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# Gartner Application Architecture, Development & Integration Summit 2015

20 – 21 July | Hilton Sydney | [gartner.com/ap/aadi](http://gartner.com/ap/aadi)

Innovate and Renovate to Dominate  
in the New Digital Economy

## Hot topics

Develop Applications Strategy for the Digital Future

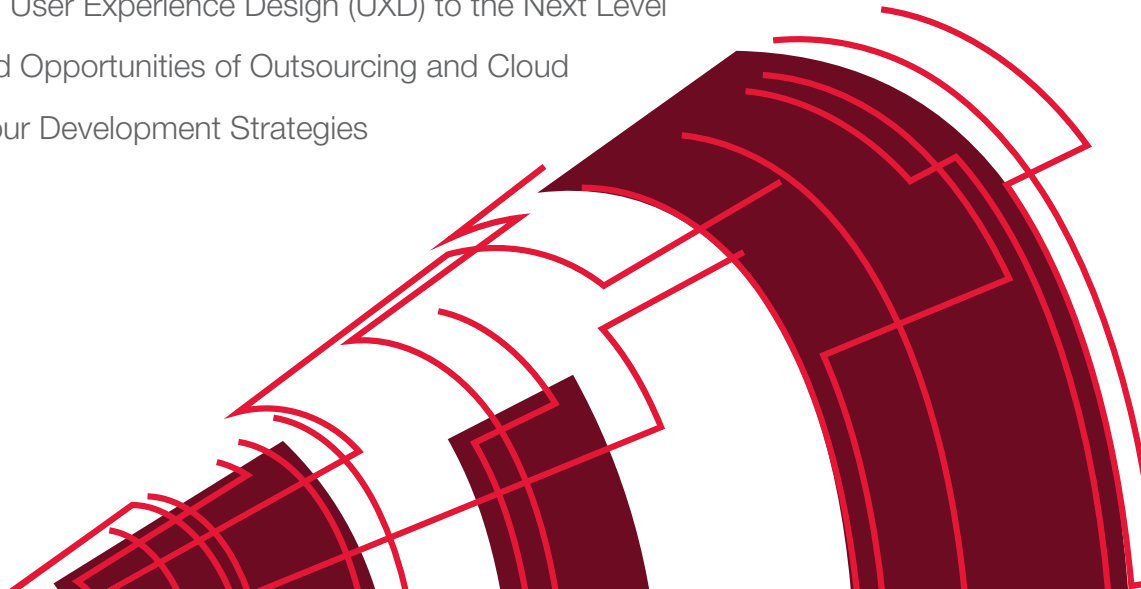
Manage Packaged, Custom, Cloud and Mobile Apps

Align IT and Business Strategy to Meet the Demands of Digital Business

Take Mobile and Web User Experience Design (UXD) to the Next Level

Balance the Risks and Opportunities of Outsourcing and Cloud

Integrate Agile into Your Development Strategies



# Advance your mobile, cloud, analytics and API capabilities

## From the desk of Brian Prentice, Research VP and Summit Chair

Application professionals have unprecedented opportunities to exploit. The Nexus of Forces — mobile, cloud, social and analytics — and the Internet of Things continue to open up new possibilities for business. But these opportunities come at the cost of greater complexity. Successful application professionals will be those people that understand how applications are designed, built, delivered and managed in this new environment.

At this year's **Gartner Application Architecture, Development & Integration Summit**, we take on the digital revolution. We will give you the information you need to reinvent your strategy and infrastructure, architect for agility and speed, minimize risk exposure in the cloud, overcome integration challenges and deliver the innovation your organization needs to keep up with the rapidly emerging digital reality.

Accelerate innovation to seize new opportunities:

- Explore new approaches to renovation and integration
- Adopt agile, dynamic, iterative, ecosystem-based delivery methods
- Adopt cloud computing with proper governance, security and risk management
- Take mobile and web user experience design (UXD) to the next level
- Implement prescriptive analytics for competitive advantage
- Gain technical guidance to deliver flawless execution of your applications strategy
- Be the catalyst for digital-age business transformation



**Brian Prentice**  
Research VP and Summit Chair,  
Gartner

**GARTNER PREDICTS**  
“By 2017, 80% of consumer engagement with brands will occur on mobile devices.”



# What's new for 2015

## Expanded agenda to address the new digital age

- Mobile and social user experience best design practices
- How to build a context aware digital business
- Mastering the cloud application platform: public, private or hybrid
- Citizen integrators, APIs and iPaaS: How to crack the cloud services integration enigma
- HTML5 and the web: Their roles in mobile, app development and digital business
- Architecting for velocity: Why architecture is essential for Web-scale and DevOps development

## NEW — TechInsights

- Understand how to shape your API strategy
- Accelerate your mobile app development approaches
- Consider approaches to leverage microservices to deliver cloud-ready apps
- Get your cloud application strategy right and avoid proprietary penalization
- Leverage Docker to deliver software more effectively

## Increased number of Gartner analysts with wider coverage, such as:

- Mobile enterprise strategy
- Application development
- Cloud computing
- Application and integration platforms
- Application development
- SOA and application architecture
- Application rationalization
- User and mobile authentication
- Software development life cycle (SDLC)
- Software testing
- Application life cycle management (ALM)
- Open-source development tools
- DevOps
- Enterprise architecture program

## Key benefits of attending

- Understand the **opportunities** and **challenges** of **cloud, outsourcing** and their **integration requirements**
- Gain **practical advice** that you can **implement immediately** — an unrivalled mix of thought leadership insight and best practice
- **Get a seat** at the 'business table' and **increase the alignment of IT and business**
- Prepare for the **real challenges** facing **outsourcing, integration, cloud, AD and agile adoption**
- Adopt **agile, dynamic, iterative and ecosystem-based delivery methods**
- Secure data in the **cloud**, improve governance and **balance risk** and **opportunities**
- Be your organization's **catalyst for digital-age business transformation**



## Who should attend

### Senior business and IT professionals including:

- Application strategists
- Application architects
- Application and web development leaders
- Application integration leaders
- Application portfolio managers
- Mobile developers and mobile architects
- Web services and web infrastructure managers
- Business applications leaders
- Enterprise architects
- Business analysts and business leaders involved in applications decisions
- IT leaders involved in cloud, SOA and application strategies
- Project managers and consultants implementing cloud, SOA and applications

## Table of contents

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# Keynotes

## Guest keynotes



**Anders Sorman-Nilsson**  
Founder and Creative Director, Thinque

**Anders Sorman-Nilsson** is a reformed lawyer, and the founder and creative director of the research company Thinque. His unique global perspectives have been helping leaders, teams, and business owners make sense of and harness disruptive trends in innovations, generations and communications. Anders is an expert on generational trends, thought leadership branding, and innovation who challenges his audiences to upgrade the way they think.

### Digilogue – The Convergence of Digital and Analogue

- Appreciation of the parts of your business that simply cannot go digital (outsourcing insights)
- Insights into the real customer experience, the touch points that thrill them by speaking to their hearts and not their head (UX)
- Understanding of how to develop your digital ‘story’ in a way that actually attracts business (digital business)
- Recognition of why customer service will never be replaced, but reborn in the Digilogue (transition to digital business/outsourcing)



**Dan Gregory**  
Founder and CEO,  
The Impossible Institute™

**Dan Gregory** has worked with the biggest global brands and won countless awards around the world for creativity, effectiveness and ROI. A regular on ABC TV the Gruen Transfer, Dan is a rare evangelist for truth in a world of spin. He believes that everyone is capable of having ‘ideas on purpose’.

### SHIFT Before the Market and Drive Change by Understanding Human MOTIVE

- How to use human motives to drive successful change and innovation
- How to engage your team and customers at a fundamental level
- Why change often fails even when the benefits are obvious

## Gartner keynotes



**Brian Prentice**  
Research VP and  
Summit Chair

### Gartner Opening Keynote: Powering the Digital Future

The digital age is getting very real, very fast. Your own success and the success of your enterprise requires a tight alignment between innovation, transformation and acceleration. If these are out of balance, success becomes less likely. This keynote will explore the steps you need to take to bring your enterprise into the digital age.

### Mastermind Conversation: Transforming Your Business

Gartner will assemble senior executives from end-user companies for their expertise, insights, passion and vision in how to transform their business. These mastermind individuals will come from different industries, play different roles in their organizations and have leading edge ideas to share with attendees. Be inspired to follow in their footsteps.

## GARTNER PREDICTS

“By 2018, the number of new connections for IoT devices will exceed all other new connections for interoperability and integration combined.”

# Meet the analysts

Engage with our team of Gartner analysts through track presentations, a complimentary one-on-one meeting, analyst-facilitated workshops, roundtables and more.

**Darryl Carlton**  
Research Director



Application rationalization; program and portfolio management; business value of IT; competitive advantage and business transformation; IT strategic planning

**Mark Driver**  
Research VP



Application development; open source; web and mobile application development; cloud computing application governance and strategy

**Sean Kenefick**  
Research Director



SDLC; software testing; application life cycle management; open-source development tools; DevOps

**Adrian Leow**  
Principal Research Analyst



Mobile enterprise strategy; positioning and messaging; IT strategic planning; digital banking

**Yefim Natis**  
VP & Gartner Fellow



Application development; SOA and application architecture; cloud computing; application and integration platforms

**Gary Olliffe**  
Research Director



SOA and application architecture; application and integration platforms; portal and web strategies; SharePoint; enterprise architecture program

**Massimo Pezzini**  
VP & Gartner Fellow



Application and integration platforms; SOA and application architecture; cloud computing; information infrastructure and big data projects; application development

**Gene Phifer**  
VP Distinguished Analyst



Web and portal strategies; web/portal technologies vendor/product selection; web/portal best practices; cloud computing; customer-centric web strategies

**Brian Prentice**  
Research VP



Application development; innovation management; mobile enterprise strategy; applications leaders; application rationalization

**Anne Elizabeth Robins**  
Research Director



Identity and access management; user authentication; mobile authentication; security risk assessment; security management programs

**Maritess Sobejana**  
Principal Research Analyst



Application development; testing; transitioning from Waterfall to agile

**Eric Thoo**  
Research Director



Integration, application and integration platforms; data quality; information management strategy

**Nathan Wilson**  
Research Director



Application development; application governance and strategy; information infrastructure and big data projects

Our community of more than 1,000 analysts engaged in over 215,000 one-to-one client interactions in the past year. Benefit from the collective wisdom of the attending analysts to develop your strategy and implement flawlessly.

# Plan your experience

## Agenda tracks

### A. Strategy: How to Holistically Manage Packaged, Custom, Cloud and Mobile Apps

Digital businesses live or die based on their ability to handle complex application strategies which include packaged applications, custom applications, cloud-based applications and mobile apps. Business processes that consume services from all of these application environments must deliver results that are seamless to the user, with the highest possible user experience. Application strategies must evolve to encompass agility, deliver results rapidly and with compelling digital experiences in order to be successful in today's digital economy.

### B. Architecture: Building Flexible Frameworks for Processes, Applications, Information and People

Consumption of application services across on-premises and off-premises environments requires a set of architectures which are stable and reliable, flexible and agile. Web Scale IT, consumerization trends, citizen developers and business units with autonomy and budget require open architectures that go well beyond SOA. New, innovative and disruptive technologies appear regularly and enterprise, application, and information architectures must be built in a way to quickly leverage new capabilities.

### C. Development: Broadening the Reach and Scope of Developers

Traditional application development (AD) approaches will not deliver the results required by a digital business. Bimodal IT, DevOps, citizen developers, and cloud/mobile app development are necessary ingredients for a modern AD. Tools and methodologies must constantly evolve, encompassing agile techniques and rapid development tools used by independent internet developers. Applications are not just about delivering business functionality — they are about the user experience, and without a compelling user experience, the game is lost.

#### GARTNER PREDICTS

**“By 2016, more than 35% of large organizations will turn into cloud services providers.”**

## Customize your agenda

### Gartner Events Navigator

Gartner Events Navigator helps you organize, view and custom-create an agenda based on:

- Date and time
- Agenda tracks
- Analyst/speaker profiles
- Session descriptions
- Key initiatives
- Vertical industries

Visit [gartner.com/ap/aadi](http://gartner.com/ap/aadi) and click the “agenda” tab or download the Gartner Events mobile app (iPhone®, iPad® and Android™ compatible)



“By 2017, over 70% of mobile development spending will be outsourced.”

## Analyst interaction



### Analyst one-on-one meeting\*

A complimentary consultation with a Gartner analyst of your choice



### Analyst-user roundtables\*

Moderated by Gartner analysts for exchanging ideas and best practices with your peers

### Ask the analyst roundtables\*

Debate with the analysts directly and learn from the questions posed by your peers



### TechInsights\*

Small-scale and interactive; drill down on specific topics with a how-to focus

\*Space is limited and pre-registration is required. Limited to end-user organizations only.

## Network with peers



### End-user case studies

Learn about recent implementations firsthand, with an opportunity for Q&A with the IT and business executives leading the initiative



### Solution Showcase reception

Connect with peers in similar roles who face similar challenges, at the networking reception on the Solution Showcase designed to build relationships and facilitate the meaningful exchange of ideas and information

## Meet solution providers

### Solution Showcase

Explore cutting-edge IT solutions from top providers

### Solution provider sessions

Exhibitors share their insights on the latest products and services



# Agenda at a glance

**Monday**  
20 JULY 2015

07:30 – 18:30	Registration		
08:00 – 08:45	Tutorial: How to Maximize the Value and Minimize the Risk of Open Source Software Mark Driver	Tutorial: Getting Started With Application Strategy Darryl Carlton	Tutorial: What Mobile App Developers Need to Know About Authentication, Assurance and Authorization Anne Elizabeth Robins
09:00 – 09:45	<b>Gartner Opening Keynote: Powering the Digital Future</b> Brian Prentice		
09:45 – 10:00	<b>Gartner Opening Keynote: Welcome Remarks</b> Brian Prentice		
10:00 – 10:30	Refreshment Break in the Solution Showcase		
10:30 – 11:15	<b>Guest Keynote: Digilogue – The Convergence of Digital and Analogue</b> Anders Sorman-Nilsson, Founder and Creative Director, Thinque		
11:15 – 11:45	Industry Panel Discussion Moderator: Massimo Pezzini		
11:45 – 13:00	Lunch in the Solution Showcase	<b>12:15 – 12:45</b> Magic Quadrant for Integrated Software Quality Mark Driver	
<b>TRACKS</b>	<b>A. Strategy:</b> How to Holistically Manage Packaged, Custom, Cloud and Mobile Apps	<b>B. Architecture:</b> Building Flexible Frameworks for Processes, Applications, Information and People	<b>C. Development:</b> Broadening the Reach and Scope of Developers
13:00 – 13:45	Stop Aiming for Successful Projects – Start Aiming for Successful Applications Darryl Carlton ■▲	How Application Architecture Meets the Demands of Digital Business Yefim Natis ■▲	Application Development in a Bimodal World Maritess Sobejana ■●
14:00 – 14:45	The Mobile App Scenario Adrian Leow ■▲	End-User Case Study	Thinking the Unthinkable: Enabling Digital Business Through In-Memory Computing Massimo Pezzini ■●
15:00 – 15:30	Solution Provider Sessions		
15:30 – 16:00	Refreshment Break in the Solution Showcase		
16:00 – 16:45	Mobile and Social User Experience Design Best Practices Gene Phifer ■▲	Building and Integrating IoT Solutions to Work Well With Existing Applications and Data Eric Thoo ■▲	Agile Metrics and Estimation Nathan Wilson ▲●
17:00 – 17:45	End-User Case Study	Citizen Integrators, APIs and iPaaS: How to Crack the Cloud Service Integration Enigma Massimo Pezzini ■▲	Scaling Agile Development With Gartner's Enterprise Agile Principles Maritess Sobejana ▲●
17:45 – 19:15	Networking Reception		

**Tuesday**  
21 JULY 2015

07:30 – 16:45	Registration		
08:45 – 09:30	<b>Gartner Keynote: Mastermind Conversation: Transforming Your Business</b>		
09:45 – 10:15	To the Point: How To Build A Context-Aware Digital Business Yefim Natis ▲	To the Point: Surviving the Coming IT Shakeout Nathan Wilson ▲	To the Point: HTML5 and the Web: Their Roles in Mobile, App Development and Digital Business Gene Phifer ■●
10:30 – 11:00	Solution Provider Sessions		
11:00 – 11:30	Refreshment Break in the Solution Showcase		
11:30 – 12:15	Connecting the Governance Dots: Business Capabilities, Demand Management and Product Deliv Darryl Carlton ■▲●	Tying IT Together: The Evolving Role of Integration in Digital Business Eric Thoo ▲▲	End-User Case Study
12:30 – 13:00	Solution Provider Sessions		
13:00 – 14:00	Lunch in the Solution Showcase	<b>13:15 – 13:45</b> Market Clock for Programming Languages Mark Driver	
14:00 – 14:45	Mastering the Cloud Application Platform: Public, Private or Hybrid? Yefim Natis ■▲	Architecting for Velocity – Why Architecture Is Essential for Web-Scale and DevOps Development Nathan Wilson ■▲	Take These Steps to Create an Internal UX Design Team Brian Prentice ■▲
15:00 – 15:45	The Enterprise App Explosion: How to Scale From 1 to 100 apps Adrian Leow ■▲	Integration: The Thorn on Backside of Your Mobile AD Projects Richard Marshall ▲●	Evolving Your Test Organization to Support Digital Business Maritess Sobejana ■▲
15:45 – 16:15	Refreshment Break in the Solution Showcase		
16:15 – 17:00	<b>Guest Keynote: SHIFT Before the Market and Drive Change by Understanding Human MOTIVE</b> Dan Gregory, CEO of the Impossible Institute™		
17:00 – 17:15	<b>Closing Remarks: The Last Word</b> Brian Prentice		



When attending this event, please refer to the agenda handout provided or the Gartner Events mobile app for the most up to date session and location information.

Agenda as of 26 March 2015, and subject to change

TechInsights	Roundtables
Designing a Successful API Program Gary Olliffe ●	Ask the Analyst: Programming Languages Futures Moderator: Mark Driver ▲●
Mobile App Development: From Framework to Architecture Sean Keneflick ●	Analyst-User Roundtable: Implications of Accepting Social Identities Moderator: Anne Elizabeth Robins ▲●
Building Cloud-Ready Apps With Microservices Gary Olliffe ●	Ask the Analyst: Best Practices in Application Architecture for Web-Scale Business Applications: SOA, EDA, SDA Moderator: Yefim Natis ▲●
Testing in the Middle: The Benefits of APIs for Testing and Quality Sean Keneflick ●	Ask the Analyst: Building Your Mobile App Roadmap Moderator: Adrian Leow ▲●

Ask the Analyst: Tips and Tricks for Continuous Delivery Moderator: Sean Keneflick ●	Ask the Analyst: Leveraging In-Memory Computing for Web-Scale Applications Moderator: Massimo Pezzini ▲●
Cloud Applications: Proper Prior Planning Prevents Proprietary Penalization Gary Olliffe ●	Analyst-User Roundtable: Portal Deployment and Management: What Models Work Best? Moderator: Gene Phifer ●
Getting From Here to There: Exploit Docker to Deliver Software More Effectively Sean Keneflick ●	Getting Your Data Integration Ready for Managing Data in the Cloud Moderator: Eric Thoo
Ask the Analyst: Microservices in the Field Moderator: Gary Olliffe ●	Analyst-User Roundtable: Peer-to-Peer Session

## Agenda key

Each Gartner session has been identified with icons to help you locate the sessions that give you the most value.

### Maturity Level

- F Foundational:** Offers the necessary understanding and first steps to those in the early stages of initiatives
- A Advanced:** Uses complex concepts requiring foundational knowledge and prior experience to take initiatives to the next level

### Focus

- T Tactical:** Provides tactical information that can be used straightaway, with a focus on how-to's, do's and don'ts and best practices
- S Strategic:** Focuses on the strategic insight supporting the development and implementation of an action plan

### Perspective

- B Business:** Targets business leaders or IT professionals who need to understand the challenges and opportunities from a business organizational or cultural perspective
- IT Technology:** Aids IT professionals who need to understand the challenges and opportunities from a technology perspective



# Solution Showcase

Explore cutting-edge IT solutions from top providers; plus, participate in solution provider sessions, networking reception and more.

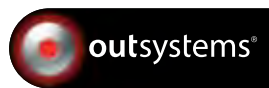
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### Oliver Lee

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# Registration and pricing

## Early-bird discount

Save \$400 before 22 May

**Early-bird price: A\$2,475 exc. GST**

Standard price: A\$2,875 exc. GST

Public sector price\*: \$2,375 exc. GST

*\*Public-Sector: National Government, State and Local Government, Public Administration*

## 3 ways to register

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**Phone:** +61 2 8569 7622

## Gartner event tickets

We accept one Gartner Summit ticket for payment. If you are a client with questions about tickets, please contact your sales representative or call +61 2 8569 7622



## Summit venue

### Hilton Sydney

488 George Street  
Sydney, NSW 2000, Australia

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[www.hilton.com/sydney](http://www.hilton.com/sydney)

### Gartner hotel room rate:

\$299 per night at the Hilton Sydney

## Money-back guarantee

If you are not completely satisfied with this Gartner conference, please notify us in writing within 15 days of the conference and we will refund 100% of your registration fee.

## What's included

In addition to three tracks of the latest Applications research, your Summit registration fee includes complimentary access to these special features:

- ✓ One analyst one-on-one meeting
- ✓ Analyst-user roundtables
- ✓ Solution Showcase
- ✓ Networking breakfasts, lunches and receptions

Online pre-registration is required for one-on-ones and roundtables. Reserve your place early, as space is limited.

## Group Rate Discount

Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your session take-aways later.

### Complimentary registrations

- 1 for every 3 paid registrations
- 2 for every 5 paid registrations
- 3 for every 7 paid registrations

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**Customer 360 Summit**

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