

TECHNOLOGY TRANSFER PRESENTS

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



info@technologytransfer.it
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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 Architect 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

1. Introduction

- Why Enterprise Architecture?
- Forces driving EA
- What is Architecture?

2. Detailed EA Example

- Scenario, Strategy, Requirements
- Business, Information, Application, Technology
- Performance, Service, Integration, Security
- Governance, Portfolio management, repository

3. Architectural Skills

- Critical Thinking, Systems Thinking
- Abstraction, Visualization
- Contextualization Conceptualization
- Principles, Policies, Practices
- Patterns, Reference Architecture

4. Architecture Frameworks and Comparison

- Zachman, TOGAF, MoDAF

5. Creating EA Programs and Roadmaps

- EA Organization and Governance
- Architecture Maturity Models

6. Business Architecture

- What is Business Architecture?
- Business Concepts
- Strategy to Execution
- Business Architecture Modeling
 - Business Capability Maps
 - Value Streams
 - Business Motivation Model

7. Information Architecture

- What is Information Architecture?
- Operational, Analytical, Big Data
- Data Models, Enterprise Information Model
- Cognitive platform: AI and Machine Learning
- Data Lakes, Data Warehouses and Data Marts
- Data Flow, Master Data Management and Data Virtualization

8. Application Architecture

- What is Application Architecture?
- Architecture Styles
- Modern Application Architectures
 - Microservices
 - Data Streaming
 - PaaS
- Architectural Reference Models, Patterns
- Conceptual Architecture

9. Technology Architecture

- What is Technology Architecture?
- Interface between Application and Technology
- Modern Technology Platforms
 - Hybrid Multi-Cloud
 - Edge computing
- Integrating Cloud into the Enterprise

10. Conclusion

- Tying it all together
- Architecture Value Proposition
- Next steps

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 1100</p> <p>The fee includes all seminar documentation.</p> <p>SEMINAR TIMETABLE</p> <p>2.00 pm - 6.00 pm (Italian Time)</p>	<p>HOW TO REGISTER</p> <p>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</p> <p>PAYMENT</p> <p>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</p>	<p>GENERAL CONDITIONS</p> <p>DISCOUNT</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>CANCELLATION POLICY</p> <p>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.</p> <p>CANCELLATION LIABILITY</p> <p>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.</p>
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Registration fee:
€ 1100

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

job title

organisation

address

postcode

city

country

telephone

fax

e-mail



Stamp and signature

Send your registration form with the receipt of the payment to:
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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.