disciplined process — from planning to implementation — is required that focuses on the enterprise as a holistic system of systems.

This workshop is an intensive two-day event that will help your organization quickly gain a common understanding of these critical disciplines. Participants will discover how to initiate enterprise architecture and enterprise program management, restart stalled efforts, or move ongoing efforts to a new level. META Group has crystallized the best practices of leading Global 2000 organizations to provide you with the essential knowledge of models and process disciplines required for maximizing business and IT strategy integration.

WHAT DOES THE WORKSHOP EXPLORE?

- Maximizing synergy with enterprise architecture, enterprise strategy and planning, and enterprise program management
- Building a systemic, repeatable capability for successful business and IT integration
- Creating an effective and successful enterprise architecture discipline
- Using the enterprise program management office (EPMO) for continuous business/IT alignment
- Avoiding common pitfalls that plague ineffective IT organizations
- Leveraging proven processes to simplify, organize, and structure your approach
- Applying leading practices of Global 2000 organizations

WHO SHOULD ATTEND?

- CIOs, senior IT management, chief architects, directors of enterprise program management, business strategists, and business managers reliant on IT for success

WHAT DOES THE WORKSHOP COST AND INCLUDE?

- Enterprise Planning & Architecture Strategies clients may purchase workshop tickets for \$1,995 each. META Group conference tickets may not be applied to this training.
- Non-clients of Enterprise Planning & Architecture Strategies may purchase tickets for \$2,995 each — restrictions apply, so please consult with a META Group sales director for details.
- An extensive workbook and accompanying CD-ROM are provided.
- Continental breakfast and lunch are included both days.

Private, on-site workshops for single organizations are also available.

Day One

Day Two

Daily Agenda:

8:30-9:00	Continental Breakfast/Registration
9:00-12:00	Morning Session
12:00-1:00	Lunch
1:00-5:30	Afternoon Session

Daily Agenda:

8:00-8:30	Continental Breakfast
8:30-12:00	Morning Session
12:00-1:00	Lunch
1:00-4:30	Afternoon Session

Planning for the Future

Day One focuses on an examination of key disciplines for enterprise-level planning and enterprise architecture to achieve successful integration between business and IT strategy.

Executing the Transformation

Day Two focuses on best practices for developing an enterprise program management office (EPMO). Attendees will learn best practices for integrating the EPMO with enterprise architecture disciplines, establishing key organizational roles and responsibilities, and building governance processes that bridge the gap between strategy and implementation.

Learn How To:

- Integrate business and IT strategies
- Build sponsorship and support — and establish effective communications strategies
- Convey the language of architecture to your organization
- Develop the critical roles for successful enterprise architects
- Avoid common pitfalls of failed enterprise architecture efforts
- Create and evolve enterprise architecture through an iterative development effort

Learn How To:

- Integrate enterprise architecture and program management to accelerate project delivery, manage risk, and transfer knowledge
- Establish an enterprise program management office to improve project portfolio performance
- Leverage the results of the enterprise architecture effort by integrating the process across other enterprise development and management processes
- Build key governance processes that work
- Articulate the future direction for all constituents

Day One provides exercises for developing effective sponsorship and support of the enterprise architecture process model — and developing a baseline understanding of concepts, terms, and deliverables for actionable, pragmatic success in the context of your organization.

Day Two provides key processes to manage the project portfolio to support the required capabilities and strategic intent of the organization.

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Attire: Business Casual

Dates and Locations

May 28-29, 2002

Stockholm, Sweden

Sheraton Stockholm Hotel & Towers

Tegelbacken 6

PO Box 195

S-101 23 Stockholm, Sweden

Phone: +46 (8) 412 3400

METAgroup.com/epassw02

Special Room Rate:

2,595 Krona (Single)/2,815 Krona (Double)

Sleeping Room Cutoff Date: May 3, 2002

To register for an International Workshop, please contact your local META Group office for more details.

June 19-20, 2002

Chicago, Illinois

The Palmer House Hilton

17 East Monroe Street

Chicago, IL 60603

(312) 726-7500

METAgroup.com/epasil02

Special Room Rate: \$180 (Single/Double)

Sleeping Room Cutoff Date: May 19, 2002

For room reservations, please call Lee Travel at

(800) 842-4155 or (203) 254-3706.

September 25-26, 2002

Boston, Massachusetts

Location: TBA

METAgroup.com/epasma02

October 10-11, 2002

Barcelona, Spain

Rey Juan Carlos I Hotel

Av. Diagonal, 661-667

08028 Barcelona, Spain

Phone: +34 93 364 40 40

METAgroup.com/epassp02

Special Room Rate: 210 Euros (Single)/245 Euros (Double)


Sleeping Room Cutoff Date: September 16, 2002

To register for an International Workshop, please contact your local META Group office for more details.

To Register for a Workshop

 **Register Online**
See above URLs

 **Register by Fax**
(802) 872-7331

 **Register by Phone**
(800) 945-META [6382]
or (802) 872-7350

 **Register by Mail**
META Group, Inc.
380 Hurricane Lane
Suite #102
Williston, VT 05495

Personal Information

Please write your name and company name as you would like them to appear on your nametag.

Event Location & Date _____

Name _____

Company _____

Title _____

Address _____

Mail Stop _____ Suite/Floor # _____

City _____

State/Province _____ Zip _____

Country _____

Phone _____ Fax _____

E-Mail _____

Registration Fee

Please consult a META Group sales representative for details and restrictions regarding non-clients. META Group conference tickets may not be applied to this workshop. Check the appropriate box below. Fee includes presentation handouts, continental breakfasts, and lunches. All prices are in US dollars.

- I Am Using an EAS Workshop Ticket.
- Check Enclosed (clients — \$1,995 per person; non-clients — \$2,995 per person)

Amount of Check \$ _____

- American Express Visa/MasterCard

Account Number: _____ Expiration: _____

Cardholder Signature: _____

Please make check payable to META Group. Checks must accompany registration and be received two weeks prior to the event.

Cancellations

Cancellations received more than one week prior to the event will be refunded in full; thereafter, cancellations will be subject to a \$1,995 fee for clients/\$2,995 for non-clients. Clients forfeit tickets without prior cancellation notice. In the event that you are unable to attend, registration can be transferred to a colleague within your organization.

Airfare Discounts and Dates

Special airfares are offered exclusively through Lee Travel — (800) 842-4155 or (203) 254-3706. Please specify which META Group workshop you plan to attend. Rates are subject to change without notice.

Deadline: For the best rates, please make your reservations at least 15 days prior to air travel.

About the Enterprise Planning & Architecture Strategies Service

Enterprise Planning & Architecture Strategies provides an invaluable resource to help IT executives create, maintain, and refine the key planning disciplines required to manage an effective IT organization. By implementing enterprise strategy and planning, architecture, and program management best practices, IT organizations are more capable of managing business requirements, aligning processes and technology with business strategy, and improving the credibility of IT in delivering value to the business.

About META Group

Bottom-Line Guidance for IT and Business Transformation

META Group is a leading research and consulting firm, focusing on information technology and business transformation strategies. Delivering objective, consistent, and actionable guidance, META Group enables organizations to innovate more rapidly and effectively. Our unique collaborative models help clients succeed by building speed, agility, and value into their IT and business systems and processes. Connect with METAgroup.com for more details.