

IDC Enterprise Architecture 2015

Shifting from Principle
to Practicality



March 19th 2015
Victoria Park Plaza Hotel, London

*"A fantastically well
run event with relevant
and up to date content.
Would recommend!"*

Royal Philips

*"A well organised
conference with very
good speakers, excellent
attendees/companies
and a warm welcome
from IDC's friendly and
experienced staff"*

BBC



Welcome

Dear colleague

Enterprise architects have one of the most complex jobs in the organisation. Their role is to understand both the needs and strategy of the business and translate this into a practical roadmap for IT delivery and transformation.

In March 2015, the Enterprise Architecture Conference connected 109 CIOs, VPs/heads of architecture, enterprise architects, IT and operations with a host of industry solution providers and IDC analysts to help them find solutions to their enterprise architecture challenges.

This report outlines the central themes that arose from discussing the challenges keeping enterprise architecture executives awake at night, and the industry trends that are driving the high levels of investment we are seeing across the broad technology and service provider landscape.

I hope you find this report useful, and look forward to seeing you in 2016.
Best regards



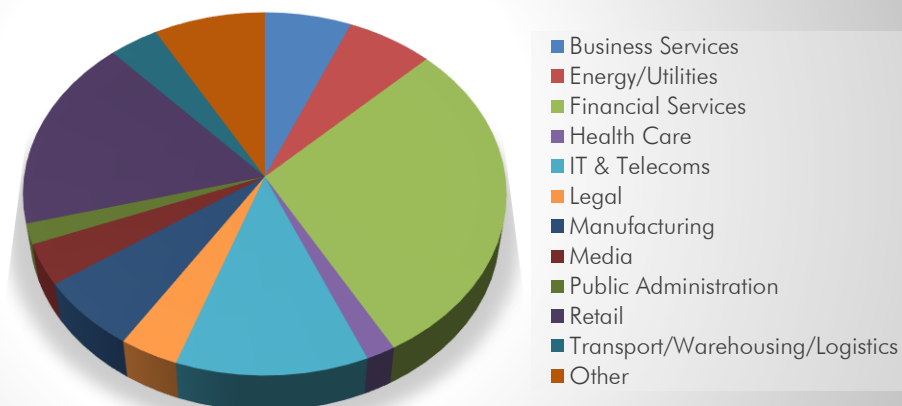
Ash Rashid
Events Director
IDC UK&I



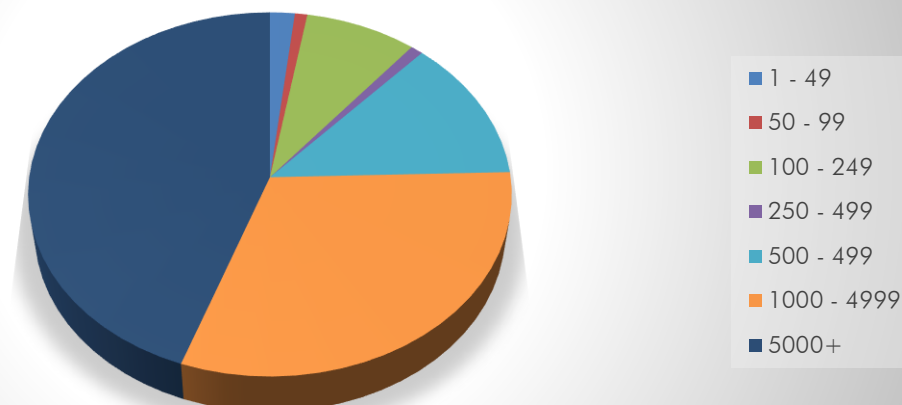


Who Attended?

Industry Sectors Present on the Day



Company Size by Number of Employees



Take a look at
this edition's video:





Core Themes Roundup

1. How Enterprise Architecture can Assist Enterprises and Organisations Manage Failure

Spencer Izard, European Head of Insights, IDC

In his opening presentation, Spencer Izard discussed the tangible impact of digital transformation. It is a common misconception by both vendors and end-user organisations that enterprise architects perform a technology focused role. In fact, EA roles should operate at the juncture between LoB and IT functions and be equally knowledgeable in both business and IT architecture.



Ideally the EA role should float across any LoB function and also any field of IT. However, it is common for larger organisations to assign an EA to a specific LoB function but not to a specific field of IT. The core benefit of an EA is their ability to understand both business and IT architectures as a generalist and become focused on specific IT areas for short bursts as a business requirement demands.

2. Building a Culture of Trust between the Business and Technology Sides of the Organisation

John Cowper, Digital Architecture Expert

With his presentation, John Cowper examined the alignment of business and IT and discussed ways to bridge the communication gap with effective collaboration to enable EA to satisfy business requirements and expectations.

According to John, IT provides the differentiator between businesses and moreover, enterprise architecture is making sure you spend the right money in the right places. The key to a correct approach is to understand what the client business is about and choose technologies that complement those objectives, while building trust. Some of his recommendations on this matter were to adopt Agile (which needs more not less architectural governance), go SOA, build an API strategy (make it easy for people to do business with you), go liquid layout and embrace Open Source.





3. **DevOps: Continuous Delivery versus Continuous Denial**

Jes Breslaw, Director of Marketing and Strategies EMEA, Delphix

Jes believes loyalty is won or lost on a feature or bug, and companies are under huge pressure to continuously innovate. Application projects depend on large amounts of complex data movement and management, which consumes an incredible amount of time, people and infrastructure (and also adds risk and delays). But on the other hand, 90% of the data moving across environments is the same data, which creates a big opportunity for data virtualization.

To set up a development, test, QA, or training environment, you have to move the right data at the right time to the right target environments. Server virtualization transformed the layer between physical servers and operating systems and helped organisations to handle their data in a more effective and safer way. By catching errors earlier, companies eliminate all the time spent later on re-code and re-work, which helps increase quality code and release output by 50% on average.

4. **Adding Big Data Capabilities to your Information Architecture**

Mady Korada, Enterprise Architect and Director, Inpreci

In this presentation, Mady Korada pointed at the reasons to avoid viewing Big Data as a point solution in its own silo, and start thinking about business data from a cost to an asset.

In order to achieve best practice, there are no magical patterns out there, but companies can achieve more effectiveness by being more business case driven and moving forward with projects instead of being stuck with continuous evaluations.

As a final thought, Mady talked about his vision on “thingification”: The volume of data originating from machines (things) will soon eclipse the data that humans generate. Everything from refrigerators to traffic systems will speak over the web in the language of data.





Workshop Breakouts Recap

Workshop A — Cloud sourcing: Anticipating and addressing the risks

Ajay Deolia of British Gas conducted this interesting session in which the initial discussion was around the approach his organisation took for implementing the cloud. The attendees engaged in an insightful discussion on challenges that approach had and how they were overcome. What was interesting was that some organisations had initially thought about pursuing a similar route but, due to the immaturity at the time of the technology, they did not do so.

Ajay believes there is now a wave forming of organisations ready to embrace cloud operationally, based on the types of questions being asked and also the actual financial implications of using cloud. The questions were non-stop and if not for lunch they would have just carried on discussing the operational, technical and commercial wins cloud brings to organisations.



Workshop B — BMP: Identifying the crossroads between business and IT

Great takeaways from this session conducted by Spencer Izard of IDC. First, attendees agreed that it is as essential to have an organization-wide business architecture as it is an IT architecture because business change and processes drives how technology is used to support it. The development of a business architecture is still commonly driven out of IT functions due to the fact that IT has evolved with an organization-wide approach derived from enterprise architecture.

However, it is also important that organisations separate business architecture from the IT department to ensure better buy-in from business groups. Enterprise architects and other business facing technical roles must engage with business functions in their language and from their perspective to gain trust and credibility, as it is essential to be business- not IT-first in the engagement approach.

BPM, as a function, should act as the conduit that projects are created from to address business change which then feeds a project management office (PMO) and enterprise architecture function to align the right technology to the right business requirement.





IDC Connect Takeaways

- In order to overcome enterprise architecture challenges, we must first educate those around us to show how we can help them mitigate risks.
- For successful project management, you must identify who your stakeholders are, this will allow you to speak their language and avoid/overcome barriers.
- With the continuous rise of data, it is more important now than ever before to classify data sets.
- Having an evermore connected world has enabled us to securely engage with a much wider community to improve efficiency results.
- Throughout simple or complex projects, demonstrate on an incremental basis to ensure the alignment of project delivery.
- One of the simplest and most effective methods of effective communication is to simplify the wording/jargon of your business conversations.



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June 18 • London



Enterprise Mobility Conference

June 25 • London



Enterprise Security Conference

September 8 • London



Enterprise Security Conference

September 29 • London



Hybrid Cloud Summit

October 22 • London



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