



The fusion of technology and business
at the world's leading IT event

Gartner
SYMPOSIUM ITXPO[®]
2003

11 – 14 November 2003
Sydney Convention & Exhibition Centre
Australia

Where technology meets business



Sydney Accommodates Rugby World Cup 2003

Rugby World Cup and Symposium/ITxpo in Sydney at the same time!

Limited accommodation at reasonable prices will be available due to the Rugby World Cup being held in Sydney the weekend of Symposium/ITxpo. We urge you to book early as availability cannot be guaranteed.

Our accredited agency, Info Travel and Accommodation (ITA) Pty Ltd, can assist you with accommodation.

Accommodation details and booking form can be found on pages 20-21.

For your travel requirements, please contact your designated travel agent.

Get ahead

You know the power of information and you know from experience how Gartner information can put you ahead of the game. Gartner Asia-Pacific Symposium/ITxpo 2003 offers unique insights and knowledgeable advice on Gartner core disciplines to leverage technology for your business success.

Whether your priorities are in IT or management – or you're looking for that perfect fusion between the two to put you ahead of the competition, Asia-Pacific Symposium/ITxpo is the region's most important IT event in 2003.

WELCOME ADDRESS

Robert McKelvey
Senior Vice-President
Asia-Pacific and Japan

Tuesday 11 November 2003

This year's welcome address will be delivered by Robert McKelvey, Gartner's Senior VP for Asia-Pacific and Japan. Robert welcomes delegates to Symposium/ITxpo 2003 and will set the overall theme for the conference and highlight key topics.



Robert McKelvey
Senior Vice President

of the game

KEYNOTE: Business Process Fusion: Where It All Comes Together

Bob Hayward
Senior Vice-President,
Research Fellow
Asia-Pacific and Japan

Tuesday 11 November 2003

The opening Keynote strikes the important first note at Symposium/ITxpo. Led by Senior VP Research Fellow, Bob Hayward, Gartner analysts explain a new theme – an emerging concept that will impact your business over the next 12 months. Business Process Fusion (BPF) is the confluence of major IT trends including:

- The need for enterprises to manage their processes on a true end-to-end basis to improve responsiveness and cycle times
- Integrated business process applications that deliver greater value

BPF will have a major impact on business value, business agility, enterprise architecture, and sourcing. Our Keynote will be an excellent introduction, followed by a number of conference sessions devoted to this new imperative.



Bob Hayward
Senior Vice-President,
Research Fellow

LOCKNOTE: Gartner Predicts IT's Future: Major Changes Ahead

Jamie Popkin
Group Vice-President,
Head of Research
Asia-Pacific and Japan

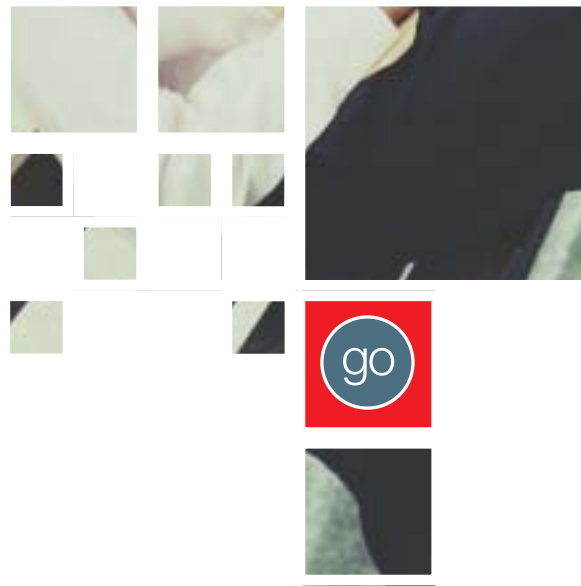
Friday 14 November 2003

This is Gartner's integrative, top-level view of IT's future. In it, discover fundamental trends, discontinuities, shifts in direction, and unseen opportunities. This session builds on and extends our annual Gartner Predicts Report, a holistic view of what's going to happen within the IT industry landscape over the next several years.

- What are Gartner's top 10 predictions for IT
- How can enterprises best prepare for the major changes ahead.



Jamie Popkin,
Group Vice-President,
Head of Research



Symposium/ITxpo Worldwide

Florence, Italy 10 – 12 March 2003

San Diego, California 23 – 27 March 2003

Capetown, South Africa 4 – 6 August 2003

Orlando, Florida 19 – 24 October 2003

Cannes, France 4 – 7 November 2003

Sydney, Australia 11 – 14 November 2003

Tokyo, Japan 19 – 21 November 2003

Register today

1300 766 663

+61 2 9280 1295 (outside of Australia)

or online at

gartner.com/au/symposium



Features

What is Symposium/ITxpo?

Symposium/ITxpo is the industry's largest and most strategic conference for senior IT and business professionals.

Symposium/ITxpo will feature:

- Access to more than 60 Gartner analysts and their latest research
- More than 100 sessions delivering IT insights that cover every aspect of the IT industry
- Private One-on-One meetings with Gartner analysts
- Two-hour Custom Diagnostic Workshops between your team and selected Gartner consultants
- Outstanding networking opportunities with more than 1500 fellow professionals

Who should attend?

Symposium/ITxpo is the largest annual gathering of senior IT and business executives from across the Asia-Pacific region and across all sectors of industry.

Symposium/ITxpo is a must-attend event for:

- CIOs and Direct Reports
- Investment Professionals
- Network and Telecom Managers
- Services Brand and Product Managers
- Architects and Planners
- ERP Application Managers
- CRM Managers
- Application Developers
- Application Integration Managers
- IT Security Directors

- IT Infrastructure and Operations Managers
- IT Professionals from the Financial Services sector
- Public Service IT Professionals

Why attend?

Gartner Research predicts an upturn in technology spending in 2004. Ageing systems must be replaced and cost savings must be achieved. Meeting these challenges will not be easy. Money will be tight, making decisions tough.

During the four days of Symposium/ITxpo, you'll get a year's worth of strategic understanding and advice. More than 100 presentations, delivered by more than 60 Gartner analysts – all tied to Gartner's hottest research as defined by our clients and their most pressing issues.

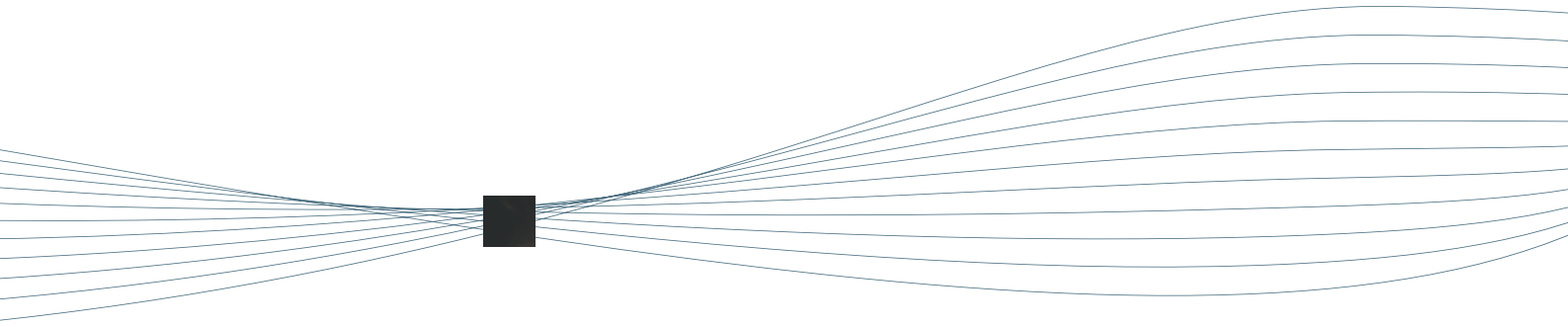
Why Gartner?

Gartner gives you benefits not available at any other technology event – a combination of deep technical research, strategic business advice and, most importantly, an independent perspective. Gartner Symposium/ITxpo distils the collective intelligence gathered from more than 10,000 client assignments every year. Make Symposium/ITxpo the most valuable investment in your thinking and in your organisation's planning.

How to Get the Most from Symposium/ITxpo

To enhance your experience at Symposium/ITxpo, the most senior analysts in Asia-Pacific, Bob Hayward and Craig Baty, will host a teleconference one week before Symposium/ITxpo to explain how you can gain maximum benefit from attending.

Gain full understanding of the track structure and how to leverage your time at the conference. Get some hot tips on the popular sessions and the most dynamic presenters. Registered delegates will be invited to hear the presentation, 'How to Get the Most from Symposium/ITxpo 2003'.



ITxpo – Showcase of IT Innovation

To help make the right IT decisions before you buy, come and meet the solution providers showcasing the cutting edge of IT innovation on the ITxpo showfloor. ITxpo is a high-tech interactive exposition in a no-hype environment. On neutral ground meet and discuss the latest IT products and services from the world's leading solution providers all in one location. Make your comparisons, get the answers!

We know you will appreciate that ITxpo offers the smartest, most cost-effective way to get information about the business solutions you need most.

Linking Technology Solutions to Content

It is easy for you to interact with exhibitors at ITxpo, using our Track Solution Coding – visual icons that link conference content to specific technology solutions provided by the exhibitors on the ITxpo Showfloor. This allows you to see at a glance which solution providers you want to visit at ITxpo that align with your needs.

Valuable Connections

Symposium/ITxpo provides an unparalleled opportunity to network and forge new and potentially profitable relationships in an environment designed to enable you to exchange ideas, get advice and share interests.

Internet Hub

Don't miss the opportunity to visit the Internet Hub, the ideal place to meet fellow delegates, catch up on your email and phone messages, or just relax, and surf the web between sessions. Bring your own laptop and relax in lounges on the ITxpo Showfloor.

It is not who you know, but who you meet!

*Welcome Reception
Tuesday 11 November 2003*

This welcome reception is your opportunity to unwind from the first day's sessions and meet other attendees in a social atmosphere.

*ITxpo Networking Reception
Wednesday 12 November 2003*

A great evening to enjoy some good food and entertainment, while comparing notes with fellow attendees, Gartner analysts and ITxpo exhibitors in an informal atmosphere.

*Evening Event
Thursday 13 November 2003*

The Evening Event is the climax of the four days. Join us for an evening of spectacular entertainment you will never forget. And it is yet another chance to exchange ideas (and business cards) with the largest gathering of IT and business executives on the conference calendar.

Companion tickets for partners and colleagues will be available for purchase for all networking functions.



Special Programs

Gartner Analyst One-on-Ones

Explore solutions to your own IT challenges with a private 30-minute consultation with a Gartner analyst. Gartner clients may reserve up to three sessions with three different analysts. Gartner non-clients may reserve one One-on-One appointment accompanied by a Gartner account representative.

Appointments are made subject to analyst availability and can be made by pre-booking or when you register or onsite at the One-on-One booking desk. One-on-Ones are very popular so advance bookings are recommended. These appointments are booked on a first-come, first-served basis. The earlier you register for Symposium/ITxpo, the better your chances of covering all the topics you want to discuss with our analysts.

The Great Debates

Come and hear two Gartner analysts argue pros and cons in relation to hot topics in the IT industry. We'll discuss offshore sourcing of IT and business processes, and the merits of acquiring an integrated suite or best of breed solutions for business applications.

Gartner Tutorials

Complementary opening day tutorials are only offered on Tuesday morning. Deepen your understanding of topic areas that are central to the content of Symposium/ITxpo 2003. Jump-start your conference experience with these overviews of the business/technology landscape, and gain some practical guidelines to get the most out of your experience at Symposium/ITxpo. Tutorial topics are:

- How to Get the Most from Gartner Research
- How to Get the Most from Symposium/ITxpo 2003
- Selecting Tools and Technologies for Business Intelligence (BI): The Key Criteria
- Total Cost of Ownership (TCO) Scenario
- Total Value of Opportunity (TVO): Using Business Metrics to Shed Light on IT Investments
- Understanding the Asia-Pacific Hardware Landscape

Powerhouse Vendors

Some IT vendors are so dominant, their strategies and fate can determine the path of the industry, leaving an impact on every enterprise user. Which is why we have invited back American analyst Betsy Burton, the always entertaining and controversial analyst, to present Gartner's latest vendor ratings in her usual 'no holds barred' style.

Consulting Custom Diagnostic Workshops

At Symposium/ITxpo, you can customise your experience by scheduling exclusive two-hour Custom Diagnostic Workshops for your IT team with our Gartner consultants.

Gartner will work with you to examine key issues and opportunities, provide insight on best practices and jointly develop a recommended plan of action for your organisation. You will receive feedback and a high-level perspective on your most pressing

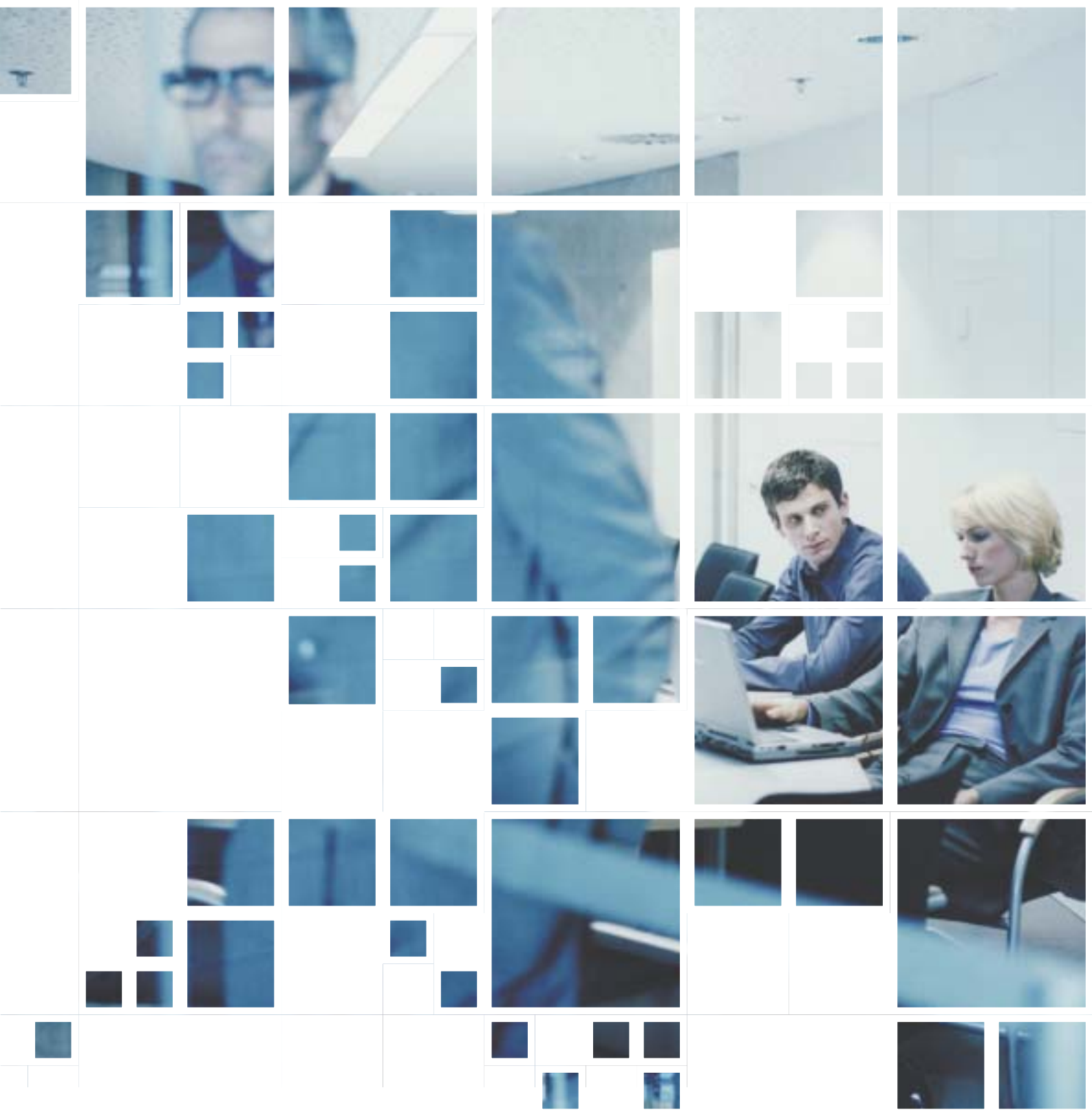
issues and challenges. To take advantage of this customised advice, simply visit gartner.com/au/symposium to complete an online booking form.

Panel Sessions

Symposium/ITxpo is organised into tracks that are dedicated to different audiences and job roles within business and IT. At the conclusion of each track, several of the prominent analysts will take part in a panel discussion to wrap-up their themes, discuss the hot issues that have emerged during the conference and take questions from the audience. Summaries of the most critical messages and hottest tips from each Track are turned into effective strategies for action for your enterprise.

Solution Sessions

Get an exclusive look at the IT industries' hottest products, services and business solutions during these special presentations given by ITxpo exhibiting companies. Listen to case studies and real world examples of how the latest technologies provide results. Refer to page 19 for an exhibitor list, including organisations presenting Solution Sessions.



Team Advantage

This year, Gartner introduces Team Advantage – the ideal way to save money and still allow your entire team to attend Symposium/ITxpo.

Register five colleagues from the same organisation at the same time with payment and the fifth attends free (discount not valid for Gartner Conference ticket holders).

That way, you can strategically spread out across the conference for maximum coverage of all your pertinent issues. You'll also maximise your group networking and achieve more effective One-on-One coverage with Gartner analysts.



Tracks and Sessions



Track 1: Business and IT Strategies

IT does matter – and this track explains why. You will discover methodologies to ensure you achieve the most from IT for your enterprise. Create new strategies to exploit technology so it delivers business value. Presentations will embrace best-practice lessons for the real-time enterprise, as well as provide the latest thinking on the drivers for change, how to harness innovation and regain credibility through governance. Discover tips on picking technology winners and creating a knowledge-rich organisation for staff, suppliers and customers.

Sessions*

- Total Value of Opportunity (TVO): Using Business Metrics to Shed Light on IT Investments
- Aligning Business and Technology to Drive Business Growth
- The Business Discipline of Real-Time Enterprise (RTE)
- The CIO Agenda 2004: Drive Enterprise Effectiveness
- Practical Outsourcing: Managing the Choices, Risks and Outcomes
- Designing IT Governance for Enterprise Strategy
- Demonstrating the Business Value of IT
- Technology foundations of a Real-Time Enterprise (RTE): Fusion, Business Activity Monitoring (BAM) and Beyond
- Gaining Value from Technology: Moving from Costs to Value
- IT Leadership Scenario: New Directions, New Strategies
- Managing the New IT Risks
- Customer Relationship Management (CRM) Scenario: The Future of Customer Relationships and Technologies
- The Business Case for Knowledge Management (KM)
- Elevating Performance in Turbulent Times
- The Payoff from Strategic Planning and Project Prioritisation
- Great Debate: Going Offshore for Business and IT Services
- Avoiding the Pitfalls of Business Process Outsourcing (BPO)
- Panel Debate: Will IT Power Future Economic Growth and does IT Matter?

Who should attend?

CEOs, CFOs, CIOs, business and IT consultants, business and IT strategic planners, senior IT managers, plus executives charged with IT-enabling their organisations, or maximising ROI.



Track 2: Business Applications

To achieve value from IT, you must choose the most suitable software applications for your needs – and then deploy them effectively. New techniques to evaluate vendor and product capabilities emerge constantly. Advances are also being made in methods for prioritising projects and then managing deployment through to maintenance. In this track, discover best-practice approaches to automate and integrate customer relationship and supply chain software with business intelligence tools. The latest thinking on Business Process Fusion and Smart Enterprise Suites will be a highlight.

Sessions*

- Gartner Predicts: Application Software 2008 - from Diversity to Fusion
- The Knowledge Workplace Magic Quadrant Challenge: Making Sense Out of Chaos
- Would You Like an SAP Licence To Thrill?
- Planning a mySAP Enterprise Architecture
- What 'New Elements' are Created by Business Process Fusion (BPF)?
- Enterprise Portals: How to Tame the Beast
- Corporate Performance Management (CPM) Scenario
- The Content Challenge: Managing the Infoglut
- Enterprise Resource Planning II (ERP II): A Business Blueprint for Uncertain Times
- Customer Relationship Management (CRM) Scenario: The Future of Customer Relationships and Technologies
- Business Application Competence Centres: Optimising Post Go-Live Support
- Customer Relationship Management (CRM) ROI: Not Mission Impossible
- Six Keys to Better Procurement Contract Management
- Great Debate: Integrated Suite or Best-of-Breed?
- Convergence of Business Intelligence (BI) and Enterprise Resource Planning (ERP): Making it Work
- Panel Debate: Are Business Applications a Commodity?

Who should attend?

CIOs and senior IT colleagues, project managers, business unit managers and analysts, senior marketing executives, business and application development managers who select and implement technology, plus application developers and staff of vendors in the enterprise applications and service provider sectors.



Track 3: Architecture and Software Development

No area of enterprise-based IT changes as fast as engineering. In a constant pursuit for perfection, new approaches to thinking and delivery are an industry constant. Discover how to create frameworks for real-time businesses that are flexible yet integrated into our networked world. Understand how you can take a leadership position but avoid cost blow-outs that steal competitive advantage. Presentations will feature Gartner's latest thinking on vendor selection for platforms, web services, application integration and business intelligence.

Sessions*

- Selecting Tools and Technologies for Business Intelligence (BI): The Key Criteria
- The Application Development (AD) Scenario
- The Gartner Enterprise Architecture (EA) Framework
- The Enterprise Nervous System (ENS): Life Blood of Integration
- Unifying Application Development (AD) Change Management: Software Puzzle Pieces
- Application Server Scenario: APS, J2EE, .NET and More
- Application Portfolio Management: The First Step Toward Application Modernisation
- Managing Architecture for Success
- Web Services (WS) Scenario: Web Services Get Real
- Practical Architecture Guidance and Sequence for Implementation
- Lethal Integration Combo: Business Activity Monitoring (BAM) and Business Process Management (BPM)
- Business Intelligence (BI) and Data Warehousing Scenario: Key Trends and Evolving Markets
- Enterprise Architecture (EA): Getting a Handle on Complexity
- Gartner Predicts: New Software Infrastructure will Transform Your Enterprise
- Panel Debate: Agile Software - The Way Ahead?

Who should attend?

IT architects, application development managers and developers, project managers, analysts who select and utilise architecture tools that encompass application development, data warehousing, application integration and use of the Internet, vendor staff in the middleware, development tools and service provider sectors should also attend.

* Subject to change



Track 4: Systems and Networks

Hardware giving you heartburn? Let us take away the pain. Learn how to select the best hardware for your needs and then maintain it efficiently. Hear the myths and truths of the open source movement that are changing enterprise computing. This is an opportunity to understand the pros and cons of open source before making your decision. In addition, this track covers how to gain better value from the desktop, servers, storage devices and software, operating systems, open source alternatives, broadband networks, voice over IP, wireless and mobile devices.

Sessions*

- Understanding the Asia-Pacific Hardware Landscape
- The 'New' Network and Telecom Manager: Keys to Success
- The Mobile Scenario
- Storage: Today, Tomorrow and Over the Next Five Years
- Making Savings in Networking for Fun and Profit
- Wireless Email: An Enterprise Priority
- Gartner Networking Scenario: A Step Closer to Convergence
- Wireless Local-Area Networks (WLANs): Broadband Between the Wires
- Gartner Predicts: Computing Power Meets Virtualisation
- The Road to Internet Protocol (IP) Telephony
- Enterprise Server (ES) Selection
- Converging Wireless Technologies for the Enterprise
- Server Consolidation Vendor/User Shootout
- Optimising Web Enabled Applications: The Network Factor
- Outfitting the Front Line in a Digitally Confused World
- Linux in the Enterprise, Server Capabilities and Realities
- The Future of Windows in the Enterprise
- Internet Protocol Virtual Private Networks (IP-VPN): A Case for the Internet?
- Client Computing Architectures: Making the Right Choice
- Network Equipment Vendors: Can Anyone Challenge Cisco?
- Panel Debate: Linux In the Enterprise

Who should attend?

IT operations managers, acquisition and procurement managers and technologists, systems managers, network managers, technical staff involved in selecting and implementing systems and networking solutions, plus staff from hardware and network equipment and service providers.



Track 5: Service Delivery and IT Operations

Only strong management ensures you benefit from selecting the best strategies and technology for your organisation. Critical challenges confront every buyer as they grapple with managing an array of outsourcing options that embrace service delivery, security and business continuity, and systems and asset management. This track gathers best-practice and cutting edge approaches to these important issues. Hear real-world advice on how to handle external service providers, negotiate licence fees with vendors, and contain your IT costs so you deliver more with less.

Sessions*

- Total Cost of Ownership (TCO) Scenario
- IT Operations and Infrastructure: Burning Issues and Advice
- Project Portfolio Management: Within Reach?
- IT Operations: Doing More with Less
- IT Operations Processes: Is IT Infrastructure Library (ITIL) the Answer?
- The Future of Enterprise Security
- All IT Utilities Are Not the Same: Defining and Comparing On-Demand/IT Utility Infrastructures and Services
- Trust and Control: The Art of Making Outsourcing Relationships Work
- The Evolution Toward Real-Time Infrastructure
- Understanding and Leveraging Open Source as a Disruptive Innovation
- IT Operations: Enterprise Management
- Implementing Business Based Service Level Agreements (SLAs)
- The Next Generation of Telecoms Network Services: What Should we Expect?
- IT Financial Management and Chargeback
- Cyberattacks: What You Need to Know and What You Need to Do
- Panel Debate: What is the Future of the IS Organisation?

Who should attend?

IT operations managers, project managers, network managers, security managers, support managers and technical staff responsible for the secure and efficient delivery of IT operations and services, staff from vendors who provide operations solutions and services should also attend.

* Subject to change





Special Sessions

Financial Services and IT

Financial services enterprises rely on IT and are among the highest spenders. Highly competitive and constantly changing, they show no sign of slowing down. Learn how to exploit and derive real business value from existing and emerging technologies to provide your organisation with a competitive advantage.

Sessions*

- Retail Financial Service Delivery: The Challenge of Technology Innovation
- Getting Real Value from Enterprise Architecture (EA) in the Financial Services (FS) Industry
- Straight Through Processing (STP): Where's the Value - Profit or Loss?
- Enterprise Risk Management for the Financial Services (FS) Industry: Managing Risk Before it Manages You
- Financial Services (FS) Industry Panel

Who should attend?

Delegates from banks, insurance companies, brokerages and other financial services enterprises who design and implement IT-enabled business solutions, plus vendors specialising in this sector.

Special Sessions*

Be sure to view these sessions on offer at Symposium/ITxpo to round out your experience.

- Powerhouse System Vendors: IBM, HP, Sun, Dell
- Powerhouse Software Vendors: Microsoft, SAP, Oracle, IBM
- Top 10 Strategic Technologies for 2004
- Emerging Technologies: The Radar Screen 2005-2014

Public Sector and IT

Governments face unique challenges, delivering a multitude of services to society often in a politically-charged environment. This track offers special presentations to provide strategies to address the next phases of e-Government, including the challenges of privacy, security, integration and service delivery.

Sessions*

- Re-engineering the Face of Government
- ROI in Government: Toward the Public Value of IT
- Proven Practices in Tough Times for Leading Public Sector IS Organisations
- Public Policies for Critical Infrastructure Protection (CIP)
- Government Industry Panel

Who should attend?

Delegates from government or public sector agencies involved in designing and implementing IT-enabled solutions for government, and vendors providing products and services to government.

* Subject to change

The fusion of minds – 60 Gartner Analysts together in one location

MORE than 60 of Gartner's leading analysts from around the world will descend on Sydney to provide the most thought-provoking conference on the IT calendar.

The big message from our experts this year is: Business Process Fusion – how to mesh technology applications and business demands.

Among the experts in this field are the outstanding European duo, Andy Kyte and Mark Raskino.

The demand to uncover best practices and methodologies on topics as varied as sourcing, web services, software architecture, networking and mobility will be met by Gartner's leading analysts, including several from within the Asia-Pacific region, including Geoff Johnson, John Roberts, Matthew Boon, Robin Simpson, Dion Wiggins, Rolf Jester and Greta James.

Make sure you do not miss some of our most powerful and entertaining speakers, including Australia's Bob Hayward, Italy's Andrea Di Maio and from the USA, Rich Mogull and Betsy Burton.

It is the strongest line-up of Gartner analysts assembled in this region.



Thomas Bittman

Vice-President, USA

- Operating system trends
- Server/Platform trends



Marianne Broadbent

Group Vice-President, Executive Programs Worldwide, Asia-Pacific

- Governance and management of business-driven IT
- Fusion of business and technology strategies and investments



Betsy Burton

Vice-President, USA

- Data management
- Powerhouse vendors – Gartner vendor ratings



Beth Eisenfeld

Vice-President, USA

- Creating business value for CRM
- Business strategies, technologies and applications for sales



Robert Hafner

Vice-President, Canada

- Broadband
- Future of networking



Geoff Johnson

Research Vice-President, Asia-Pacific

- Telecommunication strategy and policy development
- Network design, implementation and operations for major corporations and Government agencies



Diane Morello

Vice-President, USA

- Competency centres
- IS leadership, IT staff management



Gene Phifer

Vice-President, Distinguished Analyst, USA

- Enterprise portals
- Content management



John Roberts

Vice-President, Chief of Research, Asia-Pacific

- Business management of IT
- IT architecture strategies



Jeff Schulman

General Vice-President, USA

- Enterprise architecture
- Business process management

08:00 – 18:00

Registration

TUTORIALS

09:30 – 10:30

Total Value of Opportunity (TVO): Using Business Metrics to Shed Light on IT Investments *Nick Koulbanis*

TVO is a Gartner methodology for analysing IT investment. It relies on standard business metrics that track and monitor project value. This presentation shows how TVO has been applied in organisations, describing the roles that business units have in the value process.

Selecting Tools and Technologies for Business Intelligence (BI): The Key Criteria *Louisa Liu*

Choosing the right tools and technologies to support BI initiatives is critical to success. This session addresses selection criteria for Extraction, Transformation and Loading (ETL), as well as BI vendors, their products and specific tools.

Understanding the Asia-Pacific Hardware Landscape *Ian Bertram and Martin Gilliland*

Using the latest data from Gartner Dataquest, we present market shares and forecasts for the key hardware categories across Asia-Pacific. This will be accompanied by analysis of the relative strengths and competitiveness of the major vendors in the region.

10:30 – 11:00

Break

11:00 – 12:45

Welcome Address *Rob McKelvey*

KEYNOTE

Business Process Fusion: Where it All Comes Together *Bob Hayward and Simon Hayward*

The opening Keynote strikes the important first note at Symposium/ITxpo. Led by Senior VP Research Fellow, Bob Hayward, our analysts explain a major new theme – an emerging concept that will impact your business over the next 12 months. Business Process Fusion (BPF) is the confluence of major IT trends including:

- The need for enterprises to manage their processes on a true end-to-end basis to improve responsiveness and cycle times
- Integrated business process applications that deliver greater value
- New standards and the convergence of infrastructure and platform software

BPF will have a major impact on business value, business agility, enterprise architecture, and sourcing. Our Keynote will be an excellent introduction, followed by a number of conference sessions devoted to this new imperative.

12:45 – 14:00

Lunch



Business and IT Strategies



Business Applications



Architecture and Software Development

14:00 – 15:00

Aligning Business and Technology to Drive Business Growth *Andy Kyte*

Business growth is imperative yet tough to find. Explore the global forces at work and see how these drive business leaders in your industry. Discover ways in which business executives can exploit technology for profit and align it to commercial initiatives.

- What forces impact all industries globally today
- What are the top 10 business trends and the resultant top 10 IT trends
- How can strategies for aligning business initiatives with technology deployments be improved

Gartner Predicts: Application Software 2008 - From Diversity to Fusion *Kathy Harris*

The sophistication of application software has its price - increased complexity. While it supports customers, employees and partners, improvements are needed. Enterprises will demand the next generation of application software meets the challenge.

- Which business trends will most influence the direction of application software
- What are Gartner's Key Predictions for application software through 2008
- What IT and application software investments should you make in 2004

The Application Development (AD) Scenario *Dion Wiggins*

Global economic forces, and the business strategy of the leading vendors, are shaping the delivery of legacy, newly-developed and purchased software applications. Understand what these trends mean for you and your industry in the next few years

- How will business and technology trends affect AD organisations in the next five years
- Which technologies and vendors will provide leading solutions for AD through 2005
- Which management approaches will enable AD organisations to deliver high business value

15:00 – 15:30

Break

15:30 – 16:15

Solution Sessions (not track specific)

16:15 – 16:45

Break

16:45 – 17:45

The Business Discipline of Real-Time Enterprise (RTE) *Mark Raskino*

The RTE offers strategists new options for business change. We uncover the axioms at the core of this trend and show how IT is the key enabler, but time based transformation is the business discipline that drives it.

- What is RTE and how can it help my business
- How do we apply RTE - what are the core principles and frameworks
- Which technologies are needed to support RTE

Would You Like an SAP Licence To Thrill? *Derek Prior*

SAP is the most popular business application on the planet but possesses some of industry's most complex licensing rules. This is an opportunity to hear advice on how you should handle the most arcane of licensing processes and stay ahead.

- How does SAP licence Application Software
- How should customers structure the licensing and maintenance agreements with SAP
- What future alternatives and changes are on the horizon

The Gartner Enterprise Architecture (EA) Framework *Jeff Schulman*

Effective IT Architecture requires a disciplined and methodological approach. Proven in multiple organisations, the Gartner EA Framework offers a practical means to ensure critical technology delivers agreed benefits.

- What business drivers will lead enterprises to a new view of architecture
- What are the key elements of the EA framework, and how will they deliver business agility
- What are the principle governance structures for creating EA

17:45 – 18:45

WELCOME RECEPTION – Sponsored by Mercury Interactive

Total Cost of Ownership (TCO)


Scenario *Mike Lafford*
TCO is a Gartner-defined methodology and tool-set deployed by vendors, users and analysts to assess, to justify and manage IT investments. In this information session, we cover the components of TCO, providing a simple yet effective way to measure return on investment.

How to Get the Most from Gartner Research

Betsy Burton and Geoff Johnson
Get a breakdown of the research terminology you will hear and see at Symposium, as well as glimpsing into the world of the Gartner analyst, understanding their methodologies. Learn about radar screens, hype cycles, Magic Quadrants and strategic planning probabilities.

How to Get the Most from Symposium/ITxpo 2003

Craig Baty
It lasts for four days, features more than 100 Gartner sessions, dozens more from leading IT vendors and has an array of other opportunities to learn and network with peers...attend this session and get the most from this year's Symposium/ITxpo.

 **Systems and Networks**

The 'New' Network and Telecom Manager: Keys to Success

Geoff Johnson
The network is often regarded as a strategic asset, yet network managers have no influence on strategy. Instead, they keep an often frail infrastructure up and running. Discover how network managers can avoid this all-too-common trap to gain the recognition they deserve.

- Which business drivers are redefining the network and the best way for managers to adapt
- How should network managers best prioritise among the critical issues of meeting new application needs, making the network more reliable, reducing costs, selecting the right technologies and mitigating vendor risk
- What are the best tactics and strategies telecom managers should employ to address the critical issues

 **Service Delivery and IT Operations**

IT Operations and Infrastructure: Burning Issues and Advice

Steve Bittinger
New techniques are emerging for running IT operations in the face of accelerating change and fiscally stringent times. Find out how to juggle such issues as running IT as a business while maturing IT processes, reducing costs, and designing and planning infrastructure.

- How will IT Operations successfully evolve from component management towards end-to-end IT service management, encompassing business applications and their underlying infrastructure
- Which strategies, processes and technologies will allow IT Operations to cut costs but preserve service
- How will IT infrastructure standards evolve and on what criteria will selection and procurement be made

Special Sessions

Powerhouse System Vendors: IBM, HP, Sun, Dell

Matthew Boon and Betsy Burton
Consolidation is quickly creating a small number of global powerhouse system vendors. Their strategies have a direct impact on clients and even have ramifications for entire industries. This no-holds-barred session gives the Gartner view on their futures and what it means to you.

- What are the dominant system vendor strategies
- What is the competitive environment for systems change in the near future
- In what way will clients change their relationship with powerhouse system vendors

Special Sessions

BUSINESS APPLICATIONS

The Knowledge Workplace Magic Quadrant Challenge: Making Sense Out of Chaos

Simon Hayward
The Knowledge Workplace has been the topic of many a Gartner Magic Quadrant. Understand what differentiates the key ones on the Smart Enterprise Suite, Integrated Document Management (IDM), Integrated Document Archive and Retrieval System (IDARs) and e-Learning.

- What are the key Magic Quadrants that are part of the Knowledge Workplace
- What are the inter-relationships between these Magic Quadrants

Storage: Today, Tomorrow and Over the Next Five Years

Phil Sargeant
Gain insights into today's storage trends to combat the challenge of phenomenal growth rates in business information. Understand how storage technology is changing and what issues and technologies will shape the market to 2008.

- Factors and trends driving the adoption of storage networking
- Can storage technologies accommodate the growth in information
- The impact that storage technologies will have on organisations over the next five years

Project Portfolio Management: Within Reach?

Andy Kyte
Techniques for project management are changing to avoid the explosive mix of resource constraint, conflicting priority, technology risk and poor project visibility, which derail costly projects. This presentation reveals the new processes and tools that work.

- What best practices should be used to prioritise and manage IT projects
- What pitfalls await enterprises adopting project portfolio management techniques and tools
- In executing the project portfolio, how should IS balance its core competencies with oversight of service providers

Powerhouse Software Vendors: Microsoft, SAP, Oracle, IBM

Betsy Burton and Kristian Steenstrup
Mega-vendors are still trying to lock-in customers for life despite their championing of openness and componentry for packaged software. Learn how to evaluate compatibility of a vendor's industry strengths and technical and service strategies.

- How have the powerhouse software vendors evolved their strategies in the marketplace
- What 'lock-in' risks exist with the different powerhouse software vendors
- How can clients better manage their relationships with powerhouse software vendors

SYSTEMS AND NETWORKS

The Mobile Scenario

Nick Ingelbrecht
Find clarity among the array of new mobile technologies, applications and infrastructures - which are ready now and what is coming? Gain Gartner's high-level strategic view of the ways in which mobile business and technology will evolve in the next five years.

- How will mobile and wireless technology evolve over the next five years
- How will mobility enable B2B and B2C value propositions
- What are the critical success factors for mobile application development and deployment

* Subject to change



Business and IT Strategies



Business Applications



Architecture and Software Development

08:30 – 09:30

The CIO Agenda 2004: Drive Enterprise Effectiveness *Andrew Rowsell-Jones*
CIOs must work with business executives to balance business and technology trade-offs. One of three enterprise environments now exist – fighting for survival, maintaining competitiveness or breaking away. Each requires different priorities but all need improved CIO leadership.

- Know the top business, management and technology issues of CIOs
- Recognise how the role of CIO is changing in 2004 and the six imperatives that drive your role
- Identify which of three environments matches your business

Planning a mySAP Enterprise Architecture *Derek Prior*
SAP's architecture has changed from R/2, R/3, MySAP and now R/3 Enterprise and Suites. All of these have increased the complexity of managing the technical environment. New announcements may reduce this complexity if it is approached correctly.

- What are the technical architecture requirements for running an SAP enterprise suite
- What changes has SAP announced or plans to alter the technical architecture requirements
- How can you best configure your SAP deployment

The Enterprise Nervous System (ENS): Life Blood of Integration *Jess Thompson*
A new way of organising computer systems and business processes is emerging, although many enterprises are unaware they are doing it. The conventional network is mutating into an ENS where the network is as intelligent as the applications.

- How will application design and integration practices change as IS managers seek to implement the 'agile' enterprise
- Benefits and limitations of the major migration strategies: rip-and-replace, wrap-and-reengineer, and leave-and-layer

09:30 – 10:00

Break

10:00 – 11:00

Designing IT Governance for Enterprise Strategy *Marianne Broadbent*
Thoughtfully-designed IT governance means clearer lines of input and decision authority, creating faster and better-informed decisions. But it is not one size fits all. Learn how enterprises tailor IT governance for fiscal objectives, strategic focus or other business drivers.

- Identify how good IT governance is linked to financial performance
- Clarify the most appropriate IT governance patterns for your enterprise strategy
- Learn how to shape the executive message to prove the importance of IT governance

What 'New Elements' are Created by Business Process Fusion (BPF)? *Simon Hayward*
The phrase Business Process Fusion will become more familiar in the months ahead. It is the next generation of business applications, which will signal the end of stovepipes and standalone applications. Gaze into the crystal ball and see the future in this session.

- What is BPF
- What business opportunities will arise from fusion of business processes
- What demands does BPF place on IT applications and infrastructure, and how are vendors reacting

Unifying Application Development (AD) Change Management: Software Puzzle Pieces *Partha Iyengar*
Many organisations struggle to implement a rigorous solution to manage the creation, revision and retirement of their software portfolio in response to evolving business strategies, changes in processes and volatility in external relationships. Discover Gartner's unified view of software change management and how it can help you.

- What governance structure unifies management of the balance of new and legacy, large and small requirements, internal and external demands
- How can portfolio management, project management, software change and configuration management be harmonised in this view

11:00 – 11:30

Break

11:30 – 12:15

Solution Sessions (not track specific)

12:15 – 13:30

Lunch

13:30 – 14:30

Demonstrating the Business Value of IT *John Roberts*
Great uncertainty remains on the true impact of IT in terms of productivity and economic benefit. This session confronts the issues of business value and presents methodologies, tools, frameworks and fresh thinking to reposition IT investment in a new way.

- Why is the business value of IT so elusive
- As business managers assume a role in IT strategy, how will IS organisations evolve
- Which methodologies and frameworks capture the business value

Enterprise Portals: How to Tame the Beast *Gene Phifer*
Enterprise portals, deployed with portal products, are becoming pervasive. Yet challenges, such as market consolidation among vendors, evolving technology and lack of governance make a portal strategy far from simple. This session offers solutions to the hard questions.

- What is the definition of a portal
- How do portals improve business applications usability
- What are the right decisions to make to get maximum benefit from portals

Application Server Scenario: APS, J2EE, .NET and More *Jess Thompson*
Old stovepipe applications do not work on the Internet. Enterprises have devised various ways of opening up their systems to the opportunities of e-Business, but most of their initial web strategies will need to be replaced by new architectures, tools and processes.

- What do enterprises need to know about application server market trends
- Where are BEA, IBM, Microsoft, Sun and others taking their application platforms and will .NET surpass J2EE

14:30 – 15:00

Break

15:00 – 16:00

Technology foundations of a Real-Time Enterprise (RTE): Fusion, Business Activity Monitoring (BAM) and Beyond *Mark Raskino*
A number of technologies, some just emerging and others maturing, support the evolutions of the RTE. Fusion, BAM and knowledge worker productivity tools must be carefully combined to make the RTE a reality.

- What are the technologies at the core of the RTE
- How does business process fusion fit into this
- How should we layer and combine technologies to make RTE viable

Corporate Performance Management (CPM) Scenario *Ted Friedman*
Corporate Performance Management describes the methodologies, metrics, processes and systems used to monitor and manage business performance. Understand how your enterprise can effectively deploy CPM to outperform its industry peers.

- What is CPM, and how does it affect your enterprise
- What is the relationship between CPM and Business Intelligence
- What are the success factors of CPM deployment

Application Portfolio Management: The First Step Toward Application Modernisation *Partha Iyengar*
Organisations need to balance their investments in their IT portfolio by taking an application portfolio approach. This presentation outlines the issues and approaches to application portfolio management for enterprises evaluating their alternatives to architectural modernisation.

- How can an organisation determine its ability to migrate from an older technology
- Risks of moving an application portfolio forward without a portfolio management initiative

16:00 – 16:30

Break – **Sponsored by Fujitsu Australia Limited**

16:30 – 17:15

Solution Sessions (not track specific)

17:30 – 18:30

Gaining Value from Technology: Moving from Costs to Value *Kathy Harris*
Business executives' expectation levels distort perceptions of business value, and they often disagree on trade-offs necessary to achieve successful outcomes. This presentation shows how to determine IT maturity and establish standards, processes and governance to create business value.

- How and why should CIOs undertake a 'Value of IT' maturity assessment
- What are the steps necessary to set up value standards, processes and governance structures

The Content Challenge: Managing the Infoglut *Gene Phifer*
Content Management systems are becoming vital for real-time access to information. Learn how best-practice deployment can produce better corporate accountability, greater organisational efficiency and faster access to document-based data and knowledge.

- What is CM and how will it evolve
- What architectures and technologies can make CM and collaboration more effective
- What strategies can best prepare your enterprise to succeed in CM and collaboration

Managing Architecture for Success *Greta James*
Enterprise Architecture (EA) can easily get bogged down in politics or, worse, become irrelevant. This presentation guides you through this political minefield so that enterprise architecture delivers real business value.

- How can EA best address business needs
- What are EA management best practices
- What are the attributes of a successful enterprise architect

18:30 – 20:00

NETWORKING RECEPTION

**Making Savings in Networking for Fun and Profit** *Geoff Johnson*

Why are enterprise network budgets on the rise when the price of telecommunication and network services is dropping? Discover the answer and learn how to deliver strategic and tactical network services at responsible prices.

- Consequences for public network services as the telecom and enterprise networking sectors remain in turmoil
- How can telecom and networking managers cut costs and deliver mission-critical services
- What are the practical steps to be taken to save money in your business

Wireless Email: An Enterprise Priority *Ken Dulaney*

Users are demanding richer content than SMS while mobile. Understand why wireless email is important and how it should be implemented within the enterprise to achieve high utilisation and return on investment without compromising security.

- What trends will drive mobile email adoption
- What mobile email architectures and vendors will become mainstream
- What is the future for wireless email

Gartner Networking Scenario: A Step Closer to Convergence*Bob Hafner*

A converged network supporting voice, data, video and storage over wired and wireless infrastructure has long been a utopian dream. Now that technologies exist to build such network, discover how to fulfil the vision without bankrupting your organisation.

- How should enterprises prepare for converged networks
- Which technologies should be used to successfully build a converged network
- Which services will be essential components of the next-generation converged network

Gartner Predicts: Computing Power Meets Virtualisation *Tom Bittman*

Hardware and operating systems are evolving rapidly. Learn how to build your strategy and maintain cost control around an array of alternatives, such as virtualisation and utility technologies, blades, clusters, grid computing, thin clients, wireless connectivity and Linux.

- How will hardware and connectivity advances change server, storage and client hardware usage
- How will virtualisation technologies and utility computing evolve
- How should enterprises leverage changes in client and server operating systems

Enterprise Server (ES) Selection*Matthew Boon*

Discover the trends in the ES market and understand which vendors are best placed to exploit this evolving technology. Gain a clear picture of how server vendors have positioned their products against each other and which is the best solution for your organisation.

- Plan for a heterogeneous architecture that includes Unix, Linux, proprietary platforms and Windows
- Independent Software Vendor (ISV) enthusiasm for server platform selection

**IT Operations: Doing More with Less** *Jose Ruggero*

As IT budgets continue to show no growth, IT Operations is being asked to do more with less. It is not an impossible mission. Find out how sound planning and execution within IT Operations can demonstrably increase services levels and decrease costs.

- What factors will drive successful IT Operations investment strategies to lower costs
- What strategies can IT Operations employ to lower costs
- To what extent can IT Operations investment strategies demonstrate an ROI

IT Operations Processes: Is IT Infrastructure Library (ITIL) the Answer? *Steve Bittinger*

ITIL is being adopted in ever larger numbers of IT organisations for process definition and structure. Experiences differ over the results, often influenced by the deployment. This session explores the state of ITIL implementations and uncovers the secrets for success.

- What value does ITIL deliver
- Is ITIL the only option to effect standardised IS processes
- What are best practices for ITIL implementation

The Future of Enterprise Security*Rich Mogull*

Security spending will exceed five percent of IT budgets for the first time next year. Risk levels are rising and new technologies, such as wireless and web services, threaten to break existing security measures. Hear the Gartner scenario for successful security strategies.

- How will new technologies disrupt security structures
- What security solutions are offered and how will they evolve
- How will enterprise security programs need to adapt to manage future risk events

Trust and Control: The Art of Making Outsourcing Relationships Work *Rolf Jester*

As IT budgets continue to show no growth, IT Operations is constantly being asked to do more with less. This session will show users how IT operations can demonstrably increase services levels while decreasing costs.

- What factors will drive successful IT Operations investment strategies to lower costs
- What strategies can IT Operations employ to lower costs
- To what extent can IT Operations investment strategies demonstrate an ROI

The Evolution Toward Real-Time Infrastructure *Tom Bittman*

Enterprises seek more from IT Services - better service, greater agility and lower cost. Yet, today's computing is built on a static, non-shared and expensive foundation. We focus on trends toward a new generation of distributed computing, the Real-Time Infrastructure.

- What challenges are IT executives facing in managing the distributed computing environment
- What constitutes a Real-Time Infrastructure, and what does it mean to enterprises

Retail Financial Service Delivery: The Challenge of Technology Innovation *David Furlonger*

Technology is moving to the front-end of retail financial services delivery. This presentation identifies the challenge this change poses for financial providers and industry vendors, drawing on emerging technology research and a GartnerG2 consumer survey.

- Which emerging technologies are ready for prime time
- Which consumer behaviours and provider preferences will drive priorities on experimentation
- What convergences of technologies and consumer needs should shape development priorities

Getting Real Value from Enterprise Architecture (EA) in the Financial Services (FS) Industry *Mary Knox*

EA is critical for the networked financial enterprise. But many struggle with its definition, justification and business alignment. We explore its role, its value to the business and the different approaches that can be taken to achieve a meaningful outcome.

- Why is EA critical for today's financial institution
- What specific business and IT value does EA provide to financial institutions
- How to align EA initiatives with business

Straight Through Processing (STP): Where's the Value - Profit or Loss?*David Furlonger*

Straight Through Processing (STP) is a critical issue and vital goal for financial service providers. This session looks at the business value of STP and highlights key findings from the Gartner/SIA Global STP survey in a thought-provoking presentation.

- What impact will STP have on industry growth, productivity and profitability
- Will STP be a catalyst for systemic change within the industry

Enterprise Risk Management for the Financial Services (FS) Industry: Managing Risk Before it Manages You *Mary Knox*

Risk comes in many dimensions and can seriously impair the health of an enterprise. As corporations move to real time, so does risk. Risk can, however can be identified, controlled, financed and leveraged to enhance profitability and improve overall company performance.

- What are the primary components of enterprise risk management
- How do financial services providers approach enterprise risk projects
- What technologies are required to support enterprise risk management and what are the IT implications

Financial Services (FS) Industry Panel *Richard Harris, David Furlonger, Mary Knox*

A panel debate to conclude the Financial Services and IT Track, answering the hot issues of Symposium/ITxpo and taking audience questions

BUSINESS AND IT STRATEGIES**Practical Outsourcing: Managing the Choices, Risks and Outcomes** *Craig Baty*

Explore the myths and realities of outsourcing and hear practical advice on applying outsourcing successfully, ranging from negotiating multi-million-dollar contracts to dealing with the day-to-day challenges of a partnership with your supplier.

- What are the latest outsourcing trends
- How are enterprises effectively managing their sourcing strategy
- What mistakes are most often made when enterprises undertake outsourcing

SERVICE DELIVERY AND IT OPERATIONS**Top 10 Strategic Technologies for 2004** *Bob Hayward*

Innovation continues even in the current economic climate. It brings opportunity for those who embrace technology appropriately but challenges for those who miss the mark. Discover which technologies and architectures will become mainstream in the next two years.

- What information and communication technologies are fast approaching mainstream
- How will organisations exploit and manage these new technologies

SERVICE DELIVERY AND IT OPERATIONS**All IT Utilities are Not the Same: Defining and Comparing On-Demand/IT Utility Infrastructures and Services** *Michele Caminos*

Understand the requirements for a functional IT utility infrastructure that delivers on-demand services for either an internally- or externally-managed infrastructure. Evolving tools, products and service offerings are examined, drawing on case studies and user surveys.

- What is an On-Demand/IT Utility infrastructure
- Who are the key product vendors and service providers

SYSTEMS AND NETWORKS**Wireless Local-Area Networks (WLANs): Broadband Between the Wires** *Ken Dulaney*

Falling WLAN equipment prices have led to installations in airports, remote offices and even homes. While 802.11b remains the mainstay technology, faster alternatives are being introduced. Find out how you can use these advances for your enterprise strategies.

- How will future WLAN technologies and standards evolve
- How will WLANs merge into standard enterprise network architectures
- What rules will best define deployment strategies for private and public WLAN access

SYSTEMS AND NETWORKS**The Road to Internet Protocol (IP) Telephony** *Bob Hafner*

While IP telephony may be inevitable, the route an enterprise must travel to get there is anything but clear. This session answers such key questions as, which decisions must feed into IP telephony planning, what are the hidden costs and how can they be avoided.

- What factors should be considered when assessing IP telephony beyond product features
- How should enterprises implement IP telephony

* Subject to change



Business and IT Strategies



Business Applications



Architecture and Software Development

09:00 – 10:00

IT Leadership Scenario: New Directions, New Strategies

Diane Morello

Enterprises need IT leaders who can develop high-value strategies that embrace the complexity, plurality and fusion of business and IT change. We identify the strategic leadership trends through 2008, offering actionable advice for today and beyond.

- What business and technology drivers are changing the strategic role, position and perception of IT
- What value proposition will successful IS organisations deliver

Break

10:00 – 10:30

10:30 – 11:30

Managing the New IT Risks *Marcus Blossch*
CIOs have, over the years, managed to implement procedures to minimise risk within their span of control. Yet new risks to successful IT investment are emerging, often from outside the business. These can involve technology as either a cause or remedy, and the consequences of not managing these risks can affect the business.

- Understand the new enterprise risks and their consequences
- Know how the enterprise should manage the new risks
- Learn how CIOs need to help manage the new risks

Break

11:30 – 12:00

12:00 – 12:45

Solution Sessions (not track specific)

12:45 – 14:00

Lunch

14:00 – 15:00

Elevating Performance in Turbulent Times

Diane Morello

In the face of globalisation, relentless speed, budget pressure and blurred boundaries, leaders must help their staff. By championing an integrated approach to resource management, sourcing, development and learning, CIOs can revitalise their organisation.

- What trends and external forces will have the greatest impact on the enterprise workforce
- How will changes in labour markets and work patterns affect enterprises
- How will enterprises enhance the performance and productivity of their workforce

Break

15:00 – 15:30

15:30 – 16:30

The Payoff from Strategic Planning and Project Prioritisation

John Roberts

Though alignment of IT in the business remains elusive, portfolio management can be used to ease joint IT and business planning. This session offers methods for balancing the business and IT roles in project funding and prioritisation.

- Which planning processes are the most effective to align business and IT
- How can portfolio management be employed to facilitate joint IT and business planning
- Does project ownership mean funding, prioritising, managing and technical advice

Break

16:30 – 17:00

17:00 – 18:00

Great Debate: Going Offshore for Business and IT Services

Partha Iyengar and Rolf Jester

Offshore sourcing is the hottest of industry topics. Enterprises and vendors are seeking to maximise the value proposition, achieve the promised benefits and manage the risks of going offshore. We discuss the trends, market forces, economics and options for offshore IT Services.

- What are the recent trends in offshore sourcing and what does the future hold
- What are the realities when evaluating global options, such as benefits, savings and risks

Enterprise Resource Planning II (ERP II): A Business Blueprint for Uncertain Times

Kristian Steenstrup

The evolution of ERP II continues. Learn about advancements in business applications, technologies and changes in the vendor landscape that will impact deployment in the next five years.

- Understand the risks and rewards associated with an ERP II strategy.
- How are users deploying an ERP II strategy and what are the challenges and rewards they face
- How will business applications and technology impact ERP II over the next five years

Customer Relationship Management (CRM) Scenario: The Future of Customer Relationships and Technologies

Beth Eisenfeld

The principals of CRM are strongly supported and examples of success abound. Yet over the next five years, CRM will focus not on supporting processes but on transforming the very nature of business. Discover what this will mean to your organisation.

- How will enterprises balance the financial demands with the customer demands
- What are the key components of CRM, and how should firms develop them for their business

Business Application Competence Centres: Optimising Post Go-Live Support

Derek Prior

Why and how should companies set up 'Implementation and Software Competence Centres'? With the post-implementation cycle the most expensive for companies, hear how these centres can be a powerful force to maximise ROI and minimise ownership costs.

- What is a competence centre
- Who should consider competence centres
- What benefits accrue from the use of post-implementation competence centres

Customer Relationship Management (CRM) ROI: Not Mission Impossible

Beth Eisenfeld

Discover the framework for developing a business case for a CRM implementation that successful enterprises have used to quantify, justify and measure their projects. It sounds like it's a hard job, but it's not mission impossible.

- How should enterprises quantify and justify CRM initiatives
- How will enterprises manage their investments in CRM
- What are the critical success factors for achieving ROI

Great Debate: Integrated Suite or Best-of-Breed?

Derek Prior and Kristian Steenstrup

Should organisations invest in an integrated suite of business applications from a single vendor, or look to best-of-breed solutions from different suppliers? Two analysts present opposing views.

- What are the risks and benefits from best-of-breed and single integrated solutions

Web Services (WS) Scenario: Web Services Get Real

Dion Wiggins

Web Services technologies and concepts are permeating the industry and finally becoming real. Yet misconception abounds. Cut through the hype and see the realities of Web Services revealed in this important presentation on one of the industry's hottest topics.

- What is WS and what role does it play
- How will WS catalyse and impact markets
- How will WS evolve over the next five years

Practical Architecture Guidance and Sequence for Implementation

Jeff Schulman

IT Architects need a clear roadmap to succeed. This presentation identifies a series of critical steps to assist architects to take stock of their IT assets and simplify their environment. These steps involve modelling when necessary, building new views of infrastructure and crafting the right guidelines to help create new systems.

- How to get management's attention and support for architecture
- Where to start creating an architecture
- How to measure the results of architecture

Lethal Integration Combo: Business Activity Monitoring (BAM) and Business Process Management (BPM)

Jim Sinur

BPM and BAM are fairly new to integration and are targeted at business process owners more than they are to the IT staff. Are these more technologies or business practices? How are they faring in most enterprises? Where are the benefits?

- What are the key drivers behind the emergence of BPM and BAM
- Are the benefits of BPM and BAM real, overstated or wishful thinking
- Which vendor strategies will be best suited for the next five years of BPM and BAM

Business Intelligence (BI) and Data Warehousing Scenario: Key Trends and Evolving Markets

Ted Friedman

Never has there been a greater imperative to translate data into insight. This session provides a present, near-term, and long-term view of BI and data warehousing, addressing driving forces, market trends, and relevant vendors.

- What strategies and methodologies should enterprises adopt to succeed with BI
- How will BI and data warehousing vendors react to market challenges, and which will lead
- What market forces and trends will impact enterprises' BI and data warehouse strategies in the future

Enterprise Architecture (EA): Getting a Handle on Complexity

Greta James

EA must manage the increasingly complex and diverse portfolios of information and technology to better support business needs. Because the scope of EA is vast, this is not an easy job. However, tools are available today to help with this key EA undertaking.

- How does EA manage complexity
- What capabilities should a tool have to support these activities
- What tools are available to assist EA

18:00 – 22:30

EVENING EVENT



Systems and Networks

Server Consolidation Vendor/User Shootout *Matthew Boon and Phil Sargeant*

Server and system consolidation continues to be top of mind. Vendors tout their wares, users state their issues - and the end result is often unexpected. This session will provide an interactive planning session between a hypothetical user and vendor.

- Why do many consolidation projects fail to meet expectations
- Why do many vendor offerings promise more than they deliver

Optimising Web Enabled Applications: The Network Factor *Mark Fabbi*

Applications are evolving from familiar client-server architectures to multi-tier web architectures. New traffic patterns across traditional networks often lead to unpredictable application performance. We analyse solutions geared to optimise application performance and manageability.

- Which networking technologies will offer the best results for improving application performance
- Which technologies will provide increased application availability, performance and scalability

Outfitting the Front Line in a Digitally Confused World *Ian Bertram*

Mobile devices, especially those containing wireless, will advance significantly in the coming year. We present our prognosis for these devices, and discuss the emerging smartphone category.

- What is the future for mobile business devices
- What software environments will be most popular for use in business
- How will IT support organisations manage the proliferating device portfolio

Linux in the Enterprise, Server Capabilities and Realities

Matthew Boon and Phil Sargeant
Much discussion and hype surrounds Linux and how it might be seen as a replacement for Unix and Microsoft Windows in the Enterprise. This presentation will provide insights into the issues, trends and technologies that will shape Linux over the next 12 to 24 months.

- Factors and trends driving the adoption of Linux by enterprises
- Does Linux have the maturity to challenge Windows for utility functions and application serving
- The impact of Linux on other operating systems and the competitive landscape

The Future of Windows in the Enterprise *Tom Bittman*

Windows is maturing as an enterprise server operating system. But the market is shifting toward server automation while Linux grows and management and consolidation issues in Windows persist. Discover why selection, tools and best practices have become vital.

- What is the roadmap for Windows server, and does it respond to market needs and trends
- Which tools and best practices should users employ to create better Windows solutions



Service Delivery and IT Operations

Understanding and Leveraging Open Source as a Disruptive Innovation *Steve Bittinger*

Our world is changing at an ever-increasing rate. The internet emerged during the 1990's and changed how we communicate, how we conduct business, and how we think about the world. The Open Source Software model is another increasingly powerful force that no enterprise dares to ignore.

- Is Open Source a 'disruptive innovation', and what that means
- What are the competitive and market dynamics of Open Source

IT Operations: Enterprise Management *Geoff Johnson*

Managing an increasingly complex enterprise with a flat or reduced budget is a daunting challenge. Discover how enterprise management creates business value through technology and vendor selection, using examples of best practice.

- What are the new technologies and business issues that will impact manageability
- Which new enterprise management technologies will provide greater value
- Which enterprise management vendors will make clients more successful

Implementing Business Based Service Level Agreements (SLAs) *Jim Longwood*

Pressure to reduce costs and demonstrate value requires new approaches to manage an IT department's level of service within an enterprise. We focus on changing business unit relationships and developing metrics to illustrate the value of the service provided by IT in-house.

- How does an IT shop transform itself to an essential, competitive business unit of the enterprise
- What best practices are emerging to develop SLAs that reflect business values

The Next Generation of Telecoms Network Services: What Should we Expect? *Chee Eng To*

The telco meltdown has left many Network Service Providers (NSPs) reluctant to invest in new services. Yet these may be the new life blood of the industry. How and when the NSPs will step up to meet this challenge is discussed in this session.

- Through 2008, what key drivers will reshape NSPs
- During the planning period, how will enterprise network services change
- By 2008, which NSPs will survive (and thrive)

IT Financial Management and Chargeback *Jim Longwood*

The economic slowdown has put IT under pressure to control or reduce costs. Internal chargeback is becoming an important mechanism for encouraging effective use of IT. Learn how to get the balance right, especially in difficult areas such as infrastructure investment.

- What are the unique financial management challenges facing CIOs today
- What are the best practices for cost management, pricing and chargeback

Public Sector and IT

Re-engineering the Face of Government *John Kost*

Many e-Government strategies are too limited to make a real difference with citizens. We present lessons and examples of best practice in the area, as well as an overview of the technologies that make good e-Government possible.

- What are key examples of e-Government that work
- What technologies enable effective e-Government
- Which ROI issues surround enterprise approaches to e-Government

ROI in Government: Toward the Public Value of IT *Andrea Di Maio*

Business and technology executives in government must decide which IT initiatives to fund, delay and discard. We explore issues central to developing a sound relationship between IT and individual departments and agencies - and how to meet the challenge of co-operation.

- What investment criteria and categories should be used for assessing investment proposals
- How can the value of IT be defined in a government context
- How can government IT programs be assessed to ascertain their real value

Proven Practices in Tough Times for Leading Public Sector IS Organisations *John Kost*

Pressure on reduced government IT funding does not correlate with a reduction in responsibility or need. This conflict requires an innovative approach to strategies, procurement and delivery models. CIOs can learn proven practices to help guide their decisions.

- What are the key lessons learned by IS organisations that have delivered results under constraints
- What viable options are available to achieve results in a cost constrained environment
- What is your enterprise risk management profile

Public Policies for Critical Infrastructure Protection (CIP) *Andrea Di Maio*

CIP is achieved through a combination of policies, regulations, research and development (RandD) and industry guidelines. Governments and industry must choose from several CIP policy options. Understand the best way to approach this challenge.

- What are governments doing to protect critical infrastructure
- How can policies for CIP be crafted and acted upon
- What are the critical success factors for CIP

Government Industry Panel

Richard Harris, Andrea DiMaio, John Kost and Government CIOs
A panel debate to conclude the Government Track, answering the hot issues of Symposium/ITxpo and taking audience questions.

Special Sessions

SYSTEMS AND NETWORKS

Converging Wireless Technologies for the Enterprise *Robin Simpson*

Any mobile solution requires a combination of mobile software, hardware and network services - but what combination is right for your organisation? This session explores the converging solutions and details the best practices for adoption in the wireless world.

- What technology and business trends will drive changes in workplace communications
- How mobility will guide and enable new business strategies

Emerging Technologies: The Radar Screen 2005-2014 *Bob Hayward*

Discover where technology will take you and your organisation in the next decade. Gartner's technology radar screen illustrates the evolution of IT with a focus on disruptive and high-impact technologies that will transform the capabilities and role of IT.

- Which emerging technologies should early adopters examine for competitive advantage
- What are the most disruptive trends and best opportunities arising from emerging technology

BUSINESS AND IT STRATEGIES

The Business Case for Knowledge Management (KM) *Kathy Harris*

Despite an intuitive understanding of the value of KM by senior executives, a solid and compelling KM business case remains elusive. This presentation explores the economics of KM (the cost, benefits, and overall business value) and identifies techniques that can enhance your visibility in the business case for KM.

- Where and how much will you invest in KM
- How and when will benefits and value accrue for KM
- Which current and emerging techniques can be used to measure the business value of KM

BUSINESS APPLICATIONS

Six Keys to Better Procurement Contract Management *Andy Kyte*

Good fences make for good neighbours; and good contracts create strong supplier relationships. For procurement teams to contribute to Real-Time Enterprise performance, they must improve contract development, negotiation, execution and management. We look at the systems that can help.

- The business drivers for adoption of contract management applications in the procurement function
- What are the key functional components of contract management applications for procurement

SYSTEMS AND NETWORKS

Internet Protocol Virtual Private Networks (IP-VPN): A Case for the Internet? *Chee Eng To*

Network managers face soaring traffic costs and flat spending budgets. The solution to this problem may be the Internet. Understand the benefits and challenges of the Net option in a session supported by an in-depth case study of an IP-VPN network implementation.

- What are the new technologies that help enterprises control soaring bandwidth use and costs
- How will improvements in IP/Internet infrastructure help enterprises build reliable low-cost networks

Business and IT Strategies

Business Applications

Architecture and Software Development

08:30 – 09:30

Avoiding the Pitfalls of Business Process Outsourcing (BPO)

Sujay Chohan

BPO is becoming an increasingly popular option for large companies. Learn the dynamics of the global market and understand the capabilities of vendors in countries such as India and China. This session will outline the issues to be addressed when considering a BPO strategy.

- What is the current state of the BPO market, and what type of offerings are available
- What is unique about evaluating and contracting a BPO relationship
- What type of management structure is required to manage a BPO relationship

Convergence of Business Intelligence (BI) and Enterprise Resource Planning (ERP): Making it Work

Ted Friedman

BI deployments, in conjunction with ERP implementations, are attempted all the time, but success can be elusive for many. This session covers what can be expected from such an implementation, providing some best practice methods for achieving success.

- What is the role of BI in an ERP environment
- How can enterprises implement ERP data warehouses as part of an enterprise BI strategy
- What are the strengths and challenges of ERP data warehouses

Gartner Predicts: New Software Infrastructure will Transform Your Enterprise

Jim Sinur

This session embraces the coming wave of software infrastructure products, such as application servers, integration broker suites, Web Services networks and application platform suites. Understand how these will be the foundation for the next-generation enterprise information framework

- What are the key transformations in software infrastructure and architecture
- What are the IT management imperatives today, to maintain competitive enterprise business software infrastructure through 2008
- Which influential technologies and standards will transform the business use of IT in the next five years

09:30 – 10:00

Break

10:00 – 11:00

Panel Debate: Will IT Power Future Economic Growth and Does IT Matter?

Bob Hayward, Diane Morello, Mark Raskino and Andrew Rowsell-Jones

This panel will discuss the implications of the presentations in this track, and provide answers to the issues collected from delegates. Will IT be the engine of growth in the future?

Panel Debate: Are Business Applications a Commodity?

Kristian Steenstrup, Simon Hayward, Michael Maoz and Derek Prior

This panel will discuss the implications of the presentations in this track, and provide answers to the issues collected from delegates. What does the future hold for business applications in IT?

Panel Debate: Agile Software - The Way Ahead?

Greta James, Jeff Schulman, Jess Thompson and Dion Wiggins

This panel will discuss the implications of the presentations in this track, and provide answers to the issues collected from delegates. What does the future hold for software?

11:00 – 11:45

Break

11:45 – 12:45

LOCKNOTE

Gartner Predicts IT's Future: Major Changes Ahead

Jamie Popkin

This is Gartner's integrative, top-level view of IT's future. In it, discover fundamental trends, discontinuities, shifts in direction, and unseen opportunities. This session builds on and extends our annual Gartner Predicts report, a holistic view of what's going to happen within the IT Industry landscape over the next several years.

- What are Gartner's top 10 predictions for IT
- How can enterprises best prepare for the major changes ahead

* Subject to change



Systems and Networks

Client Computing Architectures: Making the Right Choice

Martin Gilliland

Thin clients are seen by many organisations as a route to lower costs, but they may not deliver savings in every situation. Learn how to select client architecture and discover how future changes will impact your architecture decisions.

- What are the business justifications for using a given client architecture alone or in combination
- How will thin client technology evolve during the next five years
- Who will be the major thin client players in 2007

Panel Debate: Linux in the Enterprise

Ian Bertram, Tom Bittman, Phil Sargeant and Robin Simpson
Come and hear four of the industry's key Linux market experts discuss just how realistic Linux pervading all sections of the enterprise really is. Be prepared for lively debate and discussion as the Panelists and moderator may not all have the same beliefs!



Service Delivery and IT Operations

Cyberattacks: What You Need to Know and What You Need to Do

Rich Mogull

Amid the jargon and media hype, it is difficult to discern the reality of cyberattacks. Preventative action can be cheaper and simpler than you think. Here is a pragmatic approach to security with definitive and immediate actions for enterprise protection.

- What are the real threats of cyberattacks, and what can an enterprise expect
- How can an enterprise best prepare itself for cyberattacks
- What are the top five most immediate, cost-effective steps to take

Panel Debate: What is the Future of the IS Organisation?

John Roberts, Steve Bittinger, Rolf Jester and Andy Kyte
A panel debate to conclude the IT Services and Delivery Track, answering the hot issues of Symposium/ITxpo and taking audience questions. What is the future of the IS organisation?

Special Sessions

SYSTEMS AND NETWORKS

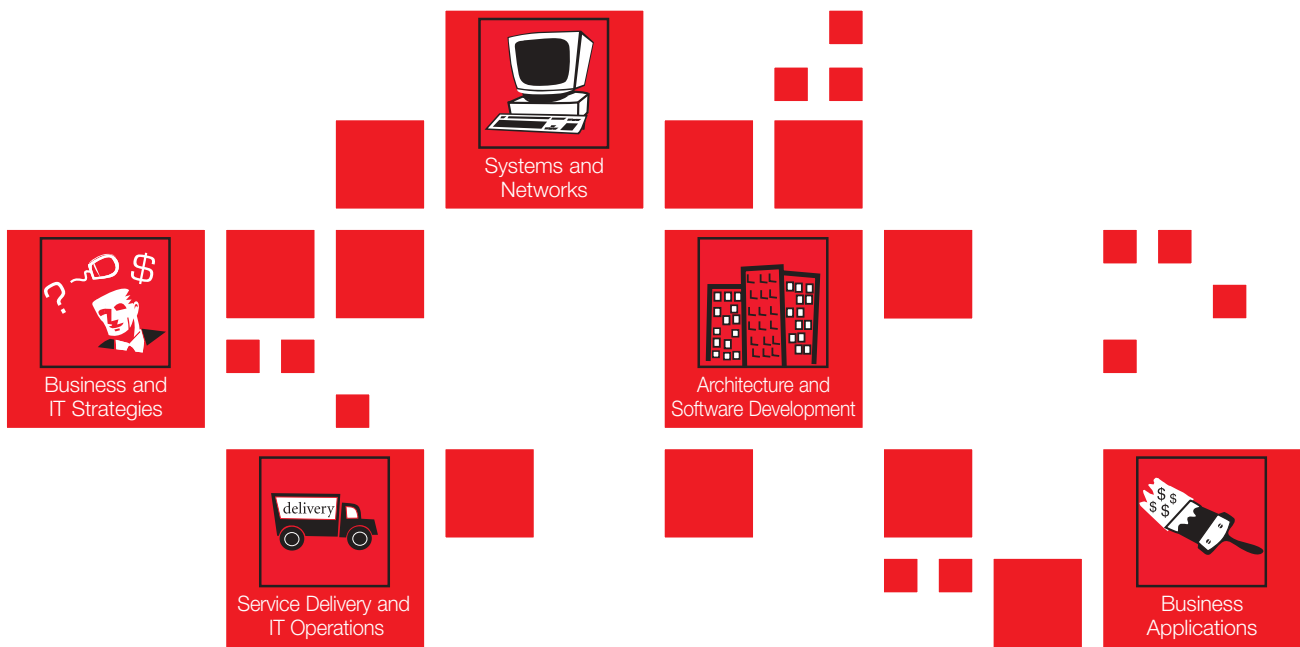
Network Equipment Vendors: Can Anyone Challenge Cisco?

Mark Fabbri

Cisco Systems dominates the data world but no one has emerged to rule voice in the same way. Who could take this mantle and where will the battlelines be drawn? We will look at the networking equipment market to reveal an array of choices.

- Through 2008, how will Cisco address both established and new markets
- How will networking vendors differentiate their products and services
- How to deal with vendors to achieve a scalable, flexible and cost-effective network infrastructure





ITxpo 2003

The most powerful new solutions. The experts to tell you about them.

Symposium/ITxpo is different from other events because of Gartner's intense focus on practical solutions through innovation. ITxpo is the showcase for innovation — a low-hype exposition where senior product experts explain the latest developments in their technologies for high-performance solutions.

ITxpo Advantage:

- Meet with highly informed IT solution providers
- Hands-on demonstrations in a low-hype, low-pressure environment
- Attend Solution Sessions – your exclusive window into the hottest new solutions

How to find your solutions at ITxpo

The premise of the Track/Solution Coding initiative is to provide a visual cross-reference for you to determine which exhibitors are providing specific technology solutions in relation to Symposium track content.

For Exhibitors: The Ultimate Showcase

Symposium/ITxpo attracts the most qualified pool of IT buyers in Asia-Pacific. That's why so many technology companies consider ITxpo a cornerstone of their marketing plan. For up-to-date event details visit gartner.com/au/symposium

Create relationships in 2003 that build your business in 2004

To learn about high-impact sponsorship opportunities at Symposium/ITxpo, contact Patricia Calleja on:

Telephone: +61 2 9459 4621

Email: patricia.calleja@gartner.com

ITxpo 2003 Exhibitors

(as at 7 August 2003)

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 Attachmate Australasia Pty Ltd
 BEA Systems Pty Ltd
 BMC Software
 Borland*
 Brio Software*
 Citrix Systems Asia-Pacific Pty Ltd*
 Cognos*
 Computer Associates
 Compuware*
 Dell
 EMC*
 FileNet Corporation*
 Fujitsu Australia Limited
 HP*
 KAZ Group Limited
 Legato Systems Inc.
 Merant*
 Mercury Interactive*
 MIP
 Novell*
 Oracle Corporation
 Rational Software Pty Ltd*
 RSA Security
 SeeBeyond*
 StorageTek
 Sybase
 TIBCO Software Inc. *
 Vignette*
 webMethods

* Exhibitors Hosting Solution Sessions (as at 7 August 2003)

Hotel Accommodation

As Australia is hosting the **Rugby World Cup 2003**, there will be limited accommodation available at reasonable prices. We urge you to book early as availability cannot be guaranteed.

IMPORTANT:

- 1) All bookings should be made by 5pm Thursday 2 October 2003. After this date, room availability is very limited or may only be available at an increased rate.
- 2) Bookings can only be made by Symposium/ITxpo participants. Bookings will only be accepted if completed on the official Hotel Accommodation Booking Form. The official Hotel Accommodation Booking Form is attached.
- 3) Rates are per room/apartment per night in Australian dollars including GST based on a maximum of two adults per room using existing bedding. Breakfast and parking are additional charges.
- 4) Government rates are NOT available during this period.
- 5) To book, select a first, second and third preference of hotel/room type then transfer the room type codes (eg SCPK) to the booking form. We will confirm the first of your preferences that is available.

Luxury Hotels

■ Mercure Grand Apartments

A 7 minute walk via the Ibis, Novotel and covered walkway to the convention centre. Fully serviced two bedroom, two bathroom apartments. 24 hr reception, secretarial service, restaurant charge back from Ibis/Novotel, heated indoor pool, spa and sauna, gymnasium, undercover car parking. Apartments have private balconies, air-conditioning, TV, stereo, CD and video player, lounge and dining areas, fully equipped kitchen, laundry, iron/board, security monitor.

- \$285** 2 Bedroom/2 Bathroom apartment:
MGQD (Queen + double beds)
MGQT (Queen + 2 single beds)

■ Star City

2 stops by tram or a 10 minute walk to the convention centre. The complex contains a hotel, apartments, Sydney Casino, 20 restaurants and bars, theatres, nightclub and retail arcade. Hotel/apartment facilities include: 24 hour reception/room service/concierge/valet, beauty/hair salon, laundry/dry cleaning, business centre, pool, spa, sauna and gym, undercover security valet parking. Rooms/apartments have voice mail, hair dryers, iron/board, safe, mini bar, fridge, tea/coffee, cable TV. All Apartments have separate dining/living areas, fully equipped kitchens, laundry, balconies and opening windows.

- \$190** Deluxe Pyrmont view:
SCPK (King) or
SCPT (2 double beds)
- \$215** Deluxe City view:
SCCK (King) or
SCCT (2 double beds)
- \$245** 2 Bedroom Apartment Pyrmont view:
SC2P (Queen + double)
- \$255** 2 Bedroom Apartment City view:
SC2C (Queen + double)

- The rooms and rates above are available up to and including the night of Thursday 13 November 2003 only.

Business Hotels

■ Four Points by Sheraton

A 10 minute walk to the convention centre. Australia's largest hotel has 24 hour reception/room service, 2 restaurants, lobby bar, pub, laundry/dry cleaning, under cover valet parking, shopping arcade. Ensuite rooms have, desk, modem line, in-house videos, tea/coffee, mini-bar, fridge, hairdryer, iron/board.

- \$215** Standard room:
FPK (King) or
FPT (2 single beds)

- The rooms and rates above are available up to and including the night of Thursday 13 November 2003 only.

■ Novotel Darling Harbour

The closest hotel to the convention centre – a 3 minute covered walk. Restaurant, lounge bar, pool bar, 24 hour room service, safety deposit boxes, laundry/dry cleaning, pool, gym, sauna, day/night tennis court, business centre/secretarial services, guest parking. Ensuite rooms have radio, in-house movies, coffee/tea, mini-bar and fridge, iron/board, hairdryer, desk, internet access.

- \$218** Pyrmont view:
NDPQ (Queen) or
NDPT (2 double beds)
- \$262** Darling Harbour view:
NDHQ (Queen) or
NDHT (2 double beds)

■ Novotel Century Sydney

A contemporary styled hotel five minutes walk to the convention centre. 24 hour reception and room service, restaurant and bars, business centre, serviced offices, lap pool, gym, dry cleaning/laundry service, safety deposit facilities, parking adjacent to hotel. Ensuite rooms have tea/coffee, mini-bar and fridge, in house movies, data port, hairdryer, iron/board.

- \$199** Standard room:
NCK (King) or
NCT (2 single beds)

Budget Hotel

■ Hotel Ibis Darling Harbour

A 5 minute covered walk to the convention centre. 24 hr reception, restaurant and bar, laundry/dry cleaning, secretarial services, safety deposit boxes, soft drink machines, car parking. Compact, air-conditioned, ensuite rooms have radio, direct dial telephone, in-house movies, tea/coffee, mini fridge, hairdryer, limited room service.

- \$145** Pyrmont view:
IPQ (Queen) or
IPT (2 single beds)

- \$160** Darling Harbour view:
IHQ (Queen) or
IHT (2 single beds)

Hotel Accommodation Booking Form

IMPORTANT: As Australia is hosting the Rugby World Cup 2003, there is limited accommodation available at reasonable prices. We urge you to book early as availability cannot be guaranteed. **(1)** All bookings should be made **by 5pm Thursday 2 October 2003**, after this date, room availability is very limited or may only be available at an increased rate. **(2)** Photocopy and use a separate form for each room/apartment booking. **(3)** Please use **black pen** and print clearly. **(4)** Your booking will be confirmed by fax or email within one business day. **(5)** The personal information provided will be used only for the purpose of making this booking.

Mr Mrs Ms Other _____

Surname _____ First name _____

Organisation _____ Job title _____

Business address _____

Suburb _____ State _____

Country _____ Postcode/Zip _____

Phone _____ Fax _____ Mobile _____

Email (print clearly) _____

Hotel Reservation

Please select a first, second and third preference of hotel/room type from the Hotel Accommodation page then transfer the codes (eg SCPK) to the fields below. We will confirm the first of your preferences that is available.

Hotel/Room type code: 1st Preference _____

2nd Preference _____

3rd Preference _____

Arrival: Day _____ Date _____ /November 2003 **Departure:** Day _____ Date _____ /November 2003

Expected arrival time at the hotel _____ am or _____ pm. Check-in is generally after 2 or 3pm. Exact time will be advised in your confirmation letter.

Pre-Registration: If you are arriving early and would like access to your room before 3pm, you must book and pay for the night before arrival.

I wish to pre-register for the night of: Day _____ Date _____ /November 2003

Name of person/s sharing: _____ Smoker's room: Yes No

Special requirements (cot, disability, parking etc): _____

Credit Card Guarantee and/OR Payment

Complete credit card details below for all options.

Guarantee These credit card details will be passed to the hotel to secure this booking

Guest to present credit card on check-in to pay all charges on check-out

OR **for FULL payment by another person's credit card**

This card will be debited by the hotel as authorised below. Note: The Ibis, Novotel Darling Harbour and Mercure Grand Apartments require a photocopy of both sides of the credit card in addition to this signed form.

Full payment for: Room only or All Charges including incidentals Authorised amount AUD\$ _____

Mastercard Visa American Express Diners Club Bankcard

Card no _____

Name on credit card _____

Signature _____ Expiry date _____

Please tick: I have read and accept the cancellation condition clause below

The hotels **will** debit this card for one night's tariff for cancellations received within 7 days of arrival or for non-arrival on the first night of the booking. Notice of cancellation must be provided in writing.

Tax invoice: The hotel account received at check-out is the tax invoice for these charges.

FAX FORM TO: 02 9211 1075 (Overseas +61 2 9211 1075)

Contact Details

Web
 gartner.com/au/symposium

Email
 gartner@infosalons.com.au

Phone
 1300 766 663¹ (within Australia) or
 + 61 2 9280 1295 (outside Australia)

Fax
 02 9211 7601 (within Australia) or
 + 61 2 9211 7601 (outside Australia)

Mail
 P.O. Box K1385
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Please note that details pertaining to any special requirements that you may have such as dietary constraints or wheelchair access etc will be deleted from our database at the end of Symposium/ITXpo 2003.

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Terms and Conditions

1 Invoices Invoices will be raised in Australian dollars only and must be paid in full within 30 days from date of invoice or prior to the start of the event (whichever is sooner).

2 Payment Payment in the form of a company cheque, credit card, direct debit or Gartner Conference ticket is required prior to the start of the event. If paying by cheque, include your name, invoice number and the conference name on the back of the cheque. Cheques are to be made payable to Gartner Australasia Pty Ltd. Credit card payment or company cheque will be taken at the event for all unpaid invoices. If paying by direct debit, please ensure remittance advice includes your organisation's name, invoice number and attending delegate name – this will avoid delays. Notify Gartner, by fax or email, of the date of transfer and conference name.

3 If registering after 7 November 2003, your registration will be processed onsite, at the event, where a credit card or a company cheque only will be accepted as payment.

4 Refunds, Substitutions and Cancellations: If you are unable to attend, you must advise us in writing, prior to the start of the event, and these are the options:

(A) **Written Notice of Substitutions:** We are happy to welcome one substitute delegate, up to the start of this event, at no extra charge. Sharing of Attendee passes is not permitted. One pass per person only.

(B) **Team Cancellation:** If one or more team members cancel and do not provide substitutions, the complimentary registration is invalid.

(C) **Written Notice of Cancellation Received:** Up to and including 29 September 2003, cancellation attracts a 20% cancellation fee. From 30 September 2003 inclusive, cancellation attracts a 50% cancellation fee. From 27 October 2003, cancellation attracts a 100% cancellation fee. Non-attendance attracts a 100% cancellation fee.

5 Use of Logo/Name The use of the Gartner logo/name before during or after the event is strictly forbidden without the written consent of Gartner.

6 Right of Refusal This event is sponsored by Gartner, which reserves the right, in its sole discretion, to limit or deny access to the conference to any entity or individual. Gartner's receipt of an application and payment does not constitute acceptance until some form of acknowledgement or acceptance is sent (i.e. confirmation package); applications and payment that are not accepted will be returned within 30 days of receipt.

7 Conference CD Rom and Web Documentation access will be forwarded to paid delegates two weeks prior to the start of the conference.

8 100% Money Back Guarantee If you are not completely satisfied please notify us in writing within 15 days after the event and we will refund 100% of the registration fee.

¹Calls from mobile phones and public telephones will be at a higher charge.

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1 Pricing Options All Prices are inclusive of GST and are Australian Dollars

Early Bird Registration Pay by 12 September 2003

Early Bird Single \$2,695

Team Advantage – register five pay for four*

Early Bird Team each* (Fifth delegate complimentary) \$2,695

Standard Registration Pay after 12 September 2003

Standard Single \$2,915

Team Advantage – register five pay for four*

Standard Team each* (Fifth delegate complimentary) \$2,915

* Team Advantage: Register four delegates and pay at the same time, from the same organisation and receive a complimentary registration. Gartner Symposium and Theme conference tickets are invalid for the Team Advantage offer. A registration form must be completed for each team member.

- Symposium Ticket
- Themed Ticket Upgrade** +\$1,525
- Three x Themed Tickets***

Please ensure that the ticket/s listed are valid for the conference dates, 11-14 November 2003. If you do not know your ticket number/s please contact your Gartner Account Representative. ** Themed Tickets may only be used with upgrade price of \$1,525 *** Three x Themed Tickets may be used for a single registration

Nominate your team leader _____

If team leader is not a conference delegate:

Email _____ Phone _____

2 Registration

Mr Mrs Ms Other _____

Surname _____ First name _____

Organisation _____ Job title _____

Business address _____

City _____ State _____

Country _____ Postcode/Zip _____

Phone _____ Fax _____

Mobile _____ Email _____

Which of the following best describes your job title?

CEO, CIO, GM, Director Senior Manager, MIS Manager Technical Specialist

Which of the following best describes your industry?

Chemical, Energy, Utilities Banking and Financial Services Computer Equip. and Communications
 Government Education IT Business Related Services Other Business Related Services
 Telecommunications Pharmaceutical and Healthcare Retail Manufacturing Construction

3 Payment Method

Amount due AUD\$ _____ Please, fax mail me an invoice (tick which applies)

Cheque Mastercard Visa American Express Diners Club Bankcard

Card no _____ Security Code (Amex) _____

Name on credit card _____

Signature _____ Expiry date _____

Complimentary Fifth Delegate

Symposium Ticket Number _____ Expiry date _____

Themed Ticket Number with Upgrade _____ Expiry date _____

Three x Themed Ticket Number _____ Expiry date _____

Ticket Number _____ Expiry date _____

Ticket Number _____ Expiry date _____

4 Special Requirements

Dietary _____ Medical _____



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