(Subject line) The Evolving Role of the Enterprise Architect…Will You Adapt?

The Evolving Role of the Enterprise Architect . . .

Will *You* Adapt?

In 1999, Peter Drucker wrote that, so far, the focus of the IT revolution has not been on information at all, but on technology. Now, the next information revolution is under way and information is a company's most important business asset. This includes business processes and architectures required to best leverage information within and across multiple enterprises.

As a result, IT has now evolved to a place where the CIO can't handle it alone. To make sure that IT is always aligned with business, you need an Enterprise Architect, people and firms whose focus is no longer on the "T" in IT but on the "I." Today, enterprise architecture is maturing into a true profession, and the role of the architect is constantly evolving.

But how? In what direction? And what knowledge will be crucial in assuring that you can lead your organization to implement *successful* SOA projects?

This year's DAMA International Symposium & Wilshire Meta-data Conference, March 4-8 in Boston, is pleased to offer three tracks devoted entirely to the rapidly changing needs of today's Enterprise Architect: Enterprise Architecture, Service Oriented Architecture (SOA), and the Zachman Framework track.

Hear from the industry's leading innovators on how to create a roadmap to realizing the greatest value from your enterprise architecture projects, proven methodologies to implement successful SOA projects (and how to avoid becoming another SOA casualty), and why everyone is buzzing about the Zachman Framework as a structure to defining an organization's systems architecture . . . as well as 18 other EA-focused and value-intensive sessions critical to those seeking to remain current in the field of enterprise architecture.

- **Allen Brown of The Open Group** delves head first into the challenge of mapping the evolution of the Enterprise Architect and addresses the new demands on EA professionals.
- **David Marco of EWSolutions** demonstrates how to move enterprise data architecture theory into a practical set of steps to achieving true value from your enterprise data architecture initiative.
- **Brian Winters, Peggy Schlesinger, and Sandra Tanhauser of Intel** describe the organization's integration challenges as well as the plans, methodologies, and processes that must be addressed to successfully navigate these challenges.
- **James Bean of American Express** provides a practical, real-world explanation (with syntactical examples) of SOA and guides the data practitioner through the supporting Web services standards as well as explains the basics of service artifacts and metadata and service oriented data access.

- **Sridhar Iyengar of IBM** highlights the key technology trends and emerging metadata and SOA standards influencing SOA development, runtime registries, and repositories and presents an overview of IBM's vision for asset and metadata management across the development, deployment, and operational aspects of the SOA life cycle. He also tackles the big-picture questions including "Where is IBM headed?" and "Where is the industry headed?"
- **Brent Carlson of LogicLibrary** addresses the importance of design-time governance and how it prevents SOA from becoming simply ABOS—A Bunch of Services—and explains how to initiate governance at the design and development phase then carry it through operations.
- **Dave McComb of Semantic Arts** illustrates why many SOA projects go bad and reviews a successfully utilized methodology, the Enterprise Message Model (EMM).
- **John Zachman and Stan Locke of Zachman International** develop the rationale for enterprise architecture, outline the reasons why enterprise architecture is so profoundly important to the modern enterprise, and provide the basic logic behind the Zachman Framework as well as discuss some of the implementation implications and approaches to making enterprise architecture a reality using the Zachman Framework as a base.

The move to adopt service oriented architecture to better align business and IT strategy is well underway, with most surveys finding about 60% of large firms starting an SOA project this year. The reality, however, is that left to their own devices, many SOA projects will fail . . . and you-know-who will be left holding the bag!

Please join us at this year's event in Boston, and find out how you can adapt to the changing role of the Enterprise Architect while leading your organization to successful SOA implementations by utilizing the most up-to-the-minute expert knowledge, technologies, and strategies.

See you there!

Year after year the DAMA International Symposium & Wilshire Meta-data Conference is the largest, most authoritative vendor-neutral data management conference in the world. 1,000 data and business professionals will attend in Boston this year.

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To hear more from these speakers and others, join us in Boston
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