

Free Webinar: Enterprise Architecture 101: Who, What, Where, When, Why, How?

Presented By Dr. Leon Kappelman

Monday, 16-March 11:30 am to 1:00 pm central time

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Enterprise Architecture (EA) has been in the peripheral vision of IT professionals for many years. The end-state image, at least for that minority of IT professionals who believe that EA is about the whole enterprise and not just about its technologies, goes something like: Providing management and other knowledge workers with a digitized real-time repository of everything of relevance about the enterprise, combined with something along the lines of interactive real-time CAD-CAM-type capabilities for organization management, decision support, communication, and transformation.

Such technological and information support capabilities would make available countless potentialities for value creation, competitive advantage, efficiency, and effectiveness, as well as organizational and individual accomplishments. Creating such capabilities is what IT professionals are all about. Thus EA is perhaps IT's best (and perhaps last significant) chance to be more than just "the techies" and have a seat at the management table. But after more than 30 years of striving to achieve "alignment of IT with the business", with apparently limited success given that such alignment perennially persists at the top of IT management's key concerns, one is inclined to wonder what changes are first needed in the thinking and capabilities of IT professionals so that they can bring the promises of EA into their enterprises? Moreover, what corresponding changes will be necessary in the capabilities of all the other people in the enterprise in order that they can make use of all that EA knowledge in order to communicate, decide, and act?

The Learning Objectives of Dr. Kappelman's EA 101 seminar include answering questions like:

- What is Enterprise Architecture?
- Why EA matters to your success?
- When should you get started with EA?
- Who should be involved in EA activities?

- Where should EA be in the organization's hierarchy?
- How do you do EA and what kinds of skills are needed?

The Intended Audience for Dr. Kappelman's seminar includes:

- IT Leadership, including: CIOs, CTOs, senior managers and directors.
- Other IT Professionals including: Analysts, designers, knowledge engineers, and architects of all kinds (enterprise, data, information, network, infrastructure, systems, application, software, and business).
- Enterprise leadership with IT responsibilities, dependencies, or interests.
- Business professionals involved in transformation, change, process improvement, BPR, IT audit or oversight.

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Hope you can join in the fun and (with any luck) learn something too.

Best wishes,

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