MIKE
ROSEN

CREATING THE NEW TECHNOLOGY PLATFORM FOR DIGITAL TRANSFORMATION

ONLINE LIVE STREAMING

NOVEMBER 23-26, 2020

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

ABOUT THIS SEMINAR

The past few years have seen dramatic changes in technology, business models, enterprise systems… in other words, digital transformation. Driven by real time engagements, an order of magnitude increase in data, accelerating speed of change, the ephemeral nature of the Cloud, exponential increases in computing power, and cognitive/AI/ML technologies, this combination of new realities is enabling solutions that weren't possible before. It's not that everything you used to know is now wrong, but it has all changed.

The new world is dynamic, decentralized, data driven, automated, and self-learning. A decentralized architecture, supporting real-time and near-real-time experiential engagements, ecosystem awareness, augmented decision making, automated and connected products and services, and more is needed. But, like everything else, architecture must also change to keep pace with the new realities of today.

This seminar explores the requirements for the new Digital Economy, describes the "Digital Business Platform" necessary to succeed, and lays out the architecture needed to create that platform. It covers the changes to traditional architecture domains of business, information, application and technology, as well as details of new domains including performance and security to provide a detailed, holistic view of all the pieces and how they fit together.

BENEFITS OF ATTENDING

• Why the Digital Economy requires a new architecture?
• Dimensions of Digital Transformation: Information, Experiential Engagement, Operating Model
• What is the architecture for the new "Digital Business Platform"?
• What are the component architectures and how do they fit together?
• Sense, Compute, Act -Architecting the new paradigm of the Digital Economy
• Enabling new business models: Connected Products, Asset Lite, Information Monetization, Engagement
• Case Studies

AUDIENCE

• IT Leaders
• IT Managers
• IT Architects
• Business Architects

OUTLINE

1. Introduction

2. What is Digital Transformation

• Digital Transformation Defined
• Dimensions of Transformation: Business Model, Operating Model, Information, Technology

3. The new Digital Business Platform
• Intelligent core, Data, Integration, Development, Engagement

4. Architecting the new Digital Business Platform

• The New Architecture Framework
• 5 S's of Architecture Transformation
• Sense, Compute, Act: The new paradigm

5. Business Architecture
• BA Overview
• Articulating Strategies
• Value Stream Workshop
• Capability Framework

6. Retail Case Study

• Planning Strategy to Execution
• Value Based Planning

7. Performance Architecture

• Outcomes, Critical Success Factors, KPIs
• Business Motivation Model
• Performance Framework

8. Information Architecture

• Decision Centric Computing
• Cognitive approaches
   o AI, ML, DL

• Data lakes
• Data patterns

9. Application Architecture

• Microservices and APIs
• CaaS, FaaS
• PaaS
• DevOps
• Legacy Rationalization and Technical Debt

10. Technology Architecture

• Hybrid Solutions
• Cloud Transition Strategies

11. Security Architecture

• State of cybersecurity
• Four disciplines of security management
• Security economics and Risk Reduced Per Unit Cost
• Security as a Service
• Digital Trust
• GDPR
• Blockchain

12. Conclusion

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.

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November 23-26, 2020

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:
Technology Transfer S.r.l.
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Tel. +39-06-6832227 - Fax +39-06-6871102
info@technologytransfer.it
www.technologytransfer.it

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.