



Media Advisory: Forrester's Enterprise Architecture Forum, February 17-18, 2011, in San Francisco

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Forrester Research, Inc. (Nasdaq: FORR)

WHAT: [Forrester Research, Inc.](#), (Nasdaq: FORR) [Enterprise Architecture Forum](#): Harnessing Process, Information, And Technology For Business Impact

Today's most successful companies recognize that they're operating in an era of digital business. This means continuously refining and adapting core business processes and effectively coupling information and technology to these processes. But it's not always a seamless task. In most organizations, processes are uncharted; the available information is unreliable; and technology has created stovepipes, not integrated platforms for business execution. To optimize operating models and adapt to the changing business ecosystem, the traditional individual treatment of process, information, and technology must become a thing of the past.

Through keynotes and four tracks of sessions, Forrester's [Enterprise Architecture Forum 2011](#) will help IT professionals achieve an integrated understanding of business, information, and technology architecture -- and the benefits possible when these domains are harnessed together. Attendees will explore four distinct areas: connecting business process and architecture, creating business-driven technology strategies, key technology trends to watch in 2011, and real world best practices from 2010 EA Award Winners.

WHEN: February 17-18, 2011

WHERE: The Palace Hotel, San Francisco

2 New Montgomery Street

San Francisco, CA 94104

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WHO: More than a dozen Forrester industry-leading analysts will be joined by featured guest speakers, including:

- Ira M. Grossman, Chief Enterprise Architect, Federal Emergency Management Agency
- Tom Mertes, Director IT Strategy & Planning, Thrivent Financial for Lutherans
- Rebekah Metz, Director, US Commercial Operations Division, Pfizer
- Bill Riordan, Program Manager, Global Customer Support Operations, HP

Attendees will also hear from three of the 2010 EA Award Winners -- Aetna, Barclays, and Discover Financial Services -- recognized by Forrester, in conjunction with *InfoWorld* magazine, for their high-impact EA programs. Additionally, attendees will have the opportunity to schedule One-On-One Meetings with Forrester analysts and to network with peers. Members of the Enterprise Architecture Council and CIO Group will attend [Forrester Leadership Boards](#) meetings the day prior to the Event.

The Event's Solutions Showcase will feature 10 sponsors, including platinum sponsor Progress Software and Gold sponsor Oracle.

CONTACT: Attendees who register for Forrester's Enterprise Architecture Forum before January 7, 2011 will be eligible for a discount. To register, please call 888.343.6786. Complete Event information is available at www.forrester.com/eaforum.

MEDIA: Members of the media can register for this Event by providing their full contact information to press@forrester.com.

About Forrester Research

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