

17 May 2010, London

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IT Strategy & Management Series

Successfully Aligning Business and IT

13-14 April 2010, London

The Corporate Strategy for IT

15-16 April 2010,
23-24 November 2010, London

Designing the Enterprise for Rapid Change

17 May 2010, London

Finance for IT Decision Makers

9-10 March 2010, London

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26-27 April 2010, London

Group Booking Discounts

If 5 delegates from the same organisation register at the same time for the same or various seminars, then the 5th delegate is free. We regret that this offer cannot be used in conjunction with the Series Discount.

'All excellent speakers, with in-depth knowledge and experience.'
Avril Lucas, Averly

Presenter



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.



Roger T Burlton is a co founder of BPTrends Associates and the founder of Process Renewal

Group and the author of 'Business Process Management: Profiting from Process'. He is considered a global industry leader in the introduction of innovative yet practical approaches for process and organizational change.

Ronald G. Ross serves as Executive Editor of www.BRCcommunity.com and its



flagship publication, Business Rules Journal. He is a sought-after speaker at conferences

world-wide. Mr. Ross is recognized internationally as the "father of business rules." He is Co-Founder of Business Rule Solutions.

In-House Training

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T: +44 (0)20 8866 8366
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Designing the Enterprise for Rapid Change

A One Day Strategic Briefing by the '3 Amigos'

John Zachman, Roger Burlton and Ron Ross on today's most urgent business and IT issues

Overview

Are you concerned about how your business and its IT systems can cope with the accelerating rate of change?

If you are involved in where your company's business processes and IT architecture are going, you don't want to miss this one-day event on ...

- Enterprise Architecture Planning
- Enterprise Business Process Management
- Enterprise Decision Management and Business Rules

Burlton, Ross and Zachman are the 'three amigos' of enterprise design. They believe there needs to be a fundamentally new way of working the business/IT partnership. Lip service isn't enough - the business needs to put itself back in the driver's seat.

Each has spent many decades innovating and fine-tuning an important piece of the enterprise-design puzzle. Each believes real success comes only through carefully planned approaches that work with one another. Each feels a sense of real urgency about the need for organizations to do things better. And each is a great communicator.

Will the next management fad or silver bullet in IT solve all your strategic and tactical problems? Have they ever?! Existing practices for planning and deploying IT-based solutions haven't really worked for a good while. *It's time for new solutions that are logical, aligned and integrated!*

What's at stake? Literally, the future success, if not the very survival of your company. Change is happening faster and faster every day. **The winners in today's world are the ones who can plan and craft for rapid change in the face of huge complexity. Your business simply can't afford not to shift gears - and soon!** You'll never be able to simply code your way into the future!

Learning Objectives

Find out what you need to know about designing the enterprise for rapid change ...

Spend a day with the world-class thought leaders on business innovation through business architecture and business-driven requirements and planning. Find out what 'doing the right things in the right way' really means. Find out how your company can put the "business" back in "business processes", "business rules," and "business architecture". Find out how your business can...

- Regain control of its planning, development, and transformation practices.
- Architect and engineer itself for maximum agility.
- Make the most of its strategic investment in IT.

Seminar Outline

- **John Zachman** on business architecture
- **Roger Burlton** on business process management
- **Ron Ross** on enterprise decision and business rules
- **Panel Q&A**

Audience

- CIO
- CTO
- CEO
- IT Director
- IT Manager
- IT Strategist
- Enterprise Architect
- Business Analyst
- IT Consultant
- Project Lead
- Business Process Manager/Engineer
- Knowledge Manager/Engineer

Special Features

- This is the only seminar in the world where you can have 3 of the world's most renowned experts on IT discussing key business and IT issues in one day
- The Panel Q&A will give you the chance to ask these IT gurus any of your business and IT concerns

Enterprise Architecture Conference Europe 2010 16-18 June 2010, London

Pencil these dates in your diary now. Full programme will be announced in February 2010.

