

SUMMIT 2008

Meeting of the Minds

Summit 2008

5–7 May 2008

Royal Sonesta Hotel

Five Cambridge Parkway

Cambridge, MA 02142, USA

www.cutter.com/summit.html

The Cutter *Summit* provides business-IT professionals with a commodity that is all too scarce — an opportunity to **brainstorm key issues, challenges, and concepts** that require more of your attention than the ten uninterrupted minutes you may squeeze in today, and to do so **with the top thinkers in the field**. Join us at this year's meeting of the minds, packed with opportunities to drill down on and debate the issues that matter most to IT and business professionals.

Join us at the 12th annual *Summit*, where:

- Cutter Fellow and Wharton School Professor **Eric Clemons** examines **monetizing the Internet**, and helps demystify how IT can take a balanced, active, and forward-thinking role in developing revenue-generating Internet models that support your organization's business objectives.
- Cutter Consortium Fellows **Lou Mazzucchelli** and **Tim Lister** uncover why so many organizations unwittingly **fight enterprise agility** — replete with examples of companies that have constructed this roadblock — and they'll illustrate the paths several organizations have taken to overcome resistance to change, risk taking, and innovation to become agile once again.
- DePaul University VP of IT and Cutter Senior Consultant **Vince Kellen** will demonstrate how encouraging your IT teams to share their passions with their managers can result in decreased turnover and how **well-aligned employee passions can set your place on fire**.
- Harvard Business School Associate Prof. **Alan MacCormack** delves into **IT enabling business innovation**, asking you to evaluate the reasons for the failure of two successive missions to Mars. The interactive Mission to Mars case study examines changes the space agency made that followed a faster, simpler approach to program design.
- Professor of Management of Innovation, Politecnico di Milano **Roberto Verganti** focuses on the role that new technologies have in redefining the meaning of products and services, and consequently on the role of **design-driven innovation** in technology-intensive firms and technology suppliers.
- Harvard Business School Professor **Warren McFarlan** will facilitate an engaging and enlightening **CIO- and CTO-only forum**, where you'll hash out how to succeed in a world where the demands for "better, faster, cheaper" accelerate daily.
- **Mike Rosen**, Director of Cutter Consortium's Enterprise Architecture Practice, often gets asked "**What does an architect do?**" In this interactive discussion, Mike will go beyond the day-to-day activities, like attending too many meetings, and get to the heart of how architects bring value to their organization.
- Cutter Senior Consultant **Bob Benson** provides you with — and teaches you how to use — a framework for IT financial management and budgeting that will not only improve the financial impact of IT in your organization but will also enable you to **gain the support of your CFO and strengthen your relationships with business unit management**.
- Cutter Senior Consultant **Larissa Moss** shares insights into **master data management** — what you need to do to **play a strategic leadership role in overseeing enterprise-wide data integration pro-**

Register Today

Space is limited, don't delay!

Register online at www.cutter.com/summit/register.html and use Priority Code **60R*C01WEB2**

Register Today

To ensure a lively and interactive event, attendance for *Summit 2008* will be limited. Register early and guarantee a space for yourself at this exclusive conference.

Return this form by fax to +1 781 648 8707, or mail it to Summit 2008, Cutter Consortium, 37 Broadway, Suite 1, Arlington, MA 02474-5552, USA. Checks should be made payable to Cutter Consortium. To register by phone, call +1 781 648 8700. Or visit www.cutter.com/summit.html to register online.

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grams and help direct your organization to commit to business integration (not just technology) to successfully manage its data assets.

- **Jim Watson**, Cutter Senior Consultant, helps you understand why **business architecture is more than just models and diagrams**; it provides the broad starting point for the enterprise architecture (EA) process. He'll demystify business-it alignment by looking at how alignment can be practically measured in IT systems and the EA program.
- Cutter Senior Consultant **Michael Mah** answers the question, "How can you reliably and consistently **collect metrics in your agile software development environment?**"
- Cutter Fellow **Tom DeMarco** will borrow the agile retrospective practice: reviewing what's been discussed and debated, then revealing his insight into the strategies, themes, and ah-has that emerge — establishing a **framework for applying those lessons**.

You'll enjoy stimulating keynotes by top experts, panel discussions, an interactive Harvard Business School case, and hands-on seminars; networking at lunches, breaks, and entertaining evening events; and getting one-on-one guidance and input from expert presenters who include leading professors from Wharton and Harvard Business School.

You'll return to your office from *Summit 2008* energized and better equipped to deal with both the macro- and micro-level challenges that interfere with your mission to provide strategic, effective, and innovation-enabling IT. Find out why people come back year after year to this intimate event — register now to secure your place.

Registrants Total

Summit 2008 Conference (5-7 May 2008)

US \$1,995 each

_____ \$ _____

If you would like to register your team of 4 or more for Summit 2008, please contact your account representative for multiple-attendee discounts.

Name _____ Title _____

Organization _____ Department _____

Address _____ Mail Stop/Suite # _____

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ZIP/Postal Code _____ Country _____

Telephone _____ E-Mail _____

Check enclosed (payable to Cutter Consortium).

Please invoice my company.

Charge MasterCard, Visa, AmEx, or Diners Club. (Charge will appear as Cutter Consortium.)

Account Number _____ Expiration Date _____

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Registrant #1 Name _____ Title _____

Registrant #2 Name _____ Title _____

Registrant #3 Name _____ Title _____

Registrant #4 Name _____ Title _____

Registrations for *Summit 2008* are transferable. If you find that you cannot attend, you may transfer the registration to another member of your organization at any time prior to the first day of the event. Cancellations after March 31, 2008 are non-refundable. In the unlikely event that Cutter Consortium cancels the conference, Cutter Consortium is not responsible for any airfare, hotel, or other costs incurred by registrants. Speakers subject to change without notice.

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