

Event Outline

Annual Conference 2021

‘Enterprise Architecture in the DX Age’
The Essential lies in an optimized architectural approach to
both to newly evolving technologies and legacy.
Free of charge: Pre-registration required

Iasa Japan sponsors an Annual Conference on November 5, 2021. The theme this year is *‘Enterprise Architecture in the DX Age’*. Our society is now entering an era of full-fledged digital utilization to realize innovation. We are inviting experts and practitioners as speakers from Japan and overseas who can present their perspectives on how important it is to understand and tackle the ‘Architecture’ as the foundation of DX. Join us to explore how to deliver tomorrow’s world.

Outline of the Event

Friday, November 5, 2021, 11:00 - 14:15 (JST)

Virtual Online meeting: ZOOM Webinar (Up to 500 participants)

Speaker 1. Why Enterprise Architecture Accelerates the DX?

11:10 - The essentials and driving methods using EA -
~12:05 *Professor, Department of Information Engineering, Nagoya International Institute of Technology, Professor Emeritus, Nagoya University* **Mr. Shuichiro Yamamoto**

Speaker 2. The Importance of CX/UX in the DX Age?

12:10 - The difference between a good and bad CX/UX comes from if it is a user centric or not -
~13:05 *President and Representative Director, sdtech Inc.* **Mr. Kazuo Kawabata**

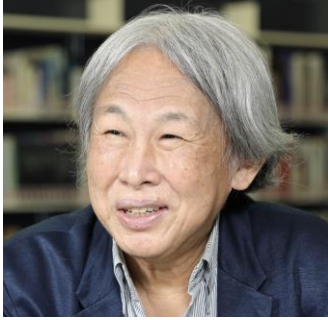
Speaker 3. How the BTABoK Will Transform Your Architecture Practices?

13:10 - BTABoK A framework for implementing stakeholder-driven architecture -
~14:05 *Iasa Global Founder and CEO* **Mr. Paul Preiss**

Supporting Organizations



Introduction of Speakers and Abstracts



Mr. Shuichiro Yamamoto

Professor, Department of Information Engineering, Nagoya International Institute of Technology, Honorary Professor, Nagoya University

Why Enterprise Architecture Accelerates the DX ?

In this presentation, Mr. Yamamoto will discuss (1) Why EA is necessary for DX, (2) Issues that need to be resolved to promote DX, and (3) What basic knowledge is required for DX. The main contents are as follows.

1. DX and EA
2. Issues in working with DX
3. Introduction of my book, "Basic Knowledge of DX"
(Publisher: Kindai Kagakusha Digital inc. 2020)



Mr. Kazuo Kawabata

President, Representative Director, sdtech Inc.,

The Importance of CX/UX in the DX Age

In the development of many IT systems, only functional quality is pursued, and quality of usability is not paid attention enough. In this presentation, Mr. Kawabata will discuss;

- 1) Usability quality as a basis of CX/UX,
- 2) 'Human-Centered Design' (ISO 9241-210) as a concept for user-centered development
- 3) A necessity for IT architects and CX/UX designers to work as a team in the upstream planning and design phases in order to achieve an IT system that combines high levels of both functionality and usability quality.



Mr. Paul Preiss

Iasa Global Founder and CEO

How the BTABoK Will Transform Your Architecture Practices

The goal of any architect or architecture team is to deliver value to their business and/or customer. The Business Technology Architecture BoK (BTABoK) represents a major leap forward in actual tools and techniques to make this possible, while at the same time developing a more mature architecture practice. From the beginning the BTABoK has been designed around people, instead of on process or just deliverables. But 3.0 which has been long in coming makes it much easier to connect an architecture practice (teams) around value delivery from both a business and a technology perspective. This is absolutely essential in modern businesses of any size.

Iasa Japan Chapter Annual Conference Application Procedure



Please click below link or use the QR code to register.

<https://iasajapan.doorkeeper.jp/events/127927>



The ITABoK V2 PDF version is available. (Price 3,000 yen, tax included)

If you become a membership of Iasa Japan Chapter, you can get the PDF copy.

Please join us Iasa Japan Chapter
We welcome you as a membership as an individual or corporate.

Applications are accepted though the year.

<http://iasajapan.org/custom3.html>