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architectureGOV 2006 – Trying to define the Return on Investment of Enterprise Architecture

Farmington, PA - Monday, May 22, 2006 One of the highlights of the program for the architectureGOV 2006 event was an interactive panel discussion on the implementation EA in a way that will produce a return on investment. "The Return on Investment of Enterprise Architecture" presentation was focused on discussing the various methods used to define how EA can generate an ROI. The participants for this session included: Ira Grossman – Chief Enterprise IT Architect US Department of Commerce; Martin Hill – Director of Business Development for Teradata; Terrence Lee – Director of Consulting for MEGA; and Sam Ceccola – Chief Technology Officer BEA Systems.

Ira Grossman led the session with a series of questions aiming at defining the importance, value, and defining the quantitative results of businesses implementing an EA model. "Most businesses don't care about the complex nature of EA, they just need it to be there." Though the quantitative and qualitative measures are hard to establish, Sam Ceccola believes that, "EA is the catalyst to understanding what the current business is, (things companies should do already) but don't address unless an EA model is being worked on." Martin Hill agrees on the importance of EA stating, "Organizations need and EA model, if you don't have a model then you don't know how the pieces fit together. Terrence Lee commented that, "Hope is not a method; the successful implementation of EA strategy depends on people in the organization adopting and embracing the EA strategy."

Overall the challenges of EA only lead to the idea that the process will get better and better once federal and commercial sectors really understand it and see the value of implementing an EA strategy.

About architectureGOV

Through an eclectic mix of keynote presentations, interactive think tanks, workshops and conference sessions, government's elite enterprise architects will offer proven methods and lessons learned in effective implementation and management of enterprise architecture. In addition, this forum will unite forward-thinking chief architects with leading industry executives in private executive meetings- enabling the officials to evaluate cutting-edge, results-based business solutions.

As the US Government is charged with creating a collaborative and interoperable state, **architectureGOV 2006** has been specifically designed to optimize time efficiency and effectiveness while providing EA officials with world-class information discourse.

About conVurge Consulting

conVurge Consulting, LLC is a leading organization in the research and analysis of the US Government and in the facilitation of partnerships between the public and private sectors. Our team of seasoned professionals provides expertise and intelligence to senior executives from cross functional areas of the Federal Government. This information is offered through a number of deliverables, including: Government Meetings and Education, Government Research, Strategic Events and Consulting. For further information regarding conVurge deliverables, please visit www.convurge.com.