

## Enterprise Engineering Conference - Industrial Track May 8, 2012

Location: Library Building, Prometeusplein 1, 2600 MG Delft

### Program

Plenary session: Orange room

14.00 **Opening** by Prof. dr. Jan Verelst, University of Antwerp

14.10 **Cooperation between Antwerp Management School and Delft University of Technology**

Prof. dr. Patrick Kenis, Academic Dean of Antwerp Management School

Prof. dr. ir. Jacob Fokkema, former Rector Magnificus TU Delft

14.40 **Break**

15.00 **Words from the academia I**

*Orange room*

***Normalized systems: re-creating information technology based on laws for software evolvability***

Prof. dr. ir. Herwig Mannaert (University of Antwerp)

Environmental dynamics necessitate enterprises to be agile. Unfortunately, IT systems jeopardize agility seriously. So-called combinatorial effects are changes to IT systems that feature an impact that is dependent on the size of the system, which makes them a contributing factor to Lehman's law of Increasing Complexity. A fundamentally different approach will be highlighted, based on insights from traditional engineering, that leads to the systematic control of combinatorial effects, significantly shorter development time, and expedient system change, defying Lehman's law.

*Blue room*

***Enterprise Governance and Enterprise Engineering***

Prof. dr. ir. Jan Hoogervorst (AMS and Sogeti)

The majority of strategic initiatives fail. The lecture will highlight that the often practiced governance approaches are inadequate, and contribute to, if not are the very reason for, failing strategic initiatives. A radically different perspective will be offered. Within this perspective, the crucial importance of enterprise design will be briefly indicated.

15.45 **Words from the academia II**

***Differentiation and industrialization by normalization***

Rob Ista (Capgemini)

In the next phase in the world of Information Technology, CIO's are no longer just responsible for the sole existence, quality and cost of supporting systems, but for IT as distinctive factor in an ever faster changing business. Whatever you do, it has to be agile, effective and efficient, which implies a shift to more industrialized development practices. For such industrialization and differentiation at the same time, normalization of processes and IT systems is a key success factor.

***Enterprise Ontology in Enterprise Engineering***

Prof. dr. ir. Jan Dietz (TU Delft)

Enterprises are very complex entities, whereby a multitude of different aspects must be addressed in a unified and integrated manner for successfully operationalizing strategic initiatives and securing adequate enterprise performance. The lecture shows how the theory and methodology of enterprise ontology aid in mastering enterprise complexity and creating unified and integrated enterprise design.

### 16.30 Words from the praxis I

#### ***Alliance engineering***

Rob Mocking (KLM)

Designing an successful global airline alliance is no sinecure. Process peculiarities of individual airlines create unwanted hurdles in terms of seamless interoperability and traveller experience. The presentation will highlight the use of enterprise engineering in tackling some of these hurdles, specifically in handling the operational rules for lounge access.

#### ***Effective change through enterprise architecture***

Jan de Winter (DWT Consulting)

Change process in organizations are often problematic. Divergent forces are known to neutralize the capacity to change. The lecture will illustrate how the development of enterprise architecture contributed to the successful transformation of a Belgium governmental institution.

### 17.00 Words from the praxis II

#### ***The essence of organizations***

Theo Severien (Royal Netherlands Marechaussee)

According to PSI theory the essence of an organization is expressed by implementation-independent (ontological) models. Putting the concept of essence into a broader perspective as a guideline about norms and values enables people in an organization to be more closely involved with intended changes, so changes become optimal improvements. Experiences with this 'deeper' notion of essence within the Dutch Military Police will be highlighted.

#### ***Putting industrialization at work: developing Normalized Systems in practice***

Prof. dr. Martin Op 't Land (Capgemini and AMS)

Arco Oost (Capgemini)

Several case studies in developing Normalized Systems for different domains show remarkable results in terms of time-to-market, code quality and especially flexibility, providing indications of the relevance and feasibility of using more theory-based approaches in IT systems development. Also experiences with using organizational building blocks according to DEMO in the domains of grants, patents and HRM, as a precursor to Normalized Systems development, show promising ways of achieving new levels of business-IT "loose coupling" in an industrial way.

### 17.30 Enterprise Engineering in Portugal: Governmental Transformation

Prof. dr. José Tribolet, Technical University Lisbon

### 18.00 Master education for designing and engineering your enterprise

Prof. dr. Steven de Haes, Program Director Antwerp Management School

Drs. Paul Althuis, Program Director Delft TopTech

### 18.30 Closing and drinks