Pan-European Conference
Enterprise Architecture Management 2010
Ways to maximise cost savings from consolidations, mergers and transformations, realise optimal business results from technology solutions, connect the business and technology needs of an organisation for a sustainable competitive ability

Hilton Berlin, Germany
23rd & 24th November 2010

The Conference Will Present Case Studies on Cutting Edge Topics such as:

- Ways to a consistent and company wide enterprise architecture and how to build and develop a corporate Enterprise Architecture Management
- The business value of EAM: How to measure and communicate it and the role of EAM as a business enabler
- Effective business IT-alignment – How to integrate the business side into the architecture and technology planning
- Operative Enterprise Architecture Management and where the traps are
- Application strategy and solution architecture – How to handle enterprise architecture frameworks and the best way to the target architecture
- Standardisation and consolidation of IT processes- How to achieve a dynamic and flexible architecture planning in line with IT-governance
- The alliance of SOA and EAM in a service oriented IT organisation

Plus: Panel Discussion on Day 1:
The value of EAM to protect the long-range company success. Where are the opportunities, where are the limits?

marcus evans Expert Speaker Panel:
Dominique Vauquier
Senior Enterprise Architect
AXA Group
Antonio Marquez
Vice-president of the Architecture Office
Banesco Venezuela
Slawomir Soszynski
Central and East Europe Chief IT Architect
Citigroup Inc.
Michael Pastuch
Head of Application Architecture Private Banking
Credit Suisse AG
Dr. Karsten Weronek
Head of Corporate Information Management
Fraport AG
Bartłomiej Seidel
IT Strategy Expert, Enterprise Architect
PKO Bank Polski S.A.
Alex Lorke
Head of Business & Process Architecture
Royal Mail Group
Anette Bergendorff
Business Architect, BIO Office SEB Trygg Liv
Dr. Mohan Ravindranathan
Head of Architecture – Exploration & Production
Shell International Limited
Manoj Tripathi
Lead Technical Architect
Telefónica O2 UK Ltd.
Pawel Ulinski
Chief Architect
Telekomunikacja Polska
Nicolas Liochon
Head of Platforms and Architecture, Risk Management
Thomson Reuters
Johanna Värild
Head of Enterprise Architecture
TUI Nordic
Dr. Peter Scheepers
Lead Business Architect
Quion Groep BV
Gerald Wieder
Head of IT Architecture
Vattenfall Europe AG

Sir Winston Churchill, British politician
The further development of the Enterprise Architecture Management and the alignment of the IT-Landscape with the business strategy needs sets the course for the corporate-EAM

“However beautiful the STRATEGY, you should occasionally look at the RESULTS.”

Media Partners:

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Dominique Vauquier
worked as a consultant manager at Logica Management and also as Head of Method & Architecture department for Unilog and Azur-GMF. Dominique Vauquier is creator and main author of the open method Praxeme and president of the Praxeme Institute. Currently he is working on the Group IT Strategy and is in charge for the Group Target Architecture of the AXA Group.

Gerald Wieder
is operating within the CIO department. He is responsible for IT Strategy, IT Architecture and Business Process Management. Prior to Vattenfall Europe AG, Gerald Wieder has held various IT management positions for IBM Germany, Arthur D. Little International Consulting, I-D Media AG and Coca-Cola Germany. He studied Information Science and owns a MBA.

Michael Pastuch
is currently the Head of Application Architecture for Private Banking at Credit Suisse AG. In his current role he is responsible for the architectural development and management of Credit Suisse Private Banking’s application landscape, and was instrumental in the formation and management of enterprise level domain and business component models, and landscape architecture principles. Over the last 16 years he has held various strategic and management positions in IT at Credit Suisse, including Departmental Chief Architect for Global Banking Solutions, Lead Architect for IT International, Treasury Development Manager for Global Banking Systems, and Head of Application Development for Credit Suisse Canada. He has collected close to 25 years of IT experience working in various sectors, including manufacturing, pharmaceuticals, financial services and IT consulting. Originating from Canada, Michael holds a degree in Civil Engineering, and Systems Analysis and Design, and has studied in the areas of International Banking and Finance, and IT Strategic Development.

Antonio Marquez
had the responsibility to implement the architecture processes and governance mechanisms in Banesco with the main objective to contain the architecture complexity. Today, the architecture office he direct defined a future state to simplify the architecture aligned with the Business Strategy. Prior to joining Banesco Antonio Marquez worked in Citibank Venezuela as Touch Points Technology Manager, being the last assignment as local IT Architect. In total he had 20 years of experience related to the Banking and Finance Industry (11 of them in vendors, 9 in banks). Antonio Marquez is computing engineer with a specialization in enterprise management (marketing) both in the Simon Bolivar University, Caracas, Venezuela.

Nicolas Liochon
is Head of Business & Process Architecture for Royal Mail Group with responsibility of developing and realising the architecture vision underpinning RMG’s business transformation. Prior to Royal Mail, Alex spent 7 years driving IT enabled change as Reuters transitioned its Service, Sales, Order Management and Operations functions to a global shared services model. He concluded his time at Reuters as Head of Enterprise Architecture defining the target architecture for the combined Thomson Reuters business systems. Prior to his time at end-user organisations, Alex spent 8 years at Logica working across multiple industries and fortune 500 companies. Alex is a Diplom-Kaufmann from Mannheim University.

Johanna Värild
is Head of Enterprise Architecture in TUI Nordic and has over 20 years of experience in Business & IT development. She has worked with several IT organizations – Plusgiro (Nordea Bank), The Swedish Horse racing Toalisator Board and The Swedish Tax agency before joining the Travel Business in 1998. She enjoys driving change and contribute with methods and facilitation to connect Business and IT development. In her early career she focused on modeling and facilitation in early phases in IT development, followed by different management roles giving her experience in all phases of IT development including IT Governance. Johanna Värild is now focusing on driving Enterprise Architecture on a strategic level, setting up and driving a major transformation program of Business Processes & IT services within TUI Nordic.

Dr. Karsten Weronek
is Senior Executive Manager and Head of Corporate Information Management at Fraport AG. In this position he is responsible for IT-strategy, IT-architecture, IT-governance, IT-compliance and information-security, as well as for IT-spending management. Prior to joining the Fraport AG he worked for Andersen Consulting (now Accenture) within large international IT and process reengineering projects as well as manager of IT-operations. Dr. Karsten Weronek started his career as consultant and interim manager in medium-sized service companies (e.g. travel, facility management, human resource). He owns a PhD in physics from the University of Stuttgart. During his dissertation he was researcher at the Max-Planck-Institute for Solid State Research in Stuttgart. Additionally Dr. Karsten Weronek is associate lecturer in Computer Science and Economics at the University of Applied Sciences in Frankfurt.

Dr. Mohan Ravindranathan
graduated in Electrical Engineering from the Indian Institute of Technology. He owns a PhD in Computer Science from Edinburgh and MBA from Warwick Business School. He started his career as a scientist with BT Labs in the UK. After that Dr. Mohan Ravindranathan moved on to Unilever where he worked in different areas including e-Business Strategy, IT Strategy, Corporate Strategy as well as pioneered its very first architecture practice. Prior his time with Shell International he worked for HBOS plc as Chief Architect in Retail banking and became Director of Group Strategy. In 2009 he joined Shell International where he currently heads up the architecture team in Exploration and Production. Dr. Mohan Ravindranathan holds two patents, recipient of British Government Fellowship in Robotics & Artificial Intelligence as well as UN Fellowship in Artificial Intelligence.

Speaker Profiles
Dr. Peter Scheepers
After his study in geology, Dr. Peter Scheepers did geophysical research using paleomagnetic methods on the geodynamical evolution of the Mediterranean Area during the last 20 million years. After his PhD in 1994 Dr. Peter Scheepers started working in the financial industry in different functions connecting business and ICT using architecture and information management as instruments. He worked five years as senior information analyst at a pension fund and insurance company and six years as advisor and information manager at the Dutch Central Bank department Supervision. Since 2005 Peter Scheepers is working in the role of a business architect at mortgage servicer Quion. In this role Peter Scheepers is responsible for the alignment of the Quion architecture with the different architectures of business partners. In this role Peter Scheepers is also facilitating the connection and insourcing of new business partners to the servicing of Quion.

Pawel Ulinski
is Head of Enterprise Architecture Agency in TP Group since 2008, after serving almost four years as OSS leading architect in TP Group. Previously, he worked for Amdocs as a billing project manager for Vodafone. Before that, he had been working as MIS manager and project manager in Netia Telecom for 3 years. Except broad teleco. experience he has about eight years of software development background gained at different software providers. Pawel Ulinski holds a Master in Cybernetics and Computer Science.

Slawomir Soszynski
Is Central and East Europe Chief IT Architect with responsibility for technology planning and leading a vision of short- and long- term IT Strategy and Architecture at Citi. He has over 10 years of experience in Business and IT Development including management of Information Security Programs, Vulnerability Assessments, Risk Management, IT Audit, System Administration and Software Development. He studied Physics & Information Science and holds a MSc in Physics and Computers from Torun Nicolas Copernicus University.

Bartlomiej Seidel
Before his current position as IT Strategy Expert and Enterprise Architect in the PKO Bank Polski S.A. Bartlomiej Seidel worked as an independent Enterprise Architecture Consultant. Prior he was Director of Low Silesia Governor’s Computer Centre and SAP Senior Consultant for the IMG AG. Bartlomiej Seidel also has experiences as an independent BPR Consultant.
Day 1

Tuesday, 23rd November 2010

08.30 Registration with coffee and tea

09.00 Opening Address from marcus evans and the Chair

STRATEGIC ENTERPRISE ARCHITECTURE MANAGEMENT

09.15 Case Study:
A classification of skills based on the enterprise reality
- Great confusion in the definitions of the disciplines (Enterprise Architecture, Business Architecture, Business Analysis...)
- Need for a new starting point (limit the wastes, allow ambitious transformation)
- A comprehensive approach (first consider the enterprise itself, then determine the needs for competencies)
- Some necessary changes in the organisations
- Impact on the disciplines: Practices, skills, value
Dominique Vauquier
Senior Enterprise Architect
AXA Group

10.00 Case Study:
Challenges during the cross-border EAM Implementation for Vattenfall group
- Managing complex tasks with lean architect organisation
- Involving internal IT service providers
- Identifying EAM stakeholders & drivers and how to involve them
- Driving standardisation with standards and governance
Gerald Wieder
Head of IT Architecture
Vattenfall Europe AG

10.45 Refreshment break

11.15 Case Study:
Managing EA in a Global Enterprise
- Architecture at Credit Suisse
- Overall evolution from divisional to global principles, models, standards and strategic architectural enablement and management
- Global governance, organisation, methods, and approach as drivers towards global success
Michael Pastuch
Head of Application Architecture Private Banking
Credit Suisse AG

12.00 Case Study:
Evolution of an Enterprise Architecture Office in Banesco
- Background: A short history of how Banesco became the first bank in Venezuela. Reasons to create an Enterprise Architecture Office
- A future Architecture, the challenge
- An Enterprise Architecture Office is enough to transform the Architecture?
- Strategic IT Plan and Enterprise Architecture, better together?
Antonio Marquez
Vice-president of the Architecture Office
Banesco Venezuela

12.45 Lunch break

14.00 Case Study:
How to cope with Complexity of Airport-IT using EAM
- IT at Frankfurt Airport: Challenges of Complexity
- What differs airport IT from other business's IT and why the issues are the same
- The Fraport-EAM-Model: Make it visible
- The importance of the meta-model, target group specific views
- The EAM-Process: Say No!
- How to achieve the empowerment to shape the IT-landscape by means of governance
Dr. Karsten Weronek
Head of Corporate Information Management
Fraport AG

14.45 Case Study:
Managing Changes with EAM
- Strategies for IT systems evolutions
- Aligning organisation to business objectives
- Involvement of customers and partners in change management
Nicolas Liochon
Head of Platforms and Architecture, Risk Management
Thomson Reuters

15.30 Refreshment break

16.00 Case Study:
How we transform Royal Mail – EAM in a corporate transformation process
- Royal Mail is undergoing one of Europe's largest transformation in the face of deregulation, structural decline in the mail market and a crippling pension deficit
- How the CIO moved IT from a cost centre to a strategic enabler to the tune of £1bn
- EA leads the technology vision and underpins the corporate transformation process
- Making transformation “stick” through procurement and organisational design
- Lessons learnt and critical success factors
Alex Lorke
Head of Business & Process Architecture
Royal Mail Group

16.45 Case Study:
Build for Change through Enterprise Architecture
- Enterprise Architecture as a change facilitator
- Building unified knowledge through Enterprise Architecture
- The process of clarifying the Enterprise Architecture
- Communication is key
Johanna Vårild
Head of Enterprise Architecture
TUI Nordic

17.30 Panel Discussion:
The value of EAM to protect the long-range company success. Where are the opportunities, where are the limits?

18.15 Closing remarks from the Chair

18.30 End of Day One

CORPORATE AND IT TRANSFORMATION WITHIN EAM

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Day 2

Wednesday, 24th November 2010

08.30 Registration with coffee and tea

09.00 Opening Address from the Chair

BUSINESS ARCHITECTURE AND ENTERPRISE ARCHITECTURE MANAGEMENT

09.15 Case Study: Closing the gap between the business and IT
- Enterprise Architecture is not only a blueprint and it does not happen with a BIG BANG. It is a way of working!
- The work is all about reengineering the company and that has to start within the business side
- The business people need to reclaim ownership of their information and business processes
- The company information has to be collected in one explicit place to enable reusability and eliminate risk and most importantly – Be regarded as a strategic asset

Anette Bergendorff
Business Architect, BIO Office
SEB Trygg Liv

10.00 Case Study: Managing Enterprise Architecture: Learning from Static versus Dynamic Landscapes
- EA focus in Financial Services, FMCG and Oil Exploration & Production
- Similarities and differences in these approaches
- A view on learning from these practices

Dr. Mohan Ravindranathan
Head of Architecture – Exploration & Production
Shell International Limited

10.45 Refreshment break

11.15 Case Study: Mortgage Servicer Quion under Architecture and the relation to Business Process flexibility and Insourcing
- Quion the Dutch mortgage servicer with strong focus on architecture
- Use and configure the business and ICT landscape depending on products and process requirements
- Architecture Management enables business: Quicker time-to-market for partners and/or new products
- How Quion facilitates partial and complete servicing of mortgage portfolios
- Keep control – Using the process and ICT infrastructure of Quion
- How to connect the business processes and ICT systems of business partners using webservices or using the Quion infrastructure as an application service

Dr. Peter Scheepers
Lead Business Architect
QUION Groep BV

APPLICATION STRATEGY, SOA, GOVERNANCE AND FRAMEWORKS

12.00 Case Study: IT Architecture Governance – An evolution from a “city planning” to a “IT environment control” approach in TP Group
- Business context and EAM goals in the TP Group
- Implementation of “city planning” EAM approach
- “IT environment control” – A mindset change
- Mixed approach implementation – Main EAM processes and roles of solution architects and enterprise architects

Pawel Ulinski
Chief Architect
Telekomunikacja Polska S.A.

12.45 Lunch break

14.00 Case Study: Application Strategy and solution architecture in line with EAM
- Architecture and Strategy Governance – Cit EAM
- Development and Execution of Application Roadmaps
- Solution Architecture plays in Business success
- Architecting changes – Sky is the Limit

Slawomir Oszynski
Central and East Europe Chief IT Architect
Citigroup Inc.

14.45 Case Study: EAM in a service oriented IT organisation – The alliance of SOA and EAM
- Manoj Tripathi
  Lead Technical Architect
  Telefonica O2 UK Ltd.

15.30 Refreshment break

16.00 Case Study: How to make EA operative – Selection and customising of EA reference frameworks
- Depending on goals, culture, competences, resources and external drivers each organisation should develop it’s own way of enhancing EAM
- Available EAM reference frameworks consist of many elements that should be selected and applied in a wise manner
- Some EAM techniques, tools and methods are especially important for successful operationalisation of EA concepts,
- How to avoid pitfalls on the way of transformation from IT management to EA management
- Lesson learnt from organisations trying to reach EAM excellence

Bartlomiej Seidel
IT Strategy Expert, Enterprise Architect
PKO Bank Polski S.A.

16.45 Closing remarks from the Chair

17.00 End of Conference

We would like to thank everyone who has helped with the research and realisation of this marcus evans conference, in particular the speakers for their continued support and commitment.

Robin Wüllenweber
Conference Producer, IT Division
marcus evans (Germany) Ltd.

Who Should Attend:
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- IT-architecture
- IT-strategy
- IT-process management
- IT-management
- IT-governance
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