Computer Society of India, Chennai Chapter
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Cordially invite you for a presentation by

Dr. Venkat Ramanathan

Evangelist - Advanced Technology Applications Practice
Institute of Systems Science, National University of Singapore, Singapore

on

"Business - IT Alignment Using SOA"

on Friday, 24th Aug 2012 at 5.30 p.m.

at
Conference Hall, Anna University Alumni Centre
Anna University, Guindy, Chennai – 600025

Mr. A. Chandrasekaran	**Mr. H.R. Mohan**	**Mr. K.V. Rupchand**	**Mr K. Bhaskaran**
Chairman	Chairman	Chairman	President
CSI Chennai	IEEE CS, Madras	IEEE TMC, Madras	IITMAA Chennai

5.30 p.m.: Tea & Fellowship :: 6.00 p.m.: Presentation :: 7.30 p.m.: Dinner

About the presentation: The industry has realized that a strong Business-IT alignment is required to address the challenges such as Businesses becoming increasingly complex with frequent changes in strategies and processes due to stiff competition; Mergers & Acquisitions; Introduction of new products with reduced time to market; Revising marketing practices; and Changing pricing policies etc., Techniques such as Service Oriented Architecture (SOA), Model Driven Architecture and Business Innovation & Optimization have been proposed as means to achieve the much needed Business-IT Alignment. However, there still exists some misunderstanding of the concept of Business-IT alignment and several IT solutions still fall short of the industry's visions in this regard. This presentation would provide an overview of Business-IT alignment and the ideas with some case study examples. In addition, the speaker would also highlight the tools and techniques used in the implementation of SOA which is a key step towards instrumenting business agility.

About the speaker: Dr. Venkat Ramanathan is currently working as Evangelist – Advanced Technology Application Practice. He holds a Doctorate in Industrial Engineering from NITIE Bombay and has a Masters by Research from IIT Madras. During the last 27 years Dr. Venkat has served industry and academia in equal measure, the two diametric yet complimenting professions. His work experience is quite diverse having served in a wide range of roles starting from a hands on software developer to solutions architect; from a scientific researcher to an Associate Professor, from being an industrial engineering executive to a policy making management consultant. As a consultant, he has been instrumental in attracting businesses worth several millions through software consulting for clients across Asia, US, Europe and New Zealand. In his current teaching and research, Dr. Venkat concentrates in the area of Enterprise Solutions with specific focus on distributed systems, enterprise application integration, service oriented architecture and the like. He has partnered many leading software companies like Microsoft and IBM in designing and delivering innovative curriculum to benefit IT professionals. He has also been invited to deliver talks regularly in major forums such as Microsoft TechEd.

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