



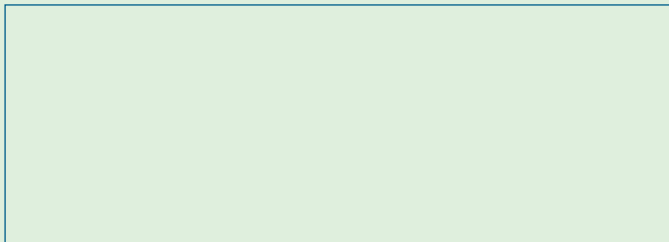
Executive Education Program  
 Strategies for Implementing Information Architecture  
 Led by Barbara Kumara



Grow your knowledge capital.  
**Information Architecture**  
 Best practices for strategic advantage

Ottawa ON, March 21-23, 2006  
 Victoria BC, April 26-28, 2006  
 Edmonton AB, May 1-3, 2006

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# Day1 Information Architecture Strategies

Dear Colleague,

Imperatives such as e-government service delivery, mergers and acquisition integration, consumer demand for information services and cost reduction are just a few of the driving forces for better management of information assets.

In response to these evolving priorities, Intervista Institute has developed a new education program dedicated to the emerging discipline of Information Architecture.

Led by Barbara Kumara, this course will instruct your team on the key issues that affect information architecture in your organization. From business alignment to meta data, to information privacy and security, team members will learn essential concepts and practices for success.

Through real world case study examples, participants will also gain critical knowledge of methodologies from capturing business requirements to modeling. And finally, your team will acquire knowledge of the key success factors for adopting approaches that result in a practical, strategically aligned Information Architecture for their projects.

Manage your information assets  
for strategic advantage.

The link between information and strategy is an important one to both businesses and governments alike. Join your colleagues and learn how Information Architecture can grow your knowledge capital for strategic advantage.

Teresa Di Cairano  
Executive Director

## 1. Creating an information advantage.

### The business mandate for Information Architecture (IA).

- Strategic information initiatives
- Information asset thinking
- Innovation, value networks and service delivery
- Response to legislative and security directives

## 2. State of the art.

### The evolving discipline of IA.

- Information theory and application
- Classic information and data modeling
- Emerging perspectives
- Enterprise Integration, Business Intelligence (BI) and Web-driven initiatives
- The new information imperatives: Publishing, Accessibility, Human Factors

## 3. The information portfolio.

### Managing the information asset mix.

- Enterprise-wide Information Architecture
- The Information Architecture of BI
- Ontologies: Managing the Semantic Enterprise
- Leveraging Data Reference Models
- Client and Web-driven Information Architectures

## 4. Information Architecture strategy.

### Real world example — A new business model.

- Identifying key Information Architecture components
- Refining and characterizing the component lists
- Linking components with business objectives

## 5. Managing the risk.

### Security and privacy essentials.

- Implementing information classification guidelines
- Balancing data security and accessibility
- Meeting compliance regulations with Information Architecture policies and standards
- Privacy concerns and governmental compliance
- Ethical data management in the information-intensive organization

## 6. Fast growth information assets.

### Information Architecture for the web.

- The Web: A new driver for semantic modeling, taxonomies and metadata
- Content, Context and Usability - The core to design
- The interdisciplinary role of the Information Architect
- Integrating the information silos of large, decentralized organizations
- The potential for industry standards and shared resources

## 7. Human capital dimensions.

### The Information Architecture organization.

- Implications to the CIO and Program Office
- Roles, responsibilities and methods
- Project management implications
- Who owns the information?
- Knowledge transfer to outsourcing vendors
- Defining a practical, culturally-aligned Information Architecture function

## A new look for Intervista Institute



With over 15 years in business, the Intervista Institute decided it was time for a change • Reflections on our image and brand character, led us to focus on our core value of enabling innovation • Adopting the new positioning “Innovation at work”, reflects both our goal to promote creativity and communicates the esprit de corps of the Institute • Our new logo design of progressive circles illustrates stages of development — from emerging ideas to tangible results • The color red communicates a dynamic quality • The font Myriad was chosen for its modern, open, humanistic look • Meanwhile, our course brochure design and syllabus text have also been refreshed to better express our progressive outlook •

# Days 2 & 3 Implementing Information Architecture

## 1. Roadmaps to Information Architecture.

### Long and short term strategies.

- Process, Data or Technology-driven
- Application perspective
- Enterprise perspective
- Business-driven Information Architecture
- Defining the scope of an IA project

## 2. Managing IA implementation.

### Framework, methods and approaches.

- Applying The Zachman Framework to Information Architecture
- Stakeholder analysis
- Enterprise, department and project levels
- Working outside the boundaries of the organization

## 3. Insider perspectives.

### Best practices to successfully elicit business requirements.

- Identifying optimal sources
- Facilitating business sessions
- Capturing critical information attributes
- Integrating data and process analysis
- Resolving language inconsistencies
- Maintaining the integrity

## 4. Global reach. Local delivery.

### Effectively modeling the enterprise.

- Conceptual, logical and physical architectures
- Transformation rules
- Using modeling techniques and tools
- Working towards enterprise integration

## 5. Enterprise alignment.

### Real world case study.

- Assuring quality and semantic integrity
- Planning for and conducting business sessions
- Practicing modeling techniques
- Transitioning to design

## 6. Enterprise currency.

### Meta Data. The medium of exchange.

- Why Meta Data is a critical component of Information Architecture
- Information content, context and structure
- Documenting scope, authenticity and integrity
- Administrative, Descriptive and Technical Meta Data
- Security and Privacy Meta Data

## 7. Building innovative, relevant solutions.

### Real world case study.

- Develop a high level Semantic Model
- Identifying language inconsistencies
- Structure Meta Data for key information assets
- Write an Information Architecture charter

## 8. Capitalize your information assets.

### Adopting an information-centric approach.

- Governance and the politics of information
- From application development to enterprise information architecture
- Engaging business and executive management
- Scope management and windows of opportunity
- Metrics for Information Architecture success

Learn how to grow your knowledge capital with Information Architecture expert Barbara Kumara



Intervista Institute faculty member and recognized expert in Information Architecture, Barbara Kumara works with management to optimize information strategies and innovation efforts •

Her leadership skills have contributed to many projects in Information & Business Architecture, Business Intelligence & Data Warehousing, Meta Data and Information Engineering for Fortune 500 corporations and public agencies • Barbara is also very involved in consulting and coaching business leadership and managing change • She has served on the board of directors of software associations and is an active seminar and conference presenter •

Look out for our new course  
The Semantic Enterprise  
Spring 2006

[www.Intervista-Institute.com](http://www.Intervista-Institute.com)

# 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 or more participants: payment per participant).	\$ 639	\$ 1250
Early enrollment 2 weeks prior to the session date.	\$ 665	\$ 1290
Late enrollment Must be received one day prior to the session. No participant will be admitted into the course without prior payment arrangement.	\$ 685	\$ 1325

All applicable taxes extra.

## Preferred rates

Large team discounts are available. 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.

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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.

# Grow your knowledge capital.

## Information Architecture

### Best practices for strategic advantage

#### 1. Select a program and city

- Comprehensive 3-Day Program  
 Information Architecture Strategies (Day 1)  
 Implementing Information Architecture (Days 2 & 3)
- Ottawa ON, March 21-23, 2006     Victoria BC, April 26-28, 2006  
 Edmonton AB, May 1-3, 2006

How did you learn about this course?

- Mail     Colleague     E-mail advisory     Web  
 Other \_\_\_\_\_

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

Name	V.I.P. number
Title	Department
Company/Organization	
Address	City
State / Province ( )	Postal Code
Telephone	
E-mail	
Credit card number	<input type="checkbox"/> American Express <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> enRoute    Exp.date
Authorized Signature	Date

#### 3. Additional colleagues

Name	
Title ( )	Department
Telephone	E-mail
Name	
Title ( )	Department
Telephone	E-mail

To register more participants, please photocopy this registration form.

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



What your colleagues say  
about Intervista's IA course.

"Excellent and informative session."

**Dan Reinbold**

Director, Information Management  
Peace Country Health

"Executives are realizing that investments in technology over the past 20 years haven't provided the expected interoperability promises. More and more executives are realizing that more focus on Information Management at the information layer is needed.

Great course to help us IM specialists to demonstrate the value of IM & Information Architecture to bridge the gap between business lines & technology implementations."

**Yves Marion**

A/Director, Knowledge & Information Management  
Public Works and Government Services

"Insightful and comprehensive."

**Mark Brion**

Information Architect  
Sun Life Financial

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

Intervista provides structured opportunities to learn new principles and best practices from leading experts. Over 6000 Management and IT Executives from all sectors have chosen Intervista for their professional development and for strategic advancement.



# Grow your knowledge capital.

## Information Architecture

### Best practices for strategic advantage

#### Who will benefit:

Senior Vice-President/Director  
Chief Information Officer (CIO)  
Vice President/Director IS  
Business Architect  
Strategic Planner  
Information Systems Manager  
Enterprise Architect  
Project Manager/Leader  
Data Warehouse Architect/Manager  
Information Architect  
Knowledge Management Architect/Manager  
Database Manager/Administrator  
Business Analyst  
Application/Systems Architect  
Web Master/Administrator  
Systems Analyst/LAN Manager  
IS/Technology Architect  
Application Developer  
Director of Corporate Services  
BPR Manager/Consultant  
Tier 1 IS Consultant/Integrator

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Limited capacity

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

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Department of Commerce • Department of Agriculture • Foreign Affairs • Department of National Defence  
L.G.S. • RBC Financial Group • U.S. Geological Survey • Rochester Institute of Technology • Treasury Board  
Veteran's Affairs • CGI • Public Works • LSI Logic Corp. • Department of Education • NASA • Management  
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