



Join fellow motivated IT Management Professionals in learning how to manage the business of IT and stay relevant in the new Digital Enterprise

ITSMF members can use promotion code AMS1710-ITSMF to receive a 20% reduction on the €195 fee

The transformation to the Digital Enterprise is creating as many new competitive market opportunities as it is creating threats and dissolutions.

- Will your business be one of the winners or losers?
 - Is your current IT operating model capable of supporting a Digital Enterprise?
 - Has your organization converged it's business and IT strategy?
- Will your job role be stable or require new skills development to remain relevant?

[More Information](#)



Chris Jennewine,
Senior Director,
Service Availability
Management at Oracle

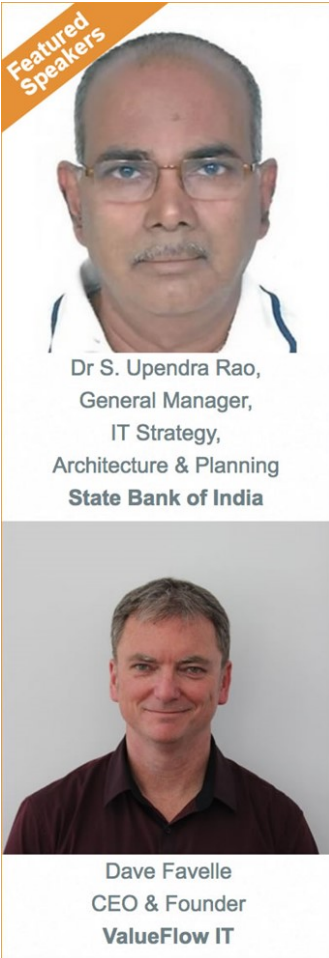


Andrew Campbell,
Ashridge University
Strategic Management
Centre and author of
"Operating Model Canvas"

Key Takeaways from Your Participation

- A strong understanding of what is an IT operating model for the digital enterprise and how to assess and transform your current one faster
- Discover how to move from a tactical to a strategic automation plan that drives business value, not just cost reduction
- Understand how fellow IT professionals have applied The Open Group IT4IT™ standard to solve problems and opportunities similar to those in your business
- Return to your office knowing how to leverage the IT4IT Value Chain and Reference Architecture to set your priorities for running the business of IT and then accelerate execution
- Build your network with valuable connections to IT professionals who work across the four IT value streams - Plan, Build, Deliver and Run.

[View the Agenda](#)



Featured Topics

- Digital Enterprise
- IT Transformation
- IT Operating Model
- IT4IT Standard
- Multi-speed IT
- Enterprise IT Automation
- Getting beyond cost optimization to how IT delivers business value
- DevOps and IT4IT for IT transformation
- Business and IT organizational revitalization
- Do's and Don'ts for your IT restructure after a merger, acquisition or spinoff
- From IT Service Management to Everything-as-a-Service
- Architecting for full operational insight and data transparency across the service lifecycle
- Lean Coffee Talk

[Register Now](#)



Who Should Attend?

- IT Management leaders responsible for the IT operating model and/or managing across the IT value chain
- IT Management professionals responsible for setting or executing the automation strategy
- IT Service Management practitioners who want to stay educated on new methods of service delivery
- IT Managers who must continuously improve interoperability in the IT value chain
- IT Management practitioners who want to accelerate their value and career trajectory
- Business and IT practitioners who want to know more about The Open Group IT4IT standard and how it's being used in the market today
- Business relationship managers in need of a new model to support the convergence of IT and business strategy

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