

Gartner SYMPOSIUM ITXPO 2003

October 19 – 24
Walt Disney World, Florida
gartner.com/symposium/us

Technology's Most Strategic
Conference for Senior IT
and Business Strategists

Brought to you by Gartner,
the world's leading IT authority

**Where technology
meets business.**



Keynotes



Steve Ballmer
CEO, Microsoft Corp.



Craig R. Barrett
President and CEO, Intel Corp.



Michael Capellas
Chairman and CEO, MCI

Featuring in-depth content for:

CIOs and Direct Reports
IT Network and Telecom Managers
Vendor/Services Brand and Product Managers
Architects and Planners
Supply Chain and Logistics Managers
CRM Managers
Application Developers
Application Integration Managers
IT Security Directors
Tech Investment Professionals
IT Operations Directors
Financial Services, Healthcare, Government and
Higher Education IT Professionals
Content and KM Managers
Business Intelligence Professionals
And others

Symposium/ITxpo is
growing while other shows shrink!
Orlando attendance grew 20% in 2002

The most important week you'll spend professionally this year.

Information is plentiful. Insight is not. And insight is what Gartner Symposium/ITxpo is all about. This October, our renowned analysts will reveal their latest research and actionable advice on the critical trends in technology. It's the one event that thousands of IT strategists consider indispensable—even in an economic downturn.

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THE BOTTOM LINE IN IT

business integration

CIO INSIGHT
Simplifying Business Leaders

CONSULTING

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GET TECHNOLOGY RIGHT

Optimize

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Andy Horvath
AEA
Association of Enterprise Architects

NACSO
National Association of Chief Security Officers
Growth and Innovation

What is Symposium/ITxpo?

Gartner 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 150 Gartner analysts and their latest research
- Over 200 sessions that deliver expert IT intelligence from every corner of the IT industry
- Private One-on-One meetings with Gartner analysts
- ITxpo, our tech showcase, with hundreds of the hottest IT solutions. Featuring: ITxpo Marketplaces gather solutions specific to your area of interest in one part of the show floor for convenient access
- Two-hour Custom Diagnostic Workshops with your team and Gartner consultants
- Outstanding networking opportunities with thousands of IT professionals

Who should attend?

Gartner Symposium/ITxpo is an exclusive gathering of the world's most senior IT and business professionals from virtually all major industry categories. Symposium/ITxpo attracts the largest gathering of CIOs in the world. Over 580 CIOs and CTOs attended our 2002 Orlando event.

Symposium/ITxpo is a must-attend event for:

- CIOs and Direct Reports
- Tech Investment Professionals
- IT Network and Telecom Managers
- Vendor/Services Brand and Product Managers
- Architects and Planners

- Supply Chain and Logistics Managers
- CRM Managers
- Application Developers
- Application Integration Managers
- IT Security Directors
- IT Operations Directors
- Financial Services, Healthcare, Government and Higher Education IT Professionals
- Anyone else involved in Enterprise-level technology decisions.

Why attend?

There will be an upturn in technology spending in 2004, despite the economy. Aging systems must be replaced. Cost savings must be realized. But being ready won't be easy. Money will be tight. Decisions will be tough.

Join the world's most respected community of analysts, end-users, solution-providers and industry leaders such as Steve Ballmer, Craig Barrett and Michael Capellas to prepare for what's ahead.

Why Gartner?

You have many advantages with Gartner that aren't available from anyone else, or any other event. Deep technology research. Strategic business advice. An independent perspective. Gartner Symposium/ITxpo distills the collective intelligence we gather from over 10,000 client assignments every year. In a tough year, Symposium/ITxpo is the most valuable investment in your thinking and in your organization's planning.

Conference Hours	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Registration	11:00 am - 7:00 pm	7:00 am - 7:00 pm	7:00 am - 7:00 pm	7:00 am - 7:00 pm	7:00 am - 6:00 pm	7:00 am - 11:00 am
Tutorials	1:00 pm - 8:00 pm					
Keynotes		8:45 am - 10:00 am	8:00 am - 9:30 am	8:30 am - 9:30 am	8:30 am - 9:30 am	
Conference Sessions		10:30 am - 5:00 pm	10:00 am - 5:45 pm	8:00 am - 4:00 pm	10:00 am - 6:00 pm	8:00 am - 12:00 pm
ITxpo		5:00 pm - 7:00 pm	11:00 am - 7:30 pm	11:00 am - 7:30 pm	11:00 am - 3:00 pm	
Analyst One-on-Ones		10:00 am - 6:00 pm	8:00 am - 6:00 pm	8:00 am - 6:00 pm	8:00 am - 6:00 pm	8:00 am - 11:30 pm

Gartner predicts the tech turnaround will happen in 2004.

The winners will be ready. Are you?

Register now: 1 800 778 1997 or 203 316 6757

gartner.com/symposium/us



mastermind keynotes



Free Keynote Webcasts! Go to gartner.com/symposium/us

Find out what the industry's top CEOs are thinking.

Our Symposium/ITxpo Mastermind Keynote program is the finest of its kind at any event. Top CEOs from some of the largest and most influential IT corporations in the world join Gartner's expert analysts for main-stage interviews. We ask the tough questions. We get the most revealing answers and insights on the year ahead to help shape your own plans.

Steve Ballmer, CEO of Microsoft Corporation, Craig Barrett, President and CEO of Intel, and Michael Capellas, Chairman and CEO of MCI participate in our Mastermind Keynote Program year-after-year and will return to the stage this October.

Gartner Mastermind Keynote Business Process Fusion: Where It All Comes Together

We've all heard the now fashionable claims that IT is no longer a source for competitive advantage, that the innovation of the dotcom years was illusory, that the only route for IT budgets is slash and burn. While the pressure on IT remains intense, the opportunities that will drive the next turn-around are becoming clearer. Gartner analysts explore the deep innovations that will condition your business opportunities and investment choices. **Business Process Fusion** drives for software applications that are more extensive and coherent—silos are cracking and the architectural implications are profound. The Business Process Fusion applications that will support the Real-Time Enterprise still require computing platforms and networks. Just commodity - no, a whole new generation of Real-Time infrastructure is emerging. Can you hand the problem over to someone else, and save money as well, with Business Process Outsourcing? Be very wary that you understand what is truly commodity and how you retain control of what matters.

Watch gartner.com/symposium/us for additional keynote announcements.



During his Symposium/ITxpo 2002 Keynote address, Microsoft CEO **Steve Ballmer** discussed his company's licensing agreements, debated the practical price points of Windows software packages, addressed customer expectations and satisfaction, and theorized about the direction in which technology is headed. Don't miss Mr. Ballmer's spontaneous back-and-forth dialogue this fall on Microsoft and what he anticipates is on the horizon for the IT industry.

During his Symposium/ITxpo 2002 Keynote address, Intel President and CEO **Craig Barrett** discussed that technology demand will continue to grow for at least a decade. "There's going to be a continuing demand for new and greater capability, whether it's in processors, memory or communications chips. The applications will be there. The customer demand will be there. I don't see any slowing down in the near term or in the next five-to-ten-year period." Attend this fall for an exclusive opportunity to hear Mr. Barrett discuss, debate and deconstruct the upcoming IT issues most crucial to your business.



During his Symposium/ITxpo Keynote address this past spring, MCI Chairman and CEO **Michael Capellas** outlined his strategy for his company's recovery, including plans for market expansion. Mr. Capellas will return to the stage this fall to provide an update on MCI's recovery progress and vision for the future.

Take a pulse reading on your projects.

Gartner Analyst One-on-Ones

These much sought-after private meetings allow you to sit down with a Gartner analyst in a private consultation to explore solutions to your personal IT issues and challenges. Attendees can reserve up to three half-hour sessions with three different Gartner analysts. These meetings 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 specifically with the analyst experts. Once you've registered, e-mail us at us.1on1@gartner.com with your topic(s) of interest and a Gartner representative will respond to your request.

Networking With the Best

For technology professionals, there's no better networking than at Symposium/ITxpo. You'll be joined by thousands of your peers, including hundreds of CIOs. There are constant opportunities to meet and confer with fellow professionals who are dealing with the same challenges and questions you face every day. Exchange ideas. Build profitable new business relationships.

Best Practice Forums

These lively one-hour facilitated workshops provide an invaluable perspective from your peers on major issues, rounding out perspectives from Gartner's research, consulting, and measurement experts. You'll work through important management topics with our analysts to reach a consensus on best practices. Each session combines: an analyst presentation, a moderated panel discussion, audience polling, voting, and a question period. The workshop concludes with a resolution and recommendations.

Best Practice Forums are included in the session listing under each track.

Gartner Tutorials

Complimentary opening-day tutorials—offered ONLY on Sunday, October 19—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.

Tutorials are included in the session listings under each track.

A 360° View

These highly popular integrative sessions bring together three perspectives from Gartner's research, consulting and measurement practices on the topic at hand. Analysts from each of these disciplines provide a comprehensive and detailed roadmap—from technologies and best practices to benchmarks and real-world application and deployment strategies.

Gartner 360° presentations are included in the session listing under each track.

Gartner Consulting Custom Diagnostic Workshops

At Symposium/ITxpo you can customize your experience even more by scheduling exclusive two-hour Custom Diagnostic Workshops with Gartner consultants. You and your team will get personal feedback and a high-level perspective on your most pressing issues and challenges. Watch for your Welcome Kit and gartner.com/symposium/us for registration details.



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

Symposium/ITxpo is different from other events because of our intense focus on practical solutions at the very cutting edge of innovation. ITxpo is the showcase of those innovations—a low-hype exposition of high-performance solutions where senior product experts explain the very latest breakthroughs in their technologies.

ITxpo advantages:

- Meet highly informed vendor representatives. Get hands-on demonstrations in a low-pressure environment.
- **Emerging Technologies Pavilion** – Be among the first to witness the latest breakthroughs.
- **Vendor Solution Presentations** – Get an exclusive look at the hottest new solutions by ITxpo exhibitors in these special presentations.
- **ITxpo 2003 Online** – Preview ITxpo technology solutions from your desktop simply by visiting gartner.com/symposium/us

ITxpo Marketplaces: A Major Convenience

These self-contained areas on the show floor aggregate solution providers offering products and services in a specific market. Conference learning is linked directly to market solutions in two theaters where you'll get value-add Gartner market analysis and vendor demonstrations.

ITxpo Marketplaces in Orlando will include:

- Enterprise Systems Management
- Application Integration and Middleware
- Mobile and Wireless
- Security
- IT Services and Sourcing
- Portals/Content & Collaboration
- Business Intelligence & Data Warehousing
- ERP & Supply Chain Management
- Application Development/Internet Platforms/Web Services

See all the options in one place so you can optimize your time. Talk to the senior people who have the answers you need. Watch for your Welcome Kit and gartner.com/symposium/us for more details on these exciting areas, including a schedule of Marketplace Theater presentations.

"For over 10 years, Gartner ITxpo has proven to be a valued event. From highly qualified leads to analyst meetings and educational content, the past two conferences have shown the strength of your relationships with your clients."
Allison Saget, Senior Director, Global Programs & Events, Asera

For Exhibitors: The Ultimate Showcase

Symposium/ITxpo attracts the most qualified pool of IT buyers in the world. That's why so many of technology's greatest names consider ITxpo a cornerstone of their annual event-marketing plan. To see registered exhibitors to date, go to gartner.com/symposium/us. To learn about high-impact sponsorship opportunities at Symposium/ITxpo, go to gartner.com/exhibits or call 1 800 356 4740.

Vendor Solution Presentations

Vendor Solution Presentations will be offered by the following companies (as of June 5, 2003):

Adobe Systems, Inc.	Hummingbird Ltd.	SAS Institute
BEA Systems	Hyland Software	Stampede Technologies, Inc.
Borland Software Corporation	IBM	Sun Microsystems
Citrix Systems, Inc.	Lawson Software	Symbol Technologies, Inc.
Cognos, Inc.	Marimba	Unisys
Computer Associates	Mercury Interactive	VeriSign
Dell	Microsoft	Verity, Inc.
Fair, Issac & Co.	Novell, Inc.	webMethods, Inc.
FileNet	Open Text Corporation	Wise Solutions
Force10 Networks	PGP Corporation	WRQ
Hewlett-Packard Company	Rational	Xerox Corporation
	SAP	

Schedule Face-to-Face Meetings with Solution Providers. Confer with our exhibitors privately in a 45-minute session. Refer to your Welcome Kit for scheduling appointments.

Learn to strengthen supplier relationships.

Gartner Symposium/ITxpo 2003 Exhibit Partners

(As of June 5, 2003)

(i)Structure, Inc.	Hummingbird Ltd.	Progress Software
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Actuate Corporation	Hyperion	QAD
Adobe Systems, Inc.	Hyperwave	Quantum
Altiris	IBM	Rational
Apogee Networks	ILOG, Inc.	Remedy
Aprisma Management Technologies	InetSoft Technology Corp.	Research in Motion
ASG	Informatica Corporation	Ricoh Corporation
AT&T	Information Builders	RSD America, Inc.
Attachmate	InQuira	Saba
Autonomy, Inc.	Intel Corp.	SAP
Aventail Corporation	Intelligroup	SAS Institute
BEA Systems	Inxight Software	SCHLUMBERGER
BladeLogic	iPass, Inc.	SEAGULL
BlueArc	iPhrase Technologies	Serena Software
BMC Software	J.D. Edwards	Siemens
Borland Software Corporation	Kofax	Sonic Software Corporation
Bowstreet, Inc.	LANDesk Software	Spotfire, Inc.
Business Engine	Lawson Software	Stampede Technologies, Inc.
Business Layers	LEGATO Systems, Inc.	Stellent, Inc.
Candle Corporation	Lucent Technologies	StorageTek
Cardiff Software	ManagSoft	Strategic Management Group
Centra	Marimba	Strohl Systems
CGI	Mercury Interactive	Sun Microsystems
Changepoint	Micro Focus	SupportSoft
CIBER, Inc.	Microsoft	Sybase, Inc.
Cisco Systems, Inc.	MITEL Networks	Symbol Technologies, Inc.
Citrix Systems, Inc.	Mobius Management Systems, Inc.	Systemware
Clarkston Consulting	Motorola, Inc.	Tally Systems
Clientsoft	MRO Software, Inc.	Tangram Enterprise Solutions
Cognos Inc.	M-Tech Mercury Information	Tata Consultancy Services
Computer Associates	NCR Corporation	TeamQuest
Compuware Corporation	NetScreen Technologies, Inc.	TEKsystems, Inc.
Connected Corporation	Network Appliance, Inc.	Think Dynamics
Control F1	Novadigm	TIBCO
Convera	Novell, Inc.	TOPCALL
Corel Corporation	NSSI (NetSupport Solutions, Inc)	Tripwire, Inc.
Courion Corporation	Oblix, Inc.	TruSecure
Covansys	On Technology	Unify Corporation
Critical Path	Open Text Corporation	Unisys
Cysive	OpenNetwork	VeriSign
Dell	Openpages, Inc.	Verity, Inc.
Digex, Inc.	OPNET Technologies Inc.	Vignette Corporation
Documentum	OpsWare	VMWARE, Inc.
Dralasoft	Palmsource, Inc.	Voelcker Informatik AG
Egenera, Inc.	PeerDirect	Waveset Technologies Inc.
Factiva	PeopleSoft, Inc.	webMethods, Inc.
Fair, Issac & Co.	Peregrine Systems	Wily Technology
Fast Search & Transfer	PGP Corporation	Wyse Technology
FileNet	Pitney Bowes	Wise Solutions
Finisar	PlanView, Inc.	WRQ
Firstlogix	PM Solutions	WSG Systems
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tracks & sessions

Symposium/ITxpo 2003 Tracks

With more than 200 analyst sessions organized into focused tracks, Symposium/ITxpo delivers expert IT intelligence from every corner of the industry with practical advice you can apply *now*. Here are some suggested tracks-of-interest for your specific job function:

Job Function	Tracks of Special Interest (Please see detailed track listing for all other sessions of interest)
CIO and Direct Reports	Gartner Predicts 2004 CIO Agenda: Drive Enterprise Effectiveness Managing Complexity: Sane Strategies for IT Leaders Small and Midsize Business Technology and Public Policy Demonstrating the Business Value of IT IT Asset Management: Reducing Costs and Risks Business Process Fusion: Enabling the Real-Time Enterprise
Advanced Technology Groups	Emerging Trends and Technologies Powerhouse Vendors Technology Roadmap 2004-2007
Tech Investment Professionals	Investment Strategies in IT Markets
Network and Telecom Managers	Managing Enterprise Networking and Telecom Communication and Networking Technology Mobile Management Strategies Mobile and Wireless Technology
Services Brand and Product Managers	Strategic Outsourcing IT Services Marketplace
Architects and Planners	Enterprise Architecture—Enabling the IT Payoff
Supply Chain and Logistics Managers	User Strategies for ERP, Supply Chain, Engineering and Manufacturing
CRM Managers	Customer Relationships Management Business Intelligence and Data Warehousing Infrastructure
Application Developers	Application Development at the Crossroad Project Portfolio Management
Application Integration Managers	Application Integration and Middleware Strategies: Services, Events and Process Web Services
IT Security Directors	Security and Privacy Technologies Security, Privacy and Business Continuity Strategies
IT Operations Directors	IT Operations: Burning Issues and Advice Enterprise Platforms and Storage Client Computing IT Operations Management
Vertical Industry Specialists	Financial Services Healthcare: Consumerism and Information Access Government IT Leadership at a Crossroads GartnerG2: Strategies for IT-Enabled Business Growth Higher Education: A Case for Business and Academic Value of IT
Content and KM Managers	Managing Content and Collaboration E-Learning
Business Intelligence Professionals	Business Intelligence Applications BI and DW Infrastructure

The following pages provide more detailed information on our tracks and sessions.

TRACKS (listed alphabetically)

Application Development at the Crossroad

Application development has reached a crossroad. The ability of many AD organizations to meet the demands of new and more complex business needs is suspect. Continuing shifts in underlying application infrastructure, as well as the skills needed to develop and deploy these in more modern application paradigms remain key stumbling blocks for many organizations. Should you build it all? Can you build it all? Are packaged applications the answer? Should you outsource AD?

Who Will Benefit: IT executives, managers or planners involved in application development

Lead Presentation: The AD Scenario

Sessions:

- A Model For Calculating The ROI Of Crossing To SODA
- Application Portfolio Management: The First Step Toward Application Modernization
- Economics of Application Development Sourcing
- Services Oriented Architectures—Roles and Responsibilities
- Tutorial: Services-Oriented Development of Applications: The New Application Delivery Framework
- Unifying AD Change Management—Software Puzzle Pieces

Application Integration and Middleware Strategies: Services, Events and Process

Application integration is one of the top concerns CIOs face

today. This track will overview the major trends such as the ENS, SOA, BPM, BAM, and APS and will show how services, events and processes are the new metaphor for agility.

Who Will Benefit: From IS departments: systems architects, application integration and middleware standards teams, central integration teams, e-business platform analysts, CIOs and direct staff; as well as AI product marketing managers at AI vendors and practice leaders at consulting organizations.

Lead Presentation: The Enterprise Nervous System: Life Blood of Integration

Sessions:

- Application Server Scenario: APS, J2EE, .NET and More
- Gartner 360°: Application Integration and Middleware Strategies
- Integrating Business Partners: Competing Approaches
- Lethal Integration Combo—Business Activity Monitoring and Business Process Management
- The Agile Enterprise: Service-Oriented and Event-Driven
- Tutorial: Middleware 101

Business Process Fusion: Enabling the Real-Time Enterprise

In the RTE, managers must be empowered to detect critical business events earlier and respond faster. A radical new approach to enterprise application design is emerging to make this possible: we call it business process fusion.

Who Will Benefit: CIOs and their team members. Senior business

“Definitely the technology event of the year if you want to align your business and technology compasses.”

Donald Stump, Director Enterprise Architecture, McDonald’s Corporation

“Gartner Symposium/ITxpo is the premier conference for IT professionals. The wealth of information available is unparalleled.”

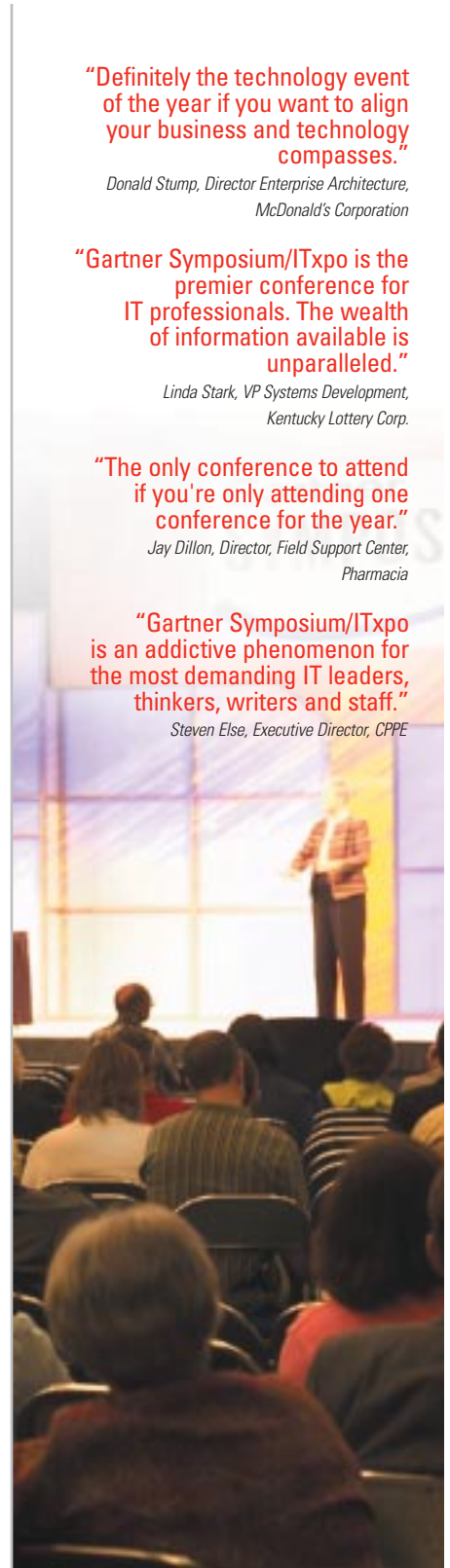
Linda Stark, VP Systems Development, Kentucky Lottery Corp.

“The only conference to attend if you’re only attending one conference for the year.”

Jay Dillon, Director, Field Support Center, Pharmacia

“Gartner Symposium/ITxpo is an addictive phenomenon for the most demanding IT leaders, thinkers, writers and staff.”

Steven Else, Executive Director, CPPE





Take advantage of our team discount. See registration form for details.

managers. Senior application development IT managers. IT Architects, business strategists, vendor marketers and IT consultants.

Lead Presentation: What “New Elements” Are Created by Business Process Fusion?

Sessions:

- The Real-Time Enterprise: Fusion In Action
- The Real-Time Enterprise: No More Business Surprises

Business Intelligence and Data Warehousing Infrastructure

Success with strategic BI is dependent upon delivering the proper infrastructure. Critical factors include clearly understanding of costs and benefits, designing a durable architecture, and selecting the right technologies.

Who Will Benefit: IT leaders, project managers, and team members with responsibility for business intelligence and data warehousing initiatives, as well as members of enterprises considering a BI strategy.

Lead Presentation: BI and Data Warehousing Scenario: Key Trends and Evolving Markets

Sessions:

- Architectures for Business Activity Monitoring
- Business Intelligence and Data Warehousing TVO: Balancing Costs and Benefits
- Data Quality: Key To Business (Intelligence) Success
- Data Warehouse Infrastructure

- Tutorial: Data Warehouse Technology Selection: Building a Solid Foundation

Business Intelligence Applications

The build or buy dilemma for BI is shifting increasingly to “buying”. With the availability of packaged BI applications for CPM, CRM, ERP and other business domains, the need to build it yourself with long development cycles and specialist skills is diminishing. However, these applications have yet to be proven since the market is very immature. This track will provide the state of the market and the applications as well as actionable advice on how and when to deploy these applications.

Who Will Benefit: IT leaders, project managers, and team members with responsibility for business intelligence and data warehousing initiatives, as well as members of enterprises considering a BI strategy.

Lead Presentation: CPM Scenario

Sessions:

- BI Lessons in the Real World
- The role of BI in Business Applications
- Building a CPM Road Map
- CRM Analytics

CIO Agenda: Drive Enterprise Effectiveness

In a volatile economy, CIOs must lead and manage to drive enterprise effectiveness. Effective CIOs work with business

colleagues to lower costs, improve security, speed innovation and manage risk.

Who Will Benefit: CIO/CTOs and IT managers who either lead the IS organization or have major business/technology relationship responsibilities

Lead Presentation: CIO Agenda 2003–4—Drive Enterprise Effectiveness

Sessions:

- Chargeback: How Far Should You Go?
- Designing IT Governance for Enterprise Strategy
- Managing the New IT Risks
- Proven Practices in Leading Public Sector IS Organizations
- The Reality of ‘IS Lite’

Client Computing

Client computing still represents the largest single area of hardware spending—\$175 billion in 2003. We advise how you can optimize this essential part of your IT investment, for both your current and future requirements.

Who Will Benefit: CIOs, IT planners and architects, IT operations managers and procurement managers

Lead Presentation: Client Computing Scenario

Sessions:

- Client Computing Technology Choices
- Client Operating System Choices
- PC and Vendor Selection
- PC Life Cycle Management

- PC Procurement Best Practices
- Tutorial: PC Replacement—
How Do You, When it's Time?

Communication and Networking Technology

The enterprise network is a business critical asset built from a variety of technologies and services. This track will assess the vendors and the technologies enterprises will need to architect and build their networks.

Who Will Benefit: Anyone involved in the design, acquisition, implementation or operation of a network, including: CIOs, network or telecom VPs/directors/managers, network or telecom architects/planners/professionals/technologists.

Lead Presentation: Gartner Networking Scenario—A Step Closer to Convergence

Sessions:

- Contact Centers, Unified Communications and the New Face of IP-Telephony Applications
- Network Equipment Vendors: Can Anyone Challenge Cisco?
- The Road to IP Telephony
- Video, Web Services and Other Stuff That Will Make Your Network “Edgy”

Customer Relationships Management

Lead Presentation: CRM Scenario: The Future of Customer Relationships and Technologies

Sessions:

- CRM Data Strategies: The Ticking Time Bomb in Your CRM Solution
- CRM Enterprise Application Suites

- CRM ROI: Mission Possible
- Managing the CRM Ecosystem—
Beyond the Enterprise
- Tutorial: CRM 101: The Basics

Demonstrating the Business Value of IT

The business value of IT conversation can quickly degenerate into a discussion on cutting more dollars or cutting more heads. In this track we discuss the best methods for efficient cost cutting, with an enhanced, strategic dialogue around value generation. If IT professionals are to be the most effective

contributors to their organizations that they can be, then creating business value in all forms must be a continuously practiced discipline.

Who Will Benefit: CIOs, IT management, IT finance, business unit sponsors of IT projects, operations managers

Lead Presentation: Demonstrating the Business Value of IT

Sessions:

- Achieving Business Value from Technology

“Business processes are an important aspect of CRM. That’s why so many of the suite vendors are now trying to refocus around business processes. These days, it’s less about having the best applications and more about how well the applications talk to each other.”

Gareth Herschel, Gartner Research Director



Challenge your thinking.

- Executive Risk Aversion, Culture Wars, and Selling the Business Value of IT
- Gartner 360°: Perspectives, Problems and Prescriptions on BVIT
- Moving from Costs to Value
- Total Value of Opportunity: Using Business Metrics to Shed Light on IT Investments
- Tutorial: Value on Investment: A Strategic View of Value Creation

Emerging Trends and Technologies

This track examines how future technologies will transform business, the workplace and society—with emphasis on emerging technologies and trends that will create discontinuities in the rate and nature of progress.

Who Will Benefit: Technology planners, advanced technology group managers, CIOs, strategic business planners

Lead Presentation: ETT Scenario: Connected Society, Connected Enterprises

Sessions:

- Emerging Technologies: Transforming Industries and Business Functions
- Technology Radar Screen 2004 to 2014
- Tutorial: Strategic Technology Planning: Tracking, Prioritization and Transfer

Enterprise Architecture—Enabling the IT Payoff

Enterprise architecture has become the keystone for IT and its power for intense information access and use, economically. This track explains the framework for understanding architecture, gaining business alignment, the process of building, and how to earn success.

Lead Presentation: The Gartner Enterprise Architecture Framework

Sessions:

- Architecture for Sensible Linkage Among Applications
- Gartner 360—Leveraging All Resources
- Guiding Architecture by Aligning to Business Needs
- Practical Architecture Guidance and Sequence for Implementation
- The Technical Reference Model—Best Practices
- Tutorial: How to Sell Architecture to Business and Gain Compliance

Enterprise Platforms and Storage

Emerging from the economic downturn and deep budget cuts will require sharply focused tactical investments that also enable strategic server and storage infrastructure enhancements in the future. Specifically, this track will help IT organizations navigate the hype in emerging technologies, clarify the benefits and drawbacks of disruptive technologies such as blades, Grids, SAN management and Linux, and assess the impact of

commodity trends to determine which technologies will optimize returns on investment for server and storage deployments.

Lead Presentation: IBM Mainframe Futures: Is T-Rex a Dying Breed?

Sessions:

- Best Practice Negotiating Strategies
- Server Consolidation: Is It Working and What Is Its Future?
- Storage—The State of the Union
- The Future of Server Acquisition and Deployment
- The Future of Windows in the Enterprise
- The March of Linux in the Enterprise: How Far, How Fast
- Tutorial: What You Need to Know About Grid Computing

Financial Services

Confronted with market demands, competitors and pending regulations, financial service providers must react rapidly in a risk adverse environment. This session supports business fusion strategies for growth.

Who Will Benefit: CXOs, product planners, business strategists, system integrators

Lead Presentation: Retail Financial Service Delivery—The Challenge of Technology Innovation

Sessions:

- Deriving Value from Enterprise Architecture in the Financial Services Industry

- Financial Services Outsourcing: Good Alternative or Over-hyped Pitfall?
- Straight Through Processing: Where's the Value—Profit or Loss?

Gartner Predicts 2004

This track presents Gartner's vision of the future of IT. Each session focuses on critical predictions for a specific industry segment and offers advice on how best to deal with the opportunities and challenges related to these predictions.

Who Will Benefit: IT directors, line of business managers with a stake in the direction of IT and its business implications, program and project managers and strategic planners.

- Gartner Predicts: What's Next IT Management Sourcing and Services: Searching for the Higher Ground

GartnerG2: Strategies for IT-enabled Business Growth

GartnerG2's research is targeted at business leaders looking to use IT to grow their business. This track highlights GartnerG2's latest research for delivering IT-enabled business growth in a tough economic environment.

Who Will Benefit: Business leaders wanting to leverage technology to grow their business: Marketing executives, business strategists, business development, e-business strategists and CIOs.

Technology and Public Policy

What do Open Source, Homeland Security, and Sarbanes-Oxley have in common: Government policies, rules, and regulations that are re-shaping the IT industry and challenging IT management. In the last decade IT-led change has moved from being a business trend to a societal and economic force.

Who Will Benefit: Business and IT leaders responsible for regulatory compliance, managing globally connected enterprises, and IT investment decisions that are affected by public policy.

Lead Presentation: Globalization of IT and Its Business Impact

“Business trends now drive what CIOs do, and the big business drivers are: security, faster innovation, and managing risk—all done on smaller budgets. That’s a very tough task.”

Marianne Broadbent, Gartner GVP

Lead Presentation: Gartner Predicts: The Future of IT

Sessions:

- Gartner Predicts: Application Software 2008—From Diversity to Fusion
- Gartner Predicts: Networks Will Drive Business—With or Without the Wire
- Gartner Predicts: New Software Infrastructure Will Transform Your Enterprise
- Gartner Predicts: The Evolution Toward Real-Time Infrastructure

Lead Presentation: GartnerG2 Scenario: Aligning Business and Technology to Drive Business Growth

Sessions:

- Enterprise Risk Management: Process and Technology Tools for Success
- Seizing Opportunity: Aligning Business Strategy, Change Management and IT
- The U.S. Digital Home: Where will consumer dollars flow?

Sessions:

- Compliance and Transparency: Get IT Wrong and Go to Jail
- Technologies for Homeland Security
- Open Source, Disruptive Economics, Disruptive Policy
- Public Policies for Critical Infrastructure Protection
- Latin America IT Scenario: Investing in the Future of the Americas

Government IT Leadership at a Crossroads

Perhaps because of tight budgets, government IT organizations



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are increasingly being asked to provide more value, to prove their value, or to do more outsourcing. This track will provide insights into meeting those rising expectations.

Who Will Benefit: Public Sector CIOs, CTOs, senior technology managers, policy makers and leaders from government line agencies.

Lead Presentation: Re-engineering the Face of Government

Sessions:

- Government Challenge: How to Get Strategic With Competitive Sourcing
- Government Enterprise Architecture: Making it Work
- Government IT Security: The Real Issues
- ROI in Government: Toward the Public Value of IT

Healthcare: Consumerism and Information Access

This track explores the use of IT to draw the patient into disease management and lifetime health management processes and to facilitate the practice of medicine using computer-based patient record systems.

Who Will Benefit: CIOs and technology managers at payer

and provider organizations; and product planners at IT vendor companies

Lead Presentation: The Consumer Focused Healthplan: Trends and Technologies

Sessions:

- Identity and Access Management for Healthcare Information Systems
- Mobile/Wireless Healthcare: Technology, Applications and Vendors

Higher Education: A Case for Business and Academic Value of IT

Higher education continues to face a period of austerity and user skepticism concerning IT. IT leaders must build a case for the business and academic value of IT in order to meet institutional needs as service expectations continue to rise. In response to these challenges, this track provides insights into the issues and actionable recommendations for higher education.

Lead Presentation: Higher Education Scenario

Sessions:

- Academic IT: Pulling It All Together

– A New Model for Higher Education Administrative Applications

Investment Strategies in IT Markets

Low confidence in IT markets is changing the way investors evaluate risk when funding new IT ventures, recommending stocks or lending money to high-technology companies. Many are skeptical about the benefits of investing in IT but despite the decline in technology stock, plenty of investment opportunities still exist. This track will provide a broad perspective in examining IT-related trends and disruptions, and identify the most-important investment opportunities that will result.

Who Will Benefit: Investors, Corporate Strategists, Startups

Lead Presentation: Panel: IT Investments—What's Hot, What's Cold

IT Asset Management: Reducing Costs and Risks

This track addresses high impact activities associated with IT asset acquisition, contract negotiations, facilities impacts and disposal activities. The overriding focus of this track is cost and risk reduction.

Who Will Benefit: CFOs, asset managers, budget Analysts, purchasing & procurement specialists, contract managers & negotiators, architecture planners, configuration management specialists.

“I think this notion of outsourcing has been taken to an extreme. People say, ‘If we outsource everything we'll save costs.’ If you outsource everything, what is it you actually do?”

Michael S. Dell, Chairman and CEO, Dell, Orlando 2002 Trip Report

Lead Presentation: Ten Critical Issues Facing IT Asset Managers

Sessions:

- Building and Supporting the Agile Workplace
- Changing Software Licensing Models
- Microsoft Licensing: Changing Value Propositions
- Retiring IT Assets: The Last Surprise
- Tutorial: Software Procurements: Best Practices to Spend Wisely

IT Infrastructure and Operations Management

This track focuses on critical issues facing IT operations with advice on architecting the infrastructure, emerging technologies, cost saving strategies, IT service management and delivery, and IT operations governance.

Who Will Benefit: IT operations VPs, direct reports, directors, and managers as well as infrastructure, server and storage architects and engineers

Lead Presentation: IT Operations and Infrastructure: Burning Issues and Advice

IT Operations Management

Managing IT infrastructure and applications is critical to IT operations and the IT service desk. This track shows how enterprise management satisfies the needs of business by delivering high quality IT services at the right cost.

Who Will Benefit: VPs of IT operations, data center manager, LAN administrator, network manager, IT service desk manager, DBA manager, storage

administrator, applications manager

Lead Presentation: IT Operations Management

Sessions:

- Applications Mis-management: The Business vs. IT Operations
- IT Operations: Doing More With Less
- IT Process War: It's Not My Problem
- Operational Change Management: The Long and Winding Road
- Provisioning & Configuration Management: Desktops and More
- Saving IT Operations: Transform to IT Service Management
- Tutorial: Managing the New Frontier: Application Servers

IT Services Marketplace

The IT services marketplace has slowed, but the use of IT services suppliers is now more vital than ever to many enterprises. This track will present what buyers need to know about the hottest areas of IT services.

Who Will Benefit: Buyers of IT services, including IT managers, CIOs, CFOs, procurement executives, asset managers, contract officers and outsourcing lawyers

Lead Presentation: Business Unusual: Leveraging IT Services in the "New Normal"

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Sessions:

- Avoiding the Pitfalls of Business Process Outsourcing
- Datacenter and IT Outsourcing
- Going Offshore to Globally Source IT Services: What Does the Future Hold?
- How to Maneuver in the Brave New World of Applications Outsourcing
- What You Need to Know for Successful Applications Outsourcing

Managing Complexity: Sane Strategies for IT Leaders

Learn how sound IT leadership and management principles lay the foundation for anticipating and managing a world of growing IT complexity.

Who Will Benefit: CIOs, CIO direct-reports, distributed IT leaders, business-based IT leaders

Lead Presentation: Untangling the Complexity Puzzle

Sessions:

- Anticipating Workforce-Related Risk in Multisourcing
- Building the Real-Time Enterprise: Fusing IT and Business Processes
- Curing Leadership Disease for Business Success
- Driving Employee Productivity
- IS Service Delivery: Managing External Chaos, Minimizing Internal Complexity
- IT Governance: Who's in Charge Here?
- Leading and Managing in the Virtual Matrix
- New Directions, New Strategies: Setting the IT Vision

- Talent Management: A Distinct Competitive Advantage
- Trust and Control: The Art of Making Sourcing Relationships Work
- Tutorial: Agile Organization Structures
- Tutorial: Chargeback: About Money or About Politics?

Content Management, Portals and Collaboration

More enterprise information is trapped in documents and e-mail than in databases. Organizations struggle with managing this, and the collaborative processes around it. Learn best practices for success.

Who Will Benefit: IT application developers and managers, system administrators, e-mail and content managers, business users

Lead Presentation: Lead Presentation: Driving Workplace Productivity—Toward the Smart Enterprise Suite

Sessions:

- Enterprise Portals: How to Tame the Beast
- Managing E-mail for Content Value
- Records Management Heats Up After Sarbanes-Oxley
- The Content Challenge: Managing the Infoglut
- The Knowledge Workplace Magic Quadrant Challenge: Making Sense Out of Chaos
- The New Generation of Real-Time Collaboration
- Tutorial: Achieving Content—Process Fusion

- Tutorial: Extracting Value: Document Management and Imaging
- XML—My, How You've Grown

Managing Enterprise Networking and Telecom

Managing the services, architecture and people associated with an enterprise's network requires prioritization of business needs, technology needs, services needs and staffing needs—all of which are addressed in this track.

Who Will Benefit: Anyone involved in the design, acquisition, implementation or operation of their network, including: CIO, network or telecom VP, director, manager, network or telecom architect, planner, professional and technologist.

Lead Presentation: The "New" Network and Telecom Manager: Keys to Success

Sessions:

- Network Service Providers: Light at the End of the Tunnel?
- Network Sourcing Strategies: Saving Time, Money and Frustration
- Optimizing Web-Enabled Applications: The Network Factor
- The Ultimate Network Architecture for Real-Time Enterprises
- Tutorial: Best Practices for Saving Money While Building Your Dream Network

Knowledge Management and E-Learning

Enterprises are beginning to invest anew in ways to maximize their investments in knowledge workers. Choosing wisely among strategies and technologies for knowledge management and e-learning will be the key to success.

Who Will Benefit: CIOs, CTOs, CKOs, strategic and advanced technology directors, and managers responsible for e-Learning and knowledge management tools and technologies.

Lead Presentation: Knowledge Management is Business Management

Sessions:

- e-Learning Simulation: Putting Knowledge to Work

- Organizing Information Using Taxonomies and Metadata
- The Business Case for Knowledge Management
- Tutorial: Making Rich Media Work for the Enterprise

Mobile and Wireless Technology

Mobile and wireless technology will be fundamental to new enterprise systems and consumer products. This track explores the future of mobility including handheld devices, mobile networks, wireless LANs, development tools and application architectures.

Who Will Benefit: CTOs, Telecom managers, strategic planners, Mobile network operator marketing staff, application development managers, IT service providers, helpdesk managers, ISVs

Lead Presentation: The Mobile Scenario

Sessions:

- Mobile and Multichannel Architectures and Tools
- Pocket Power: The Mobile Device Scenario
- Tutorial: Defining and Equipping Mobile Users
- Wireless Cellular/PCS: Emerging Solutions for the Remote and Mobile Worker
- Wireless LANs Become Mainstream

Mobile Management Strategies

This track contains leading-edge information about wireless planning, strategy and the business models your organization needs to succeed. You'll learn how to manage mobile and remote users, including network and device security; how to implement wireless enterprise solutions and the benefits and costs involved as well as how to address current and future needs of mobile users while avoiding point solutions and high-cost options.

Who Will Benefit: IT professionals, business executives, mobile project managers, mobile users and vendors of mobile devices/infrastructure, services or applications CTOs, Telecom managers, application development managers

Lead Presentation: Converging Wireless Technologies for the Enterprise

Sessions:

- Critical Device Security for the Mobile User

“Normally we hand people mobile units and say goodbye. They need to be integrated into the global system, as an extension of your IT operation. That’s how you’re going to get information to your senior executives when they need it and how they need it.”

Betsy Burton, Gartner VP, Research Area Director



Experience a first-class conference.

- Mobile Application Processes: From Justification to Implementation
- The Methods and Mechanics of Managing Mobile Users
- Wireless E-mail and Messaging: Making the Right Choices

Powerhouse Vendors

A Powerhouse vendor is one whose sphere of influence and desired control evolves beyond products and services to show organizations how to do business and how users think about technology. But with this power can come organizational, market and product challenges as these vendors try to drive their vision and agenda to the market. This track will discuss some of today's leading powerhouse vendors and their jurisdiction of influence.

Who Will Benefit: CIO/CTOs, investment professionals and purchasing/provisioning agents from organizations trying to make strategic technology and partnering decisions.

Lead Presentation: Powerhouse Vendors Will 'Handcuff' Your Enterprise Architecture

Sessions:

- AT&T: Phoenix Rising?

- IBM: Will 'On-Demand' Lead to Growth?
- Accenture Powerhouse Vendor Presentation
- Oracle: Managing Its Future in a World of Change

Project Portfolio Management

Most IS executives and managers do not interact effectively with their enterprise counterparts in project planning, organization and control. In this track, we examine the project portfolio management processes, organizational approaches and applications that are most effective in optimizing resource usage on the most promising set of projects.

Who Will Benefit: CIOs, VPs of IS, project office VPs/Directors, architects, planners and their enterprise peers struggling with overloaded project portfolios, resource constraints and ineffective project controls.

Lead Presentation: Project Portfolio Management: Within Reach?

Sessions:

- Smart Suites Enabling Project Management Process Fusion
- The Payoff From Strategic Planning and Project Prioritization

Security and Privacy Technologies

Creating an enterprise-wide security and privacy aware culture is the first step, but culture alone is insufficient. Software, hardware and services-based technologies are also needed to reach reasonable security.

Who Will Benefit: Chief information security officers, network managers, application developers, risk managers and business process owners requiring in depth understanding of information security technologies.

Lead Presentation: The Future of Enterprise Security

Sessions:

- Cyberattacks: What You Need to Know and What You Need to Do
- A Market In Transition: Anti-Virus and Malicious Code
- Network Security Nirvana: Thwarting Attack at the Gateway
- Security for the Web Services Enabled Enterprise
- Stalking the Wily Wireless LAN Hacker

Security, Privacy and Business Continuity Strategies

This track examines how the changing regulatory, business and technology landscape will impact security requirements, and outlines strategies to manage new security risks.

Who Will Benefit: CIOs/CTOs, privacy and security officers, IT managers evaluating how security and privacy regulations

"IT-led globalization brings a lot of concern about how it's going to change local cultures and unleash tensions between people who don't necessarily have to live right next to each other to be impacted by each other."

French Caldwell, Gartner Research VP

and standards, and business dynamics, impact their risk profile and IT strategy. IT, network and security managers with day-to-day responsibility for managing security programs and remote access

Lead Presentation: The Enterprise Security Architecture

Sessions:

- Consumer Fraud and Identity Theft
- Crisis Management for IT
- Gartner 360°: Enterprise Risk Management Strategies
- Identity and Access Management TCO and ROI
- Security on the Run
- User Monitoring and Privacy

Small and Midsize Business

Small and midsize businesses (SMBs) should not simply adopt the same technologies, vendors, products and services utilized by larger enterprises. SMBs have new and unique opportunities to help them meet the daunting challenges they face in the e-business era. This track will provide insight into the diverse business and technical issues as well as opportunities surrounding doing business online.

Who Will Benefit: SMB CIOs, IT managers, business executives, and SMB-focused vendors

Lead Presentation: SMB Scenario: IT Strategies and Solutions to Live By

Sessions:

- SMBs Are Not Created Equal: Vertical Market Differences in IT
- Time for SMBs to Move from

- Tactical to Strategic Sourcing
- Tutorial: Enterprise Directories: Do Midsize Enterprises Need one?
- Vendor Selection and Management Advice For SMBs

Strategic Outsourcing

As enterprises move to more and more external service delivery models sourcing decisions must be tied directly to business strategy and business goals. This track focuses on practical approaches to making outsourcing work!

Who Will Benefit: IT sourcing professionals, IT executives, IT operations managers

Lead Presentation: Practical Outsourcing—Managing the Choices, Risks and Outcomes

Sessions:

- Measuring Value in Outsourcing
- The Economics of Outsourcing—Getting the Best Deal
- Transitioning into Outsourcing—A Road Map for Success
- Tutorial: Developing Outsourcing RFPs—When, Why and How?

Technology Road Map 2004–2007

As CIOs and IT departments are constantly forced to do more with less resources, they need to focus on the most strategic investments. This track examines which technologies will have the most impact on enterprise success as well as budget,

Attendees Rate Symposium/ITxpo Better than Other IT Events

Reliability of Information
93%

Breadth of Information
93%

Quality of Presenters
87%

High-Quality Attendees
85%

Access to Major Vendors
85%



Go deeper into your issues.

architecture and staffing plans in the next 18-36 months.

Who Will Benefit: CIOs, CTOs, architecture planners

Lead Presentation: Top 10 Strategic Technologies for 2004

User Strategies for ERP, Supply Chain, Engineering and Manufacturing

Customers are demanding what they want, when they want it, and how they want it. In this track, we will explore some of the business drivers forcing firms to figure out how to balance customer, product and operational issues, what users can do to be more effective at identifying and servicing customers needs, and what technologies will make them more effective. We will cover trends in applications such as SCM, SRM and ERP II.

Who Will Benefit: IT and business professionals in the product value chain including IT, purchasing, logistics, customer service and operations management. SCM, and ERP project managers, as well as

vendor relationship managers and IT strategists.

Lead Presentation: ERP II: A Business Blueprint for Uncertain Times

Sessions:

- Enterprise Operations Administrative Applications
- Product Life Cycle Management: It's More than Just Engineering
- Supplier Relationship Management and Contracts Management: Building Value in Supplier Relationships
- Supply Chain Scenario: An Opportunity for Execution
- Tutorial: Implementation and Software Competency Centers: Post Implementation Support for Your Business Applications

Web Services

Web services mean many different things to different people. From a rethinking of the concept of components by leveraging service-oriented concepts, to a potential discontinuity affecting businesses profoundly. Either way, Web services, built on a foundation of already popular Internet standards by raising the standards significantly, stands to

bring the benefits of the service model to the mainstream. This track reviews the state of the Web services world and examines the way business systems are changing as a result.

Who Will Benefit: IT managers, technical architects, project managers, developers

Lead Presentation: Web Services Scenario—Web Services Get Real

Sessions:

- Do Portals Plus Web Services Equal High Value?
- Managing Web Services Effectively
- Tutorial: The Workings of WS
- Web Services Standards: De Facto, De Jure or Defunct
- What Enterprises Do With Web Services: Case Studies
- SODA and ISES: Developer Productivity, Web Services, and How To Get From Here To There

“What application integration is allowing businesses to do is to leverage new processes that before spanned lots of different applications. There were huge gaps... Within the gaps humans had to convey data back and forth. The best integration provides a seamless way of managing businesses processes throughout the full process lifecycle, across all the systems that have to touch the information.”

David McCoy, Gartner Fellow

Symposium-at-a-glance

Sunday, October 19

11:00 am – 7:00 pm
Conference Registration

11:00 am – 6:00 pm
One-on-One Registration

1:00 pm – 2:00 pm
Tutorials

2:30 pm – 3:30 pm
Tutorials

4:00 pm – 5:00 pm
Tutorials

4:00 pm – 5:00 pm
Symposium Orientation

5:30 pm – 6:30 pm
Tutorials

7:00 pm – 8:00 pm
Tutorials

Monday, October 20

7:00 am – 7:00 pm
Conference Registration

7:00 am – 6:00 pm
One-on-One Registration

7:00 am – 8:30 am
Breakfast

8:30 am – 8:45 am
Welcome Address

8:45 am – 10:00 am
Gartner Mastermind Keynote

10:00 am – 6:00 pm
One-on-One Appointments

10:30 am – 11:30 am
Conference Sessions

11:30 am – 1:00 pm
Lunch

11:45 am – 12:45 pm
Vendor Solution Presentations

1:00 pm – 2:00 pm
Conference Sessions

2:30 pm – 3:30 pm
Conference Sessions

4:00 pm – 5:00 pm
Conference Sessions

5:00 pm – 7:00 pm
ITxpo Cocktail Reception

Tuesday, October 21

7:00 am – 7:00 pm
Conference Registration

7:00 am – 6:00 pm
One-on-One Registration

7:00 am – 8:30 am
Breakfast

8:00 am – 6:00 pm
One-on-One Appointments

8:00 am – 8:45 am
Mastermind Keynote Interview

8:45 am – 9:30 am
Mastermind Keynote Interview

10:00 am – 11:00 am
Conference Sessions

11:00 am – 7:30 pm
ITxpo Open

11:30 am – 12:30 pm
Conference Sessions

12:30 pm – 2:00 pm
Lunch

12:45 pm – 1:45 pm
Vendor Solution Presentations

2:00 pm – 3:00 pm
Conference Sessions

3:30 pm – 4:30 pm
Conference Sessions

4:45 pm – 5:45 pm
Vendor Solution Presentations

5:30 pm – 7:30 pm
ITxpo Cocktail Reception

8:00 pm – 11:00 pm
Special Evening Event

Wednesday, October 22

7:00 am – 7:00 pm
Conference Registration

7:00 am – 6:00 pm
One-on-One Registration

7:00 am – 8:30 am
Breakfast

8:00 am – 6:00 pm
One-on-One Appointments

8:30 am – 9:30 am
Mastermind Keynote Interview

10:00 am – 11:00 am
Conference Sessions

11:30 am – 12:30 pm
Conference Sessions

11:00 am – 7:30 pm
ITxpo Open

12:30 pm – 2:00 pm
Lunch

12:45 pm – 1:45 pm
Vendor Solution Presentations

2:00 pm – 3:00 pm
Conference Sessions

3:30 pm – 4:30 pm
Vendor Solution Presentations

5:00 pm – 6:00 pm
Conference Sessions

6:00 pm – 7:30 pm
ITxpo Cocktail Reception

Thursday, October 23

7:00 am – 6:00 pm
Conference Registration

7:00 am – 5:00 pm
One-on-One Registration

7:00 am – 8:30 am
Breakfast

8:00am – 6:00 am
One-on-One Appointments

8:30 am – 9:30 am
Mastermind Keynote Interview

10:00 am – 11:00 am
Conference Sessions

11:00 am – 3:00 pm
ITxpo Open

11:30 am – 12:30 pm
Conference Sessions

12:30 pm – 2:00 pm
Lunch

12:45 pm – 1:45 pm
Vendor Solution Presentations

2:00 pm – 3:00 pm
Vendor Solution Presentations

3:30 pm – 4:30 pm
Conference Sessions

5:00 pm – 6:00 pm
Conference Sessions

Friday, October 24

7:00 am – 11:00 am
Registration

7:00 am – 11:00 am
One-on-One Registration

7:00 am – 8:30 am
Breakfast

8:00 am – 11:30 am
One-on-One Appointments

8:00 am – 9:00 am
Conference Sessions

9:30 am – 10:30 am
Conference Sessions

11:00 am – 12:00 pm
Conference Sessions

12:00 pm
Conference Adjourns

“From what we’ve seen over the past two to three years, many CIOs have become much better at understanding that communication engagement is a huge part of their role. In the past, it might have been good enough to think of your job as being on the supply side, but now most CIOs have the dual responsibility of working with the business to shape and manage their expectations while delivering cost-effective services.”

Marianne Broadbent, Gartner GVP



Special hotel rates for attendees.

Conference Location

Symposium/ITxpo 2003 will take place at the Walt Disney World Dolphin, Walt Disney World Swan, Disney's Boardwalk Inn and Disney's Yacht and Beach Club Resorts. Transportation will be provided daily to and from the hotels listed below.

Special Hotel Rates

Please contact the hotel of your choice directly and indicate that you are attending Gartner Symposium/ITxpo 2003 to receive our negotiated rates. A block of rooms have been reserved at the Walt Disney World Dolphin, Walt Disney World Swan, Disney's Yacht and Beach Club Resorts, Disney's BoardWalk Inn, Disney's Contemporary Resort, Disney's Coronado Springs Resort, Disney's Port Orleans Riverside Resort, Disney's All Star Sports Resort and Disney's Caribbean Beach Resort.

Four-Night-Minimum Hotels

The Walt Disney World Dolphin, Walt Disney World Swan, Disney's Yacht and Beach Club Resorts, Disney's Boardwalk Inn, and Disney's Contemporary Resort require a mandatory four-night stay of October 19 through October 23. Your credit card will be charged for four night's stay 45 days prior to the event (September 4). Hotel room cancellations will be accepted until September 3 at no fee. Cancellations received on or after September 4 will incur the full four-night minimum charge. Changing reservations from one hotel to another is not permitted after September 4.

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Disney's Beach Club Resort

1800 EPCOT Resorts Boulevard
Lake Buena Vista, FL 32830
U.S. \$263.00 Single/Double + 11.5% tax

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2101 North EPCOT Resorts Boulevard
Lake Buena Vista, FL 32830
U.S. \$263.00 Single/Double + 11.5% tax

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The following hotels are available to accommodate those guests who do not stay for the entire week of Symposium/ITxpo 2003 or are traveling on a per diem basis. Please be advised that a mandatory three-night stay of October 19 through October 22 or October 20 through October 23 is required. Your credit card will be charged for three night's stay 45 days prior to the event (September 4). Cancellations will be accepted until September 3 at no fee. Cancellations received on or after September 4 will incur the full three-night minimum charge. All of the alternate hotels will have complimentary shuttle service to and from the conference. Changing reservations from one hotel to another is not permitted after September 4.

Disney's Coronado Springs Resort

1000 West Buena Vista Drive
Lake Buena Vista, FL 32830
U.S. \$144.00 Single/Double + 11.5% tax

Disney's All Star Sports Resort

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Lake Buena Vista, FL 32830
U.S. \$99.00 Single/Double + 12% tax

Disney's Port Orleans Riverside Resort

1251 Riverside Drive
Lake Buena Vista, FL 32830
U.S. \$144.00 Single/Double + 11.5% tax

Disney's Caribbean Beach

900 Cayman Way
Lake Buena Vista, FL 32830
U.S. \$144 Single/Double + 11.5%

Reservations for Disney's Caribbean Beach Resort, Disney's Coronado Springs Resort, Disney's All Star Sports Resort and Disney's Port Orleans Riverside Resort:

Phone: 1 407 934 3372; Fax: 1 407 934 3305

Transportation

- Complimentary daily transportation is provided between all listed hotels and the conference location.
- All listed hotels provide complimentary bus service to Walt Disney World theme parks.

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Gartner has negotiated special discounted fares within the continental United States to Symposium/ITxpo 2003 in Orlando. Please contact the following airlines at the numbers provided and reference the specific File or Index number.

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Continental

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US Air

1 877 874 7687, File Number 34632576

Seats are limited, so we recommend that you make your reservations as soon as possible. Please be sure to indicate that you are traveling for Gartner Symposium/ITxpo 2003 in order to receive these savings.

Orlando International Airport

- The airport is located approximately 30 minutes from each of the conference hotels.
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