The Open Group Conference, Austin 2011

July 18-22

Day One Highlights

OUR PLATINUM MEMBERS

Capgemini   hp   IBM   Kingdee   ORACLE   SAP

OVERVIEW

The Open Group Conference, Austin 2011 began on Monday, July 18 at the Four Season Hotel, Austin (Texas). The Conference was organized to discuss themes along three primary tracks:

- World-Class Enterprise Architecture
- Security in 2011: Threats to Cybersecurity, Security Management Challenges, and Transformational Opportunities
- Business Impact of Cloud Computing

MORNING PLENARY SESSION

The theme for Day One was *World-Class Enterprise Architecture*, and the plenary session presentations in the morning brought together well-respected enterprise architects from several differing industries. President and CEO of The Open Group, Allen Brown introduced the three plenary speakers: David Baker of PricewaterhouseCoopers, Tim Barnes of Devon Energy, and Mike Walker of Microsoft.

Business Driven Architecture for Strategic Transformations

David Baker, Principal, PricewaterhouseCoopers

Clients come to see David Baker, he said, when they have difficulty translating desire into action. Usually this has to do with an inadequate level of strategic clarity; strategies aren't grounded in what either the market or the organization's customers want. And even when a strategy exists, often the client doesn't know how to go about accomplishing it.

The first step, he said, is to drive detail into the strategy context. Change agents must then confirm the context of the business, understand the factors that motivate the business and clearly articulate the things the business will employ to achieve those ends; and perform impact analysis using the capability map. Mr. Baker took the plenary audience through the analysis, strategies and models that weigh impacts and finally result in meaningful initiatives to get from today's realities to tomorrow's desired state, which build the supporting case for change along with a sequenced roadmap. In this way, the business plan becomes the foundation for connecting solutions to their business intent.

Finally, Mr. Baker said that in order to accomplish strategic planning projects, architects from both business and technology competencies must be involved, primary among them "true" enterprise architects; followed by business architects and technology architects.

The Devon Energy EA Story

By 2009, Devon Energy — one of North America's largest gas exploration and production companies — was the epitome of complexity: A massive organization as a result of 26 mergers and acquisitions and concerned about its ability to grow. No one in the company, said Tim Barnes, had any idea about what kind of information systems were owned, what it cost to run them, what was needed, etc. So Devon launched a corporate-wide complexity reduction system.

Following an in-depth review, Devon created a specific TOGAF® based EA framework and developed six detailed taxonomies to populate a detailed EA framework to ensure constancy across divisions and to evolve with the business. A clear line of sight from information systems to business functions was created, and multidisciplinary teams led the charge.

Two years later, Devon Energy has recognized at least $16 million in hard-dollar savings, 227 software application technologies have been retired, repeatable processes are in place, a common language is used, and there are permanent business owners for every system across divisions. In short: success.

Mr. Barnes shared with the plenary audience three keys to success and seven lessons learned; primary among them that it takes an entire organization to deliver on EA; and that organizing systems and technologies into common categories significantly helps to demystify a complex environment.

The New World of Enterprise Architecture, from IT Architecture to Enterprise Architecture
Mike Walker, Principal Architect, Enterprise Strategy & Architecture, Microsoft

Mike Walker stressed from the start that IQ, the value of Enterprise Architecture, often isn't enough to be successful. It takes a combination of intellectual intelligence (with its emphasis on technical know-how) and emotional intelligence (EQ's motivation and empathy) to get EA a seat in the boardroom.

Another distinction for success: alignment between IT and the business is simply not enough. IT and the business require true partnership, because IT **is** the business. Most times, however, this is not the reality that executives face, Mr. Walker said. Architects need to think about problems from the business viewpoint; and they need to stop pontificating and just make it happen.

Mr. Walker talked about how Microsoft, a relative newcomer to the field, is doing EA with its recently launched Microsoft Enterprise Strategy Program. Microsoft took a traditional, general-purpose EA model, adapted it, and created a services model that behaves like a menu. This Microsoft methodology is an aggregation of models, including TOGAF®, that address what Microsoft wanted to accomplish in EA.

PARALLEL TRACKS
Following the plenary sessions, attendees had the opportunity to attend track sessions. Tracks focused on:

- World Class EA Workshop
- Professionalizing the Discipline of EA
- Strategic View of Secure Computing in 2030
- EA and Business Transformation
- Nature and Role of the Enterprise Architect
- EA and Business Strategy
- Data and Information Management

Using TOGAF® to Architect a Company's Strategy and Execution: A Business and IT Perspective
Leonardo Ramirez, Director, Dux Diligens, Colombia

Leonardo Ramirez used his presentation to discuss techniques used to align strategy with execution using TOGAF®, and how the Association of Enterprise Architects (AEA) Chapter Colombia is working with local governments to improve companies and industries using best practices. Mr. Ramirez proceeded to give insightful, practical advice on how companies in Latin America are relating their EA to their mission statements, and how social environment and responsibility are part of the Latin American EA philosophy.

Accelerating Value: Align Focus to Desired Outcomes & Investment

David Hornford, Senior Partner - Architecture, Conexiam, Canada

The running theme in David Hornford's presentation was: If you want to chase value as an enterprise architect, you need to be aware of what problem you are trying to solve. Leadership teams are looking for solutions to their problems, but if EAs don't know what problems their boss's boss wants solved, how can they add value to their organization? To succeed, they need to present a clearly articulated roadmap, then step up and deliver. Simply solve problems and your EA function will demonstrate value — a simple concept but one not often enough understood by EAs.

Day One concluded with the Learning Lab, an informal, interactive environment in which attendees could attend 15-minute rotating sessions on subjects and Forums they wanted to learn more about.

Join **The Open Group** on social media to get the inside scoop on milestones related to various standards and certification initiatives, thought leadership webinars, conferences and regional networking events.

- Join our **LinkedIn** network today
- Join our **Facebook** group
- For real-time updates of the conference, you can also follow us on Twitter **@theopengroup** using **#ogaus**
- And finally, visit **The Open Group Blog**

Coming together with fellow members of The Open Group not only provides opportunities to exchange information but also to have a voice in shaping the future of IT.

- Download our **conference bundle** available in our online bookstore, and keep an eye out next week for the link to our Conference Proceedings, which will include speaker presentations and more.
- The program for Monday-Wednesday's Conference schedule is **available online**, and **on the mobile site**.

TOGAF® is a registered trademark in the US and other countries.

or on our blog: http://blog.opengroup.org   **The Open Group, 2011**