

# bITa Europe 2004

## Where Business meets IT

1 & 2 July 2004 • The Mermaid, London / 30 June 2004 pre-conference programme

BUSINESS/IT ALIGNMENT IS CONSIDERED ESSENTIAL TO SUCCESS,  
BUT DIFFICULT TO DEFINE AND EVEN MORE DIFFICULT TO PRESCRIBE

**For Business executives** – bITa Europe can help you manage what matters through a better understanding of the relationship between your business and IT Infrastructure

**For IT Professionals** – bITa Europe is aimed at IT Professionals, particularly those responsible for the delivery and support of key services who are looking to expand their knowledge and understanding of wider business and management issues and Best Practices

*‘Personally, I am always willing to learn,  
although I do not always like being taught’*

organised by:

**bITa Center**

Winston Churchill

(theme at special session in the House of Commons, Friday 2 July 2004)

■ IT Governance ■ IT Architecture ■ Demand Management

■ Business Process Management ■ Maturity Modeling

■ Best Practices in IT standards ■ IT Procurement Management

■ Leadership & Business/IT Alignment

Supported by:



[www.bit-a-europe.com](http://www.bit-a-europe.com)



## Two delegates for the price of one

Business/IT Alignment is about the importance of IT to business executives. IT Professionals and business executives should mix and mingle, should share their insights and expertise. To encourage this exchange of ideas, the opportunity to meet and to discuss issues, bITa Europe offers a free conference ticket for each business executive or IT professional, who will attend bITa Europe alongside his or her colleague [from the same organisation or corporation]. This offer is valid until June 10<sup>th</sup>!

*Offering senior executives proven forums with leading experts, bITa Europe 2004 allows the debate of key strategies with leading industry experts whilst providing a unique opportunity to network with corporate colleagues and potential clients*

## Save considerably on the cost of [necessary] training

Stimulated by comments and feedback from previous attendees, the International Conference will stage an extensive pre-conference programme of courses and workshops on Wednesday 30 June 2004. In close co-operation with 6 top-class training providers, a full range of courses and workshops has been composed to meet all your needs. Accredited courses lead to internationally recognised qualifications for IT Professionals

The selected courses and workshops have a limited number of discounted places available – so book now and save on the cost of training. Please check our website for the latest details and (reduced) tariffs. The costs for workshops and courses are in addition to the conference fee

- 5 courses
- 7 workshops
- 6 top-class training providers
- professional qualification by ISEB
- attendance certificates will be provided

### up to 60% off the normal cost

All courses are being offered at a significant saving on the [normal] full course price or are normally not available as a public course (mostly only single corporation course)

### So book now – and save on the cost of training

Through a compelling mix of keynotes, topic tracks, special interest sessions and Round Tables, bITa Europe 2004 offers prescriptive advice for a winning [IT] strategy.

### WHO SHOULD ATTEND

- MANAGING DIRECTORS
- CEO'S, CIO'S, CTO'S, COO'S
- LEAD AUDITORS
- IT ARCHITECTS
- PROJECT DIRECTORS/MANAGERS
- PROGRAMME DIRECTORS/MANAGERS
- IT AND TELECOMS MANAGERS
- BUSINESS CONSULTANTS
- LINE OR BUSINESS MANAGERS
- OPERATIONS DIRECTORS
- BUSINESS DEVELOPMENT MANAGERS
- RESOURCE DIRECTORS / MANAGERS
- DIVISIONAL ANALYSTS
- RISK ENGINEERS
- CHANGE DIRECTORS

## There's no place like London

### A good night's sleep is never far away

Being one of the most important tourist destinations in the world, there are hotels for everyone in London and around The Mermaid Conference Centre. Ranging from deluxe hotel to budget hotels. bITa Europe 2004 will not co-ordinate hotel reservations. For all kinds of hotels and other places to explore, please go to [www.londontown.com](http://www.londontown.com); its 0800-LONDON is the capital's central free phone booking and information line. To get the best deal, early registrations are encouraged!

### The Mermaid Conference & Events Centre in the heart of London

Situated minutes away from Blackfriars station, The Mermaid is a versatile events venue. The Auditorium with excellent sightlines is great for the plenary sessions of bITa Europe. The various tracks will be held separately in the conference rooms, with state of the art equipment. All conference rooms have natural daylight & are fully air-conditioned. Situated on the River, The

Mermaid is ideally located near the House of Commons, where a special session of bITa Europe 2004 will be held on Friday afternoon

### Getting to London is very easy

With 5 international airports – Heathrow, Gatwick, Luton, Stanstead and City – London is being served by most regular and low-cost no-frills airlines with daily flights from all major cities in the UK and abroad. To ensure that the lowest available air fares are offered to all attendees, it is strongly advised that you book your flight as early as possible. Furthermore London is interconnected with major cities in the UK and ferry ports via an extensive motorway network. And the railway network makes travelling by rail not only easy, but also takes care of the transfer to and from the airports

### Easy transport

Please go to [www.transportforlondon.gov.uk](http://www.transportforlondon.gov.uk) to find all information on London transport, London Underground, travel information & travel direction maps, London bus routes, travel news and travel reports

### The official visitors site for London

Please tell where you are visiting from and this site will provide you with information, offers, hotel deals, travel information and broking facilities that are relevant to you ([www.visitlondon.com](http://www.visitlondon.com))

### Welcome to the House of Commons

All delegates are kindly invited to attend a special session on Friday afternoon (2 July). John Grogan MP, Labour Member of Parliament for Selby will address all delegates.

The House of Commons is part of the United Kingdom Parliament.

The website [www.parliament.uk](http://www.parliament.uk) will take you to further information about the work of the House of Commons and its Committees, and its membership, history and powers.

All House of Commons publications are available on this site. These include Hansard, the daily record of parliamentary proceedings, all Bills, and all reports of the Select Committees which scrutinise the work of Government

## The conference agenda is set

Business/IT Alignment is difficult to define, but even more difficult to prescribe. The task to create a closer bond between business and IT constituencies, has all to do with leadership. Leadership is about making things happen, putting your stamp on the future

As IT becomes more crucial to business operations, and corporate governance, it is imperative that businesses look closely at how they govern their IT – and whether they are using the most appropriate governance model for their business

Outsourcing is another hot topic and two in-depth sessions zero in on the value imperatives that drive effective implementation of the retained organisation within outsourcing models

Business/IT Alignment focuses on the importance of IT to business executives. There has always been the debate 'Does IT matter?' or 'IT doesn't matter!', but now the management challenge is for business managers to lead IT

Demand management has become a critical business process and an increasing number of

companies are focusing on developing demand management. And IT Professionals should get their act together: only 16% of IT projects can be considered truly successful at a time when annual spending on IT in the UK alone is around £ 23bn

■ 8 Keynote sessions

■ 4 Round Tables

■ 2 Tracks with 12 presentations

■ 30 International experts

■ Extra Track Tools & Techniques

## Extra Track Tools & Techniques and Showcase

Parallel with the Conference an extra Track 'Tools & Techniques' will be held. This track will feature 30-minute presentations by hard- and software vendors, consultancy companies and training providers. (Currently presenting: Axios Systems, Digital Fuel, Fox-it, ISEB, Quint, BMC Remedy, BE-ST, 6pm Consultancy). At the showcase sponsors and exhibitors offer new product demonstrations and will present their latest products, services and solutions

Attending delegates will be kept up-to-date with industry trends and the regulatory landscape, but above all are able to meet their peers and to hear practitioners' business solutions to the challenges they face

## Sponsorship and exhibition opportunities

Our events are attended by senior level delegates who are the key decision makers within your industry. Are you looking to raise your profile through face-to-face contact with these people? This conference offers you excellent and unparalleled opportunities to demonstrate your solutions to these leading professionals who are looking to reap the benefits of cutting edge technology and expertise. For more information on possibilities, please call + 31 23 534 69 66 or email at info@bita-europe.com

## What you said about previous bITa conferences

The 1<sup>st</sup> International bITa Europe Conference (10-14 March 2003) was held in Sophia Antipolis, Nice, France. The conference's immediate success prompted bITa Center to expand the list of scheduled national events. At the last event – 20 April 2004, Bussum, The Netherlands – bITa Center welcomed more than 300 attendees.

Some comments were:

*"I was positively surprised by the quality of the conference. Well done, I do not see any organizer doing similar things. Success!"*

*"I had the privilege to attend the conference in Nice and I experienced a very nice week with courses, a conference, nice weather and rosé"*

*"Finally a stage where these topics are brought together"*

*"Please continue with the combination of courses, certification and conference. You sketch a forest, where others paint trees"*

● *Tens of thousands of pounds worth of courses and workshops are offered at a significant saving – so book now and save on the cost of training* ●

Attendees at previous bITa-conferences were:

SN Brussels Airlines - Vlaamse Gemeenschap - BCS/ISEB - T-Systems - Electrabel IT Services - SX Consultants - European Commission - DGI - Computacenter - De Post - KBC Exploitatie - Toyota Motor Marketing Europe - KMD Bank - Servo Computer Services - iCore Limited - Marks and Spencer - JSC Vypelcom - ABN AMRO - Aaxis - AHOLD - Allianz - Array Publications - Atos KPMG Consulting - Atos Origin - AVEBE - Axios Systems - Banksys - Belastingdienst C/ICT - BitAll - BT Syntegra - Computer Associates - VU Medisch Centrum - SPS Gensys - Poppen IT Consultancy - IFM-Projects - Hoogheemraadschap Scheiland - Duinwaterbedrijf Zuid Holland - Popkin Software - IFM-Projects - Qualogy - The Vision Web - Hogeschool Den Haag - SITA - CGE&Y - CAT - BMC - Vanderlet - Ministerie van Justitie - VDWICT Services - Gemeente Zoetermeer - IMN - ITpreneurs - System-Force - Avaya - OPSYS - Project Management Belgium - Enverocare Tanzania - ING BANK - Synopse - Devoteam Siticom - Czech Telecom - HP Norway - Shell - Transiciel- SIS - Kuwait - SUN - Petroleum International Ltd - Infra Design - IT Expert - Ministerie van de Vlaamse Gemeenschap - Fujitsu Consulting France - Network & Telecom - Glenfis AG - Systeme-U - HP UAB Lithuania - DSDM Sweden - Campina - Caggemini - Centric IT Solutions - CIBIT - CompNL MVK - Consynta - CSC BV - De Nederlandse Bank - Defensie Telematica Organisatie - Delft TopTech - Deliver IT Services - Deloitte Enterprise Risk Services - Econocom - EDS - Ernst & Young EDP Audit - Essent Energie - Eurocontrol - EXIN - Fortis ASR - Structis - Agapes - Bouygeus telecom - Osiatis - Alcanet - Fast - SEMA - SERC - Insights - Itsmf UK - IDC - Sun Microsystems - DSDM - Total Fina Elf - SEI / Carnegie Mellon University - Van Haren Publishing - Casewise - PMI / PMGS - PMI - Metanaction - DSDM France - Gresham Bell - Systemics - PartnerTeams - Universal Computer - Fujitsu Services - Gemeente Leiden - Gemeente Maastricht - Gemeente Maastricht - Gemeente Zaandam - GeP - Getronics - GG&GD - Heijmans Facilitair Bedrijf - Heineken International - Hewlett Packard - Honeywell - IAK Verzekeringen - IBM Global Services - IBM Nederland - ICS Opleidingen - IIR - Infoprofs - Inform-IT - Infra Benelux - InfraVision - Inter Access - Interpay - Interpolis - ISES International - IT Trends Institute AKC - IT's ME Management Solutions - ITSM Portal - ITSMF - Kepner-Tregoe - KLM - KPMG - KPN - LEI - LogicaCMG - M&I/Partners - Maetis ARBO - Mansystems - Marval - Ministerie van VROM - Mirror42 - Mn-Services - NGI - NOREA - Obrac Finance - Orange - Ordina - OST - PC-Ware Information Technologies - Perfect for People - Philips - Pink - Morse - Fletcher Heath - Lloyds TSB - BAA - PricewaterhouseCoopers Tax Consultants - Provincie Flevoland - PWN - QPIT - Quint Wellington Redwood - Rabobank - RDW - Rijksuniversiteit Groningen - ROC Oost Nederland - Sogeti NL - St. Epilepsie - Steenbok Automatisering - Swets & Zeitlinger - Syntegra - Ten Hagen & Stam - Thiadens - Trekant Partners - UGC Europe - Ultracomp - Universiteit Leiden - UWV Concern ICT - UWV Polis & Premie Amsterdam - Value to Essence - VBVB Informatie en Netwerktechnologie - Ventoux - Verdonck, Klooster & Associates - Vertis - VKA - VROM - VVA - Zwitterleven - Rijnconsult - Addict Management - Staffware - Remedy - ISACA Nederland - Microsoft - Q-Partner - HVMK Management Consultancy - Baan - M&I/Partner - Ordina Finance - Double IT - Quintica - Idyl - Bestuursdienst Rotterdam - Deco ICT Solutions - Mercury Interactive - ChangeWorks! - Comfort Information Architects - Delta Quality Products & Services - Bell Microproducts

Please visit the website for latest schedules and exhibitor information

[www.bita-europe.com](http://www.bita-europe.com)

## Day One - 1 July 2004

09.00 – 10.30 Registration

### Plenary sessions

chaired by **John Grogan MP, Labour member of Parliament for Selby**

10.30 – 10.45 **Opening – More needs to be done**

Invited is **Stephen Timms, Minister of State for Energy, E-Commerce and Postal Services**

The 2003 report by London Economics, commissioned by Cisco Systems, found that in the period 1992-2000 investment in ICT accounted for 25% of output growth across all sectors, as well as making a major contribution to labour productivity growth. Also last year, a British Chambers of Commerce productivity survey identified investment in ICT as the most important factor in improving the performance of business over the past five years. From a Business/IT Alignment point of view it is clear that more needs to be done – more linking of processes, better communication with customers and suppliers, greater awareness and deployment of the technologies

10.45 – 11.00 **How to govern IT in the Public Domain**

John Grogan MP, Labour Member of Parliament for Selby

With the Government's multibillion investment in IT, it is imperative that governmental bodies look closely at how they govern their IT – and whether they are using the most appropriate governance model for their operation

11.00 – 11.20 **IT Professionals should get their act together**

David Clark, CEO BCS. The British Computer Society (BCS) is the industry body for IT professionals, and a Chartered Engineering Institution for Information Technology (IT). With members in over 100 countries around the world, the BCS is the leading professional and learned Society in the field of computers and information systems

The poor success rate of IT projects demands that people leading significant developments should be chartered professionals and that university IT courses should put greater emphasis on engineering – so says a major new report from the BCS and the Royal Academy of Engineering. These and other recommendations are made because only 16% of IT projects can be considered truly successful – at a time when annual spending on IT in the UK alone is around £23bn, the study group says. The study report points to 'the general absence of collective professionalism in the IT industry', 'inadequacies in the education and training of customer and supplier staff at all levels', and 'a broad reluctance to accept that complex IT projects have many similarities with major engineering projects and would benefit from greater application of well established engineering and project management procedures'.

11.20 – 11.40 **Coffee break**

11.40 – 12.20 **IT decisions IT people should not make**

Peter G. W. Keen, chairman of Keen Innovations (formerly known as The International Center for Information Technologies, USA), a senior fellow of Differentis, a European B2B consultancy and a distinguished visiting professor at Delft Top Tech, School of Executive Education at Delft University of Technology

The management challenge is for business managers to lead IT, without having to know the details of the technology but understanding and enacting the key decisions about policy, infrastructures and funding that enable their technical professionals to design, implement and operate the platform. That integrated platform is an essential base for business innovation in just about every industry today and vital for coordinating operations in a global environment

12.20 – 13.00 **The happy marriage of IT Governance and Business/IT Alignment**

Frank Griff, CEO, Quint Wellington Redwood, The Netherlands

As IT is crucial to business operations, and corporate governance, organisations need to examine more closely the ways in which IT is being governed within their business. This keynote session will identify areas of strength and requirement across all critical Business/IT Alignment elements: people, processes, technology, and financial justification

13.00 – 14.15 Lunch break

### Track 1

chaired by **Tjerk Feenstra, manager Professional Services, HP, Germany**

14.15 – 14.25 The chair person introduces the subjects, speakers and panellists

14.25 – 15.00 **Does business/IT alignment really matter? I doubt!**

Rik Maes, professor in Information and Communication Management at the University of Amsterdam, The Netherlands

Business/IT alignment is said to be of primordial importance for business success. In practice, this ill-defined term is quite often misused by IT professionals to justify their organizational position. The result is a jungle of pretentious technical schemas with no business relevance and hence no real mutual understanding. Business-centered conversation and information architectures based on organizational sense making are presented as meaningful alternatives.

15.00 – 15.30 **Business/IT Alignment - is IT architecture a missing link?**

A joint lecture by Steward Crawford and Raymond Slot, Enterprise Architects, Capgemini (NL/UK). The role of the enterprise (systems) architect is critical: their job is to translate a business vision into a technical blueprint, often holding the keys to success in (complex) IT projects. IT architecture plays a pivotal role in linking business strategy to day-to-day IT operations.

15.30 – 16.10 **Real Time Infrastructure Technologies (RTI) Shifting the boundaries**

Chaired by Shiralee Rawsthorne-Houghton, Service Management Specialty Manager, Sun Microsystems. Contributions from SUN, IBM and HP.

RTI challenges some of the longstanding organisational and cultural rules surrounding the use of IT

16.10 – 16.30 **Tea break**

16.30 – 17.30 **Round Table – Business/IT Alignment; yet another leadership problem?**

Introduction lecture by Rosan Gompers, senior consultant, Quint Wellington Redwood and special presentation 'How to organize IT for success (Vernon Lloyd, Fox-IT)

Panelists are Frank Griff (Quint), Raymond Slot (Capgemini), Rik Maes (UvA), Tjerk Feenstra (HP), Peter Keen (Delft Top Tech), John Gibert (BE-ST)

Business/IT Alignment is considered essential to success in managing the changes in IT, but difficult to define and even more difficult to prescribe. This Round Table will address the opportunities and obstacles inherent in managing the changes and the implemented domains

### Track 2

chaired by **Claude Durand, Development Director and CTO, Osiatis, France**

14.15 – 14.25 The chair person introduces the subjects, speakers and panellists

14.25 – 15.00 **Outsourcing: is their still a life for the retained organisation?**

Frank Griff, CEO, Quint Wellington Redwood, The Netherlands

This session focuses on the ability of the retained organisation to work with the outsourced service provider. As a budgetary guide organisations should aim to spend between 3% and 7% of the value of the contract on the retained organisation. Get the retained team right in terms of sponsorship, authority, budget, governance, numbers, skills and level of detail, and carefully select the individuals who will make up this team

15.00 – 16.10 **Outsourcing: how to make it more mature?**

Claude Durand (Osiatis) will start this session with a hands-on presentation. With help from panellists like Frank Griff (Quint), Jan van Bon (ITSM portal), Steve Ingall (Fox-it) and John Gibert (BE-ST) and some invited IT Directors (to be announced) presenting international case studies, he will conduct an effort to understand the various needs and to develop interpretive guidance. Although outsourcing is not a modern trend or a passing fashion (not-to-forget, organizations have outsourced work for decades), it is still immature within most IT departments. This session encourages active participation from the audience

16.10 – 16.30 **Tea break**

16.30 – 17.30 **Round Table 2 – How should IT be governed? And what do we mean by IT governance?**

Steve Ingall, senior consultant Fox-IT, will open this Round Table with a thesis on Corporate Governance and IT Service Management. Jan van Bon, Director of ITSM Portal, will introduce members of an international project group. Other panellists are Claude Durand (Osiatis), Tony Goodwin (Remedy) As IT becomes more crucial to business operations, and corporate governance, it is imperative that businesses look closely at how they govern their IT – and whether they are using the most appropriate governance model for their business. Consultancy groups like Gartner and Butler have already started to discuss IT Governance models; CIO Insight has also defined a model. The aim of the project is to develop a management instrument for IT Governance issues, in such a way that it would fit current standards for CIO's and IT-managers

17.30 – 18.30 Time to rub shoulders, mix and mingle (drinks in the exhibition area)



## Day Two - 2 July 2004

### Plenary sessions

chaired by Ken Turbitt Remedy

10.00 – 10.05 **The chair person welcomes the audience and sets the agenda**

10.05 – 10.45 **Leadership and communication skills to create stronger Business/IT Alignment**

*Per Cedergren, Managing Partner, Krauthammer International, Sweden*

Leadership is about making things happen, putting your stamp on the future. Research clearly indicates that leadership skills can be identified and developed.

This session will offer you first hand experience in this field. You will experience how good leadership/communication skills will help you achieve your goals

10.45 – 11.25 **Where business meets IT Business executives: IT matters a lot**

*Jan Duffy, Group Vice President, Solution research IDC, Canada*

This session focuses on the importance of IT to business executives. And the timing is right, as the IT market gets ready for a whole new wave of "Does IT matter?" chatter. This spring marks both the anniversary of Harvard Business Review's (HBR's) controversial article, "IT Doesn't Matter," as well as the release of the follow-on book, *Does IT Matter?*, by Harvard Business School Press.

Anticipating this renewed — and, no doubt, heated — debate, IDC thought it would be useful to look for the answer to "Does IT matter?" from people who actually pay the freight — the business executives who fund IT initiatives, depend on them to support day-to-day business operations, and who are ultimately accountable for the business results downstream from IT investments

11.25 – 11.45 **Coffee break**

11.45 – 12.30 **Demand management, how you improve the business-IT relationship across all levels**

*Fred van Leeuwen and Rob Walsh, both managing consultant at DCE Consultants.*

Too often, we manage the relationship between business and IT in a scattered way. But how can users have realistic expectations, if they are not aware of deals made at director level? How can our company get value from IT, if the co-operation between business people and IT professionals is obscured by a mis-match in expectations? In this plenary discussion session with the audience, root problems are identified, roles are clarified and the route to a more co-ordinated business - IT liaison is discovered.

### Track 1

chaired by (to be announced)

14.00 – 14.05 **The chair person introduces the subjects, speakers and panellists**

14.05 – 14.40 **What problem does Business Process Management (BPM) solve?**

*To be announced*

BPM is about the reality that business processes are complex, dynamic and intertwined throughout an organization — and, beyond the firewall, to its partners and customers. To effectively automate and manage cross-functional processes requires a new approach and supporting tools that reflect this reality — BPM is that approach. BPM allows processes to be modelled and then dynamically maintained as business requirements are refined or modified, in the light of new information on how users work or changing business needs. Business Process Management (BPM) is a change management and system implementation methodology to aid the continuous comprehension and management of business processes that interact with people and systems, both within and across organizations

14.40 – 15.20 **Round Table 3: The do's and don'ts of Business Process Management**

*The panelists — David Kavanagh (Remedy), Per Cedergren (Krauthammer Int.), Jan Duffy (IDC), To be announced (LogicaCMG), Steve Ingall (Fox-it) — draw on years of experience and research to address the opportunities and challenges. The audience will be encouraged to participate in the discussions*

The challenges of today's business world are now forcing many organizations to focus more explicitly on their processes. Improving customer service, bringing new products to market, cutting out cost inefficiencies, and conforming with new regulations all push business processes and their effective management to the top of the priority list. Increasingly organizations are realizing that their business processes are a fundamental source of competitive advantage

15.20 – 15.45 **Maturity modeling**

*Duncan Brown, Senior Consultant, IDC, UK*

It is as important to align the future strategies of IT and the business as it is to align the day-to-day operations. This session identifies several key processes to be assessed when measuring IT's alignment to the business and describes a staged approach to achieving the panacea of a true partnership between business and IT

chaired by Aidan Lawes, CEO International, ITSMF, UK

14.00 – 14.05 **The chair person introduces the subjects, speakers and panellists**

14.05 – 14.50 **How to align IT best practices and standards worldwide?**

*Moderated by Aidan Lawes, a panel with speakers like Jan van Bon (ITSM-portal), Claude Durand (Osatis), John Gibert (BE-ST), David Clark (BCS), Joep van Nieuwstadt (CEO, Exin), Vernon Lloyd (Fox-it) and some experts from the industry will focus on the practicalities of the market*

This session shortly summarizes the major industry standard frameworks and their inter-relations. Application of frameworks in bITa projects is shown through various case studies

14.50 – 15.45 **Procurement procedures: can a model help accelerate development?**

*A joint-presentation by Denis Verhoef, Senior Partner, Ordina, The Netherlands and invited is Mark Gibbons (BT, UK)*

With the practice of outsourcing/subcontracting becoming enormously popular, businesses are faced with the decision whether to undertake their IT activities themselves or to subcontract them to third parties. The Information Services Procurement Library (ISPL) is a practical approach to the subcontracting and acquisition of IT services (in the broadest sense)

This session continues with:

**Round Table 4 – Procurement procedures: Are legislation and IT Governance also effective catalysts for development?**

*Moderator John Grogan (MP); panellists are Claude Durand (Osatis), Mark Gibbons (BT), Ken Turbitt (Remedy), Jan van Bon (ITSM-portal), Frank Grift (Quint), Denis Verhoef (Ordina) and Vernon Lloyd (Fox-it)*

With the passage of the Sarbanes-Oxley Act (US, 2002), it has become a necessity for [global] public companies to have accurate purchase records to ensure that IT expenditures are accurately reported on corporate financial statements. Firms invest in Infrastructure, but not new initiatives, in the face of budget cuts. To fix this, IT Governance must reconcile three conflicts: budget timing, resource flexibility and accountability for results. And councils across the UK might be struggling to find the time and money to implement expensive e-procurement solutions but the government is fast running out of patience. In March the Office of the Deputy Prime Minister released a report — "the benefits of e-Procurement" — claiming that local authorities can expect to save £1.1bn if they implement modern e-procurement solutions

### Track 2

16.15 **Farewell party in the House of Commons**

Three-days Wednesday 9 am - 6 pm Thursday 8 am - 10.30 am Friday 8 am - 10.30 am



## A1 - ITIL Service Management Essentials (course) £ 350

This course provides IT Managers and Practitioners with a practical understanding of IT Service Management, the underpinning core ITIL Service Delivery and Service Support Processes and implementation guidance. It also prepares delegates for the ISEB Foundation Certificate Examination

**Objectives** The course enables delegates to understand how an integrated IT Service Management framework, based on ITIL best practice guidelines, can be adopted and adapted within their own organisations

**Who should attend?** This course is for IT Managers and Practitioners involved in the delivery and support of business-focused IT services and who require a detailed insight

**Professional qualification** The ISEB/EXIN Foundation Certificate in IT Service Management qualification. The examination is a 1-hour multiple-choice paper, taken at the end of the course during bITa Europe

One-day Wednesday 9 am - 5 pm



## B1 - Programme, Prince2 and Service Management. Why integrate? (workshop) £ 200

**Theme** Business and IT Alignment OK, but how will we support it with programme, project and service management alignment?

**Objectives** To describe how to move from blueprints and portfolios via Prince2 deliverables, through ITIL processes into Benefits Realisation

**Who should attend?** Those involved in programme, project or service management



## B2 - Practical lessons in integrating PRINCE2, PMI and CMMI (course) £ 200

**Theme** What's in it for us; why should we integrate different project management approaches?

**Objectives** To outline the frameworks and other components of PMI's OPM3, OGC/APMGroup maturity models. Tips and Traps for integration.

**Who will the course benefit?** Experienced project managers



## B3 - Aligning Information Capital with Business Strategy using a Balanced Scorecard (workshop) £ 200

**Theme** Information Capital (IC) a key enabler to business transformation, show me why!

**Objectives** To describe what IC is (databases, IT Infrastructure etc) and how strategy maps, balanced scorecards, readiness metrics and other tools help IC generate business advantage

**Who should attend?** Staff who must ensure high value information can be created



## B4 - Service Management in Action (SMIA) (Business simulation course) £ 250

Service Management in Action (SMIA) is an innovative business simulation course that provides delegates with practical experience of aligning business and technology processes. During a lively and energetic day, teams of delegates 'manage their own business' and experience for themselves how improved processes result in improved business profitability

**Objectives** To provide delegates with practical experience of how the alignment of business and IT processes, underpinned by good team working, can make a significant contribution to increased business efficiency and effectiveness

**Who should attend?** SMIA is aimed at all levels and functions within an IT services operation and business staff whose roles depends on and interface with the IT services team



## B5 - Business/IT Alignment: How do you compare? (workshop) £ 200

Is misalignment diminishing financial returns in your organisation? Would your organisation survive a Business/IT Alignment audit? Rationalising the roles of IT and business is essential to making the most appropriate investment decisions. IDC invites you to take advantage of IDC's Business/IT Alignment Self Assessment Maturity Model (SAMM) to identify areas of strength and requirement across all critical Business/IT Alignment elements: people, processes, technology, and financial justification. This interactive workshop to help you compare your organisation's capabilities with 'best known' practices in Business/IT Alignment

**Objectives** To provide delegates with practical experience of how the alignment of business and IT processes, underpinned by good team working, can make a significant contribution to increased business efficiency and effectiveness

**Who should attend?** This workshop is aimed at all levels and functions within an IT services operation. It is also of value for business staff whose roles depend on and interface with the IT services team



## B6 - DSDM Awareness (course) £ 200

Are you frustrated because your projects don't deliver the anticipated business benefit? DSDM can help. DSDM is a project delivery framework that aids the development and delivery of business solutions to tight time scales and fixed budgets. DSDM continues to evolve based on collaborative input.

DSDM is the UK's leading agile method. Through following DSDM you can be confident of building a high quality system meeting the needs of the business on the day of delivery, as well as guaranteeing to be on time and to budget

**Objectives** It covers all aspects of the subject, including the characteristics of programmes, organisation, planning and control, reviews and benefit and financial management

**Who should attend?** This course is aimed at all levels and functions involved in the delivery and support of business-focused IT services and who require a detailed planning. It is also of value to customers/end users who need to interface with the IT department

**Professional qualification** The DSDM Consortium is responsible for managing the certification of individuals in DSDM



Half-day Wednesday 9 am – 12.30 am and 2 pm – 5.30 pm

PARITY

## C1 - IT Service Management the future (workshop) £ 125

*Theme* "Holistic Service Management" ; sounds like flower power again, is it really the best way forward or just another management fad?

*Objectives* To highlight how ITIL, Programme, Project, ISPL, ASL, CMM OGC, ASL, Cobit and others can be used together to help transform business and IS  
*Who should attend?* Anyone who must ensure good governance to IS products and services

biTa Center

## C2 - biTa Unified Framework (workshop) £ 125

IT needs to be able to 'heal itself' by aligning with the business in the same way that it has enabled most other aspects of business to align themselves

*Objectives* This workshop deals with the 'Process' side of 'business IT alignment' and addresses the silo approach taken by IT managers and professionals. John has worked for many years in this field and over the past years he has intensified his work in creating a unified reference model upon which many other best practice frameworks, products and problems are being mapped

*Who should attend?* Aimed at IT professionals, particularly those responsible for the delivery and support of key IT services



## C3 - Service Management Awareness (course) £ 125

The course provides a general introduction to what is IT Service Management and how it can contribute to Business/IT alignment

*Objectives* To increase awareness of the need for change in service provision in order that it is aligned to business drivers and obtain commitment to implementing a Service Management culture. The course helps remove barriers and conflict, promoting the need to work together to the overall benefit of the core business.

*Who should attend?* The course is aimed at all levels and functions within the total IT service development and provision life cycle. It is also of value to business customers/users that need to interface with the IT department



## C4 - The retained organization (workshop) £ 125

Outsourcing IT activities is a hot topic, but difficult to manage and even more difficult to prescribe. This workshop builds on Quint's experience with large and complex [cross-border] outsourcing projects. It provides practical guidance on how to manage the retained organisation within the context of the total project

*Objectives* The workshop provides practical guidance on the planning and implementation of a common and consistent process that can be applied to all aspects of the project

*Who should attend?* IT Directors and managers who wish to gain practical experience in the field of Outsourcing and the retained organisation, or who wish to extend their range of understanding of the subject



## C5 - Introduction Business/IT Alignment (workshop) £ 125

IT exists solely to deliver value to the enterprise. Yet, for many managers and enterprises, the alignment between IT and the Enterprise is not on the right level. The value delivered by IT to the enterprise is elusive. In today's cost-conscious and cynical world, aligning IT to the business and demonstrating its value, is imperative

*Objectives* To provide delegates with practical experience of how the alignment of business and IT processes can make a significant contribution to increased business efficiency and effectiveness

*Who should attend?* The course is aimed at all levels and functions within both the total IT and business [development] cycle. It is also of value to customers/end users who need to interface with the IT department

All courses, workshops, tutorials, qualifications, etc. are provided by:

PARITY

**Parity Group** is a leading international IT solutions company, combining the traditional elements of systems integration with e-business technology, staffing solutions, human capital management and training. Founded in 1993, Parity operates from over 30 offices across the UK, mainland Europe and the USA. Parity Group is listed on the London Stock Exchange. Parity offers a range of IT, staffing and learning solutions, from the development of true end-to-end business systems to the re-sourcing of key IT skills and the training of IT and business professionals



**Fox IT** ([www.fox-it.net](http://www.fox-it.net)), with headquarters in Woking, UK and Philadelphia, USA, is the authority in IT Service Management. With over 50 Service and System Management professionals in the UK and Europe, Fox IT provides an extensive and industry renowned range of Service Management education and implementation services. The company has served over 500 companies and trained over 20,000 delegates in 30 different countries, in 6 languages, with an industry pass rate consistently above the global averages. A recognised leader in the international Service Management community, Fox IT has been involved with the practical application of Service Management concepts and practices since 1981 and has been instrumental in the development of ITIL since its inception, including authoring many of the associated books



**Quint** From offices in Amsterdam, Antwerp, Luxembourg, Sydney, Kuala Lumpur and Miami, Quint Wellington Redwood - or 'Quint' - is a consultancy company which has specialized entirely in the resolution of management queries in the field of IS. Quint's clients are leading organizations that rely heavily on IS. Quint tries to achieve two goals for its clients. They provide support that results in successful information services (IS). More importantly, they help to make your business effective and successful by correctly converting IS into operating processes. This twofold mission is summarized as creating Buss&IS Results



**IDC** is the premier global market intelligence and advisory firm in the information technology and telecommunications industries. They analyse and predict technology trends so that clients can make strategic, fact-based decisions on IT purchases and business strategy. Over 700 IDC analysts in 50 countries provide local expertise and insights on technology markets, and the management team is comprised of experienced and respected industry luminaries. Business executives and IT managers have relied for 40 years on IDC's advice to make decisions that contribute to the success of their organizations



**ISEB** Information Systems Examinations Board (ISEB), which is a division of the British Computer Society (BCS), and Stichting EXIN, the IS Examination Institute in the Netherlands, have developed a series of assessments and examinations that enable delegates to demonstrate their competence through the attainment of recognised professional qualifications



# biTa Europe 2004, registration form

Send by mail to: biTa Center, Noorderstationsweg 15, 2061 HG Bloemendaal, the Netherlands  
or by fax : +31 23 534 6967

**(online registration: [www.bit-a-europe.com/register.php](http://www.bit-a-europe.com/register.php))**

Yes, I would like to attend the biTa Europe 2004 conference on 1 & 2 July 2004, the Mermaid, London

Company name .....  
Address ..... Zipcode .....  
City ..... Website .....  
Telephone ..... Fax .....

Contact person (Delegate 1) .....  
Job Description ..... E-mail .....

.....  
**Signature**

Delegate 2 .....  
Job Description ..... E-mail .....

Delegate 3 .....  
Job Description ..... E-mail .....

Yes, I would like to attend the following course, workshop or session during the pre-conference programme (30 June 2004)

A1

B1  B2  B3  B4  B5  B6

C1  C2  C3  C4  C5

organised by:

**biTa Center**

Please tick appropriate box(es)

**The registration fee for the conference is £ 645 (including VAT £ 767,55). You will receive a confirmation by email. The invoice will also be send by email in PDF format . A £ 17.50 administration fee will be added (not for online payments). All registrations must be paid prior to the conference. If you wish to send a cheque, please add an additional £ 17.50 administration fee. The check must be made payable to Bolwerk Communications B.V. Bloemendaal and to be mailed to: biTa Center, Noorderstationsweg 15, 2061 HG Bloemendaal, The Netherlands**

I do not want to receive information around business IT alignment from biTa Center

- All prices are subject to addition of VAT at the prevailing rate. No other offer or discount may be used with any of the above
- Attendance certificates will be provided to all delegates on completion of the course or workshop. Comprehensive course documentation is provided. The copyrights and all other intellectual property rights in all course materials shall remain the sole and exclusive property of the respective copyright holder. All courses include coffee, tea and refreshments. All one-day courses and workshops include lunch as well. The three-days courses include also a continental breakfast on Thursday and Friday
- Cancellations and substitutions - You may make substitutions at any time. Please notify us as soon as possible. All cancellations will carry a 10% administration fee. Please confirm your cancellation in writing. Regrettably, no refund can be made for cancellations received less than 25 working days prior to the conference date(s). This will also apply to delegates who are unable to attend on the day(s).
- Speaker changes - Occasionally it is necessary for reasons beyond our control to alter the contents and timing of the programme or the identity of the speakers.

**Save £ 17.50 administration costs and register and pay online through  
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