

TECHNOLOGY TRANSFER PRESENTS

JOHN ZACHMAN

ENTERPRISE ARCHITECTURE

Design for Complexity and Change

ONLINE LIVE STREAMING

APRIL 28-29, 2022

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



info@technologytransfer.it
www.technologytransfer.it

ABOUT THIS SEMINAR

Just as the futurists have been predicting for many years, the Information revolution has become a reality. Technology has penetrated every aspect of the Enterprise and its exploitation has impacted the very structure of many industries. The world has become a global, electronic marketplace. Enterprises are beginning to perceive the significance of design... design that knows no organisational boundaries, inside or outside of the Enterprise itself. Organisational hierarchies are becoming obsolete as power is clearly shifting from the top to the bottom and then beyond the Enterprise.

How is the Enterprise to find the right balance between structure and innovation? Technology innovation proceeds at blinding rates. Enterprises are under heavy stress as global economies begin to react to the early phases of the Information age.

Enterprise Architecture is fundamental for enabling an Enterprise to assimilate internal changes in response to the external dynamics and uncertainties of the information age environment.

It not only constitutes a baseline for managing change, but also provides the mechanism by which the reality of the Enterprise and its systems can be aligned with management intentions.

The objective of this seminar is to build an understanding of the concepts of Enterprise Architecture and develop a sense of urgency for implementing those concepts in a modern Enterprise.

WHAT YOU WILL LEARN

- A sense of urgency for aggressively pursuing Enterprise Architecture
- A comprehensive definition (description) of Enterprise Architecture
- A "language" (that is, a framework) for improving Enterprise communications about Architecture issues
- A strategy for reducing "time-to-market" for systems implementations to virtually zero
- Some pragmatic approaches for implementing Enterprise-wide strategies
- Issues for inclusion in an Enterprise Architecture strategy
- Architectural principles for meeting Enterprise requirements
- A list of resources to facilitate architectural work

WHO SHOULD ATTEND

The seminar is designed for Enterprise Professionals of every discipline including non-Information disciplines as well as Information disciplines. Although it is addressing technology issues, it is not a "technical" seminar. It addresses the subjects that both Enterprise Professionals and Information Professionals must understand to operate effectively in collaboration in the Information age environment.

Further, the seminar is appropriate for Management. For Management, it clarifies the issues for decision purposes and enables more meaningful dialog with and among the technology community.

OUTLINE

1. Global Environment

This describes the source of the extreme complexity and rate of change that are characteristic of the Information Age environment. It describes a strategy for changing the Enterprise dynamically to accommodate the demands placed on it from the recipients of its products or services... its "marketplace."

2. Definition of Enterprise Architecture

This explores the definition of Architecture for anything... buildings, airplanes, computers, any Industrial Age Product and based on that pattern, postulates Architecture for Enterprises... the "Zachman Framework."

3. Ontology versus Methodology

There is a problem with the word "Framework." It is being used to designate two different things which is causing much confusion in Business as well as in the Information Community. This resolves that confusion and shows that an Ontology does not compete with Methodologies... it COMPLETES Methodologies

4. A Zachman Framework Story

This is a story of how a CEO used the Zachman Framework to solve an urgent problem which has changed the perception of Enterprise Architecture as being an IT Model Building exercise to become a General Management Problem Solving Investment.

5. Design versus Implementation

Historically, IT has been perceived as a manufacturing function, building and running systems, as opposed to an engineering discipline that designs Enterprises. Enterprise Architecture is not simply bigger systems. Design requires different models, different methodologies,

different principles, different thinking. Design issues include Designing for Alignment, Accommodating Complexity, design for Change, etc.

6. Doing Enterprise Architecture

This is an illustration of an introductory methodology that is simple and logical and can be done by anyone who has knowledge of the Enterprise, creating a basis for solving General Management problems, while building a foundation for ensuing work to complete Enterprise Architecture as an on-going process of the business.

Comments of past Participants

"John Zachman presents a very compelling argument, that is, every organisation needs an Enterprise Architecture to survive."

Jane Stewart, BT Callnet

"An excellent and inspiring seminar - we will return to work and start immediately. I can recommend this seminar with enthusiasm."

David Harrison, Ordnance Survey

"An excellent course. All CEOs and CIOs should attend."

Morag Clark, Severn Trent Water

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 700</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) Fax +39-06-6871102</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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JOHN ZACHMAN
ENTERPRISE ARCHITECTURE

April 28-29, 2022

Registration fee:
€ 700

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.
Piazza Cavour, 3 - 00193 Rome (Italy)
Tel. +39-06-6832227 - Fax +39-06-6871102
info@technologytransfer.it
www.technologytransfer.it



SPEAKER

John Zachman is the originator of the "**Framework for Enterprise Architecture**" which has received broad acceptance around the world as an integrative framework, or "periodic table" of descriptive representations for Enterprises. He is not only known for this work on Enterprise Architecture, but he is also known for his early contributions to IBM's Information Strategy methodology as well as to their Executive team planning techniques.

Mr. Zachman retired from IBM in 1990, having served them for 26 years. He is Chief Executive Officer of the Zachman Institute for Framework Advancement (ZIFA), an organization dedicated to advancing the conceptual and implementation states of the art in Enterprise Architecture. He also operates his own education and consulting Business, Zachman International.