

The Open Group Arabia Presents 3rd Middle East & North Africa Enterprise Architecture Practitioners Conference

**3rd MENA  
EA Conference**

**14 FEBRUARY 2013**

**Radisson Blu Hotel  
Yas Island  
Abu Dhabi, UAE**

## Strategic Transformation using Enterprise Architecture

### Who Should Attend

Participation in this conference is highly recommended for:

- ✓ Excellence Professionals
- ✓ Strategy & Planning Managers
- ✓ Organizational Development Professionals
- ✓ CIOs and CTOs
- ✓ IT Directors and Senior IT Managers
- ✓ Enterprise Architects
- ✓ Architecture Practitioners
- ✓ System Designers
- ✓ Information Security Managers
- ✓ IT Security Practitioners
- ✓ Consultants and Analysts

The Third Open Group Enterprise Architecture Practitioners Conference located in the Middle East will provide an unparalleled opportunity for thought leaders and industry experts to come together to understand the rapid advances of enterprise architecture in the organizations in the region. Conference attendees will gain a unique insight into the challenges encountered and solutions implemented at several organization sites both locally and internationally, and will ensure that practitioners that attend will have the tools at hand to drive the business value experienced by others to their own business stakeholders within their organizations. You will also be provided with a unique opportunity to network with enterprise architect practitioners from around the world to exchange past experiences as well as ideas for the future.

### Conference Key Speakers



Allen Brown  
The Open Group



Dr. Saeed Al Dhaheri  
Ministry of Foreign Affairs



Omar Akbar  
Saudi Aramco



Trevor Nurse  
ADCO



Steve Green  
QTEL



Chris Harding  
The Open Group



Abdallah El Kadi  
The Open Group Arabia

### Conference Benefits

During this conference you'll learn about the following key topics:

- ✓ Enterprise Architecture
- ✓ Enterprise Organizational Excellence
- ✓ Business Process Management
- ✓ IT Planning
- ✓ IT Portfolio Management
- ✓ TOGAF®
- ✓ Cloud Computing
- ✓ Information Security Standards
- ✓ Effective Enterprise Architecture Tooling

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Dear Guest

On behalf of The Open Group Arabia, I would like to welcome you to the 3rd Middle East and North Africa Enterprise Architecture Conference. The theme of the conference is "Strategic Transformation Using Enterprise Architecture" and I believe that you have a great deal to offer and learn about enterprise architecture by sharing, discussing and collaborating with colleagues in the wider practitioner community.

The economic downturn has ensured that organizations are now more aware than ever that to guarantee their survival they should take a long term perspective with regards to the creation of value. This understanding is coupled with an acute awareness of the need to adapt and grasp new opportunities whenever they may present themselves, in order to ensure an effective reaction to market conditions, both positive and negative.

Providing support for this new found understanding can be a difficult task. An awareness of what you have, where you want to go, and how to get there, whilst still providing exceptional business as usual, and managing ad-hoc demand, are all challenges that organizations must learn how to overcome. Enterprise Architecture provides an approach that ensures that this is managed effectively and precisely – through the alignment of an enterprise's business processes and information systems with its strategic goals and objectives.

We are transforming the way we operate to continuously improve our ability to reach our goals. We have continued to meet the challenges of our field, excelling despite setbacks. You, as organization leaders, have the vision, the knowledge, the ability and the experience to pave our way, shaping the future of Enterprise Architecture in the Middle East Region.

This conference will highlight how Enterprise Architecture can be used as a foundation to achieve actionable strategy, improvement driven performance management, capability based organizational development, and business aligned IT solutions. The program will demonstrate how these achievements are planned and realized through the construction of an organizational connected view that provides traceability between the organization's strategy, business, information, application, and technology components.

Throughout this conference, I ask you to stay engaged, keep us proactive, and I am confident that you will find this event of value to either introduce or reinforce the concepts, methods and tooling used to implement best practices through the adoption of Enterprise Architecture.

I look forward to welcoming you at the event, and I would like to thank you in advance for attending our conference and bringing your expertise to our gathering.

Kind regards,



**Abdallah El Kadi**  
Managing Director, The Open Group Arabia

## Enterprise Architecture

Enterprise Architecture is a practice that helps create a blueprint which defines the structure and operation of an organization. The intent of Enterprise Architecture is to determine how organizations can most effectively achieve its current and future objectives by enabling them to see themselves in terms of the holistic and integrated view. Enterprise Architecture reflects the structure of Enterprise components and relationships, and the principles and guidelines governing their evolution over time.

## Business Transformation

Business Transformation is a practice that enables organizations to overcome the challenges faced when developing corporate strategies through the creation of effective capabilities for planning and operations. By formulating a corporate strategy that is both actionable and focused, and by introducing an improvement-driven performance management system, you can better direct and manage your business with a customer and market driven focus.

## Cloud Computing

Cloud Computing is the latest major evolution in computing. It is a paradigm where computing resources are available when needed for a fee. In an enterprise that has complex and expensive IT systems to support its business processes, who would not be attracted by the idea of just being able to pay on-demand for someone else to provide IT services without being concerned with the details of how it is done.

## IT Planning & Portfolio Management

It is essential for IT departments to be able to quickly modify plans in order to meet rapidly-changing business conditions. It is a common challenge where, IT departments and business units are not aligned on which IT resources are required, and when to support business goals. Companies need a way to manage the IT infrastructure in a comprehensive yet flexible way. IT planning and portfolio management defines what an organization intends to accomplish, how and when this will take place, and who will be held accountable. It is not limited to tactical or short-term goals. It may be used for strategic or long-term planning, but goals need to be systematically translated into short-term measurable goals.

# Agenda

	Timing	Speaker	Topic
Morning Session	08:30 – 09:00	Registration	
	09:00 – 09:30	Allen Brown	Key Note
	09:30 - 10:15	Dr. Saeed Al Dhaheri	MoFA Enterprise Architecture Tool Selection and Implementation for Achieving Operational Excellence
	10:15 – 11:00	Steve Green	Enterprise Architecture Collaboration enabled by TOGAF® and ArchiMate® 2 within Qtel Group
	11:00 – 11:15	Break	
	11:15 – 12:00	Omar Akbar	Data governance in the Oil & Gas industry
	12:00 – 12:45	Trevor Nurse	Enterprise Architecture Practice: A Business within a Business
Afternoon Session	12:45 – 14:15	Lunch Break	
	14:15 – 15:00	Abdallah El Kadi	IT Portfolio & Planning using Enterprise Architecture Methods and Tools
	15:00 – 15:45	Chris Harding	Cloud Computing and Distributed Services Architecture
	15:45 – 16:00	Closing	

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To find out more about this conference, please email [Hashem.Ayyoub@opengroup.org](mailto:Hashem.Ayyoub@opengroup.org)

09:00 - 09:30

## Keynote

Allen Brown, The Open Group



Allen Brown is President and CEO of The Open Group, a global consortium that furthers the achievement of business objectives through open standards.

For more than ten years, Mr Brown has been responsible for driving the organization's strategic plan and day-to-day operations.

In addition, he was instrumental in the creation of the Association of Enterprise Architects (AEA), which was formed to increase job opportunities for all of its members and elevate their market value by advancing professional excellence. Allen holds an MBA from the London Business School and is a Fellow of the Chartered Association of Certified Accountants.

09:30 - 10:15

## MoFA Enterprise Architecture A Tool Selection and Implementation for Achieving

Dr. Saeed Al Dhaheri, Ministry of Foreign Affairs



Dr. Saeed has earned his Ph.D. degree in biomedical engineering from Drexel University in Philadelphia, USA in 1994.

For ten years, he was an academic professor at the UAE University during which he has built a strong teaching and research background. His long personal interest in IT has enriched his experience through participation in many IT seminars and conferences worldwide.

He is one of the pioneers who helped bring the Internet to UAE in 1995. His career included consulting and advising several UAE government organizations in the areas of IT systems development, e-government, financial & investment management services and national ID systems.

Dr. Saeed was appointed in 2004 as the Director General of the newly formed Emirates Identity Authority. He established and led the authority for two years.

Today, he is an advisor to the Minister of Foreign Affairs in Information systems where he aims to use Enterprise Architecture and IT practices to transform and excel the performance of the ministry of Foreign Affairs.

10:15 - 11:00

## Enterprise Architecture Collaboration enabled by TOGAF® and ArchiMate® 2 within Qtel Group

Steve Green, QTEL



Steven Leslie Green is an Assistant Director of IT Architecture and Applications for the fifteen telecommunications operators in the Qtel Group of companies based in Doha, Qatar. He has 23 years of experience in Information

Technology within Utilities and Telecommunications sectors in all aspects of IT solution delivery and operations.

The last seven years he has focused on Enterprise Architecture capability development using TOGAF and Archimate2 standards and architecture leadership within large Telecommunications companies.

Prior to moving to the region he was Lead Enterprise Architect for Cable & Wireless Worldwide and prior to this lead architect at Pipex communications.

11:15 - 12:00

## Data governance in the Oil & Gas industry

Omar Akbar, Saudi Aramco



Omar O. Akbar - Upstream Data Management Specialist at Saudi Aramco. Has over eighteen (18) years of experience in supporting geoscientist's needs and streamlining E&P business processes.

Designed and implemented several data management solutions to manage seismic and well logs data. Initiated Data Services Governance process at Saudi Aramco by utilizing TOGAF best practices.

Currently, establishing an international Data Management special interest group for E&P named DMBoard.

12:00- 12:45

## Enterprise Architecture Practice: A Business within a Business

Trevor Nurse, ADCO



Trevor Nurse has over 20 years of IT experience spanning across banking, finance, manufacturing, retail, insurance, and energy industry verticals. He worked in areas such as business analysis, project management, technical support, development, and implementation in Canada, United States, and the UAE. He is a designated member of Canada's Information Technology Professionals and holds IT Governance and TOGAF certifications.

Currently he is leading the Enterprise Architecture capability at Abu Dhabi Company for Onshore Oil Operations (ADCO) where his mandate is to establish Enterprise Architecture as a sustainable capability. In leading the Enterprise Architecture practice his focus is on business alignment, the business value of EA, strategic planning, governance, application management, and the foundation building blocks of EA.

14:15 - 15:00

## IT Portfolio & Planning using Enterprise Architecture Methods and Tools

Abdallah El Kadi, The Open Group Arabia



Abdallah El Kadi is the CEO and Chief Architect of Shift Technologies, an AW Rostamani Group company, one of the leading private conglomerates in the UAE. With over 17 years of industry and consulting experience in Business

and IT Strategies, Enterprise Architecture, Business Process Management, ERP implementations, Program and Portfolio management, and Operations management, Abdallah's focus has always been on ensuring alignment between IT initiatives and business priorities.

Winner of several regional awards, Abdallah is one of the leading Enterprise Architecture Practitioners in the middle east and a recognized International Speaker.

15:00 - 15:45

## Cloud Computing and Distributed Services Architecture

Chris Harding, The Open Group



Dr. Christopher Harding is Forum Director for SOA, Semantic Interoperability, and Cloud Computing at The Open Group. He has been with The Open Group for over 15 years. Prior to that, he worked as a communications consultant and in communications software development. He has a Ph.D in mathematical logic, is a member of the British Computer Society (BCS) and of the Institute of Electrical and Electronics Engineers (IEEE), and he is TOGAF certified.

He speaks frequently at events within and outside The Open Group, and contributes to on-line publications.