



BUSINESS IT ARCHITECTURE SERIES (BITAS) CONFERENCE

Revitalizing Enterprise Architecture :
Refactoring EA - Back to Basics

2024 | Thursday, 10 October 2024
Hotel Le Meridien Jakarta

Organized by :





BUSINESS IT ARCHITECTURE SERIES



The Business Technology Architect Association

BITAS Conference 2024

The 13th Edition Business IT Architecture Series (BITAS) Conference convenes industry leaders, experts, and practitioners to delve into the revitalization of Enterprise Architecture (EA). This year's theme, "Revitalizing Enterprise Architecture: Refactoring EA - Back to Basics," underscores the importance of revisiting and reinforcing the foundational principles of EA to address contemporary challenges and drive organizational success.

Key highlights include:

- Inspiring keynote addresses from EA visionaries and thought leaders.
- Case studies illustrating the benefits of returning to fundamental EA practices.
- Panel discussions on overcoming common challenges in EA implementation.
- Networking opportunities with fellow EA professionals and solution providers.

Organizer: IASA ASIA PACIFIC



The Business Technology Architect Association

Iasa is a non-profitable and preeminent knowledge-based association focused on Business Technology profession. It is run by volunteering innovation leaders and architects from various organisations around the world to improve the quality of Enterprise Architecture by advocating and delivering standards, services, vendor-agnostic education and accreditation programs that optimise the development of Digital Architecture. Our community has grown to include 40,000 business leaders and enterprise architects across the APAC region.

EVENT HIGHLIGHT

Gain exclusive insights from thought leaders as they share their strategic visions, leadership philosophies, and firsthand experiences in navigating complex business landscapes



Explore innovation, technology trends, and actionable strategies applicable across various industries.



Understand the importance of adaptability and discover practical approaches to staying ahead in an ever-evolving business environment.



Equip yourself or your team with the skills needed for the future of work. Relooking into upskilling, reskilling, and cultivating a learning mindset for professional growth



Connect with a diverse group of professionals and build relationships that transcend industry boundaries and enhance your professional network



Date : Thursday, 10 October 2024

Time : 9am - Finish (Registration starts at 7.30)

Venue : Hotel Le Meridien, Jakarta Pusat

TARGET AUDIENCE

- C-level Executives/Directors/Head of IT, EA, Business & Innovation
- Enterprise IT Architects
- Information/Data Architect, Data Scientist
- Business Architect
- Infrastructure/Technology Architect
- Software/Application Architect
- Information Managers
- Technical Consultants
- Director or Vice President of Business Units
- PMO or Project Managers
- Project Leaders
- Software Developers/ System/ Network/ Cloud/ Datacentre Engineers
- Head of LOB (Line of Business)
- Integration Specialists
- Business Stakeholders who sponsor and initiate IT projects

AGENDA PROGRAMME

TIME

AGENDA

9.00am -
9.15am

Registration for BITAS Conference

9.15am -
9.35am

Welcome Address

Presenter : Aaron Tan, Chairman of IASA Asia Pacific

9.35am -
10.05am

Topic 1 : Architecting Digital Transformation Journey

This session will explore how to strategically align business technology with people to drive innovation and uncover new opportunities. It will provide practical insights into how Enterprise Architecture (EA) serves as the cornerstone of a successful digital transformation strategy, focusing on how to harness technology and integrate it with human capabilities to achieve innovation and strategic goals.

Presenter : Aaron Tan, Chairman of IASA Asia Pacific

10.05am -
10.35am

Topic 2: Enterprise Architecture Journey by PT Bank Tabungan Negara Tbk

Presenter : Joko Christianto, SVP IT Strategic Planning and Development at PT. Bank Tabungan Negara (Persero) Tbk

10.35am -
10.50am

Coffee Break

10.50am -
11.20am

Topic 3 : Unlocking Enterprise Potential with the Event-Driven Mindset

The rapid evolution of new technologies presents today's enterprises with a complex set of challenges - including a lack of real-time information, scalability concerns, and distribution across environments to name a few. Learn how you can build digital resilience for your organization through an event-driven methodology, and uncover core concepts and technical capabilities required to turn integration "Inside Out" and elevate operational efficiency.

Speaker : Ari Hermawan, Senior Solutions Engineer, Solace

AGENDA PROGRAMME

TIME

AGENDA

11.20am -
12.05pm

Panel Discussion : Building a Future-Proof Enterprise Architecture for the Digital Era

This session explores the critical intersection of strategic enterprise architecture (EA) and the ever-evolving landscape of digital evolution. Our esteemed panellists with proven expertise in both EA implementation & emerging technologies will delve into how organizations can break down silos and embrace innovation to thrive in the digital age.

Panelist :

- Denny Muktar, Digital Technology Strategist at Google
- Doni Arzinal, Application Development, Architecture and Governance Division Head of PT. Bank Raya Indonesia
- Siti Kamila, Coordinator IT Governance at Peruri

12.05pm -
1.05pm

Lunch Break

1.05pm -
1.35pm

Topic 4 : Enterprise Architecture (EA) Debts

As organizations navigate the complexities of digital transformation, understanding and managing Enterprise Architecture (EA) Debt has become crucial for sustainable growth. This presentation will delve into the concept of EA Debt, highlighting its implications for business agility, financial performance, and operational efficiency. We will explore strategies to mitigate EA Debt, emphasizing the importance of aligning technology with business needs and fostering collaboration between IT and business teams.

Presenter : Aaron Tan, Chairman of IASA Asia Pacific

AGENDA PROGRAMME

TIME

AGENDA

**1.35pm -
2.05pm**

Topic 5 : Supercharge Your Team's Enterprise Architecture Maturity With Assisted Architecture

This session will explore Enterprise architecture is the game changer in transformation – it enables your organization to successfully adopt emerging tech, execute cloud transformation and application modernization initiatives, and more. While the promise of enterprise architecture is clear, the reality often differs. True success in enterprise architecture depends on having a highly mature team. This session explores the quickest route to achieving a high level of maturity via empowering your teams to use an Assisted Architecture approach. Increase productivity and standardization in design work. Make complex simple.

Presenter : Simon Bobbit, Global Pre-Sales Director at Bizzdesign

**2.05pm -
2.40pm**

Topic 6 : The Role of Governance in Aligning Business and IT Strategies through Enterprise Architecture

Presenter : Harun Al Rasyid, Vice President ISACA Indonesia Chapter

**2.40pm -
3.30pm**

Topic 7 : Journey for Successful EA Implementation

This session aims to provide actionable strategies for navigating the complexities of EA and achieving sustained organizational growth and agility. It highlights the essential steps, best practices, and critical challenges organizations face in integrating EA into their operations.

Presenter: Anita Fazat Azizah, Senior Consultant, Enterprise Architecture, ATD Solution

SPEAKERS & PANELIST



Aaron Tan
Chairman of IASA Asia
Pacific



Joko Christianto
SVP IT Strategic Planning
and Development at PT.
Bank Tabungan Negara



Harun Al Rasyid
Vice President ISACA
Indonesia Chapter



Siti Kamila
Coordinator IT Governance
at Peruri



Denny Muktar
Digital Technology
Strategist at Google



Doni Arzinal
Application Development,
Architecture and
Governance Division Head of
PT. Bank Raya Indonesia



Simon Bobbit
Global Pre-Sales Director
at Bizzdesign



Ari Hermawan
Senior Solutions Engineer
at Solace



**Anita Fazat Azizah, Senior
Consultant, Enterprise
Architecture at ATD
Solution**



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