

Gartner  
**SYMPOSIUM ITXPO**<sup>®</sup>  
2004

31 OCTOBER – 4 NOVEMBER 2004  
CANNES, FRANCE



KEYNOTES



**Carly Fiorina**  
Chairman & CEO  
HP



**Ben Verwaayen**  
CEO  
BT Group



**Kai-Uwe Ricke**  
CEO  
Deutsche Telekom



**Thierry Breton**  
Chairman & CEO  
France Telecom

ALL THE BIG CHALLENGES ARE COMING TO OUR EVENT IN NOVEMBER.  
BRING YOURS. GO HOME WITH SOLUTIONS.

Where technology meets business.  
[gartner.com/eu/symposium](http://gartner.com/eu/symposium)

## AN ENTIRE YEAR'S WISDOM— IN JUST FIVE DAYS

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**Symposium/ITxpo is Gartner's flagship event, and Europe's leading conference for senior IT and business professionals. It's your finest opportunity to gain invaluable insights from the industry's thought leaders, to discuss your own specific issues one-on-one with our expert analysts and consultants, while networking with your peers and viewing innovation from solution providers.**

### KEYNOTES



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**Our Symposium/ITxpo Mastermind Keynote programme** is the finest of its kind at any event. Leaders from some of the largest and most influential computing and communications corporations in the world join Gartner's expert analysts for mainstage interviews. We ask the tough questions. We get the most revealing answers and insights on the year ahead to help shape your own plans.

### Unmatched ROI:

Every day, more than one thousand Gartner analysts and consultants worldwide conduct industry research and compile their analysis. For Symposium/ITxpo their most sought-after knowledge will be distilled into just five days of presentations.

This is your outstanding opportunity to seek new insight to your and your company's problems and challenges. And to take a giant step forward in your own competitive arena.

Be there for just five days of your year, and take home the insights and solutions that will power your enterprise for the other three hundred and sixty.

### Who attends:

Symposium/ITxpo provides decision support information for all the top echelons of management, both IT specialist and those influencing high level decisions.

- CIOs, CEOs, CTOs and direct reports
- Technology Investment Professionals
- Business Managers Driving IT-Intensive Initiatives
- Enterprise Process Managers
- Business-IT Architects and Planners
- IT Service, Operations and Resource Managers
- Application Developers and Integration Managers
- Financial Services and Government IT Professionals
- IT Network and Telecom Managers

# A RETURN TO STRATEGY



## Confront the Live Issues of Today

Now is the time to move away from tactical, defensive, fragmentary solutions and advance again into true strategic thinking.

It's time to eliminate silos and disconnects and to aim for fast, end-to-end processes. Symposium/ITxpo is dedicated to helping you achieve a new, competitive, strategic outlook.

## 6 Key Focus Areas Frame this Year's Event

### 1 Teamwork and Architecture

Teamwork is a familiar concept, but it was never more apt than today. It's one common principle that encompasses the linking of people to people, business to business, process to process, and the architecture of your IT to the architecture of your business.

### 2 Understanding Outsourcing

It's not only the bottom line that informs your outsourcing decisions. There is no other area of IT strategy that draws in so many intangible issues. Politics, relationships, trust, control and social considerations all cloud the rationality of the mix. And the business context is fast-changing.

### 3 Discontinuities—Expect the Unexpected

Progress is not all about straight lines, not all simple predictive evolution. New technologies are constantly challenging us to rethink not only processes, but to reassess our values too. Successive innovations—fax, PC, internet, mobile communications—have all brought about business and socio-behavioral change in totally unexpected directions—and there are more to come.

### 4 Coping with Governance

A succession of high profile business failures has accelerated the introduction of compliance legislation. Privacy issues particularly demand careful precautions to avoid pitfalls.

### 5 More with Less

A major hurdle now for businesses is: no new money. The challenge is to reduce costs of essential operations and leave budget for new initiatives. And that means possessing the knowledge to prioritise your spend in the areas that count.

### 6 Mastering Security

This wide-ranging field is getting still wider. The “new weapon—new defence—new weapon” cycle continues, with each iteration introducing higher levels of technology. Recognising which threats are most critical to your organisation is vital to avoiding overspend. The remedies often demand a blend of attitudinal as well as technological approach.

# A UNIQUE PROGRAMME OF BUSINESS ADVANTAGE

Throughout the event you will be immersed in new thinking, encountering fascinating innovations and predictions. We have assembled a rich array of Symposium/ITxpo sessions, all tailored to fulfil the needs of our delegates. Once you've registered, your welcome pack will contain detailed information on how to take advantage of each of the special programmes available at Symposium/ITxpo 2004:



## ① Keynote Presentations

In our renowned Mastermind Keynotes, IT industry leaders of today share with you the business philosophies that have brought success to major corporations. You'll gain those unique strategic insights that can only come from the leading principal figures of the technology industry.

## ② One-On-One Analyst Meetings

No two challenges are alike. That's why we offer you the opportunity to question a Gartner analyst directly and in person. You set the agenda and engage your chosen analyst in a private half-hour session devoted entirely to your own needs.

## ③ Conference Sessions

Backed by meticulous, unbiased Gartner research, these sessions cover every highly pertinent category in the Gartner IT and business repertoire.

## ④ ITxpo® Marketplace Presentations

Taking place on the ITxpo® showfloor, these twenty minute snapshot presentations will focus on the specific Marketplace. It's an opportunity to link conference learning to market solutions and sharpen your focus on vendor selection.

## ⑤ Vendor Solution Presentations

There is no better way to analyse and compare vendors than by attending these presentations which offer educational and strategic insights from senior executives and client case studies.

## ⑥ Interactive Sessions

Take part in a live research meeting or presentation. Put the experts on the spot with live debate and discussion. Ask the questions that must be aired before you return to the office—and get those answers you need.

## ⑦ Face-To-Face Exhibitor Meetings

Inspired by our popular One-on-One meetings with Gartner analysts, we have created the Face-to-Face Programme, your opportunity to make an appointment to confer in a private meeting area with exhibitors of your choice.

## ⑧ Complimentary Tutorials

These foundation sessions update your knowledge, and give you a head start on your conference experience. You'll gain overviews of the topic areas central to the content of Symposium/ITxpo. Tutorials take place on Sunday, 31st October.

## ⑨ Custom Diagnostic Workshops

Custom Diagnostic Workshops from Gartner Consulting give you the opportunity to engage in a highly interactive and consultative experience with consultants from Gartner's core practice areas. Topics include Strategic Sourcing, IT Optimisation, and Market and Business Strategies.

## ⑩ Theatre in the Round

Theatre in the Round presents case studies in the form of a play—it's a new way for you to discover the vision, research and analysis that Gartner provides. Senior Gartner Consultants fill the roles of key decision-makers dealing with very real sourcing and IT challenges in a fictitious company, enabling you to gain insight from their experiences.

## ⑪ The Consulting Café

The Consulting Café is an informal meeting place where delegates can discuss their hottest issues with Gartner Consulting and Measurement specialists. Drop by any time during Symposium/ITxpo to book a meeting on a topic of your choice, or contact your Gartner Account Manager to pre-book a meeting with a Gartner expert.

# NEW TECHNOLOGIES, NEW PRODUCTS, NEW SOLUTIONS



ITxpo® is a true feast of new solutions, services and emerging technologies that will fully reward your close attention. More than one hundred vendors send their leading products, newest ideas, and highest level, most knowledgeable people. All the key IT software and hardware vendors are there, combined with the most innovative and niche suppliers aligned to specific solution marketplaces and tracks of the event.

“An unmissable event for the true IT professional”

Hervé Meunier / Software Development Architect, AXA France

## Accelerate your Decision Process

ITxpo® provides you with multi-layered decision support, from business perspective through to technical information. It establishes a uniquely complete information environment in which to make with confidence those vital IT spend judgements.

Many attendees successfully compress weeks of decision process time into the five Symposium/ITxpo days, thanks to the richness of vendor information and the effectiveness of Gartner support.

## Ease of Solution-Finding

The exceptional quality of exhibitor guarantees the IT solutions that you assess and compare will be the very best. And when you need greater depth of information or want to discuss business partnerships, just book yourself a private Face-to-Face meeting with the exhibitor of your choice.

As further support, Gartner analysts schedule show-floor presentations that deliver research-generated advice on vendor and product/service selection practices.

## ITxpo® Marketplaces

ITxpo® Marketplaces aggregate solution providers in a specific market. Twenty minute snapshot marketplace presentations link conference learning to market solutions and sharpen your focus on vendor selection.

## Our Delegates' Endorsement

In post-event surveys, a high proportion of our delegates vote ITxpo® their best event for meeting and assessing vendors and evaluating new solutions.

## WiFi—Stay Connected

If you want to maintain real-time ties with the office, set up email or VPN via your own laptop using our WiFi facility. You'll also find a complimentary email service on our many on-site Sym Connect terminals.

**INTERESTED IN EXHIBITING?** Call **+44(0)1784 267456**  
or email **european.exhibits@gartner.com**  
Visit **gartner.com/eu/symposium** for the full exhibitor list.



# TRACKS & SESSIONS

Go to [gartner.com/eu/symposium](http://gartner.com/eu/symposium) to view full  
**TRACK AND SESSION** listings and updates.



## Unrivalled Quality

At no other event will you find such quality of information, choice of topic, and depth of support as at Symposium/ITxpo. Choose from 15 tracks that address every major IT issue and select your own agenda from more than 150 sessions.

## Online Updates

Well before the event the Symposium/ITxpo web site will list much fuller details of track content and sessions. We will announce online additional keynotes, sessions, and other Symposium/ITxpo highlights as soon as they arise.

## Online Agenda Builder

We are well aware of the many difficult choices each delegate must make on which sessions to attend—balancing benefits to different aspects of your enterprise in the short, mid and long term, and to your own personal role.

To simplify the task our online Agenda Builder provides access to all agenda and support information. It allows you to weigh objectively the pros and cons, and to assemble and print out your own optimum programme.

## IT FUTURES: Gartner Scenarios

Across geographies, industries and job roles, business and IT managers seek out the insightful analysis of Gartner's perspectives on emerging trends, technologies, business opportunities and the future of IT. Gartner Scenarios will explore disruptive forces and associated business opportunities that every business manager needs to understand. Implications of technology on business, society and individuals and the impact of the most influential vendors are highly sought after content domains.

**SPEAKERS:** Alexander Linden, Bob Hafner, Daryl Plummer, Mark Driver, John Mahoney, Betsy Burton, Yvonne Genovese, Ian Marriott

- Technology Radar Screen 2005-2014
- Gartner Networking Scenario: Preparing for the Leap to a Converged Network
- Gartner Scenario for Software Infrastructure: More than just a Foundation Layer
- Gartner Scenario for Application Development: All Change for the Future
- Gartner Scenario for the Future of IT—Disruptions and Discontinuities
- Gartner Scenario for IS Organisations and IT Services: Delivering Alliances, Change and Growth
- Your Powerhouse Vendors: Who is Managing Whom?
- Gartner Scenario for Business Applications: Managing the Applications Portfolio
- Gartner Scenario for Global Sourcing: Major Opportunities and Challenges in the Next Five Years
- Gartner Computing and Communications Scenario: Real-Time, Virtual and Connected

## CIO AGENDA: The New CIO Leader

The CIO role continues to evolve as technologies mature and businesses move from cost containment to growth. The new CIO leader must manage more than IS and service, expanding to play a leadership role in business process, innovation and strategy. Moving to this environment challenges traditional notions of management, metrics, risk and IS's role in creating competitive advantage.

**SPEAKERS:** Nick Kirkland, Dave Aron, Marcus Blosch, Mark McDonald

- The New CIO Leader: Imperatives for the Future
- The CEO's View of the CIO: Leading with the Senior Executives
- From Value to Advantage: Exploiting Information
- IT Risk Management: Strategising the Operational Profile



## COMPUTING INFRASTRUCTURE: The Impact of Fusion

This track investigates the state of servers, storage, client devices, open source and Linux maturity. Follow progress on Gartner's hype cycles and learn how users can best plan future deployments to assure best fit for purpose within the overall constraints of the IT ecosystem.

**SPEAKERS:** Andy Butler, Thomas Bittman, Mark Driver, Nikos Drakos, George Weiss, Brian Gammage, Carl Claunch

- The Future of Servers and Storage
- 40 Years of the IBM Mainframe: Now what?
- Server Consolidation and Virtualisation
- The Future of Windows
- The Future of Storage
- Storage Real Time Infrastructure: Will the Storage Utility Ever Become a Reality?
- Does Open Source Deserve a Place in Your IT Portfolio?
- Client OS and Office: Is Open Source in Your Future?
- Enterprise Linux: Will Adolescence Yield to Maturity?
- Client Computing: Technology Returns Centre Stage
- Thin, Slim and Thick Client Architectures
- Hardware Selection: How to Negotiate from Strength

# TRACKS & SESSIONS

Build your own optimal Symposium/ITXpo agenda using our online **AGENDA BUILDER**. Go to [gartner.com/eu/symposium](http://gartner.com/eu/symposium)



## WIRED & WIRELESS COMMUNICATIONS: The Next Big Shift

There is a technology shift and a transition over the next couple of years that will enable new capabilities, both for the desk bound user and the mobile employee. Gartner assesses these technologies for both the wired and wireless audience, providing critical insight into where future investments should be made, the evolution of voice and data services, enabling business cases and case studies that show how communications will change the way we do business.

**SPEAKERS:** Bob Hafner, Jean-Claude Delcroix, Monica Basso, Ken Dulaney, Neil Rickard, Steve Blood, Katya Ruud

- The Battle to Dominate Enterprise Communications Architectures
- The Network Sourcing Debate
- Wired and Wireless Convergence: The Struggle to Merge
- Mobile & Wireless: Business and Technology Scenario
- Strategy for Deploying and Securing WLAN in the Enterprise
- PocketPower: Mobile Device Update
- The Enterprise on the Move: Wireless Mail and Other Applications
- The Turbo Network: Application Acceleration, Bandwidth and Network Value
- Travel Light: Take off for the Virtual Information and Communication Providers
- 2005: The Year of IP Telephony—Get Your Hands Dirty!
- Contact Centres, Unified Communications and the New Face of IP-Telephony Applications
- Designing Forward Looking Wired and Wireless Networks

## SECURITY AND PRIVACY: Technology or Culture Challenge?

An insecure infrastructure is a liability. Building in security cannot be an afterthought. 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 all needed to reach reasonable infrastructure security levels.

**SPEAKERS:** Vic Wheatman, Brian Gammage, Ant Allan, Khalda Parveen, Debra Logan, Monica Basso

- The Future of Information Security
- PC Security: A Contradiction in Terms?
- Fighting Back Against Spam
- The Real State of Managed Security Services
- Governance, Risk and Compliance: What European Businesses Need to Know
- Identity, Authentication and Access Management
- Wireless Secure E-mail

## APPLICATION DEVELOPMENT AND WEB SERVICES: Maximising the Business Value of IT

In the emerging era of software services, application development continues to play increasingly important role maximising the business value of IT. Technologies that have underpinned the revolution in implementing business capabilities for more than 20 years are subtly rotating to a standards-based, service-oriented orientation defined and illuminated through Web services. Their impact is altering the nature of software infrastructure, application utility and business opportunity.

**SPEAKERS:** Mark Driver, Daryl Plummer, Charles Abrams, Matt Light, Bill Rosser

- .NET, Java, and Open Source: A Three Way Race For Developer Platforms
- Delivering Business Value Through Software Quality
- SODA, Web Services, and the ISE: Productivity Gains, or Paradise Lost?
- Designing and Integrating Composite Applications Using SODA
- Web Services: The Horizon Beyond the Hype
- Service-Oriented Business Applications
- Enterprise Portals: How to Tame the Beast
- Web Services Security: When 'No' is Not the Answer
- Selecting and Implementing Your Enterprise Search Engine
- Centres of Excellence: Beyond the Project Office
- Project Portfolio Management: Making it Work
- IT Strategy & Project Prioritisation

## APPLICATION INTEGRATION AND MIDDLEWARE: Enabler of Advanced Architectures and Processes

If an application must communicate with other applications (and they must), application integration's transformation, routing, processes and monitoring will be at the core. This track will educate you on the view that application integration and middleware are more than plumbing; that they are the foundation for an enterprise nervous system that is process-centric, real-time enabled, analytics-rich, and agile.

**SPEAKERS:** Massimo Pezzini, Yefim Natis, Paolo Malinverno

- Application Integration Scenario: BPM Comes of Age
- Application Servers and Application Platform Suites
- Composite Applications: Ready for Mission Critical Tasks?
- Service-Oriented Architecture: Composite Applications, Web Services and Multichannel Applications
- The Enterprise Service Bus and Business Events



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# TRACKS & SESSIONS

## ENTERPRISE APPLICATIONS: Using Applications to Drive Growth

Business Applications, particularly those built around an ERP backbone are evolving fast. Traditional ERP and SCM thinking is no longer the right way to seize the opportunity of deploying readily integrated end-to-end business processes. This track will outline the evolution of such applications and give real world advice on how to benefit from this.

**SPEAKERS:** Yvonne Genovese, Derek Prior, Lee Geishecker, Jeff Woods, Ed Thompson, Jim Davies, John Radcliffe, Derek Prior

- SAP NetWeaver: What Will it do to You?
- Sensory Supply Chains: the Role of RFID in the Evolution of Sensing Across the Supply Chain
- Corporate Performance Management: Information Driver for Successful Enterprises
- CRM Scenario
- Customer Service Analytics: Optimising Contact Centre Performance
- Customer Service for the Customer-Centric Enterprise
- Customer Data Integration: Enabling a Single Customer View
- Business Applications: Corporate Asset, or Corporate Liability?

## BUSINESS INTELLIGENCE: The New Strategic Frontier

Leveraging Business Intelligence strategically is a goal for many organisations. However, today the focus is on providing compliance and dashboard responses to today's problems rather than a wider and more holistic view of BI. The track reviews this dilemma and provides guidance on how best to develop a value-added approach, as well as giving guidance on how to build the right infrastructure, and selecting the right technologies.

**SPEAKERS:** Frank Buytendijk, Kevin Strange, Ted Friedman

- BI and Data Warehouse Scenario
- Building the Infrastructure for Strategic BI
- Data Quality: Get the Basics Right
- BI Metrics Programs: Are You Meeting Objectives?
- How to Organise for Success in BI

## KNOWLEDGE, CONTENT, PORTALS & COLLABORATION: The Virtual Workplace

The way people work is evolving rapidly toward knowledge-focused work, virtual workplaces, and always-on connectivity. The emergence of the Smart Enterprise Suite driven by the convergence of pervasive technologies such as portals, content management, collaboration combined with the changing nature of work and new regulations will create a new workplace that is unlike any we have experienced.

**SPEAKERS:** Jim Lundy, Betsy Burton, Toby Bell, Regina Casonato, Debra Logan, Nikos Drakos

- Content Management, Collaboration and Portals Converge
- Business Value of Collaboration
- Enterprise Content Management Unmasked
- Managing Communications as a Business Asset
- Knowledge Workplace Scenario: Think Virtual
- Grand Convergence: Taxonomy, Search, Metadata, Access
- Knowledge Management: The Future of Business
- Advanced E-Learning: Leveraging Technology and Content to Drive ROI
- When One Size Doesn't Fit All: The Many Flavors of Document Management
- Open Source in the KW Context: Myths and Realities

## IT SERVICES & SOURCING: The Next Generation

As outsourcing becomes mainstream and more enterprises adopt this business model, vendor choices, delivery models and contract structures become more complex. Learn to navigate next generation outsourcing in this track.

**SPEAKERS:** Ian Marriott, Roger Cox, Nicole France Gianluca Tramacere, Cathy Tornbohm, Claudio Da Rold, Arnoud Klerkx

- 10 Steps to Mastering Outsourcing
- Strategies for High Performance Relationships
- Where Did My Vendor Go? The IT Services Competitive Landscape
- IT Utility: New Options for Continuous Optimisation
- The Future of European IT Services and Sourcing
- Global Sourcing: A Framework for Success
- BPO in Europe: From Transaction Processing to Strategic Outsourcing
- Sourcing Strategy for Business Processes and IT
- The Rise of Process Specific Providers
- Theatre in the Round: Managing the Multi-Sourced Environment
- Building the Sourcing Business Case: Defining the ROI

### A TYPICAL DAY AT A GLANCE

08.30 - 09.30 Conference Sessions	10.00 - 11.00 Conference Sessions	11.30 - 12.30 Conference Sessions ITxpo® opens	12.30 - 13.30 Networking Lunch	13.30 - 14.15 Conference Sessions	14.30 - 15.30 Conference Sessions	16.00 - 17.00 Conference Sessions	17.15 - 18.00 Networking Reception Conference Sessions
Coffee	Coffee			Coffee	Coffee		



# TRACKS & SESSIONS

## IT OPERATIONS MANAGEMENT: Burning Issues

This track addresses IT Operations' burning issues, providing strategic and practical advice on running IT operations as a business, maturing IT operational processes, improving quality of IT service, reducing costs, building the operations architecture, and, investing in management tools and vendors.

**SPEAKERS:** Simon Mingay, Deb Curtis, Milind Govekar

- Key Elements to ITSM Programme: Exploding Myths
- Transforming IT Operations to End-to-End Service Management
- The IT Operations Management Big 4: Setting the Pace or Following the Pack?
- Real-Time Infrastructure Reality Check
- Configuration Management: The Core of IT Operations
- Advancing Availability and Performance Monitoring to Proactive Management



## BUSINESS/IT DISCIPLINES: The Foundation of Value

The outlook for IS organisations is for accelerating change. Enterprise partnerships are now critical in order to prioritise and extract value from IT investments. Businesses are looking at ways to exploit IT to capitalise on an improving global economy and new business opportunities. This track provides Gartner's vision for the future of the IS organisation. It explains the drivers of the changes that will impact IS, and describes the actions IS leaders need to take now to prepare.

**SPEAKERS:** Jon Mein, Simon Mingay, Colleen Young, Roger Fulton, Lars Mieritz, Patricia Adams, Alan MacNeela, John Mahoney

- Ten Leadership Imperatives for IS Management: Getting Ready for a New Era of Growth
- Process-Based Performance Improvement Models
- Putting Business Value of IT into Action: Sharing Real Life Experiences
- Change Management: Techniques for Raising the Performance Bar
- How To Get the Business to Recognise and Reward the Value Created by IT
- Measurements, Facts and Past Performance: Bringing Clarity to Management and Decision Making
- IT Asset Management: Bridging the Gap Between Vision and Practice
- Negotiating a Software Licensing Agreement: Getting the Basics Right
- Asset, Change and Configuration Management
- IT Procurement: How Good Are You?
- Creating Meaningful Metrics: The IS Challenge
- Vendor Selection: The RFP Is Dead
- IT Service Delivery Strategies: What's Right, and How to Implement Them
- Microsoft Licence Negotiations: Getting the Best from Today's Opportunities
- Theatre in the Round: IT Optimisation

## EMERGING DISCIPLINES: New Working Practices

We have moved from an era of deregulation into one of increasing regulation. The pressures are building for improving compliance, transparency and governance, for driving up business performance, for increasing the value created, using well architected IT-based assets and new initiatives. New business management disciplines are emerging along with new tools to better bridge the gap between strategic direction and successful execution. We highlight important new practices for optimising IT resource usage to meet business demands.

**SPEAKERS:** Andy Kyte, Lee Geishecker, Ann Lapkin, Bill Rosser, Debra Logan, Matt Light

- The Real-Time Enterprise: Yes it's for Real
- The New Enterprise: from Production to Projects
- Business Strategy Driving Technical Guidelines: The Best Payoff
- Enterprise Architecture Futures: Why You Must Gain Competence Now
- Case Study: Gartner's Architecture Framework in Use
- Selecting the Right Architecture, Technology and Vendors for Compliance
- Compliance and Corporate Governance: The Role of IT
- Governance and Corporate Performance Management
- Compliance Management Best Practices
- Centres of Excellence: Beyond the Project Office
- Project Portfolio Management: Making it Work
- IT Strategy & Project Prioritisation
- Real-Time Enterprise Demands a Real-Time Infrastructure
- Innovation Management: Your New Core Competency

## GOVERNMENT AND INDUSTRY: Learning from Leaders

Critical shifts in a range of markets are highlighting new lessons for IT and business strategists.

**SPEAKERS:** Mark Raskino, Gill Mander, Andrea Di Maio, Christophe Uzureau, John Davison, Jonathan Edwards, Daren Siddall, Graham Taylor, John Kost

- What's on the mind of the CEO: Implications for IT
- Moving 'Joined Up' Government from Theory to Reality
- Government Management of IT: Paradox or Reality?
- Open Source and the Public Sector: Far Beyond Linux
- Banking: A Hotspot for BPM and BPO
- Out of the Trough: Consumer Payment Innovations Finally Gain Traction
- RFID at the Brink: Separating Reality from Hype
- Government Healthcare IT: A New Model for Procurement and Deployment
- Fulfilling the Technology Needs of Tomorrow's Consumer
- Digital Marketing and Advertising: Improving the Return on Investment
- Using Technology to Deliver Multi-Channel Integration
- Government IT Investments: Making the Right Decision and Making it Work

# NO OTHER EVENT GIVES YOU SO MUCH



“Symposium/ITxpo offers an unparalleled opportunity to stay right up to date with new technologies and industry innovation”

Gerard Ryan / Head Of IT & Training, Acorn Life

## Answer Pressure Questions

IT management is facing constantly increasing performance and planning demands.

To deliver on them you need to answer these key questions. Symposium/ITxpo will supply you the answers.

- **How can IS respond** to the growing needs for compliance, convergence, governance, and Real-Time agility?
- **Which technologies** will have greatest impact on enterprise success?
- **How can always-on** and always-connected service be made secure?
- **How can you take cost out** of IS operations while still increasing value to the business and managing risk?
- **How can the risks** and backlash of offshore strategies be managed most effectively?
- **How will IT investments** have to shift for Real-Time infrastructure and knowledge-intensive redesign?
- **What must CIOs do** for success as the demands of business leaders escalate?

## Your Fellow Delegates—Some Facts

**53% of your fellow delegates are C-level executives and 34% senior business managers.** At no other event can you meet with so many like-minded high-level IT decision makers under one roof.

**77% use Symposium/ITxpo for long term strategic planning.** All, like you, are seeking whatever it takes to drive their enterprise forward another year. And many attend no other event, such is their confidence that Symposium/ITxpo will continue to deliver—year on year. You'll meet a strong international representation of colleagues from all these industry sectors:

- Banking & Finance
- Manufacturing and Utilities
- Healthcare
- Government and other Public Sector
- Wholesale, Retail & Consumer Services
- Travel, Entertainment & Hospitality
- Business, Technical Services and Telecoms
- Media and Publishing

## High Level Peer Networking

An exceptional level of peer contact is a key element of the Symposium/ITxpo environment. Our Sym Connect networking tool assists you to forge new, profitable relationships with other attendees and exhibitors.

Interactive kiosks around the venue enable you to log-on to view names, company name, country, industry and interest group of other Sym Connect users and make contact. This is potentially the highest level of professional interaction you will experience this year.



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## REGISTER NOW!



Every moment at Symposium/ITxpo presents a new opportunity and we want you to miss nothing. Planning ahead is vital to achieving maximum return. Make your decision now and register early. The fastest way to register is online at [gartner.com/eu/symposium](http://gartner.com/eu/symposium).

### Early Registration Benefits

Registered delegates will have access to information and session planning as soon it becomes available. Remember also that one-on-one analyst sessions get booked up fast, and can only be booked once you have registered. So register online now and ensure a one-on-one session with your favourite analyst.

### Companion Programme

Once the summer crowds have dispersed, the pace of life on the Cote d'Azur slows, offering its visitors a new, more enchanting aspect. The Old Town of Cannes becomes a picturesque environment with its narrow streets, shops and restaurants offering interest and relaxation. So why not bring your spouse or partner and extend your stay over the weekend. Our Companion Programme allows your partner to enjoy all our social events and so feel part of the Symposium/ITxpo experience.

Additional information can be found on the hotel and travel page at [gartner.com/eu/symposium](http://gartner.com/eu/symposium).

### 5 for 4

Book five places and the fifth person goes for free. To be eligible for this offer, all five registrations must be submitted at the same time, with cash payment. (Offer is not valid for Gartner ticket holders.)

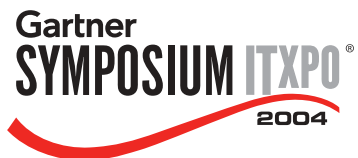
### Hotel Discounts

We've negotiated special rates for a selection of hotels in Cannes. You can book these via [gartner.com/eu/symposium](http://gartner.com/eu/symposium).



Hear today what's going to happen tomorrow

Alexander Berler / Project Manager, Information Society



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