



Wednesday, March 17, 2004

IT experts to share strategies at ATiB conference

Leading experts on information technology planning and business strategy will share best practices with **Applied Technology in Business** (ATiB) students, faculty and alumni during the sixth annual ATiB conference. This year, the April 16 conference, "Bridging Business Planning and IT Investment Strategy," focuses on effective deployment of information technology to advance organizational goals.

"The ATiB conference supports a learning environment to address current challenges faced by companies investing in IT to create business opportunities," said ATiB director Mohammad Dadashzadeh. "It is vitally important for the business community to make the most effective use of IT investments during these very difficult economic times. That is why we have invited a very distinguished and diverse group of speakers to address the critical issue of bridging business planning and IT strategy."

John Zachman, the world's leading expert on enterprise architecture, who has advanced and advocated strategic IT planning for more than 25 years, will deliver the keynote address. IT experts from Microsoft and Compuware will present and demonstrate leading software platforms (Microsoft's SharePoint Server and Compuware's OptimalView) for creating corporate portals; a panel discussion of special interest to the manufacturing companies in the automotive industry addresses the strategic significance of product lifecycle management (PLM); and the Enterprise Architecture Interest Group (EAIG) will present "Building the Enterprise Architecture to Deliver Business Planning Agility." The final session will focus on "The Changing Role of the Chief Information Officer."

"All conference participants, whether they are students, alumni or members of the business community, will benefit from learning about needed IT competencies to address issues of paramount concern within our increasingly competitive global marketplace," Dadashzadeh said. "And, at a time when organizations are operating with reduced training budgets, the ATiB conference provides an attractive training opportunity for all."

Registration is open to all ATiB sponsors and Oakland University faculty, staff, alumni and students on a first-come, first-served basis. For more conference information, or to register online, visit the **ATiB** Web site.

SUMMARY

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