

The Open Group Arabia Presents 3rd Middle East & North Africa Enterprise Architecture Practitioners Conference

**3rd MENA  
EA Conference**

**11 FEBRUARY 2013**

**Holiday Inn Izdihar  
Riyadh, KSA**

## Strategic Transformation using Enterprise Architecture

### *Who Should Attend*

Participation in this conference is highly recommended for:

- ✔ Excellence Professionals
- ✔ Strategy & Planning Managers
- ✔ Organizational Development Professionals
- ✔ CIOs and CTOs
- ✔ IT Directors and Senior IT Managers
- ✔ Enterprise Architects
- ✔ Architecture Practitioners
- ✔ System Designers
- ✔ Information Security Managers
- ✔ IT Security Practitioners
- ✔ Consultants and Analysts

The Third Open Group Enterprise Architecture Practitioners Conference located in the Middle East will provide an unparalleled opportunity for thought leaders and industry experts to come together to understand the rapid advances of enterprise architecture in the organizations in the region. Conference attendees will gain a unique insight into the challenges encountered and solutions implemented at several organization sites both locally and internationally, and will ensure that practitioners that attend will have the tools at hand to drive the business value experienced by others to their own business stakeholders within their organizations. You will also be provided with a unique opportunity to network with enterprise architect practitioners from around the world to exchange past experiences as well as ideas for the future.

### Conference Key Speakers



Mohammed Suleiman  
Almisfer  
Capital Market  
Authority



Thabet Sawyeed  
Saudi Aramco



Fathi Mughrabi  
Abdullatif Alissa Group



Abdallah El Kadi  
The Open Group  
Arabia

### *Conference Benefits*

During this conference you'll learn about the following key topics:

- ✔ Enterprise Architecture
- ✔ Enterprise Organizational Excellence
- ✔ Business Process Management
- ✔ IT Planning
- ✔ IT Portfolio Management
- ✔ TOGAF®
- ✔ Information Security Standards
- ✔ Effective Enterprise Architecture Tooling

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Dear Guest

On behalf of The Open Group Arabia, I would like to welcome you to the 3rd Middle East and North Africa Enterprise Architecture Conference. The theme of the conference is "Strategic Transformation Using Enterprise Architecture" and I believe that you have a great deal to offer and learn about enterprise architecture by sharing, discussing and collaborating with colleagues in the wider practitioner community.

The economic downturn has ensured that organizations are now more aware than ever that to guarantee their survival they should take a long term perspective with regards to the creation of value. This understanding is coupled with an acute awareness of the need to adapt and grasp new opportunities whenever they may present themselves, in order to ensure an effective reaction to market conditions, both positive and negative.

Providing support for this new found understanding can be a difficult task. An awareness of what you have, where you want to go, and how to get there, whilst still providing exceptional business as usual, and managing ad-hoc demand, are all challenges that organizations must learn how to overcome. Enterprise Architecture provides an approach that ensures that this is managed effectively and precisely – through the alignment of an enterprise's business processes and information systems with its strategic goals and objectives.

We are transforming the way we operate to continuously improve our ability to reach our goals. We have continued to meet the challenges of our field, excelling despite setbacks. You, as organization leaders, have the vision, the knowledge, the ability and the experience to pave our way, shaping the future of Enterprise Architecture in the Middle East Region.

This conference will highlight how Enterprise Architecture can be used as a foundation to achieve actionable strategy, improvement driven performance management, capability based organizational development, and business aligned IT solutions. The program will demonstrate how these achievements are planned and realized through the construction of an organizational connected view that provides traceability between the organization's strategy, business, information, application, and technology components.

Throughout this conference, I ask you to stay engaged, keep us proactive, and I am confident that you will find this event of value to either introduce or reinforce the concepts, methods and tooling used to implement best practices through the adoption of Enterprise Architecture.

I look forward to welcoming you at the event, and I would like to thank you in advance for attending our conference and bringing your expertise to our gathering.

Kind regards,



**Abdallah El Kadi**  
Managing Director, The Open Group Arabia

## Enterprise Architecture

Enterprise Architecture is a practice that helps create a blueprint which defines the structure and operation of an organization. The intent of Enterprise Architecture is to determine how organizations can most effectively achieve its current and future objectives by enabling them to see themselves in terms of the holistic and integrated view. Enterprise Architecture reflects the structure of Enterprise components and relationships, and the principles and guidelines governing their evolution over time.

## Business Transformation

Business Transformation is a practice that enables organizations to overcome the challenges faced when developing corporate strategies through the creation of effective capabilities for planning and operations. By formulating a corporate strategy that is both actionable and focused, and by introducing an improvement-driven performance management system, you can better direct and manage your business with a customer and market driven focus.

## IT Planning & Portfolio Management

It is essential for IT departments to be able to quickly modify plans in order to meet rapidly-changing business conditions. It is a common challenge where, IT departments and business units are not aligned on which IT resources are required, and when to support business goals. Companies need a way to manage the IT infrastructure in a comprehensive yet flexible way. IT planning and portfolio management defines what an organization intends to accomplish, how and when this will take place, and who will be held accountable. It is not limited to tactical or short-term goals. It may be used for strategic or long-term planning, but goals need to be systematically translated into short-term measurable goals.

# Agenda

	Timing	Speaker	Topic
Morning Session	08:00 – 08:30		Registration
	08:30 – 09:30	Abdallah El Kadi	IT Portfolio & Planning using Enterprise Architecture Methods and Tools
	09:30 - 10:15	Mohammed Suleiman Almisfer	Business Technology Transformation
	10:15 - 10:30	Break	
	10:30 – 11:15	Thabet Sawyeed	Young at 80s, just like in 20s
	11:15 – 12:00	Fathi Mughrabi	Business Transformation using Enterprise Architecture Methods and Tools
	12:00 – 12:30	Prayer Break	
	12:30 – 01:00	Abdallah El Kadi	The Open Group Arabia Activities
	01:00 – 02:30	Lunch	

# Speaker's Profile

08:30- 09:30

## IT Portfolio & Planning using Enterprise Architecture Methods and Tools

Abdallah El Kadi, The Open Group Arabia



Abdallah El Kadi is the CEO and Chief Architect of Shift Technologies, an AW Rostamani Group company, one of the leading private conglomerates in the UAE. With over 17 years of industry and consulting experience in Business and IT Strategies, Enterprise Architecture, Business Process Management, ERP implementations, Program and Portfolio management, and Operations management, Abdallah's focus has always been on ensuring alignment between IT initiatives and business priorities.

Winner of several regional awards, Abdallah is one of the leading Enterprise Architecture Practitioners in the middle east and a recognized International Speaker.

09:30 - 10:15

## Business Technology Transformation

Mohammed Suleiman Almisfer, Capital Market Authority



Having more than 16 years of experience ranging from Technical IT Administration up to Department Management with many experience related to: Leadership, Management, Building Strategies, Budgeting, Operational Optimization and Efficiency, Organizational Behaviours, Change Management, Process Improvements and Project Management

He oversees all IT Functions at CMA which includes Strategic Objectives, Financial Management, Resources Management, Enterprise Architecture, IT Governance, Risk Management, Information Security, Vendor Management, Business Analysis, Business Applications, Data Center Management and Operation Excellence.

10:30 - 11:15

## Young at 80s, just like in 20s

Thabet Sawyeed, Saudi Aramco



Thabet Al-Sawyeed is currently leading Aramco ECC Enterprise Architecture team and has been with Aramco for more than 15 successful years. Thabet has graduated with honor from KFUPM in 2002 as Mechanical Engineer and In 2007 has completed his master degree in Engineering science with distinction from University of new south Wales, Sydney.

Thorough out his working experience with Aramco, Thabet has worked in different business organization giving him in depth business knowledge and with strong interpersonal skills and IT familiarity; he has been leading different teams and units before nominated to lead the Aramco ECC Enterprise Architecture team.

Thabet current responsibilities include creating the foundation for the EA within Aramco ECC, establishing a strategic roadmap for executing an EA program, building awareness for both high management and technical staff members, and institutionalize a governance model to execute the planned roadmap.

11:15 - 12:00

## Business Transformation using Enterprise Architecture Methods and Tools

Fathi Mughrabi, Abdullatif Alissa Group



I have more than 22 years of experience in the field of management and ICT; starting my career in pure and deep technical exposure then leveraging my experience through to Information Technology Management and general management.

I Managed IT Companies and IT Strategic Business Units, where I utilized my experience that I gained through working with pure software development houses, engineering & management consulting house, financial institutes/banking, IT solutions company and others; also gained international exposure while handling projects and communication with international organizations like International Monetary Fund (IMF) and World Bank.

Moreover, I did workout many strategic planning and business development projects, from mission and visions to objectives and strategies then monitoring strategy implementation through BSC (Balanced Scorecards).

Also, I managed IT restructuring program as CIO for one of the biggest banks in North Africa (Wahda Bank / Libya- strategic partnership with ARAB BANK); parts of the program were infrastructure initiatives and roll-out implementation of Oracle / Flexcube for 76 branches, in addition to i-Mal (Islamic banking) implementation.