



### ISRC Seminar in Partnership with Microsoft

#### ***“Connecting Business and IT - Enterprise Architecture, Alignment, & IT Infrastructure”***

Leon Kappelman, University of North Texas

Michael Rochelle, Microsoft Corp.

9:30 am - 1 pm, Tuesday, April 22, 2008

(Registration starts at 9:00 with continental breakfast. Lunch served at noon)

Microsoft Las Colinas Campus - 7000 N State Hwy 161, Irving, TX

Contact Andrea Black, ISRC Office Manager, at [black@unt.edu](mailto:black@unt.edu) or 940-565-3128 to register.

Visit [www.unt.edu/isrc](http://www.unt.edu/isrc) for more information about the seminar and the ISRC.

#### **Seminar Overview**

Join renowned professor Dr. Leon Kappelman, UNT, Leader of the SIM Working Group on Enterprise Architecture, as he leads us on a discussion of the perennial “IT Leadership Question; How does IT align with the Business?” He will share insights gained from his EA work and the SIM EA Working Group: How EA is essential to achieving IT-business alignment and how this shared language of EA between IT and business is indispensable to solving IT’s persistent problems.

Michael Rochelle will show how Microsoft has adopted the main idea of EA and created a program for customers to assess current infrastructure dynamism through their Core Infrastructure Optimization (CIO) model. The CIO model, created by Microsoft with help from MIT, helps organizations build a more secure, well-managed, and dynamic infrastructure to reduce overall IT costs, make better use of IT resources, and make IT a strategic asset for the business. Finally, he will describe the MS storage and recovery roadmap and give you a demo of the latest Microsoft storage and recovery solution, Data Protection Manager 2007. DPM 2007 provides a rubber-meets-the-road example of how EA can be implemented in your environment and policy driven SLAs to move you from basic disconnected IT to dynamic direct connected IT today.

*The first 50 companies with at least one participant will receive a full license of DPM 2007 and one agent at the conclusion of the program. This is a \$1,200+ MSRP value for SIM, ISRC and RLF members/graduates.*

#### **Agenda**

9:00 am - Registration and Continental Breakfast

9:30 am - Introductions – ISRC, SIM EA WG, SIM RLF

9:45 am - Connecting Business and IT through Enterprise Architecture (Dr. Kappelman, UNT)

10:30 am - Microsoft’s Infrastructure Optimization (Michael Rochelle, Microsoft)

11:00 am - Setting SLAs with Modern Technology (DPM 2007)

11:30 am - Roundtable / Q&A

Noon – Lunch

#### **About the Speakers**

**Leon A. Kappelman, Ph.D** is a researcher, teacher, author, and consultant dedicated to helping organizations better manage their information and technology assets. He is Director Emeritus of the ISRC and Professor of IS in the College of Business at the University of North Texas, where he is also a Fellow of the Texas Center for Digital Knowledge. Dr. Kappelman co-chairs the SIM’s Enterprise Architecture Working Group and has assisted the Executive Office of the President of the U.S. and the Department of Veterans Affairs with their EA work, given presentations, written articles, and testified before the U.S. Congress about EA. He has published several books and over 100 articles. Website <http://courses.unt.edu/kappelman>.



**Michael Rochelle** is a Partner Account Manager for Microsoft Storage and Recovery Solutions and also a facilitator for SIM Regional Leadership Forum. He has 17 years of sales, marketing and IT operations, business process renewal and full client lifecycle experience. For six years, he led the IT function as VP, Business Systems for the Client Services Division of CB Richard Ellis, the largest international real estate services provider. He also has extensive experience in management consulting with eLoyalty and the firm he co-founded, CRM Associates. He received a B.A. from Ambassador University and an M.B.A. from Azusa Pacific University.

