MIKE
ROSEN

UNDERSTANDING
ENTERPRISE ARCHITECTURE

ONLINE LIVE STREAMING

MARCH 16-19, 2021

DUE TO TIME ZONES, THIS CLASS WILL TAKE PLACE IN THE AFTERNOON
FROM 2 PM TO 6 PM ITALIAN TIME

ABOUT THIS SEMINAR

Multiple forces have combined to create a renewed emphasis in Enterprise Architecture (EA). First, organizations are more dependent on technology, which continues to expand in importance and complexity. This is compounded by the drive for digital transformation and the need for improved consistent customer experience and operational efficiency. Finally, the recent experience with COVID-19 has shown that organizations with a good architectural foundation were much more successful at making the tough decisions and quick changes to business and operating model that the pandemic demanded. But, while organizations now understand that they need EA, most don't understand what it actually is, know what it looks like, know how to create it, and most importantly, know how to use it to deliver value and influence decisions.

This seminar answers those questions for anyone new to EA and introduces a set of skills and techniques for delivering architectural value. We start with an overview of Architecture, the motivations and the value proposition. Then we explore the question "What is architecture" to get a general understanding of the underlying principles. Next, we go through an extensive example of an Enterprise Architecture illustrating the requirements, scope, concerns and artifacts from the Business, Information, Application, and Technology domains as well as governance, portfolio management, repositories, and the Architecture program itself. With a good understanding of what Architecture looks like, we cover some of the important architectural skills, principles and thinking, and an overview of the major architectural frameworks.

However, this is not a course on EA frameworks. Instead, it focuses on an overall understanding of the breadth and depth of Enterprise Architecture and the underlying skills and principles that you need to be an Architecture or manage an Architecture program. The seminar is a combination of lecture, discussion, and group exercises and will leave you with a good overview, new insight, and some techniques that you can apply as soon as you get back to the office.

What you will learn

• Why your organization needs Architecture. The Architecture value proposition
• An overview of the principles, practices and structure of Enterprise Architecture
• The concepts, models and vocabularies of different architectural roles and domains
• Issues and techniques of business, information, application and technology Architecture
• Architectural principles and skills that can immediately be applied to your current role
• How to organize Architecture programs to deliver value

Who Should Attend

• Enterprise Architects
• Business Architects
• IT Architects
• Application Architects
• Information Architects
• IT Managers
• Architecture team
• Program Managers

OUTLINE

INFORMATION

PARTICIPATION FEE

€ 1100

The fee includes all seminar documentation.

SEMINAR TIMETABLE

2.00 pm - 6.00 pm (Italian Time)

HOW TO REGISTER

You must send the registration form with the receipt of the payment to:
TECHNOLOGY TRANSFER S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)
email: info@technologytransfer.it

PAYMENT

Wire transfer to:
Technology Transfer S.r.l.
Banca: Cariparma
Agenzia 1 di Roma
IBAN Code:
IT 03 W 06230 03202 000057031348
BIC/SWIFT: CRPPIT2P546

GENERAL CONDITIONS

DISCOUNT

The participants who will register 30 days before the seminar are entitled to a 5% discount.

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.

CANCELLATION POLICY

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.

CANCELLATION LIABILITY

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.

SPEAKER

Mike Rosen is Chief Scientist at Wilton Consulting Group which provides expert consulting in Digital Transformation Strategy, Business Architecture, Enterprise Architecture, and Enterprise Solutions. Mr. Rosen is also a founding member and Vice President of the Business Architects Guild. Prior to returning to consulting, Mr. Rosen was Global Research VP for IDC, providing research to IT and business leaders on Strategic Architecture and Digital Transformation. His current emphasis is on the new 'Digital Business Platform' required to enable agile, flexible, scalable and sustainable Digital Transformation. With 40 years in technology, Mr. Rosen has years of experience in the architecture and design of applications for global corporations and 20+ years of product development experience. He is an internationally recognized speaker and author of several books and hundreds of articles.