



MACC

Midwest Architecture
Community Collaboration

11th ANNUAL MACC CONFERENCE

Architecting for AI: A New Paradigm in Business Value

November 7, 2024 | Minneapolis, Minnesota



Keynote Presenters



MORNING KEYNOTE:
David Yunger, CEO of Vaital

10 Keys to a Winning AI Strategy

David Yunger is CEO of Vaital, a global AI strategy and software services consultancy. David and his team are on a mission to transform data into growth for every industry.

A 25-year innovator across technology, learning, and workforce development, Yunger has consulted with more than 1,000 CXOs on strategic use of AI to improve business operations and accelerate their growth.



AFTERNOON KEYNOTE:
Dr. Rajeev Bukralia
Associate Professor and Graduate Coordinator, Minnesota State University, Mankato

Transforming AI Strategy to Enhance Business Value with Small Language Models

Dr. Rajeev Bukralia has over two decades of experience working on complex technology projects in senior leadership roles, including as a CIO. His research interests include data science, artificial intelligence (AI), Generative AI, Responsible AI, and IT strategy.

AGENDA

- 8:00 **Registration and Breakfast**
- 8:20 **Welcome Message**
Youssef Haddad, MACC Board Chair
- 8:30 **Keynote Presentation and Q&A**
Welcome by: Emergent Software
David Yunger, CEO of Vaital
“10 Keys to a Winning AI Strategy”
- 9:45 **Break**
- 10:00 **Morning Track Sessions Round 1**
- 10:55 **Break**
- 11:15 **Morning Track Sessions Round 2**
- 12:15 **LUNCH**
- 12:45 **Keynote Presentation and Q&A**
Dr. Rajeev Bukralia
Transforming AI Strategy to Enhance Business Value with Small Language Models
- 2:00 **Break**
- 2:15 **Afternoon Track Sessions Round 1**
- 3:15 **Break**
- 3:30 **Afternoon Track Sessions Round 2**
- 4:30 **BREAK**
- 4:45 **Open Mic at MACC**
- 5:30 **Closing Remarks** and Prize Drawing
- 5:45 **MACC HAPPY HOUR!**

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TRACKS AT-A-GLANCE

	MORNING		AFTERNOON	
	ROUND 1	ROUND 2	ROUND 1	ROUND 2
TRACK	Bringing AI to Production in the Enterprise	A Framework for AI Modernization and Enablement	AI-Based Fog Computing	Revolutionizing Healthcare With Hybrid Care, AI and Hybrid Workforce
TRACK	AI/GPT: Myths vs Realities Adopt AI as an Organization with Confidence	Architecting for an Agentic Future with Salesforce	Microsoft 365 Copilot in the Era of AI	Driving Appropriate, Time-Sensitive, and Cost-Constrained Practice and Tool Adoption in an AI-Informed Economy
TRACK	Unlocking the Value of Organizational Data via Semantic Search, How it Can Transform Interactions with Data and be the Foundation of Making RAG	Unlocking AI's Potential: Practical Strategies for Immediate Impact	Natural Language to SQL Implementation Best Practices	The Future of Clinical Practice Guidelines with Generative AI
TRACK	Go-To-Market Transformation Leveraging Secure Enterprise GenAI Architecture	AI Trends and Impacts on Privacy and Security	How AI is Influencing Social Engineering	Leveraging AI for Proactive Cloud Security
TRACK	Empowering Engineering Teams with Large Language Models	Next-Gen Data Testing: Leveraging GenAI and LLMs for Intelligent Testing	Creating Business Value Using Agentic Patterns	AI Use Cases and Technology Selection: Where do I Start?

- TRACK KEY:**
- TRACK:** Creating Business Value by Architecting for AI
 - TRACK:** Creating Business Value at the Intersection of AI and Cloud
 - TRACK:** Creating Business Value at the Intersection of AI and Data
 - TRACK:** Creating Business Value at the Intersection of AI and Security
 - TRACK:** Creating Business Value at the Intersection of AI and Technology

TRACK: Creating Business Value by Architecting for AI

Bringing AI to Production in the Enterprise

Cameron Vetter, AI Practice Director
New Resource Consulting



This session will provide a practical roadmap for implementing AI solutions within enterprises. It will cover the complexities of deployment, continuous integration/continuous delivery (CI/CD), model lifecycle management, and balancing cost, quality, and performance. Attendees will leave equipped with the knowledge to successfully integrate AI into their organizations, from initial setup to ongoing maintenance.

A Framework for AI Modernization and Enablement

Gandhi Dasi, Enterprise Architect,
Prime Therapeutics



Deployment strategies and team empowerment are crucial for a smooth transition from planning to successful AI integration. Sharing his work and learnings as a transformational leader, Gandhi will introduce attendees to a framework for AI modernization and enablement that empowers organizations to successfully integrate AI. This framework emphasizes strategic thinking, aligns business goals with AI capabilities, and adapts decision-making processes for AI-driven outcomes.

AI-Based Fog Computing

Shenson Joseph, AI/ML Data Scientist
Univ. of North Dakota and JPMorgan Chase



This session will explore how AI algorithms enhance data processing at the network's edge. Attendees will discover how this integration optimizes real-time decision-making, reduces latency, and improves security across industries like smart cities and healthcare. Insights into its future potential and challenges will be explored as well as how AI-based fog computing in manufacturing and retail can enhance real-time decision-making by processing data closer to devices, improving efficiency in production lines, inventory management, customer analytics, and supply chain optimization.

Revolutionizing Healthcare With Hybrid Care, AI and Hybrid Workforce

Senthil Kumaran,
Senior Technology Executive



This presentation explores an innovative approach in hybrid healthcare combining virtual care with in-person interactions to deliver seamless patient care. By incorporating AI technologies, Hybrid Care optimizes efficiency, personalization, and diagnostic accuracy. Virtuwell's success (13+ years, 95%+ customer satisfaction) demonstrates the power of this transformative healthcare model.

TRACK: Creating Business Value at the Intersection of AI and Cloud

AI/GPT: Myths vs Realities | Adopt AI as an Organization with Confidence

Andy Moldenhauer, VP, Chief Product & Customer Success Officer and Michael Herman, EVP, Chief Growth & Revenue Officer at Demand Chain

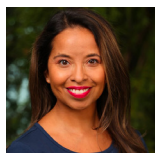
Discover how AI/GPT can revolutionize your business. We'll debunk common myths, explore the latest trends, and highlight the importance of trust and security. Gain actionable insights to leverage Salesforce AI/GPT tools, including our Quick Start approach—designed for rapid, cost-effective implementation and maximum impact across key customer touchpoints.



Architecting for an Agentic Future with Salesforce

Neveva Van Wright, Principal Architect Evangelist and Susannah Plaisted, Senior Product Manager at Salesforce Well-Architected

AI is fundamentally changing how we work. Architectures (and architects) must adapt in order to deliver fast in the AI era. In this session you'll see how Salesforce's architecture has been redesigned for AI. You'll learn about our new innovations designed to improve the scalability, automation and application lifecycle management of your solutions. You'll leave with a better understanding of how to revolutionize your AI, data and CRM strategies using Salesforce Well-Architected principles.



Microsoft 365 Copilot in the Era of AI

Michelle Gilbert, Principal Cloud Solution Architect, Copilot for M365, Microsoft

During this session, attendees will dive into the transformative power of Microsoft 365 Copilot in the age of artificial intelligence to discover how this cutting-edge tool is revolutionizing the way we work, collaborate, and innovate. Michelle will highlight how AI-powered productivity using Microsoft 365 Copilot can streamline tasks, enhance creativity, and boost efficiency. She will also demonstrate how Copilot integrates with your favorite Microsoft 365 apps to foster seamless teamwork and communication. This session will feature real-world examples and success stories that showcase the impact of AI-driven solutions in various industries.



Driving Appropriate, Time-Sensitive, and Cost-Constrained Practice and Tool Adoption in an AI-Informed Economy

Stephen K. Clark, Director, Enterprise Business Architecture Capability Services at Logisolve

Data management is a complex issue facing organizations today. This session explores how to address questions about data access, retention, security, and more. Learn how to rationalize, partition, integrate, and harmonize data subdomains to create accessible knowledge models. Discover the benefits of decision sciences, LLMs, and other advanced solutions for data-driven decision-making.



TRACK: Creating Business Value at the Intersection of AI and Data

Unlocking the Value of Organizational Data via Semantic Search, How it Can Transform Interactions with Data and be the Foundation of Making RAG Work

Michael Heldebrant, Distinguished Solution Architect at Elastic

This session will provide an in-depth examination of initiating an AI journey, including guidelines for setting up an effective data store. We will explain how semantic search enhances the performance of large language models (LLMs) and discuss the implementation of Retrieval Augmented Generation (RAG) to ensure LLMs remain current based on recent data.



Unlocking AI's Potential: Practical Strategies for Immediate Impact

John B. Fraser, Chief Information Officer at Parts ASAP

AI is a transformative tool for businesses, offering a cost-effective strategy for integration into existing data systems. This session showcases how Parts ASAP utilized data from multiple sources to enhance operations and achieve significant ROI. Attendees will gain actionable insights to begin their AI journey effectively and affordably.



Natural Language to SQL Implementation Best Practices

Ross McNeely, Practice Manager in Data and Analytics for Solution Architecture at Trace3

Natural Language Processing (NLP) tools convert plain English questions into SQL queries, allowing users unfamiliar with SQL to access relational databases easily. During this session, Ross McNeely explores implementing NL2SQL with Databricks Genie, PBI Semantic Model Copilot, and Snowflake Cortex Copilot to enhance database querying.



The Future of Clinical Practice Guidelines with Generative AI

Dean Peterson, Associate Principal Specialist Solution Architect at Red Hat

This session will explore AI's transformative power in clinical healthcare. Attendees will discover how the Transformer model revolutionizes clinical best practice guideline interpretation and implementation and learn how integrating FHIR and BPMN enhances decision support, making complex guidelines easier to implement. Insights into cutting-edge AI applications improving healthcare delivery and patient outcomes will be featured in this presentation.



TRACK: Creating Business Value at the Intersection of AI and Security

Go-To-Market Transformation Leveraging Secure Enterprise GenAI Architecture

Hrishikesh Joshi, Enterprise Architect and Go-To-Market (GTM) Transformation Leader at Okta Inc.



Explore an enterprise architecture that integrates Generative AI (GenAI) into Go-To-Market (GTM) operations, enhancing decision-making, productivity, and stakeholder engagement while aligning with existing security protocols. This session showcases use cases across GTM functions, highlighting how GenAI accelerates processes, optimizes customer interactions, and addresses data integrity challenges, helping organizations gain a competitive edge in dynamic markets.

AI Trends and Impacts on Privacy and Security

Grant Ecker, Founder and Chairman Chief Architect Network



Today's pace of AI innovation is having a significant impact on our privacy and our cyber security practices and outcomes. The fast addition of AI with its new layers of complexity have introduced growing concerns where policy is needed to sustain our organization's and our personal vision, mission, principles, and values. Join this session as we discuss the trends with their impacts along with how we can adapt to realize and uphold our values across this exponential innovation curve.

How AI is Influencing Social Engineering

Matt Findlay, Offensive Services Team Lead, FRSecure

Leveraging AI for Proactive Cloud Security

Venkata Nedunoori, Associate Director Dentsu International



Discover how AI enhances cloud security by predicting, detecting, and mitigating threats. This session will explore how AI analyzes patterns, anticipates potential risks, and automates responses to protect cloud-based data and systems, ensuring robust security measures are in place before threats impact business operations.

TRACK: Creating Business Value at the Intersection of AI and Technology

Empowering Engineering Teams with Large Language Models

Justin Grammens, Founder and CEO at Lab651



Attend this session and learn how to unlock the potential of Large Language Models in engineering. This presentation explores their innovative applications across the lifecycle—from ideation to testing. Discover practical examples of automated requirements gathering, design optimization, and code generation that enhance productivity and drive project success. Join us to learn how to leverage LLMs for high-quality engineering solutions.

Next-Gen Data Testing: Leveraging GenAI and LLMs for Intelligent Testing

Kathiresan Jayabalan, SDET Architect at Mastercard



Generative AI and Large Language Models are revolutionizing quality assurance in software development. This session highlights their role in enhancing testing efficiency, accuracy, and coverage through synthetic data generation and automated test case creation. Join us to explore best practices and drive innovation in your QA processes.

Creating Business Value Using Agentic Patterns

Dan McCreary, Retired Solution Architect and Steve Peterson, Senior Leader of Architecture and AI at AON, Reinsurance



Join Dan and Steve as they expand on last year's Generative Patterns for AI, introducing new strategies for intelligent agents. Discover how agents can efficiently answer questions from documents and data sources, backed by real-world case studies showcasing cost savings. Learn actionable steps to implement pilot projects leveraging RAG and GraphRAG.



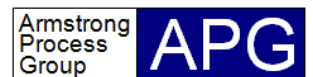
AI Use Cases and Technology Selection: Where do I Start?

David Ching, Principal at Integrated Business IT Consultants



Explore how cutting-edge technology accelerates AI adoption, transforming products and unlocking immense business value. Discover the advancements that enable seamless AI integration, boost operational efficiency, and drive industry-wide innovation. Learn which technologies empower organizations to scale AI solutions, delivering smarter, more personalized customer experiences.

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MACC was founded in 2014 as a joint effort of several local architecture community groups to bring all domains of architecture together and share information and techniques of interest to all of us. It is our shared belief that through collaboration, we can better understand and promote the significance of architecture to business success. LEARN MORE AT www.midwestacc.com