

TECHNOLOGY TRANSFER PRESENTS

JOHN ZACHMAN

ENTERPRISE

ARCHITECTURE

JUNE 12, 2017

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



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ABOUT THIS SEMINAR

Just as the futurists have been predicting for many years, the Information revolution has become a reality. Technology has penetrated every aspect of the Enterprise and its exploitation has impacted the very structure of many industries. The world has become a global, electronic marketplace. Enterprises are beginning to perceive the significance of process... process that knows no organisational boundaries, inside or outside of the Enterprise itself. Organisational hierarchies are becoming obsolete as power is clearly shifting from the top to the bottom and then beyond the Enterprise. Technology innovation proceeds at blinding rates. Enterprises are under heavy stress as global economies begin to react to the early phases of the Information age.

Enterprise Architecture is fundamental for enabling an Enterprise to assimilate internal changes in response to the external dynamics and uncertainties of the Information age environment. It not only constitutes a baseline for managing change, but also provides the mechanism by which the reality of the Enterprise and its systems can be aligned with Management intentions.

WHAT THE PARTICIPANT WILL TAKE AWAY

- A sense of urgency for aggressively pursuing Enterprise Architecture
- A comprehensive definition (description) of Enterprise Architecture
- A “language” (that is, a framework) for improving Enterprise communications about Architecture issues
- An understanding of basic Enterprise “physics” - laws of nature that govern Enterprise implementations
- An understanding of Enterprise Engineering Design principles
- Some pragmatic approaches for implementing Enterprise wide strategies
- Issues for inclusion in an Enterprise Architecture strategy
- Architectural principles for meeting Enterprise requirements
- A list of resources to facilitate architectural work

WHO SHOULD ATTEND

The seminar is designed for Enterprise Professionals of every discipline including non-Information disciplines as well as Information disciplines. Although it is addressing technology issues, it is not a “technical” seminar. It addresses the subjects that both Enterprise Professionals and Information Professionals must understand to operate effectively in collaboration in the Information age environment.

Further, the seminar is appropriate for Management. For Management it clarifies the issues for decision purposes and enables more meaningful dialog with and among the technology community.

OUTLINE

1. Setting the Context for Enterprise Architecture (EA)

- Contribution of IT People to an Information Age Enterprise
- Global Environment: Escalating Complexity and Escalating Change
- Applying the Concept of Mass-Customization to the Enterprise

2. Introduction to Enterprise Architecture (The Zachman Framework V3.0)

- The Zachman Framework is perhaps the most referenced in the industry. This session provides participants with a unique opportunity to learn first-hand about its concept and utility, directly from the man who developed it. The just released V3.0 will be discussed.
- Definition of Enterprise Architecture
- The Zachman Framework
- Ontologies Versus Methodologies

Comments of past participants:

“John Zachman presents a very compelling argument, that is, every organisation needs an Enterprise Architecture to survive.”

Jane Stewart, BT Callnet

“An excellent and inspiring seminar - we will return to work and start immediately. I can recommend this seminar with enthusiasm.”

David Harrison, Ordnance Survey

“An excellent course. All CEOs and CIOs should attend.”

Morag Clark, Severn Trent Water

SPEAKER

John A. Zachman is the originator of the “**Framework for Enterprise Architecture**” which has received broad acceptance around the world as an integrative framework, or “periodic table” of descriptive representations for Enterprises. He is not only known for this work on Enterprise Architecture, but he is also known for his early contributions to IBM’s Information Strategy methodology as well as to their Executive team planning techniques. Mr. Zachman retired from IBM in 1990, having served them for 26 years. He is Chief Executive Officer of the Zachman Institute for Framework Advancement (ZIFA), an organization dedicated to advancing the conceptual and implementation states of the art in Enterprise Architecture. He also operates his own education and consulting Business, Zachman International.

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 700</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within May 29, 2017</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p>GENERAL CONDITIONS</p> <p>DISCOUNT</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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JOHN ZACHMAN ENTERPRISE ARCHITECTURE

June 12, 2017
Residenza di Ripetta
Via di Ripetta, 231
Rome (Italy)

Registration fee:
€ 700 (+iva)

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

job title

organisation

address

postcode

city

country

telephone

fax

e-mail



Stamp and signature

Send your registration form with the receipt of the payment to:
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