

"Architecture World 2007" summit to focus on aligning business and information systems

"Understanding IT Architecture is key to Survive the next decade" - Experts. Reiterating the significance of IT Architecture, iCMG - an IT Architecture services and middleware product company is organizing "Architecture World 2007" - an international conference on Architecture, scheduled on the 27th and 28th June, 2007 at the TATA Auditorium in IISc., campus. Please visit www.architecturesummit.com for more information on the summit.

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With the rapid pace of changes happening due to globalization, Information Technology is becoming a matter of competitive advantage rather than a support function and backend operations tool. To adopt and harness the potential of IT, organizations have to be 'built for the future', robust systems and software with not only extended lifespan but also be flexible and adaptable to changing environments. To achieve this, organizations have to envision, plan and build a comprehensive framework or blue print (called Enterprise Architecture) to manage and align their business processes including - Information Technology (IT) software and hardware, people, operations and projects with the organization's overall strategy. Reiterating the significance of IT Architecture, iCMG - an IT Architecture services and middleware product company is organizing 'Architecture World 2007' - an international conference on Architecture, scheduled on the 27th and 28th June, 2007 at the TATA Auditorium in IISc., campus. Please visit www.architecturesummit.com for more information on the summit.

'The evolution of IT is at a crossroads. The dynamics of the IT market will change fundamentally as we work on bridging the gap between IT capability and business needs. This conference will provide an opportunity to the architects, managers, consultants, CIOs and CTOs to share knowledge of innovative IT architecture, which represents the next generation of practice in the software discipline.' says Mr. Sunil Dutt Jha, Practicing Architect & CEO of iCMG, a technology leader in Middleware Software.

'We are proud to be associated with the iCMG Architecture World 2007 event at Bangalore as a Platinum Sponsor. For over 60 years, Fidelity has been a company driven by innovation and inspired by technologies that promise our customers a future without limits. We're dedicated to customer success by serving as a catalyst for new ideas and a focal point for technology leadership across Fidelity's global organizations.' said Mr Jayesh Chakravarthi, Country Head - IT, Fidelity Management and Research Corporation India.

'Enterprise Architecture is a critical component of businesses success today. Companies that want to ensure their IT/IS investments are aligned to their business strategy ensure there no redundant investments, re-engineer their business processes cannot do without Enterprise Architecture. In fact regulations like the Sarbannes-Oxley in the US ensure companies follow a methodological approach in capturing information about their enterprise. Telelogic has been a leader in the area of helping companies define their Enterprise Architecture and Re-engineer their business processes and we look forward to participating in the iCMG Conference,' said Mr. Sidharth Malik, Managing Director, Telelogic India.

An effective architecture initiative will improve decision-making, adaptability to changing demands or

market conditions, elimination of inefficient and redundant processes, optimization of the use of organizational assets, and minimization of employee turnover.

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