

Business Architecture Innovation Summit – Day One

Tuesday, September 22, 2020

Note: All times are listed in Eastern Time (EDT)

10:30 – 11:00am | Welcome Address: Business Architecture 2020 – Scaling Execution

Co-Chair: William Ulrich, President, TSG, Inc., Partner, Business Architecture Associates, President, Business Architecture Guild

Co-Chair: Whynde Kuehn, Managing Director, S2E Transformation Inc., Business Architecture Associates, Director, Business Architecture Guild

Abstract: The opening session will share the exciting advancements across the business architecture community over the past year. Topics include proliferation across industries, successes and adoption, reference model and standards advancements, tool evolution, academic updates, and growing acceptance in strategy enablement. The session will also discuss exciting new directions for the year ahead.

Bio: William Ulrich is a management consultant, mentor, author, and workshop leader. He is President of TSG, Inc., President, and Co-founder of the Business Architecture Guild, and Co-Chair of OMG Architecture-Driven Modernization Task Force. A leading voice in business architecture, William brings together disparate forces to drive the discipline to the next level. He is also Partner in Business Architecture Associates, a Guild accredited training company. He is a Certified Business Architect (CBA)® and serves on the Guild certification committee.

Bio: Whynde Kuehn is Managing Director at S2E Transformation Inc. and a long-time practitioner, educator and thought leader. Ms. Kuehn is Co-Founder, Board Member, Editorial Board Chair and Academic Committee Chair of the Business Architecture Guild and Partner at Business Architecture Associates and a Fellow with the Institute for Digital Transformation. She is a Certified Business Architect (CBA)® and on the Guild certification committee.

11:10am – 11:55pm | Business Services and Business Architecture: Continuous Transformation to Achieve a Productive Operating Model

Dilek Guncag, Nordea Bank Corp, Senior Business Architect Commercial and Business Banking

Annemarie Guldbrandsen Maehl, Nordea Bank Corp, Lead Business Analyst Commercial and Business Banking

Abstract: Building efficient operating models is foundational for delivering outcome into the customer lifecycle within your business. While operating models typically inform organizational structures, the tricky part is to design the required relationships between those different organizational entities. Business services play a key role in identifying what we need to deliver into the customer lifecycle process also ensuring the synergy between different parts of the organization. This session shares insights into the process of creating a business service catalogue, generating heat maps, and answering priorities and executive stakeholder concerns. This best practice shows how business architecture methodology and knowledgebase can inform an operating model design and create powerful insights to the business about process, people, and technology without becoming alienated within architectural concepts.

Bio: Dilek Guncag is a Senior Business Architect in Nordea Group Architecture with main focus on Commercial and Business Banking. She has 12 years of Enterprise Architecture experience in which the last 8 years has been focused heavily on business architecture in various areas like capability model design, operating model design, merger and acquisition analysis, capability roadmaps, and capability maturity assessments.

Bio: Annemarie Guldbrandsen Maehl has over 17 years of professional experience in banking, with a focus on business analysis for the past 7 years. Annemarie has been part of the transformation at Nordea. She is passionate about seeking new ways to improve and positively transform the business to deliver customer value. Annemarie is Certified Capability of Business Analysis (CCBA).

12:05 – 12:50pm

Business Architecture as a Game Changer

Eric Karsten, Ford, Director of Enterprise Architecture and Emerging IT

Angela Johnson, Principal Architect

Abstract: In 2019, Ford's Enterprise Architecture was one of five recipients of InfoWorld/Forrester's Enterprise Architecture Award. Enterprise Architecture was recognized for introducing their "BluePrint" process to identify future business state and plan IT investments. The result was an 85% reduction in the number of projects and increased value realization in the remaining projects. Ford EA leaders will present a summary of the journey to the Blueprint process.

Bio: Eric Karsten is a Director in Ford Motor Company's Information Technology division. Eric has over 25 years of experience in the development and deployment of IT related solutions for manufacturing companies. Eric recently took on the lead for Enterprise Architecture and Information Management for Ford. In this leadership role, Eric is responsible for enterprise architecture strategy, planning, and governance across the enterprise. Over the past two years Eric and his team have been implementing modern DevOps pipeline based on Open Source technologies. In addition, Eric provides leadership for the IT Research group whose mission is to discover and introduce technologies that will advance the goals of the corporate mission.

Bio: Angela Johnson is a Principal Architect at Ford Motor Company. She has held several roles in her 23 year career at Ford, most recently in a strategic role responsible for setting the strategy and processes for the Enterprise Architecture organization at Ford. In 2016 she introduced a strategic planning tool at Ford called the Enterprise Blueprint which enabled an architecture driven methodology for identifying IT investment opportunities. Angela serves in Ford's IT Mentoring Circles program where she is both on the Operating Committee as well as a mentor to a group of IT professionals.

12:50 – 1:20pm | Group Discussion: Challenges and Opportunities

Mike Rosen, Chief Scientist of Wilton Consulting Group

Abstract: Every architect has challenges. Many are common to all of us, and many of us have faced them before. In this session, we'll create a real-time WordCloud of the challenges that we're currently facing and how to address them. A moderator will lead a discussion about some of the most common challenges, soliciting input and suggestions from all participants.

Bio: Mike Rosen is Chief Scientist of Wilton Consulting Group, which specializes in helping organizations create and get value from business and enterprise architectures. Mike is also VP and Co-founder of the Business Architecture Guild. Mike has over 35 years of experience in architecture and application development, has held numerous CTO and Chief Architecture positions, and is internationally regarded for his presentations and courses in architecture. Mike is a Certified Business Architect (CBA)®.

1:20 – 2:05pm | Capability Maturity Assessments: From Integration to Strategy and Beyond!

Kelley Eckmayer, PNC Bank, VP, Enterprise Architect Sr.

Abstract: While business architecture often focuses on strategy, capability maturity assessments are needed to inform strategic planning efforts. This session will discuss how capability maturity assessments provide insights to help business leaders explore potential ways to enhance or develop their capabilities, identifying and executing new business opportunities. PNC has taken a progressive approach to organizing its architecture teams to enable complete strategy definition and execution for our partners, thus allowing us to move from a reactive into a proactive practice.

Bio: Kelley Eckmayer is VP and Senior Enterprise Architect with over 15 years of proven track record as a value-adding, delivery-loaded project hardened professional. She has hands-on expertise spanning business architecture, business analysis, system analysis, architecting financial applications, data warehousing, data migrations, data processing, and ERP applications. Kelley has worked as a business architect, business analyst, and project manager, has maintained budgetary control over all projects within an organization, and has been responsible for company resourcing. She is team lead for Enterprise Business Architecture and co-chair of PNC's Business Architecture Community of Practice. Kelley is a Certified Business Analysis Professional (CBAP), Certified Business Architect (CBA)® and TOGAF Certified. She is co-chair of the Guild's Financial Services Reference Model working group and a member of the BIAN Business Capability Model working group.

2:15– 3:00pm

Evolution of a Business Architecture Practice

Maureen Mathias, Independence Blue Cross, Business Architect

Abstract: In the beginning we knew there was a need for what we eventually learned is called 'Business Architecture'. Through the evolution of the practice we have encountered many of the common pitfalls and experienced typical setbacks. The practice has launched, relaunched, and relaunched again. The vision is finally manifesting itself. A purpose, goals, measurable results, a leader that is aligned, and an advocate of the practice and its benefits cleared most of what stood in the way of our path forward.

Bio: Breaking things down to simple pieces and understanding what, who, when, how, and why is Maureen's focus. Maureen started in IT operating a console, scheduling, programming, system's analyst, process improvement and solutions. Maureen's career evolved into the practice of Business Architecture and she has more than 30 years' experience between the property casualty, healthcare and banking industries in the United States.

Maureen is participating on the Insurance and Healthcare Provider Industry Reference model teams while the Business Architecture Practice at her company continues to evolve.

3:00– 3:40pm

Business Architecture Industry Reference Model Update Panel

Co-Chair: William Ulrich & Co-Chair: Whynde Kuehn

Abstract: This session will deliver a brief update on available business architecture industry reference models and where they are headed long-term. The session will provide ample Q&A time for attendees to ask questions on directions and best practices.

3:40 – 4:25pm

Business Architecture from Strategy Definition through Solution Deployment

Ashley Fernandez, USAA, Business Architect

Hari Natarajamani, USAA, Business Architect

Abstract: In the past, our business architecture practice was focused on capturing current and target capability maturity as well as gaps that we assume should be filled to reach the target state. Given the fast pace of our current environment, our target states are continually flexing to ensure competitiveness. This necessitates a new method to articulate to the business what it truly means to increase capability maturity. We have implemented incremental capability maturity measurement as it aligns to enterprise strategy and impacts of the external environment. This session will present a real-life case study to demonstrate the value of these creative techniques.

Bio: Ashley Fernandez is a Business Architect for USAA with experience in process engineering, process simulation, and continuous improvement. Over the past year she has been one of the leading voices for advancing business architecture at USAA. Ashley is a Certified Business Architect (CBA)® and has a Bachelor of Arts in Mathematics from Trinity University.

Bio: Hari Natarajamani is a Business Architect for USAA with experience in business analysis, process engineering, and marketing. In the past year he has been one of the leading voices for advancing business architecture at USAA. Hari has his Masters in Financial Management and 22 years of experience.

4:30 – 5:00 pm

Day 1 Wrap-up: Feedback, What Worked, What Can be Improved?

Co-Chair: William Ulrich & Co-Chair: Whynde Kuehn

Abstract: This closing session will recap the day's discussions, address attendee comments, and provide a preview of the day 2 sessions.

Business Architecture Innovation Summit – Day Two

Wednesday September 23, 2020

10:30 – 10:50 am | Business Architecture: Where are We Headed?

Chair: Mike Rosen, Wilton Consulting Group

Abstract: This opening session will take a brief look into business architecture over the next 5 years, discussing what to expect in the mid-to-long term.

10:55 – 11:40 am | Business Transformation to Reach 99% Self-service for Our Customers

Vincent van Rooijen, Vattenfall, Business Architect Customers and Solutions

Abstract: In Vattenfall, we push for 99% customer self-service, coming from entirely phone-based customer service. We drove the system landscape transformation required for that change entirely from business architecture and introduced the concept of the business data-product owner; business people who are responsible for API's, reports, and datasets. We then defined governance around this concept, resulting in an API library and data catalogue that is truly owned by the business. The approach allows agile teams to dramatically improve time-to-market, reuse, and data quality. This session will discuss the approach, the governance that made the effort successful, and API definition. The session will further cover how we measure the degree of self-service and related progress, and explain why we aim for 99% and not 100%.

Bio: Vincent van Rooijen works as business architect with the Vattenfall BtC Business Unit in the Netherlands and other units involving Business Area Customers and Solutions. Topics like self-service, marketing automation, hyper-personalization, company integration, and CRM landscape replacement are his primary interests. Furthermore, Vincent worked as Business Architect and Information Manager for energy production units of Vattenfall, standardizing and optimizing process and system landscapes for production units.

11:50 – 12:35pm | Business Modeling and the Triple Bottom Line

Mark W. McElroy, Ph. D, Center for Sustainable Organizations, Founding Director

Abstract: In mid-2019, a groundbreaking study was completed in which a business modeling platform from the Netherlands, the Value Management Platform (VMP), was used in conjunction with a triple bottom line performance accounting tool, the MultiCapital Scorecard (MCS), to predict and assess the sustainability performance of alternative business models for a fictitious energy producer. This session will present the results of this study. Of particular interest will be the manner in which specific measures of the social, economic, and environmental impacts of an organization were taken by VMP, and then later fed into the MCS in order to perform triple bottom line accounting and report the results. No other business modeling methodology is able to predict triple bottom line performance in this way.

Bio: Mark W. McElroy, Ph.D. is an accomplished innovator, consultant, author, and educator in the theory and practice of corporate sustainability management. He currently serves as Executive Director of the Center for Sustainable Organizations. Dr. McElroy is known for his research and development of tools, methods, and metrics for measuring, managing, and reporting on sustainability performance. He is co-founding principal of Thomas & McElroy LLC, where he co-developed the MultiCapital Scorecard, the world's first quantitative and context-based implementation of Triple Bottom Line accounting and has coauthored a book by the same title. Dr. McElroy previously worked at Price Waterhouse, KPMG, where as a partner he led a national practice, and Deloitte Consulting, where he led the Center for Sustainability Performance in Boston, MA. In 2019, Dr. McElroy was appointed special advisor to the UN on a 4-year project aimed at developing a standardized framework of sustainability performance indicators for organizations around the world.

12:45 – 1:30pm | Business Architecture & Change Management

Ken Williams, AIG, Business Architect

Abstract: The Business Architecture Guild defines business architecture's value as an effective communication and analytical framework for translating strategy into actionable initiatives. The Association of Change Management Professionals® defines change management as the practice of applying a structured

approach to transition from a current state to a future state to achieve expected results. The key success factor in any transformation is not just delivering a change on time and with the expected features, but to also enable adoption and utilization. This session will share insights into organizational change management and business architecture alignment through examples of how the ten aspects of change impact on individualized change and the five levers of change management are all informed by the business architecture. It will also provide best practices and framework for applying change management in an agile environment with business architecture.

Bio: Ken Williams is Process Architect for Life and Retirement Centralized Global Operations Transformation & Automation at AIG. Together with his team he enables execution of strategic and tactical transformation through the alignment of business architecture, change management, benefit realization management, and Agile project management. Ken is a Certified Change Management Professional (CCMP)®, Project Management Professional (PMP)®, and PMI Agile Certified Practitioner (PMI-ACP)®

1:30– 2:10 pm | Group Discussion: Executive Messaging

Co-Chair: William Ulrich & Co-Chair: Whynde Kuehn

Abstract: Struggling with getting through to your boss, or your boss's boss on the value of business architecture.? Join this executive messaging networking discussion that will lead with a brief messaging presentation and discussion on how to get executives on board.

2:10 –2:55pm Business Architecture as an Enabler for Business Agility

Josephine Gilmore, FedEx Services, Manager, Product Development
Bill Garland, Business Architect

Abstract: Business architecture describes how all the elements of an organization's ecosystem work together to create value for internal and external stakeholders. This baseline enables organizations to achieve and scale business agility. This session will outline the breadth of business agility and business architecture's role in achieving it.

Bio: Josephine Gilmore is a Manager in the Product Development organization at FedEx Services. Her team supports the planning and execution through the implementation of Business Architecture practices, collaborating with other Business Architecture groups in a FedEx-wide Community of Practice. She has over 25 years of experience in product and portfolio development strategy in the technology, publishing and transportation industries. Certifications include SAFe Practitioner Consultant and Certified Business Architect®.

Bio: Bill has held various architect roles at Hilton and FedEx. He has 16+ years of experience across various aspects of enterprise and solution architecture, scaling agile, business architecture, and customer master data management. He holds certifications in Business Architecture and SAFe®. He lives in Memphis, TN with his wife and previously enjoyed finding new restaurants while traveling for concerts.

3:05– 3:50pm | Business Capabilities as a Foundation for Data Analytics

Pedro Alvarez, UPS, Business Architect

Abstract: UPS's business architecture practice has formally published a business capability model that encompasses all the capabilities of the organization. The model leverages industry reference models from the Business Architecture Guild, and includes additional capabilities to complete a comprehensive view of our business. Our advanced analytics team has incorporated the capabilities as a taxonomy for UPS data concepts, and as a starting point from which to launch data analysis and modeling that directly reflects the business. Moreover, the capability model is used as a training tool for data scientists and newly hired team members to provide them with a comprehensive view of the entire UPS organization.

Bio: Pedro Alvarez is a Business Architect at UPS, with 23 years of IT experience in Business Systems Analysis and Business Architecture. As manager of UPS's Enterprise Business Analysis Practice, he was responsible for consistency in the Business Analyst job family throughout the organization, including standards and best practices for the requirements work stream, UPS BA Competency Training Program, and mentoring support

for over 200 business analysts at UPS world-wide. In his current role, Pedro is responsible for establishing an enterprise-wide business architecture practice for UPS, which includes development and stewardship of the organization's Business Capability Model, defining the role of the business architect, and launching an enterprise-wide standard practice and COE for business architecture.

4:00 – 4:45 pm | **Architecting Empathy: Oxymoron or Revolution?**

Heidi Beets, Travel Services Corp., Enterprise Architect

Abstract: Is it even possible to architect empathy? In this session, we will go on an exploratory mission to find out if architecting empathy is an oxymoron or a revolution. The discussion will provide a practical guide to step attendees through the approach for moving through friction with grace. The discussion will also align disciplines and follow an organization's journey to deliver amazing customer experiences in the relentless pursuit of value.

Bio: Over the last 20 years, working with industry leading corporates in finance, engineering, and travel, Heidi has specialized in helping already established organizations scale sustainably by designing and implementing customer centric models. Combining a background in Management Accounting with being a Certified Enterprise Architect and Certified Business Architect (CBA)®, her systems connect Organizational Design, Strategic Enterprise Design, Customer Experience Alignment, Risk, Finance, Operations and Business Systems, which has proven to be the winning formula for sustainable business growth. Heidi's sweet spot is connecting commercial business acumen with design thinking and strategy with execution, which has led to her experimenting with creating best in class industry frameworks.

4:45 – 5:30 | **Networking Break: Virtual Happy Hour**

Featuring: Mike Rosen as Virtual Host and Guide

Abstract: We all miss the person to person networking of previous summits after a long day of great sessions. Here's the next best thing...virtual happy hour. Fix yourself a drink, or whatever you prefer, and join other to talk about what you learned, your job status, the kids, or any topic that comes to mind. We'll be there. Hope you will too.

Business Architecture Innovation Summit – Day Three

Thursday September 24, 2020

10:30 – 10:45 am

Envisioning the Impossible: A Vision for the Long-term

Co-Chair: William Ulrich & Co-Chair: Whynde Kuehn

Abstract: Can we envision a time when viewing a business through the lens of business architecture is as common as any other long-entrenched management practice? This session takes us into a future vision of that world

10:55 – 11:40am

Business Over Architecture – A Strategic View of Value Streams Stretching BIZBOK® Principles

Bryan Lail, Raytheon, Business Architecture Fellow

Abstract: Best practices based on the BIZBOK® Guide provide a powerful method and framework for driving from strategic intent to business execution. The examples and reference models, however, tend to focus on the corporate view of common foundational blueprints across the scope of the enterprise tied to the architecture practice. These are common representations of key activities such as managing the supply chain, developing new products, manufacturing the products as so forth. Applying the same principles, however, value streams can help leaders understand powerful new insights such as integrated business planning across those functional views or across the product planning cycle. These value streams, and associated mapping to business capabilities with subsequent relationships to information and organizations, do not fit into the corporate view of common practices across an enterprise, but can at times be the very focus needed at a specific business unit to enable strategic execution and deliver value in speed to market and product affordability. This presentation overviews the concept and an example.

Bio: J. Bryan Lail is a Business Architect Fellow at Raytheon. He works across business units to derive key business growth and competitive strategies, and then develops value stream models and capability maps to shape new ways of doing business to execute the strategies. Architecting the business includes rigorous methods for forming new business models, finding new value streams across organizational functions, and innovative use of information to increase probability of win in new markets. He has used these methods for business leadership in shaping the top two current strategic initiatives at his unit in Raytheon. He also leads the Business Architecture Workstream in the Open Group Architecture Forum, leveraging BIZBOK® principles for updates to the TOGAF® standard.

11:50– 12:35 pm

Enabling Cost Transparency Through Business Capabilities

Kimberly Saunders, Fannie Mae,

Samantha Kanczucker, Fannie Mae, Director, Profitability & Expense Transparency

Abstract: Fannie Mae's Finance organization is leading a transformative initiative to create expense transparency across the enterprise. In order to bridge organizational and technological siloes, business capabilities were used as the anchoring foundational framework. Costs aggregated at the business capability level have provided an alternative view of expenses, which yielded new and interesting insights into whether or not the company is investing in the right capabilities. This session will discuss how the Finance organization used business architecture to enable information that is influencing alignment of funding decisions to strategic objectives.

Bio: Samantha Kanczucker is the Director for Profitability and Expense Transparency. Samantha is responsible for the establishment, build, and maintenance of a cost allocation framework that enables Fannie Mae to make more informed decisions around investments and spending. The cost allocation framework also serves as the foundation for multi-dimensional Profit and Loss (P&L) reporting and analysis that is utilized by business leads to more closely manage profitability of their specific areas

Bio: Kimberly Saunders is a senior Business Architect, aligned to enterprise risk management. In addition to customer engagements, she leads the advancement of Fannie Mae's Enterprise Capability Model and the

development and launch of an interactive version of the model. Intuitive, easily navigable traceability from business capabilities to investments, supporting technology assets, and business processes are enabled by the interactive model to support key business decisions. Kimberly has a Bachelor of Science in Electrical Engineering from North Carolina Agricultural & Technical State University. She is also a Project Management Professional (PMP) and certified Lean Six Sigma Black Belt.

12:35- 1:10pm

Networking Break: Birds of a Feather Networking

Co-Chair: William Ulrich & Co-Chair: Whynde Kuehn

Abstract: We all miss the person to person networking breaks and lunches of previous summits. For this session, pick a topic and join the virtual room to meet and chat with other summit participants.

1:10 – 1:55 pm

Measuring the State of a Business Architecture Practice

Mark Pestrak, Health Care Service Corp., Sr. Business Architect

Abstract: This presentation will focus on the path Health Care Service Corp. (HCSC) developed to define the state of the business architecture practice in 2019. A key component is the adoption of the Business Architecture Maturity Model as the framework to measure our current state and future state maturity level. The presentation also addresses the need to develop a strategic focus, direction, and measurement process. The approach taken by HCSC can be leveraged by any organization to measure their business architecture practice.

Bio: Mark is a Senior Manager who has achieved continuing success at improving business performance. He is a business architect, experienced in strategic and operational planning that unites business and IT communities to achieve company objectives. Mark has strong management and supervisory skills including managing project resources and mentoring business analysts. He attended Northwestern University, J. L. Kellogg Graduate School of Management, has a Masters of Management and a Bachelor of Science (BS) from Illinois State. Mark is also a Certified Public Accountant (CPA) and Project Management Professional (PMP) with a Change Leadership Certificate from Cornell University.

2:05 –2:50pm

Process Maturity & Data Trust - Using A Digital Readiness Model to Decompose the Impossible into the Possible

Eanna Sarah, Pacific Gas & Electric Company, Lead Enterprise Application Architect

Abstract: PG&E has aspired to develop an integrated, enterprise-wide toolset for planning, scheduling, and dispatching work to service its millions of utility assets. Past implementation missteps, aging applications, and uncertainty due to wildfires created an environment where everyone from top executives to field crews were experiencing solution fatigue combined with intense urgency. The problem seemed to be big, too pervasive, and too entrenched to solve. Our approach was to decompose the problem into manageable stages with predictable outcomes using a digital readiness model. We used core business architecture dimensions to develop two readiness thresholds based on process maturity and data trust. These thresholds provided a consistent framework and digital readiness model needed to develop a five-year investment road map, identify immediate actions, and help the business prepare across our diverse environment.

Bio: Eanna has 20+ years of experience serving as a proven, trusted advisor to business leaders in digital transformation. She has worked as an Enterprise Architect at Boeing, Starbucks, Microsoft, and, currently, at Pacific Gas & Electric Company (PG&E). Eanna delivers business outcomes by linking business strategy with technology investments to provide a clear path to execution and ensure system sustainability, flexibility, and growth.

2:50- 3:30pm

Group Discussion: Business Architecture Trends

Co-Chair: William Ulrich & Co-Chair: Whynde Kuehn

Abstract: What business architecture trends are we seeing? What does the future hold for business architecture? This session will explore business architecture trends and predictions. A moderator will lead the discussion and solicit real-time input from all participants as well as additional perspective from Guild leaders.

3:30 – 4:15 pm

Leveraging Business Architecture to Drive Clear Conversations: The Decoder Ring in Strategic Planning

Tracy Kostiuk Richards, Autodesk, Sr. Business Architect

Abstract: In 2019, several seemingly disconnected activities all kicked off around the same time: formalization of our internal business architecture body of knowledge, a new addition to the business architecture team, and the organization's annual strategic planning cycle. This created a unique opportunity to both challenge and change our perspective. Being the newest team member, I was challenged with both understanding the vocabulary unique to business architecture and attempting to augment the business impact analysis for the initiatives to deliver against our strategic intent. Learn how aligning around a common terminology and leveraging a business architecture mindset helped to change the conversation, increase clarity, and generate insight into otherwise unseen opportunities.

Bio: Tracy Kostiuk Richards is a strategic, business-centric technology leader who has been executing against strategic priorities and initiatives at Autodesk for over 17 years. As a relatively recent addition to the business architecture team, she brings deep knowledge of the company's customer-facing capabilities. Tracy is a Certified Business Architect (CBA)®

4:20 – 4:55pm

Business Architecture Tool Vendor Panel

Chaired by Mike Rosen, Wilton Consulting Group, Chief Scientist; VP Business Architecture Guild

Abstract: This closing panel will give attendees an update from various tool vendors that support the practice of business architecture. This informative update will give attendees a good understanding of the technology that supports their business architecture practices.

4:55 – 5:05 pm

Closing Remarks

Co-Chair: William Ulrich & Co-Chair: Whynde Kuehn

Abstract: Whynde and Bill will wrap up the Innovation Summit with closing remarks, a short Q&A session.