



Led by Clive Finkelstein

Learn strategic methods for rapid
EA compliance and implementation



Get on the fast track.
**Enterprise Architecture
Rapid Delivery**

Ottawa, ON – May 7-9, 2007

Day 1

Get the jump on Enterprise Architecture. Transforming business plans into strategic models for rapid EA delivery.

LEARN global best practices
and methodologies for
successful EA implementation

Respond to CHANGE rapidly

Strategically ALIGN deliverables

REDUCE IT project cost and risk

IDENTIFY priority business and
government activities for implementation

TRANSFORM enterprise goals into
integrated databases and reusable
processes

LEVERAGE emerging technologies
and architectures including XML,
Web Services, Service-Oriented
Architectures and others

1. Time is of essence.

Strategic modelling for rapid EA delivery.

- What are strategic models and how do you establish them?
- Using strategic models to support balanced scorecard and business transformation
- Zachman Framework for Enterprise Architecture - Concepts and rules
- Enterprise Architecture for e-government and defence (FEAF and DoDAF)

2. The big picture.

Strategy analysis input to strategic modelling.

- How strategy analysis is used to refine existing strategic business plans
- Ensuring input from business plans for strategic modelling

3. Plan IT.

Strategic modelling workshop.

In this facilitated session, team members learn how strategic modelling enables rapid delivery.

- Define an initial strategic model, as a "picture of the business" from strategic plans
- Transform business plans to integrated databases and reusable processes
- Analyze and identify priority business activities from the strategic model
- Derive project plans from strategic models to manage rapid delivery

4. Get on the same page.

Strategic alignment.

Through this interactive session, team members learn how to identify integration opportunities that are achieved through strategic alignment.

- Engage executive management in security and governance analysis frameworks
- Align models across columns and rows of the Zachman Framework to realize enterprise integration opportunities
- Identify e-government and e-business integration opportunities

5. The transformation.

Managing and sustaining EA.

- Assess policies, roles, goals and responsibilities for the future
- Making the business case
- Establish management strategies for rapid implementation and delivery
- Sustain executive involvement through governance analysis frameworks for audit and security internal control reporting
- Enterprise Architecture and strategic modelling support for balanced scorecard strategies and measures

Features Real World
Case Studies

Meet the expert
Comprehensive educational
program led by
Clive Finkelstein



Originator of Information Engineering • Renowned consultant, instructor and frequent conference speaker • Implemented the Zachman Framework for Enterprise Architecture using information and enterprise engineering methods • Completed major projects for defense, government and commercial organizations throughout the world • Author of numerous books and articles including "An Introduction to Information Engineering", Addison-Wesley (1989), "Information Engineering: Strategic Systems Development", Addison-Wesley (1992) and his latest book "Enterprise Architecture for Integration: Rapid Delivery Methods and Technologies", Clive Finkelstein, Artech House, Norwood MA (March 2006).

Days 2 & 3

Plug into the latest ideas.
Methodologies and architectures
for rapid EA implementation.

1. Putting business in the driver's seat.

Business-driven mapping for strategic modelling.

- Strategy-driven data modelling methods to transform business models into implementation
- Applying enterprise engineering and proven methodologies
- Resolution of semantic issues

2. Time travel in the enterprise.

Business normalization to identify future needs.

- Business Normalization methods applied by business experts and IT staff in a design partnership
- Methods and rules for business model to systems model transformations
- Identifying further business data needs and activities that indicate business opportunities

3. Expanding the model.

Case study workshop.

- Through this interactive workshop, team members expand the initial Strategic Model
- Identifying Business Activities and Processes in the derived expanded Strategic Data Model

4. e-Government and e-Business.

Identifying integration opportunities.

Through this interactive workshop, team members learn how to identify e-government and e-business integration opportunities that are achieved through Strategic Alignment

5. First things first.

Deriving project portfolios for rapid enterprise architecture delivery.

- Deriving project plans and prioritizing implementation efforts based on data models, business plans and business rules.
- Refining project scope and deliverables for rapid sub-project deliveries in 3-month increments
- Using project maps to balance mandates, business plans and resource demands
- Demonstrating alignment and integration

6. Ensuring better yield.

Activity modelling and activity-based costing.

- Activity Modelling and Activity Based Costing methods to analyze e-government and e-business opportunities for efficiency, cost effectiveness and return on investment (ROI)
- Evaluating implementation alternatives

7. Transition to design.

Developing processes, workflows and interface design.

- Process Modelling methods for rapid delivery of priority business processes
- Developing Workflow Models and interfaces from data models for priority processes
- Distributed data base and transaction performance optimization for priority processes

8. Architectures for shared services.

Service-oriented architecture (SOA) strategies for rapid EA delivery.

- Overview of SOA concepts, event-driven architecture (EDA) and business process management (BPM)
- BPM implementation generated from workflow or process models
- Modelling of processes to enable interoperability
- Enabling tools

9. The last mile.

Transforming from strategic to logical data model.

- Interactive Case Study session to transform priority strategic data models to detailed logical data models for rapid design and delivery

10. The EA portfolio plan.

An enterprise map for rapid EA implementation.

- Case Study session to test e-government and e-business deliverables developed in earlier case study workshops for completeness
- Determining Strategic Modelling deliverables for business priority alignment
- Documentation of Enterprise Architecture Portfolio Plan (EAPP) for rapid delivery of priority areas into production in 3-month increments

Insightful • Trusted • Expertise

Want to make a smooth transition from learning to implementation?

Bring the advantage of GLOBAL EXPERTS to your projects with Intervista's NEW PROJECT ADVISORY services.

Our SPECIALIZED FACULTY AND EXPERTS are real world practitioners that can teach, mentor and coach to ensure successful implementation.

Our Project Advisory Services include:

- CUSTOMIZED educational sessions
- FACILITATED executive sessions
- Program and project COACHING

CONTACT US TODAY for more information at 1-800-397-9744 to discuss how we can assist in your project success.

Intervista Project Advisory Services

Your source for successful
implementation.

Enroll your team and save!

Fax to : 1-800-397-9389 or call: 1-800-397-9744

Inquire about our group rates and save!

Course fees (in US Dollars)

	Day 1	Days 2 & 3
Small teams (3 to 5 participants; payment per participant). Larger teams may inquire for additional discounts.	\$ 665	\$ 1290
Early enrollment 2 weeks prior to the session date.	\$ 695	\$ 1350
Late enrollment Must be received one day prior to the session. No participant will be admitted into the course without prior payment arrangement.	\$ 725	\$ 1390

All applicable taxes extra.

Preferred rates

Large team discounts: To receive up to 30% discount, inquire about our group rates at 1-800-397-9744. This course is also available to be scheduled on-site at your organization.

Cancellations are accepted up to two weeks prior to the course. A \$100 service charge will be applied. All cancellations must be made in writing or faxed to 1-800-397-9389.

Please obtain a cancellation number from us to confirm. Late cancellations will not be refunded, but enrollment fees may be credited to any future Intervista course, seminar or conference anywhere in North America. Substitutions may be made at any time.

Intervista Institute reserves the right to postpone, cancel or change scheduled dates or venue, as well as the right to substitute instructors with other highly qualified experts.

For participants registering in the United States, mail payment to:

INTERVISTA INSTITUTE
801 Brickell Ave, 9th floor, Miami, FL 33131-2951

For participants registering in Canada, mail payment to:

INTERVISTA INSTITUTE
1200 McGill College Ave, Suite 1100, Montreal, QC H3B 4G7

Receipt of your payment constitutes confirmation of your enrollment. For payments made with American Express, MasterCard, Visa or en Route, please include your credit card number, expiry date and signature on registration form.

Get on the fast track.

Enterprise Architecture

Rapid Delivery

1. Select a program and city

- Comprehensive 3-day program
 - Transforming business plans into strategic models for rapid EA delivery (Day 1)
 - Methodologies and architectures for rapid EA implementation (Days 2 & 3)
-
- Ottawa, ON – May 7-9, 2007

How did you learn about this course?

- Mail
- Colleague
- Email advisory
- Web
- Other _____

2. Please write in block letters or affix your business card here:

Name _____										V.I.P. number	
Title _____					Department _____						
Company/Organization _____											
Address _____											
City () _____			State / Province () _____			Postal code _____					
Telephone _____				Fax _____							
Email _____											
Credit card number _____			<input type="checkbox"/> American Express		<input type="checkbox"/> Visa		<input type="checkbox"/> MasterCard		<input type="checkbox"/> enRoute		Expiry date / _____
Authorized Signature _____										Date / _____	

3. Additional colleagues:

Name _____											
Title () _____					Department _____						
Telephone _____				Fax _____				Email _____			
Name _____											
Title () _____					Department _____						
Telephone _____				Fax _____				Email _____			

To register more participants, please photocopy this registration form.

Email: info@Intervista-Institute.com www.Intervista-Institute.com

Fax to : 1-800-397-9389 or call: 1-800-397-9744



Get on the fast track. Enterprise Architecture Rapid Delivery

What your colleagues say about Intervista's implementation courses

"Extremely well grounded in reality.
I enjoyed the challenge of mixing "landmines"
with recommendations. Absolutely excellent,
current and immediately applicable."

James Meck
Chief Architect
BAE Systems

"Extremely valuable course. It clarifies
Enterprise Architecture implementation
and contains many excellent ideas
that I will apply immediately."

Carolyn Weinbender
Enterprise Information Architect
Workers' Compensation Board of B.C.

"A truly worthwhile course, well delivered
by a top-notch professional."

Robert Weisman
Partner & Executive Consultant
CGI Group Inc.

Intervista's executive and professional development
courses are designed to update teams with the latest
concepts in enterprise architectures, knowledge
management and innovation.

Intervista provides structured opportunities to learn
new principles and best practices from leading experts.
Over 6500 Management and IT Executives from all
sectors have chosen Intervista for their professional
development and for strategic advancement.



Who will benefit:

Senior Vice-President/Director
Chief Information Officer (CIO)
Vice President/Director IS
Strategic Planner
Information Systems Manager
Enterprise Architect
IS/Technology Architect
IS/Technology Planner
Project Manager/Leader
Data Warehouse Architect/Manager
Business Architect
Information Architect
Application/Systems Architect
Knowledge Management Architect/Manager
Database Manager/Administrator
Business Unit or Department Manager
Business Analyst
Systems Consultant/Integrators
Finance Manager
End-User Computing Specialist
Web Master/Administrator
Systems Analyst/LAN Manager
Application Developer
Administration Director/Manager
Network Director/Manager
Director of Corporate Services
BPR Manager/Consultant
Tier 1 IS Consultant
Technology Marketing/Sales Managers

Executives and their teams from the following organizations have attended Intervista's educational programs (partial list):

EDSSystemhouse Inc. • Imperial Oil • Price Waterhouse Coopers • Office of Management & Budget • Xerox Ltd.
Peace Corps • Boeing • Lexis-Nexis • Aetna • Exxon • U.S. Mint • McDonald's • Nike • Westinghouse • J.P. Morgan
Chase • Nokia Research Centre • Gillette • Liberty Mutual Corp. • Fujitsu Consulting • Sprint • Department of
Commerce • Department of Agriculture • Foreign Affairs • Department of National Defense • L.G.S. • Royal Bank
U.S. Geological Survey • Rochester Institute of Technology • Treasury Board • Veteran's Affairs • CGI • Department of
Public Works • LSI Logic Corp. • Department of Education • Management Board Secretariat • M.I.T. • Army National
Guard • RCMP • Nortel Internal Revenue Service • Department of Health & Human Services • BAE Systems • Glaxco
Wellcome • Swisscom Mobile • NASA • World Bank

Enroll your team now!

Limited capacity

Ottawa, ON – May 7-9, 2007

Register today:

Call: 1- 800 - 397- 9744

Fax: 1-800-397-9389

Email: info@Intervista-Institute.com

www.Intervista-Institute.com