

Symposium/ITxpo 2004 Calendar

Sunday, March 28

- 11 a.m.–6 p.m.Conference Registration
- 11 a.m.–5 p.m.....Gartner Analyst One-on-One Registration
- 12:30 p.m.–1:30 p.m.....Tutorials
Symposium/ITxpo Orientation
- 2 p.m.–3 p.m.....Tutorials
- 3:30 p.m.–4:30 p.m.....Tutorials
- 5 p.m.–6 p.m.....Tutorials

Monday, March 29

- 7:30 a.m.–7 p.m.....Conference Registration
- 7:30 a.m.–6 p.m.....Gartner Analyst One-on-One Registration
- 7:30 a.m. –7 p.m.....Vendor Face-to-Face Registration
- 8 a.m.–9 a.m.....Breakfast
- 9 a.m.–9:15 a.m.....Welcome Address: Michael Fleisher, Chairman and CEO of Gartner
- 9:15 a.m. –10:30 a.m.Gartner Mastermind Keynote: The Technologies, Trends and Opportunities That Will Change Your Thinking
- 10:30 a.m.–6 p.m.....Gartner Analyst One-on-One Appointments
- 11 a.m.–12 p.m.....Gartner Mastermind Interview: William H. Gates, Chairman and Chief Software Architect, Microsoft Corporation
- 12 p.m.–1:30 p.m.....Lunch
- 12:15 p.m.–1:15 p.m.....Vendor Solution Presentations
- 1:30 p.m.–2:30 p.m.....Conference Sessions
- 3 p.m.–4 p.m.....Conference Sessions
- 4:30 p.m.–5:30 p.m.....Conference Sessions
- 5:30 p.m.–8 p.m.....ITxpo Opening Cocktail Reception
- 5:30 p.m.–7:30 p.m.....Vendor Face-to-Face Appointments

Tuesday, March 30

- 7 a.m.–6:30 p.m.....Conference Registration
- 7 a.m.–6 p.m.....Gartner Analyst One-on-One Registration
- 7 a.m.–8 a.m.....Breakfast
- 7 a.m.–7 p.m.....Vendor Face-to-Face Registration
- 8 a.m.–6 p.m.....Gartner Analyst One-on-One Appointments
- 8 a.m.–9 a.m.....Conference Sessions
- 9:30 a.m.–10:30 a.m.Conference Sessions
- 11 a.m.–12 p.m.....Gartner Mastermind Interview: David W. Dorman, Chairman and Chief Executive Officer, AT&T Corporation
- 12 p.m.–7 p.m.....ITxpo Open
- 12 a.m.–6:30 p.m.....Vendor Face-to-Face Appointments

12 p.m.–1:30 p.m.....Lunch
12:30 p.m. –1:30 p.m.....Dessert on the Showfloor
12:15 p.m.–1:15 p.m.....Vendor Solution Presentations
1:30 p.m.–2:30 p.m.....Conference Sessions
2:30 p.m.–4:30 p.m.....ITxpo Refreshment Break
3 p.m.–4 p.m.....Vendor Cast Study Sessions
4:30 p.m.–5:30 p.m.....Conference Sessions
5 p.m.–7 p.m.....ITxpo Cocktail Reception
7 p.m.–10 p.m.....Special Evening Event

Wednesday, March 31

7 a.m.–6:30 p.m.....Conference Registration
7 a.m.–6 p.m.....Gartner Analyst One-on-One Registration
7 a.m.–3 p.m.....Vendor Face-to-Face Registration
7 a.m.–8 a.m.....Breakfast
8 a.m.–6 p.m.....Gartner Analyst One-on-One Appointments
8 a.m.–9 a.m.....Conference Sessions
9:30 a.m.–10:30 a.m.....Conference Sessions
11 a.m.–12 p.m.....Mastermind Chief Technologist Panel: Turning Technology Research into Reality
12 p.m.–1:30 p.m.....Lunch
12 p.m. –5 p.m.....ITxpo Open
12 p.m. –4:30 p.m.....Vendor Face-to-Face Appointments
12:15 p.m. –1:15 p.m.....Vendor Solution Presentations
12:30 p.m. –1:30 p.m.....Dessert on the Showfloor
1:30 p.m.–2:30 p.m.....Conference Sessions
2:30 p.m.–4:30 p.m.....ITxpo Refreshment Break
3 p.m.–4 p.m.....Conference Sessions
4:30 p.m.–5:30 p.m.....Conference Sessions

Thursday, April 1

7 a.m.–5 p.m.....Conference Registration
7 a.m.–5 p.m.....Gartner Analyst One-on-One Registration
7 a.m.–8 a.m.....Breakfast
8 a.m.–5 p.m.....Gartner Analyst One-on-One Appointments
8 a.m.–9 a.m.....Conference Sessions
9:30 a.m.–10:30 a.m.....Conference Sessions
11 a.m.–12 p.m.....Conference Sessions
12 p.m.–1:30 p.m.....Lunch

12:15 p.m.–1:15 p.m.....Vendor Solution Presentations

1:30 p.m.–2:30 p.m.....Conference Sessions

3 p.m.–4 p.m.....Conference Sessions

4:30 p.m.–5:30 p.m.....Conference Sessions

5:30 p.m.....Conference Adjourns

Preparing for Symposium/ITxpo 2004

Here are helpful hints on how you can best prepare for Symposium/ITxpo:

Pay by March 5, 2004

Deadline to submit your payment (in the form of a credit card, check, Symposium ticket or purchase order) for the conference is 5 p.m. ET, March 5, 2004. After this date, your registration is no longer confirmed, your seat will be released, and your registration will be cancelled.

Hotel and Travel

Information about the Symposium/ITxpo 2004 housing and airlines can be found in the Hotel and Travel Information section. Contact your hotel and airline of choice directly as soon as possible to make your travel arrangements. When making your reservations, mention that you attending Gartner Symposium/ITxpo to receive the discounted rates.

Build Your Conference Agenda

To get the most out of your Symposium/ITxpo experience, review the Session Descriptions section of this Welcome Kit to determine which sessions and presentations interest you the most. Pre-registration is not required for any of the sessions.

Pre-Book Your Gartner Analyst One-on-One Appointment

To pre-book Gartner Analyst One-on-One appointments for Monday, March 29, complete the online request form located on our Web site at www.gartner.com/symposium/us. Click on the "One-on-One" link on the navigation bar. You will receive confirmation of your pre-scheduled Monday One-on-One(s) via e-mail in mid-March. (Requests for One-on-One appointments for Tuesday, March 30, through Thursday, April 1, must be made on-site at a One-on-One Scheduling Desk.)

Review the Conference Documentation

If your registration is paid in full by March 5, you will receive your name badge and instructions on accessing the online documentation approximately two weeks prior to the start of the conference.

Print Out Documentation

There are no printing facilities on-site at the conference; therefore, we recommend that you print out your documentation prior to leaving for the conference.

Don't Forget to Bring Batteries

For safety reasons, only battery-operated laptop computers are permitted. Please be sure to bring extra batteries.

Cancellation Policy

Paid registrations may be cancelled in writing by March 5, 5 p.m. ET. Registration fees (or Symposium Tickets) will not be refunded for cancellations received after this date. Send cancellations to gartner.events@gartner.com. Substitutions may be made at any time up to the start of the conference. Sharing of attendee passes is not allowed; one pass per person is required. Non-attendance without prior cancellation notice or "no show" status is subject to the full conference fee.

General Conference Information

Conference Registration

Registration will be held at the San Diego Convention Center during the following hours:

DateTime

Sunday, March 28.....11 a.m.–6 p.m.

Monday, March 297:30 a.m.–7 p.m.

Tuesday, March 30.....7 a.m.–6:30 p.m.

Wednesday, March 317 a.m.–6:30 p.m.

Thursday, April 17 a.m.–5 p.m.

Photo identification must be presented in order to obtain your conference materials.

Badges

If your conference registration is paid by March 5 (5 p.m. ET), you will receive, approximately two weeks before the conference, your badge and an e-mail providing access instructions for documentation access on Gartner's Web site.

ITxpo 2004

This high-tech, interactive learning lab, organized by Marketplaces, features products and services from over 300 exhibitors — all in a hands-on, no-hype environment.

Kiosks

Kiosks are available throughout the San Diego Convention Center and can be used to:

Build your own personal agenda.

Network with fellow attendees via e-mail

Learn about ITxpo 2004 vendors

Access the Internet

Meals and Breaks

Continental breakfast as well as lunch for attendees will be available Monday through Thursday. Please see the on-site Program Guide for the exact location. Food will also be provided at the evening event on Tuesday, March 30. Box lunches will be available at all Vendor Solution Presentations held during lunchtime.

Non-Smoking Policy

Gartner maintains a non-smoking policy for meeting rooms and meal functions.

Attire

Gartner conferences are "business casual." Temperature in the meeting rooms may vary, so we suggest that you dress in layers.

Gartner Analyst One-on-One Program

Conference attendees are allowed three (3) private, half-hour counseling sessions with our analysts. Appointments may be made at any of the One-on-One scheduling desk located in the Sails Pavilion of the San Diego Convention Center. Each appointment must be made with a different analyst. All appointments are held at the Sails Pavilion.

Please note: Gartner Analyst One-on-Ones are available exclusively to paid, registered conference attendees and are not available for vendor briefings or product demonstrations. For vendor briefings, contact the Gartner Quick Path at +1 203 316 1200. To become a Gartner client before the conference, please call +1 203 964 0096, ext. 7891.

One-on-One Registration Hours

Sunday, March 28..... 11 a.m.–5 p.m.

Monday, March 29 7:30 a.m.–6 p.m.

Tuesday, March 30..... 7 a.m.–6 p.m.

Wednesday, March 317 a.m.–6 p.m.

Thursday, April 1 7 a.m.–5 p.m.

One-on-One Appointment Hours

Monday, March 29 10:30 a.m.–6 p.m.

Tuesday, March 30..... 8 a.m.–6 p.m.

Wednesday, March 318 a.m.–6 p.m.

Thursday, April 1 8 a.m.–5 p.m.

Face-to-Face Program

Attendees can make half-hour appointments with ITxpo vendors to discuss solutions to their business issues. Appointments can be made at the scheduling desk in the Sails Pavilion of the San Diego Convention Center.

Face-to-Face Registration Hours

Sunday, March 28.....12 p.m.–5 p.m.

Monday, March 297:30 a.m.–8 p.m.

Tuesday, March 30.....7 a.m.–7 p.m.

Wednesday, March 31 7 a.m.– 4:30 p.m.

Face-to-Face Appointment Hours

Monday, March 295:30 p.m. - 7 p.m.

Tuesday, March 30.....12 p.m. - 6 p.m.

Wednesday, March 31 12 p.m. - 4 p.m.

Special Evening Event

Attendees are invited to a complimentary special evening event on Tuesday, March 30. Please wear your conference badge for admittance. Event tickets may also be purchased separately for individuals 21 years and older on-site at the registration desk.

Symposium/ITxpo Gold Program

Complimentary membership in our Symposium Gold Program is available for participants who attend consistently on an annual basis after attending U.S. Symposium/ITxpo for two consecutive years. To retain Gold Program member privileges, these individuals must attend one Symposium each calendar year (either spring or fall). Symposium Gold Program membership is non-transferable.

As a Gold Program member, you're entitled to:

- Access to reserved Gold Program rooms at the in-demand Symposium/ITxpo headquarters hotels
- Access to the business amenities of the members-only Gold Program lounges, including telephone and analog lines, refreshments, etc.
- Dedicated conference check-in and documentation lines to streamline registration
- Dedicated conference material ship-back area
- Distinctive on-site Gold Program member badge
- A special executive gift

Symposium/ITxpo Times

Symposium/ITxpo Times is the official daily newspaper of the conference and includes event updates, program changes and conference news.

Expenses

All travel-related costs, including transportation to and from the airport, hotel rooms and meals (other than those provided by Gartner), are the responsibility of each individual attendee. Gartner provides transportation while on the Symposium/ITxpo campus, coffee breaks between sessions, breakfast, lunch and various banquet amenities.

Hotel and Travel Information

Conference Location

Symposium/ITxpo 2004 will take place March 28 – April 1, 2004, at the San Diego Convention Center, located at 111 West Harbor Drive in San Diego, California.

Airfare Savings

Gartner has negotiated special discounted fares within the continental United States to Symposium/ITxpo 2004 in San Diego. Please contact the following airlines at the numbers provided and reference the specific File or Index number.

American Airlines	1-800-433-7300.....	Index Number 13643
United.....	1-800-521-4041	Code 523KI and number 80-521-4041
Delta Airlines.....	1-800-221-1212.....	Index Number 199373A
Continental.....	1-800-468-7022.....	Z Code of ZYDJ and the agreement code U6YK9N
US Air	1-877-874-7687.....	File Number 70182865

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's Symposium/ITxpo 2004 conference in order to receive these savings.

Special Hotel Rate

In order to book your hotel accommodations, please contact the San Diego Marriott Hotel & Marina directly and indicate that you are attending Gartner's Symposium/ITxpo 2004 to receive our negotiated rate. We recommend that you make your reservations as soon as possible, as a limited number of rooms have been reserved at the hotel.

Three-Night Minimum

The San Diego Marriott Hotel & Marina requires a mandatory three-night stay of March 28-30 or March 29-31, 2004. Your credit card will be charged for the three-night stay 45 days prior to the event (February 16, 2004). Hotel room cancellations will be accepted until February 16, at no fee. Cancellations received on or after February 17 will incur the full three-night minimum charge.

San Diego Marriott Hotel & Marina

333 West Harbor Drive

San Diego, CA 92101-7700

Standard Room Rate: US\$240 plus tax

Phone: +1-619-234-1500

Fax: +1-619-234-8678

San Diego International Airport

The airport is located approximately 10 minutes from the conference hotel. Private taxi service is available for approximately US\$10 one way.

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

Mastermind Keynotes

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. Gartner analysts go one-on-one with each guest, asking the tough questions, eliciting the most revealing replies. Keynotes are held live on the Symposium/ITxpo 2004 stage at the San Diego Convention Center.

Monday, March 29

Welcome Address by Michael D. Fleisher, Gartner Chairman and CEO

9 a.m.–9:15 a.m.

Gartner Mastermind Keynote:

The Technologies, Trends and Opportunities That Will Change Your Thinking

9:15 a.m.–10:30 a.m.

Gartner Mastermind Interview:

William H. Gates, Chairman and Chief Software Architect, Microsoft Corporation

11 a.m. –12 p.m.

Tuesday, March 30

Gartner Mastermind Interview:

David W. Dorman, Chairman and Chief Executive Officer, AT&T Corporation

11 a.m.–12 p.m.....

Wednesday, March 31

Mastermind Chief Technologist Panel:

Turning Technology Research into Reality

11 a.m.–12 p.m.....

Check back on the Symposium/ITxpo 2004 Web site for updates.

Daily Schedule (as of 2/24/04)

Sunday

12:30 PM

- 01A Symposium/ITxpo 2004 Orientation (TUT)
- 01B Tutorial: Chargeback: About Money or About Politics? (TUT, BMIT, GOV, BVIT)
- 01C Tutorial: Web Analytics: From Software to Service Model (TUT, BIDW)
- 01D Tutorial: The Business Case for Knowledge Management (TUT, CMPC)
- 01E Tutorial: An Introduction to the Real-Time Enterprise (TUT, RTE)
- 01F Tutorial: Everything You Need to Know About Wireless but Were Afraid to Ask (TUT, MOB)

2:00 PM

- 02A Tutorial: Content Process Fusion: BPM and More (TUT, CMPC)
- 02B Tutorial: Business Applications: Corporate Asset or Liability? (TUT, ESCM)
- 02C Tutorial: TCO in K-12 Education — It's Time for Show and Tell (TUT, GOV)
- 02D Tutorial: Complete Enterprise Protection in 18 Simple Lessons (TUT, SEC)
- 02E Tutorial: Making and Managing the Modern External Web Presence (TUT, WSP)
- 02F Tutorial: Software Audits: Surprises and Costs (TUT, ITAM)

3:30 PM

- 03A Tutorial: Value on Investment: A Strategic View of Value Creation (TUT, BVIT)
- 03B Tutorial: E-Mail Servers: Alternatives to MS Exchange (TUT, CMPC)
- 03C Tutorial: Moving Your Data Center? Here's How to Survive the Move (TUT, ESM)
- 03D Tutorial: Mastering the Art of Outsourcing Contracts (TUT, ITSS)
- 03E Tutorial: Best Practices for Saving Money While Building Your Dream Network (TUT, NET)
- 03F Tutorial: Practical Architecture Guidance and Sequence for Implementation (TUT, EA)

5:00 PM

- 04A Tutorial: Records Management Heats Up After Sarbanes-Oxley (TUT, CMPC, SOX)
- 04B Tutorial: Project Office: The IT Governance Control Tower (TUT, PPM)
- 04C Tutorial: CRM ROI: Mission Possible (TUT, CRM)
- 04D Tutorials: Server Consolidation: A Reality Check (TUT, STOR)
- 04E Tutorial: Selecting And Implementing Search Engines for Enterprise Use (TUT, WSP)
- 04F Tutorial: Six Keys to Better Procurement Contract Management (TUT, ITAM,GOV)

Monday

9:00 AM

- KEY01 Welcome Address: Michael Fleisher, Chairman and CEO, Gartner, Inc. (KEY)

9:15 AM

- KEY02 Gartner Mastermind Keynote: The Technologies, Trends and Opportunities That Will Change Your Thinking (KEY)

11:00 AM

- KEY03 Mastermind Keynote Interview: William H. Gates, Chairman and Chief Software Architect, Microsoft Corporation (KEY)

12:15 PM

- VSP1A Vendor Solution Presentation: APC American Power Conversion (VSP)
- VSP1B Vendor Solution Presentation: Cendura Corporation: Mission-Critical Management for Mission-Critical Applications (VSP, BIDW, SOX, TPP, ESM)
- VSP1C Vendor Solution Presentation: COGNOS Inc. (VSP)
- VSP1D Vendor Solution Presentation: Gateway (VSP)
- VSP1E Vendor Solution Presentation: IBM (VSP)
- VSP1F Vendor Solution Presentation: IBM (VSP)
- VSP1G Vendor Solution Presentation: Microsoft: Enabling the Connected Business (VSP)
- VSP1H Vendor Solution Presentation: Nokia (VSP)
- VSP1I Vendor Solution Presentation: Opsware Inc. (VSP)

1:30 PM

- 13A Connected Enterprise, Connected Society (ETO, NET, MOB, RTE)
- 13B A Digital Dozen for Healthcare Providers: Facilitating Access, Improving Quality and Reducing Costs Through IT (HC, ETO)
- 13C Lead Presentation: Practical Outsourcing — Managing the Choices, Risks and Outcomes (ITSS, FIN, GOV)
- 13D Lead Presentation: Web Services Scenario: WS Poised for the Mainstream (WSP, AD)
- 13E Lead Presentation: Business Intelligence and Data Warehousing Scenario: Key Trends and

Evolving Markets

- 13F Lead Presentation: Client Computing Scenario (CC)
- 13G Lead Presentation: Future of Servers and Storage (STOR)
- 13H Lead Presentation: IT Operations Management (ESM)
- 13I Lead Presentation: Emerging Technologies and the Impact on Your Business Applications Strategy (ESCM)
- 13J Lead Presentation: IT Governance: Who's in Charge Here? (BMIT, GOV)
- MTP01B Security Marketplace: The Identity and Access Management Marketplace: Maze or Map? (MTP, SEC)

2:00 PM

- MTP02B Portals, Content & Collaboration Marketplace: Smart Enterprise Suite (MTP, CMPC)

2:30 PM

- MTP03B AIM Marketplace: Achieving Integration Pilot Project Success (MTP, AIM)

3:00 PM

- 15A Lead Presentation: Enterprise Nervous System: Lifeblood of Integration (AIM, RTE)
- 15B Lead Presentation: Five Steps for Enterprise Architecture from Concept Sell to Benefits (EA)
- 15C Lead Presentation: The AD Scenario (AD)
- 15D The Human Impact of IT (BMIT)
- 15E Lead Presentation: Gartner Networking Scenario - A Step Closer to Convergence (NET, MOB)
- 15F Lead Presentation: The 2004 CIO Agenda: Preparing for the Upswing (CIO, PPM)
- 15G Lead Presentation: Emerging Technologies and Innovation in Banking: Deciphering Opportunity From Irrelevance (FIN, ETO, G2)
- 15H Lead Presentation: Higher-Education Scenario (HE)
- 15I A Digital Dozen for Healthcare Payers: Must-Have Technologies for 2004 and Beyond (HC)
- 15J Lead Presentation: Emerging Trends and Technologies Scenario: Technology Radar Screen (ETT, CIO)
- MTP04B Business Intelligence and Data Warehouse Marketplace (MTP, BIDW)

3:30 PM

- MTP05B Enterprise Systems Management Marketplace (MTP, ESM)

4:00 PM

- MTP06B CRM, ERP & Supply Chain Management Marketplace: Enterprise Application Software Markets - Going Up? (MTP, CRM, ESCM)

4:30 PM

- 16A Lead Presentation: Gartner Predicts: The Future of IT (PRED, CIO)
- 16B Lead Presentation: Information Security Scenario for the Future (SEC, ETT, GOV)
- 16C Lead Presentation: Wireless Technology Scenario (MOB)
- 16D Lead Presentation: GartnerG2 Scenario: Aligning Business and Technology to Drive Business Growth (G2, RTE, ETO)

16E OPEN

- 16F Lead Presentation: 11 Things MSBs Always Wanted to Know About Technology (SMB)
- 16G Lead Presentation: The Political Future of IT (TPP, ETO, SOX)
- 16H Lead Presentation: Business Value of IT: Investing for Growth Requires Careful Choices (BVIT)
- 16I .NET vs. Java: Competition or Coexistence? (AD, WSP)
- 16J OPEN
- MTP07B Hardware and Telecom Marketplace (MTP, CC, STOR, NET)

5:35 PM

MTP08A IT Services Marketplace (MTP, ITSS)

MTP08B Compliance Pavilion: Introduction to Compliance Management (MTP, SOX, TPP)

6:00 PM

MTP09A Security Marketplace: Outsourcing Security Monitoring: Take My Firewall, Please (MTP, SEC)

MTP09B Mobile and Wireless Marketplace (MTP, MOB)

6:25 PM

MTP10A Portals, Content & Collaboration Marketplace: Records Management (MTP, CMPC)

MTP10B AD/Internet Platforms/Web Services Marketplace (MTP, AD, WSP)

6:50 PM

MTP11A Business Intelligence and Data Warehouse Marketplace (MTP, BIDW)

MTP11B CRM, ERP & Supply Chain Management Marketplace (MTP, CRM, ESCM)

7:15 PM

MTP12A AIM Marketplace: The Worldwide Market for Application Integration, Middleware and Portals (MTP, AIM)

MTP12B IT Services Marketplace (MTP, ITSS)

7:40 PM

MTP13A AD/Internet Platforms/Web Services Marketplace (MTP, AD, WSP)

MTP13B Hardware and Telecom Marketplace (MTP, CC, STOR, NET)

Tuesday

8:00 AM

20A Lead Presentation: Content Management, Portals and Collaboration Converge (CMPC, GOV)

20B Lead Presentation: Powerhouse Vendor Scenario (PHV)

20C Building Brilliant Business Cases (CIO, BVIT, BMIT)

20D Gartner Predicts: From Silicon to Services – The Future of Hardware, Infrastructure and Operations (PRED, ETT)

20E Approaching Network Security Nirvana (SEC, NET)

20F Business Impacts of Web Services: What They Change, Transform, and Create (WSP, RTE)

20G Lead Presentation: CRM Scenario: The Future of Customer Relationships and Technologies (CRM)

20H Business Unusual: Leveraging IT Services in the 'New Normal' (ITSS)

20I Application Server Scenario: APS, J2EE, .NET and More (AIM, AD)

20J Operational Change Management: The Long and Winding Road (ESM)

20K Theatre in the Round: Case Study in IT Optimization (TIR, BMIT)

9:30 AM

21A Lead Presentation: Emerging Management Practices for Government (GOV)

21B Lead Presentation: 10 Critical Issues Facing IT Asset Managers (ITAM)

21C Lead Presentation: Sarbanes-Oxley Compliance: Get 'IT' Wrong and Go to Jail (SOX, TPP)

21D Fighting Back with Antivirus and Spam Blocking (SEC)

21E The Scenario for BI Applications (BIDW)

21F Gartner Predicts: Networks Will Drive Business - With or Without the Wire (PRED, NET, ETT, MOB)

21G Leaping Forward: Emerging Technologies and Persistent Business Needs (CIO, ETO)

21H Heads Up' — Real-Time Enterprise Means No More Business Surprises (RTE)

21I Server and Storage Acquisition and Deployment (STOR)

21J Service-Oriented Business Applications: Process Revolution or Next-Wave Hype? (WSP, RTE)

11:00 AM

KEY04 Mastermind Keynote Interview: David W. Dorman, Chairman and Chief Executive Officer, AT&T Corporation (KEY)

12:15 PM

VSP2A Vendor Solution Presentation: AT&T (VSP)

VSP2B Vendor Solution Presentation: FileNet: Business Excellence with FileNet Enterprise Content Management (VSP, CMPC, SOX, TPP)

VSP2C Vendor Solution Presentation: IBM (VSP)

- VSP2D Vendor Solution Presentation: Lawson Software (VSP)
- VSP2E Vendor Solution Presentation: Novell, Inc.: The Novell Vision of one Net and the Customer's Choice (VSP, AD, WSP, ESM, CMPC)
- VSP2F Vendor Solution Presentation: Open Text Corporation (VSP)
- VSP2G Vendor Solution Presentation: OpenPages, Inc.: Sarbanes-Oxley Act Compliance with OpenPages SOX Express (VSP, SOX, TPP)
- VSP2H Vendor Solution Presentation: BT Syntegra: End E-Mail Anarchy with MMP (VSP, ESM, SOX, TPP, CMPC)
- VSP2I Vendor Solution Presentation: Vignette: Greater Business Efficiency (VSP)

1:20 PM

- MTP17A Enterprise Systems Management Marketplace (MTP, ESM)
- MTP17B CRM, ERP & Supply Chain Management Marketplace: Enterprise Application Software Markets - Going Up? (MTP, CRM, ESCM)

1:30 PM

- 22A Lead Presentation: Project Portfolio Management: Techniques and Tools (PPM, GOV)
- 22B Evolving Your Real-Time Enterprise (RTE)
- 22C Curing Leadership Ills for Business Success (BMIT, CIO)
- 22D Building the Value Management System for Achieving Business Value From IT (BVIT)
- 22E Deploying New PCs for the Life Cycle (CC)
- 22F Digital Media Titans: A Road Map for Navigating the Minefield (G2, ETO)
- 22G Best Practices in Advanced Technology Management (ETT)
- 22H Pocket Power: The Mobile Device Scenario (MOB, NET, HC)
- 22I Going Offshore to Globally Source IT Services: What Does the Future Hold? (ITSS)
- 22J New Technologies for Vulnerability and Patch Management (SEC)

1:45 PM

- MTP18A Portals, Content & Collaboration Marketplace: Smart Enterprise Suite (MTP, CMPC)
- MTP18B Compliance Pavilion: Risk and Performance Beyond Compliance Management (MTP, SOX, TPP)

2:10 PM

- MTP19A Business Intelligence and Data Warehouse Marketplace (MTP, BIDW)
- MTP19B AIM Marketplace: Achieving Integration Pilot Project Success (MTP, AIM)

2:35 PM

- MTP20A Premier Sponsor Marketplace Presentation: IBM (MTP)
- MTP20B Premier Sponsor Marketplace Presentation: Gateway (MTP)

3:00 PM

- 23A Sponsor Case Study: Portals, Content and Collaboration (SCS, CMPC)
- 23B Sponsor Case Study: Enterprise System Management (SCS, ESM)
- 23C Sponsor Case Study: AD/Internet Platforms/Web Services (SCS, AD, WSP)
- MTP21A Premier Sponsor Marketplace Presentation: Premier Sponsor Marketplace Presentation: (MTP)

Microsoft

- MTP21B Premier Sponsor Marketplace Presentation: Nokia (MTP)

3:25 PM

- MTP22A Premier Sponsor Marketplace Presentation: Novell (MTP)
- MTP22B Premier Sponsor Marketplace Presentation: Gateway (MTP)

3:50 PM

- MTP23A Premier Sponsor Marketplace Presentation: IBM (MTP)

4:15 PM

- MTP24A Security Marketplace: The Identity and Access Management Marketplace: Maze or Map? (MTP, SEC)
- MTP24B Enterprise Systems Management Marketplace (MTP, ESM)

4:30 PM

- 25A Knowledge Management: The Future of Business (CMPC)
- 25B The New Network Manager: Redefining the Mission (NET)
- 25C Financing Emerging Technology Opportunities: VC Strategies Vs. CIO Expectations (ETO)
- 25D Microsoft: New Challenges, New Opportunities for a New Era(PHV)
- 25E Leading and Managing in the 'Matrixed' Virtual Organization (BMIT)

- 25F Enterprise 'Killer' Applications 2010 and Beyond (ETT)
- 25G Economics of AD Outsourcing: Can Indiana Compete With India? (AD, BVIT, ITSS)
- 25H Introducing the Business and Applications Alignment Model (ESCM)
- 25I Homeland Security: First to Respond, Last in Technology (TPP, GOV)
- 25J Understanding Enterprise Architecture Frameworks (EA)

4:40 PM

- MTP25A IT Services Marketplace (MTP, ITSS)
- MTP25B AD/Internet Platforms/Web Services Marketplace (MTP, AD, WSP)

5:05 PM

- MTP26A Mobile and Wireless Marketplace (MTP, MOB)
- MTP26B Compliance Pavilion: Risk and Performance Beyond Compliance Management (MTP, SOX, TPP)

5:30 PM

- MTP27A Premier Sponsor Marketplace Presentation: Microsoft (MTP)
- MTP27B Premier Sponsor Marketplace Presentation: Nokia (MTP)

6:15 PM

- MTP29A Premier Sponsor Marketplace Presentation: Novell (MTP)

6:40 PM

- MTP30A Hardware and Telecom Marketplace(MTP, CC, STOR, NET)
- MTP30B Mobile and Wireless Marketplace (MTP, MOB)

Wednesday

8:00 AM

- 30A Organizing Information Using Taxonomies and Metadata (CMPC)
- 30B Capturing Network-Era Investment Opportunities (CIO)
- 30C Gartner Predicts: The Vision for Next-Generation Software Infrastructure (PRED, ETT, WSP)
- 30D Converging Wireless Technologies for the Enterprise (MOB, NET, GOV)
- 30E Putting Business Strategy to Work in Building Effective Enterprise Architecture (EA)
- 30F Building an Agile Foundation for Strategic BI (BIDW)
- 30G Navigating the Client Operating System Road Map (CC)
- 30H The March of Linux in the Enterprise: How Far, How Fast? (STOR)
- 30I Using Customer Insight to Build More-Profitable Customer Relationships (CRM)
- 30J Executive Risk Aversion, Culture Wars and Selling the Business Value of IT. (BVIT, G2)

9:30 AM

- 31A KM Hype Cycle Panel: The Top 10 Technologies to Watch (CMPC, ETT)
- 31B Security for the Web-Services-Enabled Enterprise (SEC)
- 31C IBM: Will 'On Demand' Lead to Growth? (PHV, RTE)
- 31D IS Service Delivery: Minimizing Complexity, Maximizing Credibility (BMIT)
- 31E Identifying Solutions and Providers for Network-Managed Services (ITSS, NET)
- 31F Storage - The State of the Union (STOR)
- 31G Selecting the Right Client Computing Device (CC, MOB)
- 31H Lethal Integration Combo — Business Activity Monitoring and Business Process (AIM, BIDW, SOX)
- 31I RFID Transforming Retail and SCM (G2, ETO, RTE)
- 31J Emerging Technologies in Government: Understanding the Public Value of IT (GOV, BVIT)

11:00 AM

- KEY05 Mastermind Chief Technologist Panel: Turning Technology Research into Reality (KEY)

12:15 PM

- VSP3A Vendor Solution Presentation: Avaya (VSP)
- VSP3C Vendor Solution Presentation: IBM (VSP)
- VSP3D Vendor Solution Presentation: IBM (VSP)
- VSP3E Vendor Solution Presentation: Novadigm (VSP)

- VSP3F Vendor Solution Presentation: NTT America, Inc. / NTT Communications Corporation (NTT Com): Ensuring Uptime of Your Asia-Pacific Network to Protect Your Business (VSP)
- VSP3G Vendor Solution Presentation: Paisley Consulting: Risk Navigator: A Comprehensive Solution for SOX Compliance (VSP SOX TPP)
- VSP3H Vendor Solution Presentation: Verity Inc. (VSP)
- VSP3I Vendor Solution Presentation: Wily Technologies: Results of the J2EE Application Performance and Availability (VSP, ESM)

Benchmark Survey

- VSP4A Vendor Solution Presentation: BEA Systems, Inc.: IT Transformation to Service-Oriented Architecture (SOA) (VSP, AD, WSP, AIM, CMPC)

12:55 PM

- MTP33A Premier Sponsor Marketplace Presentation: Novell (MTP)
- MTP33B Premier Sponsor Marketplace Presentation: Nokia (MTP)

1:20 PM

- MTP34A Compliance Pavilion: Compliance and IT Governance (MTP, SOX, TPP)
- MTP34B IT Services Marketplace (MTP, ITSS)

1:30 PM

- 32A Do Portals Plus Web Services Equal High Value? (WSP, CMPC)
- 32B Privacy: Thriving in a Fishbowl Society (CIO)
- 32C Wireless Intrusion Detection and Prevention (SEC, HC)
- 32D Gartner Predicts: Application Software 2008 — From Diversity to Fusion (PRED, BMIT)
- 32E Network Sourcing Strategies: Saving Time, Money and Frustration (NET, GOV)
- 32F IT Operations and Infrastructure: Burning Issues and Advice (ESM)
- 32G Opportunities and Costs for Using Fixed and Mobile Wireless Broadband Technologies (MOB)
- 32H Integrating Business Partners: Competing Approaches (AIM)
- 32I Microsoft Licensing: Changing Value Propositions (ITAM)
- 32J Business Process Fusion - Powering the RTE (RTE)

1:45 PM

- MTP35A CRM, ERP & Supply Chain Management Marketplace (MTP, CRM, ESCM)
- MTP35B Business Intelligence and Data Warehouse Marketplace (MTP, BIDW)

2:10 PM

- MTP36A AIM Marketplace: The Worldwide Market for Application Integration, Middleware and Portals (MTP, AIM)
- MTP36B AD/Internet Platforms/Web Services Marketplace (MTP, AD, WSP)

2:35 PM

- MTP37A Premier Sponsor Marketplace Presentation: IBM (MTP)
- MTP37B Premier Sponsor Marketplace Presentation: Gateway (MTP)

3:00 PM

- 35A Content Management — What's Next? Microcontent and More (CMPC, ETT)
- 35B Identity and Access Management TCO and ROI (SEC)
- 35C Gartner Predicts: Top 10 Strategic Technologies for 2005 (PRED)
- 35D Emerging Technologies and Strategies in Supply Chain Management (ESCM, ETO, RTE)
- 35E What You Need to Know for Successful Application Outsourcing (ITSS, BMIT)
- 35F Data Quality: Key to Business (Intelligence) Success (BIDW)
- 35G Current and Next-Generation Wireless LAN Technologies (MOB)
- 35H Application Portfolio Management: The First Step Toward Application Modernization (AD)
- 35I Total Value of Opportunity: Using Business Metrics to Shed Light on IT Investments (BVIT)
- 35J A Digital Dozen for Life Sciences: Information Technologies for Drug Innovation (HC, ETO, RTE)
- 35K Theatre in the Round: Case Study in Strategic Sourcing (TIR, ITSS)
- MTP38A Premier Sponsor Marketplace Presentation: Microsoft (MTP)
- MTP38B Premier Sponsor Marketplace Presentation: Nokia (MTP)

3:25 PM

MTP39A Premier Sponsor Marketplace Presentation: Novell (MTP)

MTP39B Premier Sponsor Marketplace Presentation: Gateway (MTP)

3:50 PM

MTP40A Premier Sponsor Marketplace Presentation: Microsoft (MTP)

MTP40B Premier Sponsor Marketplace Presentation: IBM (MTP)

4:15 PM

MTP41A Security Marketplace: Outsourcing Security Monitoring: Take My Firewall, Please (MTP, SEC)

MTP41B Portals, Content & Collaboration Marketplace: Records Management (MTP, CMPC)

4:30 PM

37A Geosourcing: Is It Right for You? (CIO, ITSS)

37B Advanced E-Learning: Leveraging Technology and Content to Drive ROI (CMPC)

37C Trust and Control: The Art of Making Sourcing Relationships Work (BMIT, ITSS)

37D Organizing for BI (BIDW)

37E Network Equipment Vendors: Can Anyone Challenge Cisco? (NET)

37F Managing Web Services Effectively (WSP, AIM)

37G Emerging Technology Trends and Opportunities in the Energy and Utilities Industries (G2, ETO, RTE)

37H Insurance Industry Awakening: Emerging Technology Can Help Strategy (FIN, ETO, G2)

37I Academic IT: Pulling It All Together (HE)

37J Government IT Architecture: Framework for New Technologies (GOV EA)

4:40 PM

MTP42A Mobile and Wireless Marketplace (MTP, MOB)

MTP42B Hardware and Telecom Marketplace (MTP, CC, STOR, NET)

Thursday

8:00 AM

41A Enterprise Portals: How to Tame the Beast (WSP, AIM)

41B SODA and ISE: Developer Productivity, Web Services SOA and How to Get There From (AD)

41C The Compliance Architecture for Sarbanes-Oxley and Beyond (SOX)

41D Deriving Value From Enterprise Architecture in the Financial Services Industry (FIN, EA)

41E OPEN

41F Government Technology Hype Cycle: To Open Source Software and Beyond (GOV, ETO)

41G The Road Toward IP Telephony (NET)

41H Boosting Sales Through Technology (CRM)

41I Major Business Application Vendors: A Market in Transition (ESCM)

9:30 AM

42A Innovation Management: Your New Core Competency? (ETT, BMIT)

42B Gartner Predicts: The Evolution Toward Real-Time Infrastructure (PRED, RTE, STOR)

42C Patterns for System Management (ESM)

42D The Payoff From Strategic Planning and Project Prioritization (PPM, RTE, BVIT)

42E Time for SMBs to Move From Tactical to Strategic Sourcing (SMB)

42F The Emergence and Payoff of Architectural Patterns (EA)

42G Travel and Transportation: Investment Choices, Government Mandates and Technology (G2)

Leverage

42H PC Vendor Selection (CC)

42I Finding the Value of IT Leasing and Financing (ITAM)

11:00 AM

43A Mature IT Opportunities for an Emerging Region: Latin America (TPP)

43B Designing for Integration Using SODA Productivity Layers (AIM)

43C Portal CTO Panel: Dispelling the Stereotypes (WSP)

- 43E Customer Service Scenario: Toward New Models for Customer Service (CRM, ETO)
- 43F AT&T: Phoenix Rising? (PHV, NET)
- 43G Beating Down the Crooks: Fighting Identity Theft and Consumer Fraud (SEC)
- 43H Driving Employee Productivity (BMIT, SMB)
- 43I Financial Services Outsourcing: Good Alternative or Overhyped Pitfall? (FIN, ITSS)
- 43J Theatre in the Round: The Compliance Management Mandate: Best Practices and Survival Tactics (TIR, SOX, TPP)

12:15 PM

- VSP3B Vendor Solution Presentation: BEA Systems, Inc.: Enterprise Portal Rationalization (VSP, AD, WSP, AIM)
- VSP4B Vendor Solution Presentation: D&B: B2B CRM in Overdrive: The Revenue Impact of Optimal Data (VSP, BIDW, CMPC, ESCM, CRM)
- VSP4C Vendor Solution Presentation: IBM (VSP)
- VSP4D Vendor Solution Presentation: IBM (VSP)
- VSP4E Vendor Solution Presentation: IBM (VSP)
- VSP4F Vendor Solution Presentation: Internet Security Systems, Inc. (ISS) (VSP)
- VSP4G Vendor Solution Presentation: Mercury Interactive (VSP)
- VSP4H Vendor Solution Presentation: Microsoft (VSP)

1:30 PM

- 44A BI Lessons in the Real World (BIDW, CRM)
- 44B Provisioning and Configuration Management: Desktops and More (ESM)
- 44C The Agile Enterprise: Service-Oriented and Event-Driven (AIM, EA, WSP, RTE)
- 44D Emerging Technologies for Wireless (MOB, ETT)
- 44E A New Model for Higher-Education Administrative Applications (HE)
- 44F PeopleSoft: Its Impact on Many Markets (PHV)
- 44G E-Mail Scenario: Commodity Grows Up (CMPC)
- 44H The Future of Windows in the Enterprise (STOR)
- 44I Optimizing Web-Enabled Applications: The Network Factor (NET)

3:00 PM

- 45A Emerging Real-Time Collaboration Technologies: Where to Invest (CMPC, RTE)
- 45B Transforming IT Operations Into IT Service Management (ESM, GOV)
- 45C Gartner Predicts: Leveraging IT Services and Outsourcing: New Opportunities, New (PRED, ITSS)
- 45D The Technical Reference Model – Best Practices (EA)
- 45E Moving From Costs to Value (BVIT, PPM, BMIT)
- 45F Strategic Performance Management: Beyond Regulatory Compliance (G2, SOX, TPP)
- 45G What You Need to Know About Grid Computing (STOR)
- 45H Services-Oriented Architectures - Roles and Responsibilities (AD, AIM, WSP)
- 45I Measuring Value in Outsourcing (ITSS)

4:30 PM

- 46A Automated Vigilance Using Business Activity Monitoring (BIDW, RTE)
- 46B Negotiating License Agreements for New and Emerging Technology (ITAM)
- 46C IT Security Sourcing Strategies (SEC)
- 46D Lethal Wireless Applications (MOB)
- 46E Business Process Outsourcing: From Hype to Reality (ITSS)
- 46F Choosing the Right Client Architecture for Your Users (CC)
- 46G Contact Centers, Unified Communications and the New Face of IP Telephony Applications (NET)

Sunday, March 28

Session 01A

12:30 PM
Track: TUT
Tutorial

Symposium/ITxpo 2004 Orientation

This tutorial is designed to help make Symposium/ITxpo 2003 a more productive experience for first-time attendees who would like to learn more about the program. Learn how to navigate your way through the conference, as well as get information regarding conference content and logistics, special events and networking opportunities. There will also be plenty of time for Q-and-A.

Session 01B

12:30 PM
Track: TUT, BMIT, GOV, BVIT
Tutorial

Chargeback: About Money or About Politics?

Jeremy Grigg, Research Director

IT chargeback systems are a primary source of friction between IS organizations and business units. This presentation tells you how to start with a business-unit perspective and then infuse chargeback systems with simplicity, fairness, predictability and controllability.

- ▶ What processes are necessary to conduct chargeback effectively?
- ▶ How should IS organizations and business units choose a chargeback system together?
- ▶ What governance issues must we deal with to make chargeback work

Session 01C

12:30 PM
Track: TUT, BIDW
Tutorial

Web Analytics: From Software to Service Model

Bill Gassman, Research Director

Web analytic tools have been around almost as long as the Web, but new market growth is seen from ASP vendors targeting business users with features that help them optimize the Web channel to their customers.

- ▶ What results can you expect from Web Analytics?
- ▶ What should a successful implementation look like?
- ▶ How should enterprises choose the right tool or service provider?

Session 01D

12:30 PM
Track: TUT, CMPC
Tutorial

The Business Case for Knowledge Management

Kathy Harris, Group Vice President

Enterprises are rapidly adopting KM — nearly 100% report they have at least one initiative in place or underway. But, while the CEO, CFO, and other management intuitively understand the value of KM, they demand a

strong business case. For most enterprises, the business case is still elusive. This presentation explores the economics of KM (the cost, benefits, and overall business value) and identifies techniques including Gartner's TVO (total value of opportunity) that can enhance your visibility into the business case for KM.

- ▶ Where and how much will you invest in KM?
- ▶ How and when will benefits and value accrue for KM?
- ▶ What will comprise your total cost of ownership (TCO) of KM?
- ▶ Which current and emerging techniques can be used to measure the business value of KM?

Session 01E

12:30 PM
Track: TUT, RTE
Tutorial

An Introduction To Real-Time Enterprise

Mark Raskino, Research Director

What is 'real-time enterprise'? In this session we will explain the essentials of RTE - how we define it, where its value comes from, which technologies help to make it happen and how to get started.

Session 01F

12:30 PM
Track: TUT, MOB
Tutorial

Everything You Need to Know about Wireless But Were Afraid to Ask

Michael King, Principal Analyst, Research

A basic tutorial on wireless technologies, with special focus on networks and devices, speeds and feeds and real world capabilities of the current and future networks and terminals.

- ▶ Which vendors will deliver effective mobile and wireless technologies, devices, infrastructure, applications and content?
- ▶ What is the evolution of wireless voice and data services and how will it impact the enterprise?

Session 02A

2:00 PM
Track: TUT, CMPC
Tutorial

Content Process Fusion: BPM and More

Toby Bell, Research Director

Waldir Arevalo, Principal Analyst, Research

A tutorial designed to provide an overview of potential cost recovery and long-term ROI for process-enabling content-centric applications. Using content-process fusion is a fast way to achieve savings as well as build better teams. We take an iterative look at key processes that benefit from benchmarks and best practices.

- ▶ What are the key trends in Content-Process Fusion?
- ▶ How do enterprises coordinate people, processes, and content to achieve savings?
- ▶ Which common processes are the best targets for automation (and why)?
- ▶ What are key strategies to achieve content-process fusion.

Session 02B

2:00 PM

Track: TUT, ESCM

Tutorial

Business Applications: Corporate Asset or Liability?

Brian Zrimsek, Research Director

As business applications become more prevalent, the difference between success and failure centers on how these applications are viewed by the enterprise. Those who treat applications like a critical asset of the business will have greater success and drive greater value than those who do not. This presentation will project a 15 year asset life cycle for business applications and its associated best practices. Key Issues include:

- ▶ Why is an asset view of business applications so critical?
- ▶ What are best practices for business applications ownership? (Paying back the business with IOU'S - improvement, operations, upgrades, support)
- ▶ How do enterprises ensure success and uncover true business value from applications?

Session 02C

2:00 PM

Track: TUT, GOV

Tutorial

TCO in K-12 Education - it's time for show and tell.

Bill Rust, Research Director

Eric Stegman, Research Director, Measurement

When schools create technology master plans, how much do they really know about the cost implication of their technology environment? Within the span of one year, over 500 school districts across the United States have taken the first steps in understanding the total cost of ownership of their distributed computing environments. We will discuss:

- ▶ The factors that have driven K-12 stakeholders to embrace TCO concept
- ▶ A TCO model built specifically for the needs of K-12 education.
- ▶ Real world experiences of school districts that used this TCO model to help accomplish their goals.

Session 02D

2:00 PM

Track: TUT, SEC

Tutorial

Complete Enterprise Protection in 18 Simple Lessons

Richard Stiennon, Research Vice President

Session 02E

2:00 PM

Track: TUT, WSP

Tutorial

Making and Managing the Modern External Web Presence

Ray Valdes, Research Director

Ten years into the commercial Internet revolution, enterprises have many choices and opportunities for their Internet presence. Governing an Internet presence, all its branches and all its roots is a profound challenge. Learn what to do, how to achieve it, and how to plan for its future.

- ▶ What is the best way to organize and manage the enterprise Web presence?
- ▶ What technologies will shape Web infrastructure and operations, and how will these evolve?
- ▶ How can the effectiveness of the enterprise Web presence be maintained and increased?

Session 02F

2:00 PM

Track: TUT, ITAM

Tutorial

Software Audits: Surprises and Costs

Jane Disbrow, Research Director

Many enterprises are not aware of the impact a software vendor audit can have for their organization, both in time consumed and financially. Because an enterprise does not condone software installation unless it is properly licensed, they may believe they do not need to be concerned about audits. However, there are many reasons an enterprise may be out of compliant with their license agreement, and not even be aware of such non-compliance. This presentation covers software vendor audits from a contract viewpoint and the areas of risk to an organization.

- ▶ What are some of the unexpected reasons an enterprise may be out of compliant with their software license agreement?
- ▶ How do you build protections into your license agreement to balance the scorecard in case of an actual audit?
- ▶ What contract issues need to be addressed in future contracts to prevent future non-compliance problems?

Session 03A

3:30 PM

Track: TUT, BVIT

Tutorial

Value on Investment (VOI): A Strategic View of Value Creation

Kathy Harris, Group Vice President

Enterprises acknowledge that their IT and other business investments will return a wide range of tangible, intangible and synergistic value. Despite this increasingly broad view of value, most enterprises continue to assess and measure only tangible returns on their investments. Gartner is introducing innovative process models, frameworks, and tools to assist enterprises in strategizing, assessing, and measuring the full range of value on their investments.

- ▶ How and when will enterprises generate value through IT and other business investments?
- ▶ How will enterprises assess and measure the full range of value on their investments?
- ▶ What current and emerging forms of value will be created by investments in IT?

Session 03B

3:30 PM

Track: TUT, CMPC

Tutorial

Email Servers: Alternatives to MS Exchange

Maurene Grey, Research Director

David Mario Smith, Analyst, Research

While Outlooks is firmly entrenched at the Desktop, there are emerging alternatives to Microsoft Exchange. This presentation reviews the existing and the emerging alternatives to consider.

- ▶ How will e-mail systems evolve?
- ▶ Who are the emerging vendors to consider and which ones will survive?
- ▶ What are the decision criteria that enterprises should use to decide whether to stay with or migrate away from MS Exchange?
- ▶ What are key migration guidelines?

Session 03C

3:30 PM

Track: TUT, ESM

Tutorial

Moving Your Data Center? Here's How To Survive the Move

Michael Bell, Research Vice President

Business continuity, obsolete facilities, over-taxed building capacity; escalating operating costs, operational consolidations, and mergers and acquisitions are only some of the drivers behind the need to relocate enterprise data centers. Moving a data center is fraught with risks that span, technology risk, financial risk, and operational risk. This presentation sets forth practical and actionable advice, for planning and then successfully executing the data center relocation.

- ▶ What are the drivers and risk factors associated with data center relocations?
- ▶ What are the critical site location, building criteria, environmental systems, and hardware and software issues that must be considered in the relocation plan including first cost and life cycle cost estimates?
- ▶ What are the eight essential steps in the relocation process that insure a successful and cost effective move?

Session 03D

3:30 PM

Track: TUT, ITSS

Tutorial

Mastering the Art of Outsourcing Contracts

Bill Maurer, Research Vice President

Session 03E

3:30 PM

Track: TUT, NET

Tutorial

Best Practices for Saving Money while Building Your Dream Network

David Neil, Research Vice President

Network managers are continually asked to deliver higher levels of

service with fewer resources. In this Analyst Panel Discussion, we will present practical recommendations that enterprises can use immediately to optimize existing investments and to save money on future network expenditures.

- ▶ What will be the most-effective ways for enterprises to save money when purchasing network equipment and services?
- ▶ Which techniques will enable enterprises to effectively control increasing bandwidth utilization and expenses?
- ▶ Which techniques will enable enterprises to optimize existing investments in networking technology?

Session 03F

3:30 PM

Track: TUT, EA

Tutorial

Practical Architecture Guidance and Sequence for Implementation

Jeff Schulman, Group Vice President

Practitioners want the answers to 'what do I do now?' Critical steps are defined for inventorying what exists, simplifying technology, unraveling complexity – modeling when necessary, building new views, and defining the right guidelines for creating new systems.

- ▶ How can I get management's attention, interest and support for architecture?
- ▶ Where do I start in creating an architecture?
- ▶ What are the best ways to handle governance and compliance?

Session 04A

5:00 PM

Track: TUT, CMPC

Tutorial

Records Management Heats Up After Sarbanes-Oxley

Toby Bell, Research Director

Sarbanes-Oxley has created a great deal of confusion, and even panic in companies across the world. Vendors have responded with "Sarbanes Oxley solutions" that cost a lot but deliver little. The short time frames, harsh penalties and vague language of the Act have caused a rash of panic buying in enterprises. We outline what IT needs to deliver to help ensure compliance.

- ▶ How can a corporate taxonomy benefit an enterprise?
- ▶ What have other enterprises identified as best practices and lessons learned in creating taxonomies?
- ▶ What products can help enterprises develop and manage taxonomies?
- ▶ How can enterprises best position themselves to flexibly respond to the increasing demands of regulators for corporate transparency both now and in the future?

Session 04B

5:00 PM

Track: TUT, PPM

Tutorial

Project Office: The IT Governance Control Tower

Matt Light, Research Director

Many varieties of project office have been set up to help with proper proj-

ect planning and in identifying and addressing project problems early.

- ▶ What organizational and governance approaches will help enterprises reduce their exposure to IS organization project failures?
- ▶ How can a project office support governance to help address the design, development and implementation issues that arise in business IT projects?
- ▶ What roles and skills should a project office include to ensure ROI and reduce possible project cost overruns, late delivery and scope creep?

Session 04C

5:00 PM

Track: TUT, CRM

Tutorial

CRM ROI: Mission Possible

Beth Eisenfeld, Research Vice President

Building a compelling, ROI-based business case is a key to understanding the underlying economics of a CRM initiative. Discover the framework for developing a business case that successful enterprises have used to quantify, justify and measure their CRM initiatives. Sounds like its a hard job, but its not mission impossible. Key issues include:

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

Session 04D

5:00 PM

Track: TUT, STOR

Tutorial

Server Consolidation: A Reality Check

John Phelps, Research Vice President

Much hype and fanfare has continued about server consolidation. In these economic times many enterprises have turned to consolidation as a tactical strategy to cut costs. Is it working and what technologies are emerging to help make it a long-term strategy?

- ▶ Can server consolidation provide reduced TCO?
- ▶ What are major pitfalls and best practices when considering server consolidation?
- ▶ What are the emerging technologies that will aid a server consolidation?
- ▶ What is the future of server consolidation - a tactical solution or a long-term strategy?

Session 04E

5:00 PM

Track: TUT, WSP

Tutorial

Selecting And Implementing Search Engines for Enterprise Use

Whit Andrews, Research Director

Can Google save the world? Or at least your Web site? Picking a search engine and getting the most out of it isn't as easy as management thinks. Learn how to collect requirements, evaluate vendors, and squeeze the most value of them.

- ▶ What do enterprises need in search engine products?
- ▶ How can vendors select the right search engine vendor?
- ▶ What are best practices for installing and operating search engines?
- ▶ Where is search technology going?

Session 04F

5:00 PM

Track: TUT, ITAM, GOV

Tutorial

Six keys to Better Procurement Contract Management

Andy Kyte, Vice President and Research Fellow

Monday, March 28

Session 11A

9:00 AM

Track: KEY

Keynote

Welcome Address:

Michael Fleisher, Chairman and CEO, Gartner, Inc.

Session 11B

9:15 AM

Track: KEY

Keynote

Gartner Mastermind Keynote

Session 11C

11:00 AM

Track: KEY

Keynote

Gartner Mastermind Interview:

William H. Gates, Chairman and Chief Software Architect, Microsoft Corporation

Session 13A

1:30 PM

Track: ETO, NET, MOB, RTE

Session

Connected Enterprise, Connected Society

Nick Jones, Vice President and Research Fellow

As the "always on" generation of consumers and employees evolves, the networked world will create new opportunities and challenges for enterprises, individuals and government. We examine the technology-led transformations in the workforce, enterprises and society at large.

- ▶ What challenges and opportunities will the "always on" connected society pose for business, society and government?
- ▶ How will enterprises leverage technology to redefine enterprise boundaries and processes?
- ▶ What business discontinuities and opportunities will result from the connected society?

Session 13B

1:30 PM

Track: ETT, CIO

Lead Presentation

Emerging Trends and Technologies Scenario: Technology Radar Screen

Jackie Fenn, Vice President and Research Fellow

Gartner's technology radar screen examines the evolution of IT during the next decade, with particular focus on disruptive and high-impact technologies that will transform the capabilities and role of IT.

- ▶ Which emerging and embryonic technologies should early adopters be examining for competitive advantage?
- ▶ What are the most disruptive trends and most significant opportunities arising from emerging information technology?

Session 13C

1:30 PM

Track: ITSS, FIN, GOV

Lead Presentation

Practical Outsourcing — Managing the Choices, Risks and Outcomes

Linda Cohen, Managing Vice President

This session will explore the Myths and Realities of outsourcing and give practical advice on applying outsourcing successfully.

- ▶ What are the Top 10 things buyers and sellers misunderstand about successful outsourcing?
- ▶ What are the Top 10 lessons learned in outsourcing over the past 20 years?
- ▶ What are the guiding principles best applied today for developing and delivering successful outsourced operations?

Session 13D

1:30 PM

Track: WSP AD

Lead Presentation

Web Services Scenario: WS Poised for the Mainstream

David Mitchell Smith, Vice President and Research Fellow

Even as the first Web services technologies emerge from the hype cycle into real utility, more ebullience is bubbling up behind. Find out where Web services stand right now and how they will impact IT and business goals over the next five years. This presentation will cut through the hype and expose the realities of web services today and in the future.

- ▶ Which standards and specifications will have the greatest impact on the Web services ecosystem through 2008?
- ▶ What are the strategies of the leading Web services vendors?
- ▶ How will Web services create and transform business and consumer-facing applications through 2008?

Session 13E

1:30 PM

Track: BIDW

Lead Presentation

Business Intelligence and Data Warehousing Scenario: Key Trends and Evolving Markets

Howard Dresner, Vice President, Distinguished Analyst

Kevin Strange, Research Vice President

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

- ▶ What strategies and methodologies should enterprises adopt to succeed with business intelligence?
- ▶ How will business intelligence and data warehousing vendors react to market challenges, and which will lead?
- ▶ What market forces and trends will impact enterprises' BI and data warehouse strategies in the future?
- ▶ What technological breakthroughs will enable the emergence of the next generation of business intelligence applications?

Session 13F

1:30 PM

Track: CC

Lead Presentation

Client Computing Scenario

Leslie Fiering, Research Vice President

Client computing, seen as tactical, accounts for \$175 Billion of IT spend. To protect current investments and maximize future returns, enterprises must understand how client computing is set to develop during the next 5 years.

- ▶ How will the role of client computing evolve over the next five years?
- ▶ Are there any major technology discontinuities on the horizon and, if so, how can enterprises plan for them?
- ▶ How are the leading PC vendors trying to change the rules of client computing?

Session 13G

1:30 PM

Track: STOR

Lead Presentation

Future of Server and Storage

John Enck, Research Vice President

Bob Passmore, Research Vice President

Storage and server technologies continue to evolve at a rapid pace; a pace driven by innovation, commoditization, emerging standards, price wars, and vendor partnerships. This session will examine the trends in both server and storage technologies by exploring these key issues:

- ▶ Where are industry standards driving lower costs and higher efficiencies and where are lack of industry standards driving higher costs and lower efficiencies?
- ▶ How do virtualization and scale-out infrastructures affect storage and server technology deployments?

- ▶ What emerging technologies offer potential positive improvements in data center infrastructure during the next five years - and what emerging technologies won't be fully baked?

Session 13H

1:30 PM

Track: ESM

Lead Presentation

IT Operations Management

Debra Curtis, Research Director

Managing an increasingly complex enterprise with a flat to decreasing budget and no presumed business value is a daunting challenge. This session will show how enterprise management creates business value through technology and vendor selection as well as best practices.

- ▶ What are the new technologies and business issues that will impact manageability?
- ▶ What new enterprise management technologies will provide greater value?
- ▶ Which enterprise management vendors will make clients more successful?
- ▶ How can users address business issues with enterprise management?

Session 13I

1:30 PM

Track: ESCM

Lead Presentation

Emerging Technologies and the Impact on Your BusApps Strategy

Yvonne Genovese, Research Vice President

Jeff Comport, Vice President, Distinguished Analyst

Technology requirements for competitive advantage continue to change. Users must be aware of these changes and how they will impact their current and future business applications strategies and applications. In some cases, users may be pushed back into developing the capabilities themselves. RFID, SOBA, Web Services and Business Process Fusion will be some of the topics of discussion in this presentation.

- ▶ What are the emerging technologies that will most greatly affect a business applications strategy?
- ▶ What are the short term impacts of these technologies on business applications and how should users react?
- ▶ What are the longer term impacts of these technologies on business applications and how should users react?

Session 15A

3:00 PM

Track: AIM, RTE

Lead Presentation

The Enterprise Nervous System: Life Blood of Integration

Roy Schulte, Vice President, Distinguished Analyst

Enterprises are migrating to a fundamentally new way of organizing computer systems and business processes, although many are unaware they are making this shift. The conventional network is mutating into an enterprise nervous system (ENS) where the network is as intelligent as

the applications.

- ▶ How will application design and integration practices change as IS managers seek to implement the "agile" enterprise?
- ▶ What will be the benefits and limitations of the three major migration strategies: rip-and-replace, wrap-and-reengineer, and reconcile-and-coordinate?
- ▶ How can enterprises extract pragmatic value from the enterprise nervous system and avoid the pitfalls of excessive hype?

Session 15B

3:00 PM

Track: EA

Lead Presentation

Five Steps for Enterprise Architecture from Concept Sell to Benefits

Bill Rosser, Research Vice President

Practical guidance and practices for the sequential steps from justification and gaining management support, through governance, the business strategy link, the process to reach the technical guidelines, and communication and compliance for benefit delivery and payoff.

- ▶ How can the case be made to business managers to gain their continuing support?
- ▶ What people and internal process need to be pursued to produce results and continual updates?
- ▶ What is the right approach to demonstrate effective results from the architecture effort?

Session 15C

3:00 PM

Track: AD

Lead Presentation

The AD Scenario

Dale Vecchio, Research Director

We examine the macroforces and major vendors that are shaping the delivery of legacy, newly developed and purchased applications.

- ▶ How will business and technology trends affect AD organizations in the next five years?
- ▶ Which technologies and vendors will provide leading solutions for application delivery through 2005?
- ▶ Which management approaches and practices will enable AD organizations to succeed in delivering high business value in the next five years?

Session 15D

3:00 PM

Track: BMIT, GOV

Lead Presentation

IT Governance: Who's in Charge Here?

Susan Dallas, Principal Analyst, Research

As enterprises become increasingly complex — new markets, new trading partners, new stakeholders, new audiences — their IT governance has failed to evolve. IT leaders must establish measurable, customer-centric mechanisms for setting priorities, funding and business-unit involvement. Here we present viable IT governance strategies, examples and implemen-

tation tactics - what works and what to avoid.

- ▶ How does the complexity of the business environment affect IT governance?
- ▶ Which enterprise-specific characteristics drive the determination of effective IT governance?
- ▶ How can IT leaders secure the involvement of appropriate stakeholders to maximize the effectiveness of their IT governance?
- ▶ Which governance mechanisms will maximize business value of IT?

Session 15E

3:00 PM

Track: NET, MOB

Lead Presentation

Gartner Networking Scenario - A Step Closer to Convergence

Bob Hafner, Research Vice President

A single converged network supporting voice, data, video and storage over wired and wireless infrastructure is the utopian solution enterprises have been chasing for years. Almost all the technologies needed to build this network exist, but how best to put them together without bankrupting your enterprise?

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

Session 15F

3:00 PM

Track: CIO, PPM

Lead Presentation

CIO Agenda 2004-2005: Focus and Balance

Brendan Conway, Vice President, EXP

After three years of relentless cost containment, centralization and rationalization, business conditions are improving leading to a renewed interest in innovation and growth. CIO's and the IS organization must gain a clear idea of its desired role and contribution, else have it defined for it by the business. Leading CIO's have prepared themselves and their organizations for the future.

- ▶ What are the ways in which CIO's are positioning themselves for innovation and growth?
- ▶ Evolving the IS organization.
- ▶ Understanding the increasing focus on business processes and business intelligence.
- ▶ Delivering across multiple roles.

Session 15G

3:00 PM

Track: FIN, ETO

Lead Presentation

Emerging Technologies and Innovation in Banking: Deciphering Opportunity from Irrelevance

Susan Landry, Vice President, Research Director, GartnerG2

Banks are doing double-duty by renewing and upgrading aging technolo-

gy while absorbing new technologies. Regulatory changes and technology innovations are pushing back-end operations into the front-office, and directly to customers. This session examines forward-looking industry trends, assesses which emerging technologies will be most relevant, forecasts adoption among banks and their customers, and offers practical advice on delivering tangible near- and longer-term results.

- ▶ Which emerging technologies should banks be taking seriously now? An updated emerging Technology Hype Cycle specific to banks will be discussed.
- ▶ What technologies will matter to customers and business performance? Revealing consumer survey data will be presented to help banks prioritize investments that will boost market share.
- ▶ How can banks best deliver near-term and sustainable results? Practical approaches, best practices and case studies will be presented.

Session 15H

3:00 PM

Track: HE

Lead Presentation

Higher-Education Scenario

Michael Zastrocky, Managing Vice President

Higher-education CIOs continue to face pressure to do more with less. In this session, we will look at how to build strong relationships and an appropriate model for IT governance, how to define and market the Business and Academic Value of IT projects, how to protect the IT commons and how to evaluate new technologies to support the expanding mission for higher education.

- ▶ How must IT services to key higher-education constituencies evolve in the next five years?
- ▶ How can higher-education IS organizations demonstrate their contributions to business and academic value in a time of budget austerity?
- ▶ What strategies and policies must higher-education institutions adopt in order to meet current security requirements?

Session 15I

3:00 PM

Track: HC, ETO

Lead Presentation

A Digital Dozen for Healthcare Providers: Facilitating Access, Improving Quality and Reducing Costs Through IT

Jim Klein, Research Vice President

The business risks to healthcare delivery organizations of not adopting enabling technologies that have been proven in other industries now exceeds the technology risk of implementation failure for most healthcare providers. This presentation analyzes those proven technologies and the traditional challenges and new business opportunities that they address, as well as, the emerging technologies that will transform healthcare delivery over the next five years.

- ▶ How will healthcare organizations achieve business process fusion?
- ▶ What technologies will raise Computer-based Patient Record (CPR) systems to full-fledged "assistants" in patient care?
- ▶ What technologies will help to secure Computer-based Patient

Record (CPR) systems and protect patient privacy?

Session 16A

4:30 PM

Track: PRED, CIO

Lead Presentation

Gartner Predicts: The Future of IT

Al Lill, Vice President, Distinguished Analyst

Carl Claunch, Research Vice President

This is the "Gartner IT Scenario," our integrative, top-level view of IT's future. In it, discover fundamental trends, discontinuities, shifts in direction, and unseen opportunities. This session builds on and extends our popular Gartner Predicts 2003 special report, a holistic view of what's going to happen on and around the IT Industry landscape over the next several years.

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

Session 16B

4:30 PM

Track: SEC, ETT, GOV

Lead Presentation

Information Security Scenario for the Future

Vic Wheatman, Managing Vice President

In 2004, security spending will exceed 5% of the IT budget for the first time in most enterprises. Yet, risk levels seem to be increasing and new technologies, such as wireless and Web services, threaten to break many existing security measures. Enterprises need to make architectural investments in security that can increase security and efficiency simultaneously. Gartner presents our scenario for successfully enterprise security strategies.

- ▶ How will new technologies and business processes disrupt existing security structures and introduce new vulnerabilities?
- ▶ What information security solutions are offered to the market, and how will they evolve?
- ▶ How will enterprise security programs need to adapt to manage future risk events?

Session 16C

4:30 PM

Track: MOB

Lead Presentation

Wireless Technology Scenario

Nick Jones, Vice President and Research Fellow

This presentation sets the scene with Gartner's high level overview of mobile business and technology through 2009. This presentation sets the stage for the entire conference with a world-view of the technology trends, commercial trends, social impact of mobility in the "always-on society", and the economic and usability barriers of mobile services. We will examine some of the key risks that mobile vendors and users will face in a future of accelerating technological and business change.

- ▶ How will the evolution of wireless devices, service and technologies affect enterprises?
- ▶ Which vendors will deliver effective mobile and wireless technologies,

devices, infrastructure, applications and content?

- ▶ What are the opportunities and risks in mobilizing business processes and practices?

Session 16D

4:30 PM

Track: G2, RTE

Lead Presentation

GartnerG2 Scenario: Aligning Business and Technology to Drive Business Growth

Neil MacDonald, Group Vice President, GartnerG2

In this tough economy, business growth is imperative yet tough to find. This session will explore the forces, including technology, at work across all industries and how these contribute to the high-level drivers and issues of business leaders in your industry. The session will then explore ways that strategists and technologists can use technology as a driver of top and bottom-line growth and begin to better align technology and business initiatives.

- ▶ The megaforges across all industries and the impact in the business issues and drivers across all industries.
- ▶ Top 10 Business Trends and the resultant Top 10 IT trends.
- ▶ Strategies for aligning business initiatives with technology deployments.

Session 16E

4:30 PM

Track: BMIT

Session

The Human Impact of IT

Diane Morello, Research Vice President

Innovation and growth emerge when imaginative people apply new thinking to established business processes and new technologies. Sadly, the pursuit of new technology often ignores the impact on people, both the negative influences and the emerging opportunities. What will your enterprise risk in lost productivity or breakthrough innovation if it ignores that impact?

- ▶ Which innovations will disrupt the workplace during the next five years, causing shifts in workplace behavior and technology investment?
- ▶ How can leaders use organizational behavior and evolving worker profiles and consumer values to drive change?
- ▶ How will enterprises enhance workforce productivity, performance and leadership?

Session 16F

4:30 PM

Track: SMB

Lead Presentation

11 Things MSB Always Wanted to Know About Technology

Mika Krammer, Research Vice President

To maximize competitiveness after the economic bust, small and midsize businesses must determine their best course of action in terms of technology strategy and investment. We address 11 questions that provide direc-

tion and insight into what SMBs are, and that everyone should be asking about to optimize their enterprises' business value of technology.

- ▶ Among SMBs, how should IT investment planning be integrated with the IT strategy?
- ▶ How can SMBs identify technology investments that will maximize returns for their enterprise?
- ▶ How should SMBs coordinate and manage their organizations to maximize the business value of technology?

Session 16G

4:30 PM

Track: TPP, ETO

Lead Presentation

The Political Future of IT

French Caldwell, Research Vice President

The political situation of the IT industry will change dramatically in this decade. Until the late 1990s, government was only minimally involved in a sector that produced millions of good jobs while go-it-alone IT entrepreneurs ignored politics. Yet, the IT industry's success has made it too important for government to ignore any longer, and vice versa.

- ▶ How will the legal and regulatory framework evolve to reflect the economy's and society's dependence on IT?
- ▶ How will IT affect the relationships between government and the governed?
- ▶ Which IT powerhouses are best poised to shape the political future?
- ▶ Why will IT determine the winner in the 2008 presidential election?

Session 16H

4:30 PM

Track: BVIT

Lead Presentation

Business Value of IT: Investing for Growth Requires Careful Choices

Audrey Apfel, Vice President & Research Fellow

There is great uncertainty on the true returns, productivity impacts and economic benefits of IT investment. We will bare the issues hidden behind the business value of IT and present a set of methodologies, tools, frameworks and fresh thinking to enable attendees to look at IT investment justifications in a new way.

- ▶ Why is the business value of IT so elusive?
- ▶ Which methodologies and frameworks work well to capture and measure the business value generated by technology?
- ▶ How will the business value of new technologies and IT-enabled opportunities be demonstrated?

Session 16I

4:30 PM

Track: AD, WSP

Session

.NET vs. Java: Competition or Coexistence?

Daryl Plummer, Sector General Manager, Research Fellow

Microsoft's .NET and Sun's Java platforms have become de facto standards for new web service and e-business application-development initiatives. Determining which platform is most important for your organization will

continue to be a critical challenge and issue of intense debate for years to come. Moreover, the inevitability that many organizations will be forced to support both will further complicate and stretch already thin IT resources. In this presentation, we examine both platforms and discuss the challenges for adopting and embracing each one. We also address selection criteria for selecting one over the other, as well as managing environments that inevitably must manage both.

- ▶ What are the strengths and challenges of both .NET and Java when supporting e-business solutions?
- ▶ What are the key selection criteria when choosing between .NET and Java?
- ▶ How can organizations best manage environments where .NET and Java must coexist?

Tuesday, March 30, 2004

Session 20A

8:00 AM

Track: CMPC, GOV

Lead Presentation:

Content Management, Portals and Collaboration Converge

*Simon Hayward, Vice President and Research Fellow
Gene Phifer, Vice President, Distinguished Analyst Mark Gilbert,
Research Vice President*

Three of the most pervasive office technologies are coming together, and no enterprise is immune from the changes this will bring. The core technologies that let us build, share and access information are becoming application infrastructure. Superpower vendors are vying for enterprise dominance. Navigate the changing marketplace and make this convergence work for your enterprise.

- ▶ What key trends are shaping the future of Content Management, Portals and Collaboration?
- ▶ What enterprise architectures will support this convergence and which ones won't?
- ▶ How can you make convergence pay off for your company?

Session 20B

8:00 AM

Track: VEN

Lead Presentation

Powerhouse Vendor Scenario

Betsy Burton, Vice President, Research

Increases in componentry and openness in packaged application architecture belies a megavendor agenda for greater architecture ownership and customer lock-in. Because vendors will likely succeed in making them customers for life, enterprises should carefully evaluate compatibility with a vendor's industry, technical strategies and service strategies — initially and over time. This presentation will explore the different Powerhouse vendor strategy in the context of an enterprise's architecture.

- ▶ How are the major powerhouse vendors approaching the support of an enterprise architecture?
- ▶ How do the strategies of the powerhouse vendors relate to "passive IT" computing?

- ▶ How can organizations partner with the powerhouse vendors?

- ▶ Use Deep Packet Inspection and Application Defense as a key evaluation criterion for your next firewall purchase.

Session 20C

8:00 AM

Track: CIO, BVIT, BMIT

Session

Building Brilliant Business Cases

Chuck Tucker, Vice President, EXP

Business cases drive important investment decisions. But they can do much more, when they overcome the common shortfalls discussed in this report and are leveraged throughout investment lifecycle.

- ▶ Overcoming the three common shortfalls in documenting business cases. Most business case documents have three major shortfalls. They do not link to business plans, they do not explore potential risks and how they will be mitigated. And they are poorly packaged, so they lack credibility.
- ▶ Overcoming the three common shortfalls in developing business cases. Most processes for developing business cases have three shortfalls. They don't involve all stakeholders. They focus on technology, not how the business processes and people must change. And they do not identify all the benefits, and who takes responsibility for achieving them.
- ▶ Extending and leveraging the use of business cases. Most business cases are shelved once funding is approved. However, brilliant business cases are used throughout the entire project lifecycle. They are leveraged to guide project execution, operationalize process and people-related changes, and track benefits realization.

Session 20D

8:00 AM

Track: PRED, ETT

Session

Gartner Predicts: Future of Hardware

Steve Prentice, Vice President, Research

Brian Gammage, Research Vice President

Jim Tully, Vice President, Research

Leslie Fiering, Research Vice President

Session 20E

8:00 AM

Track: SEC, NET

Session

Approaching Network Security Nirvana

Richard Stiennon, Research Vice President

The entire landscape of network defenses is changing. IDS is entering its nadir. Security Management consoles are bridging the transition phase to better gateway defenses. The current market for so called Intrusion Prevention appliances is also short lived. Realtime, in-line defenses will remain the purview of the firewall which is going through an evolutionary leap to deep packet inspection.

- ▶ An investment in IDS is money wasted.
- ▶ Use outsourcing or security management solutions to seek out some value from already sunk investments in IDS.
- ▶ Deploy Application firewalls in front of critical network segments such as the Transaction Zone.

Session 20F

8:00 AM

Track: WSP, RTE

Session

Business Impacts of Web Services: What they change, transform, and create

Whit Andrews, Research Director

Web services facilitate the increasing importance of IT in the manufacture and provision of products and services. Ultimately, they will allow an enterprise to wrap a product in a technological cocoon as completely as they wrap it today in plastic and cardboard. Understand how enterprises can use Web services to improve their relationships with distributors, suppliers and consumers.

- ▶ How will Web services create and transform business and consumer-facing applications through 2008?
- ▶ What is the best way to organize and manage the enterprise Web presence?
- ▶ How will enterprises select suppliers of Web services-enabled software?

Session 20G

8:00 AM

Track: CRM, ETO

Lead Presentation

CRM Scenario: The Future of Customer Relationships and Technologies

Scott Nelson, Vice President, Distinguished Analyst

The technology-driven hype of 1998-2000 has created disillusion around the concept of CRM, an idea introduced 20 years ago by Jagdish Sheth. But the principals and concepts that underpin CRM are strongly supported and believed in, and examples of success abound. The importance of the principals underpinning CRM is set to revive in the face of the networked era: an age of even more interconnected customers and suppliers. Over the next five years, CRM increasingly will focus not on supporting existing processes but in transforming the very nature of business.

- ▶ How will enterprises balance the financial demands of their organization with the increasing demands of customers, consumers, and constituents?
- ▶ What are the key components of successful CRM, and how will firms go about developing each component, appropriate to their business model?
- ▶ What are the benefits of successful CRM, and how can firms go about achieving them?

Session 20H

8:00 AM

Track: ITSS

Session

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

Ben Pring, Research Vice President

IT Services suppliers are now suffering the fourth year of the post-Internet bubble implosion. While there are some signs of recovery on the horizon the overall worldwide IT services marketplace picture is still far from rosy. However, use of IT services suppliers is now more vital than ever to many enterprises as the mantra of “core competence” becomes more widely accepted. This presentation outlines Gartner’s highest-level scenario for the IT services industry over the medium term; discusses the increasing momentum behind service and utility based IT delivery models — which present challenges and opportunities to buyers (and sellers) of IT services; and lays out the steps buyers (and consequently sellers) of IT services need to undertake to prosper and flourish in the “new normal.”

- ▶ What will be the key management challenges and opportunities for buyers of IT services over the next five years?
- ▶ What are (and will be) the key business and technological catalysts that will change the IT services landscape over the medium term?
- ▶ Which IT services suppliers will emerge from the current turbulence best-positioned to help their customers focus on their “core competencies”?

Session 20I

8:00 AM

Track: AIM, AD

Session

Application Server Scenario: APS, J2EE, .NET and More

Yefim Natis, Vice President, Distinguished Analyst

Old stovepipe applications do not work on the Internet. Enterprises have devised various ways of opening up their systems to the opportunities of e-business, but most of their initial Web strategies will need to be replaced by new architectures, tools and processes.

- ▶ What will enterprises need to know about the trends and tensions in the application server market?
- ▶ Where are BEA, IBM, Microsoft, Sun and others taking their application platforms? Will .NET surpass J2EE?
- ▶ With 80 percent of all business applications monolithic, why all the fuss about service-oriented architecture and Web services?

Session 21A

9:30 AM

Track: GOV

Lead Presentation

Emerging Management Practices for Government

John Kost, Managing Vice President

The history of the public sector CIO now has passed 10 years and there are ample examples of successes and failures. There are also some clear trends emerging that offer excellent indicators of when a CIO will succeed and when it will fail. Along with the proper role of the CIO, the impact of procurement processes on the ability to buy and deploy emerging technologies and some alternative approaches will be discussed.

- ▶ What factors will determine success or failure of the IS organization?
- ▶ How can the procurement process improve rather than diminish the likelihood of success for IT?
- ▶ What barriers unique to government inhibit the deployment of emerging technologies?

Session 21B

9:30 AM

Track: ITAM

Lead Presentation

Ten Critical Issues Facing IT Asset Managers

Jack Heine, Research Vice President

Most enterprises are faced with a perplexing dilemma, “How do we reduce IT costs and yet added additional functionality so that business units can compete effectively?” Underlying this issue are the concerns of IT asset managers, specifically “What opportunities are available to reduce costs, improve service and reduce risks?” Here is our top ten list of critical issues and where to find the answer.

- ▶ What is a “win/win” strategy for IT Asset Managers?
- ▶ How should IT asset managers prioritize their efforts?
- ▶ Is there still low hanging fruit in the cost savings orchard?

Session 21C

9:30 AM

Track: SOX, TPP

Lead Presentation

Sarbanes-Oxley Compliance: Get IT Wrong and Go to Jail

French Caldwell, Research Vice President

CIOs face an avalanche of requests to achieve transparency and compliance with international, federal, and state rules such as Sarbanes-Oxley. The level of confusion about which vendors offer what and what exactly it is good for is growing.

- ▶ What are the priorities for Sarbanes-Oxley compliance, and how do they translate into technology?
- ▶ What is the role of IT in Sarbanes-Oxley compliance?
- ▶ What vendors offer the best compliance solutions?
- ▶ What will happen next in the compliance and regulatory landscape, and how can IT meet those challenges?

Session 21D

9:30 AM

Track: SEC

Session

Fighting Back with Anti- Virus and Spam Blocking

John Girard, Research Vice President

Recent outbreaks from Nimda, Slammer to Blaster demonstrated how weak traditional AV defenses are against the new hybrid worms. Spam now makes up 60% of in bound enterprise email and is a conduit for fraud, offensive content and malicious code. Enterprises must not only invest in an arsenal of new technologies to more effectively manage these threats but adopt extensive new policies and procedures to support them.

- ▶ How are malicious code and spam evolving?
- ▶ How will the market, vendors and technologies evolve for anti-virus and email security?
- ▶ What are the best practices for effectively managing viruses, spam and inappropriate content?

Session 21E

9:30 AM

Track: BIDW

Session

Applications of BI Scenario

Howard Dresner, Vice President, Distinguished Analyst

Lee Geishecker, Research Vice President

Organizations are finding that business intelligence can apply to a wide range of business needs. However, these applications require consideration beyond just technology. The latest research on the new opportunities and challenges for BI applications will be presented.

- ▶ How are organizations applying BI today?
- ▶ What is the relationship between a BI framework and an applications framework?
- ▶ What are the current products and services for BI applications today?

Session 21F

9:30 AM

Track: PRED, NET, ETT, MOB

Session

Gartner Predicts: Networks Will Drive Business - With or Without the Wire

Mike Harris, Managing Vice President

Eric Paulak, Research Vice President

Predicting which of the many "cool" wireless technologies will turn into "hot" business opportunities and how convergence will affect wired networks will be key areas of discussion. The session will also predict which networking vendors and network service providers will once again flourish as the market stabilizes.

- ▶ Which communications technologies (i.e., WiFi, VoIP, broadband, 3G, optical, etc.) should be part of a business' networking roadmap?
- ▶ What impact will the convergence of communications and applications have on the way business is done?
- ▶ How can companies leverage network investments into tangible business results?

Session 21G

9:30 AM

Track: CIO, ETO

Session

Leaping Forward: Emerging Technologies and Persistent Business Needs

Mark McDonald, Group Vice President, EXP

The business view on emerging technologies is changing from a technology-driven "supply side" focus to a needs-driven "demand side" focus. CIOs must identify and communicate clear business benefits for investments in emerging technologies – benefits aimed at persistent needs.

- ▶ Persistent needs define the demand side of the emerging technology equation. Near-term business results matter more now than the potential for long-term changes to business models and the nature of industry competition.
- ▶ Apply business needs to identify the technologies that matter most. Early in the process, use a business needs view to qualify and quantify the value potential of emerging technologies.
- ▶ Use a business needs view to ensure ongoing strong links between

innovation, implementation, and business value. Link technologies and needs to change business fundamentals, realize innovation and build support for implementation.

Session 21H

9:30 AM

Track: ESM

Session

Operational Change Management: The Long and Winding Road

Kris Brittan, Research Director

In an ever-changing world, agility is critical to long term business success. Coupling this with the dependence of business on IT, creates significant demands for IT operational change management. This session provides advice on an integrated change management approach that enables better change prioritization, control and metrics.

- ▶ What business initiatives and challenges drive IS organizations to formulate and execute IT operations change management processes?
- ▶ How can the IS organization integrate technologies and processes to enable comprehensive operational change management?
- ▶ How does the IS organization set achievable objectives and deliver greater operational change management capabilities?

Session 21I

9:30 AM

Track: STOR

Session

Server and Storage Acquisition and Deployment

John Enck, Research Vice President

Stanley Zaffos, Research Vice President

Despite the continuing trend toward technology commoditization, the renewed focus on storage sales by server vendors and value pricing have made it maddeningly difficult to negotiate cost competitive server and storage acquisitions. Enterprises that can maintain a flexible infrastructure, master the art of deconstructing complex bids, and skillfully negotiate will frequently lower their hardware acquisition and upgrade costs by 20 to 50 percent or more. Key issues include:

- ▶ How to identify and manage vendor lock-ins?
- ▶ Does the deployment of proprietary features deliver a positive ROI?
- ▶ What are the elements of a competitive bid?

Session 21J

9:30 AM

Track: WSP, RTE

Session

Service-Oriented Business Applications: Process Revolution or Next-Wave Hype?

Chuck Abrams, Research Director

Business application vendors are recognizing the growing impact of Web services on enterprise architectural strategy. Their response, to explode internal and external interfaces using Web services, will have a substantial impact on enterprises' available business strategies. Learn what vendors are doing to meet the needs of agility within the enterprise.

- ▶ How will Web services create and transform business and consumer-facing applications through 2008?
- ▶ How will enterprises select suppliers of Web services-enabled software?
- ▶ What are the strategies of the leading Web services vendors?

Session

11:00 AM

Track: KEY

Keynote

Gartner Mastermind Interview:

David W. Dorman, Chairman and Chief Executive Officer, AT&T Corporation

Session 22A

1:30 PM

Track: PPM, GOV

Lead Presentation

Project Portfolio Management: Techniques and Tools

Matt Light, Research Director

Conflicting business priorities and poor project visibility have yielded many costly initiatives with dubious justification and ballooning costs and risks, leading many enterprises to seek out new ways of managing project portfolios. The emerging market for project portfolio management suites has seen a flurry of innovation from established players, new entrants, confused market positioning and recent M&A activity. This presentation considers roles and responsibilities along with the processes and tools that work.

- ▶ What best practices should be used to prioritize and manage IT projects?
- ▶ What are success factors and pitfalls for enterprises adopting project portfolio management techniques and tools?
- ▶ What application packages can help IS organizations optimize project planning, tracking and service provision processes?

Session 22B

1:30 PM

Track: RTE

Lead Presentation

Evolving your Real-Time Enterprise

Mark Raskino, Research Director

Full evolution of the real-time enterprise will take at least a decade but there will be competitive gains at each step along the way for the leaders. We lay out the emerging capabilities, technologies and progress stages that are forming the roadmap for this endeavor.

- ▶ What is RTE and why will it matter?
- ▶ What are the technology and business competency changes required for RTE?
- ▶ What will the progress stages look like?
- ▶ What are the major problems and pitfalls to avoid?

Session 22C

1:30 PM

Track: BMIT

Session

Leading and Managing in the Matrixed Virtual Organization

Michael Bell, Research Vice President

In the changing business environment, the organizational matrix is the dominant way of getting work done — virtually and in real time. Yet, for most people, a crucial question remains: Whom do I really work for? Disparate expectations, conflicting goals, competing motivations and far-flung teams call for clarity and effectiveness in turning the complexities of virtual matrix management into high-performance organizations.

- ▶ What are the success criteria for achieving clarity and commitment in the matrix organization?
- ▶ How can IT management achieve high levels of alignment, agility, and effectiveness in the matrix organization?
- ▶ What are case study examples of high performance virtual matrix organizations?

Session 22D

1:30 PM

Track: BVIT

Session

Building the Value Management System for Achieving Business Value from IT

Tony Murphy, Vice President, Consulting

Executives themselves will always disagree on the trade-offs necessary to achieve value. The business community's expectation levels will distort perceptions of business value. This presentation will discuss how to determine an organization's BVIT maturity, and how to set up the standards, processes and governance to project and achieve business value, and grow credibility

- ▶ How and why should CIOs undertake a BVIT 'maturity assessment'?
- ▶ What are the steps necessary in setting up value standards, processes and governance structures?
- ▶ What are the most serious pitfalls that undermine benefits realization?

Session 22E

1:30 PM

Track: CC

Session

Deploying New PCs for the Life Cycle

Michael Silver, Research Vice President

The procurement, deployment, management and retirement of enterprise PCs is a continual process. Enterprises must optimize deployment strategies across the whole PC lifecycle to optimize returns and ensure flexibility when navigating technology roadmaps.

- ▶ What factors are changing the way enterprises plan their PC deployments?
- ▶ What best practices should enterprises follow when planning PC deployments?

Session 22F

1:30 PM

Track: G2, ETO

Session

Digital Media Titans: A Roadmap for Navigating the Minefield

Allen Weiner, Research Director, GartnerG2

Discover how the next generation of media titans will leverage emerging technology and changing consumer behaviors to impact every element of the media value web. Learn how third-party vendors are building products and services to support this evolution and how changes in IT planning and implementation are key drivers to successfully negotiating the minefield. We predict future winners and losers and look both inside and outside the traditional media space to determine who will be titans and who will fall short.

- ▶ The proliferation of low-cost, high bandwidth networks will act as an accelerator for change in the media landscape.
- ▶ The 2004 take-off of digital distribution of music will be a precursor to other high-value content such as film and television.
- ▶ Increasing consumer control over media access and content creation will have dramatic impact on the future development of media titans.
- ▶ True media titans will have global strategies in place to take maximum advantage of the new value web.

Session 22G

1:30 PM

Track: ETT

Session

Client Panel: Best Practices in Strategic Technology Management

Jackie Fenn, Vice President and Research Fellow

A panel of experienced managers of advanced technology groups will examine how appropriate tracking, evaluation and deployment of emerging technologies has launched their organizations into leadership positions.

- ▶ How can technology planners identify the technologies and applications that will generate maximum benefit for the organization?
- ▶ What are the most effective strategies and tactics for managing the evaluation, transfer and deployment of emerging technologies?
- ▶ How will advanced technologies groups adapt their role and mission to changing organizational demands?

Session 22H

1:30 PM

Track: MOB, NET, HC

Session

Pocket Power: The Mobile Device Scenario

Ken Dulaney, Vice President, Distinguished Analyst

In an era in which users may have more mobile devices than shoes, organizations must have a clear understanding of which devices - handsets, PDAs, pagers or notebooks - will best fit the needs of businesses and consumers. What's in store for the next generation of mobile products and how should you supply them to users? Which form factors will win? Which features and wireless capability will future devices offer? Which operating systems will they run? Which are the primary applications that users will demand? This presentation will answer all these questions and more.

- ▶ What product vendors will make a successful contribution to the

mobile enterprise and how?

- ▶ How will the evolution of wireless devices affect enterprises?
- ▶ Which vendors will deliver effective mobile and wireless technologies, devices, infrastructure, applications and content?

Session 22I

1:30 PM

Track: ITSS

Session

Going Offshore to Globally Source IT Services: What Does the Future Hold?

Rita Terdiman, Research Vice President

Enterprises are feverishly seeking to capitalize on "nearshore/offshore" options. Both the demand side (enterprises) and the supply side (vendors) are seeking to maximize the value proposition, achieve the benefits and manage the risks of "going offshore." Here, we discuss the trends, market forces and future options for both the vendors and global buyers of IT services.

- ▶ What are the recent trends in offshore, and what does the future hold?
- ▶ How are the various service offerings (apps, call centers, BPO, ITO, etc.) scaling and maturing in the global marketplace for buyers?
- ▶ What are the realities with regard to evaluating global options (including benefits, savings and risks)?
- ▶ What are the implications of the triple witching of global economic woes, war/political unrest and SARS?

Session 22J

1:30 PM

Track: SEC

Session

New Technologies for Vulnerability and Patch Management

Mark Nicolett, Research Vice President

The recent onslaught of rapidly spreading and high impact attacks has demonstrated the need for hardened systems, rapid patch deployment and effective shielding. We provide strategies to manage vulnerabilities and explore emerging scan and block technologies.

- ▶ What are the essential components of an effective vulnerability management program?
- ▶ What new technologies should enterprises employ to manage vulnerabilities?
- ▶ How can enterprises protect their environment from un-managed systems that have network access?

Session 25A

4:30 PM

Track: CMPC

Session

Knowledge Management: The Future of Business

French Caldwell, Research Vice President

Increasing numbers of enterprises are implementing knowledge management to drive innovation, productivity, and revenue. As new technologies emerge to support KM, business interest will grow.

- ▶ What business reasons lead enterprises to implement knowledge management?
- ▶ How can the processes and parts of the enterprise that will benefit the most from KM investments be determined?
- ▶ How can current and emerging technologies support the fusion of business management and knowledge management?

Session 25B

4:30 PM

Track: NET

Session

The New Network Manager: Redefining the Mission

Jay Pultz, Research Vice President

In most enterprises, network managers find themselves in an ironic situation: the network is viewed as a key strategic asset and yet they do not have a "seat at the table" in strategic discussions. Instead, all of their time goes to keeping a frail infrastructure up and running. This presentation focuses on how such managers can alleviate this situation, gaining the importance they (and their organizations) justly deserve.

- ▶ How will network managers best address the critical they face during the next few years?
- ▶ How will the enterprise networking organization best improve its position in the near term?
- ▶ Through 2009, what will be the key business drivers that will redefine the network — and the network manager's role?

Session 25C

4:30 PM

Track: ETO

Panel

Financing Emerging Technology Opportunities: VC Strategies vs. CIO Expectations

Anne-Marie Roussel, Research Vice President

This panel, composed of CIOs and venture capitalists (VCs), will examine how investors make their funding decisions in innovative technology companies and whether they are in synch with CIOs' evolving needs.

Session 25D

4:30 PM

Track: VEN

Session

Microsoft: New Challenges, New Opportunities for a New Era

David Mitchell Smith, Vice President and Research Fellow

Microsoft, having escaping antitrust perils, has emerged to compete for growth in several new markets in the new IT era of today. It is well positioned but is finding that not only has the era changed but its competition and competitive tactics must also change as the company finds itself under increasing fire, facing substantial threats from Linux and open source.

- ▶ What is Microsoft's vision, and where will future growth come from?
- ▶ How are Microsoft's products and initiatives faring

in the marketplace?

- ▶ What are the threats to Microsoft, and how are they changing?

Session 25E

4:30 PM

Track: BMIT, CIO

Session

Curing Leadership Ills for Business Success

Linda Pittenger, President/CEO, people3

For centuries leaders have been instructed, mentored, assimilated and rewarded for behaviors that align with those of the traditional leadership style. This traditional leadership style no longer inspires employee, builds loyalty, enables creativity, or teamwork. A new strategy of making work personal can rehumanize and reenergize the work force.

- ▶ What styles of leadership no longer energize the workforce?
- ▶ What styles of leadership are most effective in today's workplace?
- ▶ How can employees develop the required leadership styles to be successful in achieving business objectives?

Session 25F

4:30 PM

Track: ETT

Session

Enterprise Killer Applications 2010 and Beyond

Andy Kyte, Vice President and Research Fellow

Kathy Harris, Group Vice President

ERP, CRM, SCM - is that it? Is the enterprise applications portfolio full? Certainly not - the convergence of continued global competition, new business models and technology innovation will give birth to new, mission-critical systems. Many of these killer applications of the future already exist in embryonic form - learn how to spot them and nurture them, and which infrastructure and architecture investments will be likely to support successful early adoption.

- ▶ What types of enterprise business processes still have potential for substantial improvements in efficiency and effectiveness from the deployment of IT-enabled solutions?
- ▶ What could be the enterprise killer applications of 2010?
- ▶ What investments should enterprise management be making today in order to realize the business benefits potential offered by the new killer applications?

Session 25G

4:30 PM

Track: AD, BVIT

Session

Economics of AD Outsourcing: Can Indiana Compete With India?

Joseph Feiman, Research Vice President

US executives often think that U.S. external service providers (ESPs), due to their developers' high salaries and billing rates, have little chance of competing with ESPs from countries with low labor costs. They assume that the lowest billing rate will yield the largest savings, and that a project developed by an ESP in a country with salaries three times lower than in

the US will cost three times less than if it is developed in the US by U.S. developers. This presentation analyzes how culture, language, and expertise in technology, project management, and business domain affect

Application

Development (AD) cost, and what realistic savings enterprises should expect from outsourcing AD.

- ▶ What factors accelerate the tendency to outsource AD?
- ▶ What are realistic expectations for offshore savings?
- ▶ What factors, besides billing rates, affect the savings that enterprises can gain from outsourcing AD?
- ▶ Can U.S. ESPs compete against offshore ESPs?

Session 25H

4:30 PM

Track: ESCM

Session

Introducing the Business and Applications Alignment Model

Lee Geishecker, Research Vice President

Jim Holincheck, Research Director

This session will guide you in planning your business applications agenda to realize emerging business opportunities for your enterprise. We will help you understand what applications strategies are appropriate for different business strategies. In addition, we will provide guidance on how to continually evaluate your business applications portfolio to take advantage of new emerging

- ▶ What is the Business and Applications Alignment Model, why is it important, and what are the risks associated with not utilizing it?
- ▶ How should enterprises in Services Industries align their business and applications strategies?
- ▶ How should enterprises in Product Industries align their business and applications strategies?

Session 25I

4:30 PM

Track: TPP GOV

Session

Homeland Security: First to Respond, Last in Technology

Rich Mogull, Research Director

While overall IT spending suffers, the bright spot in the tech sector has been homeland security spending. The challenge for investors, buyers, and vendors is sorting out this diffuse market that ranges from first responders to national security.

- ▶ What is the current state of first responder ICT?
- ▶ What does interoperability mean to first responders?
- ▶ What role will ICT management play in establishing an interoperable architecture?
- ▶ How will funding mechanisms support or hinder technology deployment to first responders?

Session 25J

4:30 PM

Track: EA

Session

Understanding Enterprise Architecture Frameworks

Anne Lapkin, Vice President, Consulting

From Zackman to Federal to Gartner, what enterprise architecture frameworks are out there, what value do they bring, what new dimensions do they offer, and how to decide and select what is right for your firm.

- ▶ What value do architectural frameworks bring?
- ▶ What is new about the most recent frameworks?
- ▶ How to decide and select what is right for your firm?

Wednesday, March 31, 2004

Session 30A

8:00 AM

Track: CMPC

Session

Organizing Information Using Taxonomies and Metadata

Rita Knox, Research Vice President

Tools are emerging for organizing the maze of "unstructured information" that is typically only understood when a human looks at it. This presentation covers those technologies and how enterprises can put them to work for business benefits.

- ▶ How can a corporate taxonomy benefit an enterprise?
- ▶ What have other enterprises identified as best practices and lessons learned in creating
- ▶ What products can help enterprises develop and manage taxonomies?

Session 30B

8:00 AM

Track: CIO

Session

Capturing Network Era Investment Opportunities

Andy Rowsell-Jones, Vice President, EXP

CIOs must help their colleagues to recognize and prepare for the coming 'tipping point' when more devices than people will be connected. This Network Era enables a whole new range of processes, products and services, many dependent on multi-enterprise and multi-industry partnerships.

- ▶ Learn how business is being impacted by the confluence of three laws: computing power (Moore's Law), network nodes (Metcalf's Law), and connection speed (Bandwidth Law).
- ▶ Clarify how to apply the emergence of the network era to your enterprise products, processes and services.
- ▶ Position yourself and your enterprise to exploit business-driven technologies ahead of the curve.

Session 30C

8:00 AM

Track: PRED, ETT, WSP

Session

Gartner Predicts: The Vision for Next Generation Software Infrastructure

Gene Phifer, Vice President, Distinguished Analyst

Daryl Plummer, Sector General Manager, Research Fellow

The next generation of software infrastructure, specifically application integration and middleware, application development, and web services is undergoing substantial transformation and remains a strong source of emerging opportunities. This presentation provides a forward-looking, opportunity seeking assessment of the status, challenges and innovation potential associated with software infrastructure - software that will form the technical foundation for the next-generation enterprise information framework: service-oriented, event-driven, intelligent, agile and real-time.

- ▶ What are the key transformations in software infrastructure and architecture that will impact enterprise computing through 2009?
- ▶ It is a given that innovation remains in software infrastructure - it the innovation incremental or radical in nature?
- ▶ What are the IT management imperatives today, to maintain competitive enterprise business software infrastructure through 2009?

Session 30D

8:00 AM

Track: MOB, NET, GOV

Session

Converging Wireless Technologies for the Enterprise

Phil Redman, Research Vice President

Any mobile solution takes the pieces of mobile software, hardware and networks services—but what is right for your organization? This session explores the ever converging solutions for the mobile and wireless enterprise and delivers the best practices for adoption and use in this evolving space.

- ▶ What is the evolution of wireless voice and data services and how will it impact the enterprise?
- ▶ What are the opportunities and risks in mobilizing business processes and practices?
- ▶ Which vendors will deliver effective mobile and wireless technologies, devices, infrastructure, applications and content?

Session 30E

8:00 AM

Track: EA

Session

Putting Business Strategy to Work in Building Effective Enterprise Architecture

Bill Rosser, Research Vice President

The really new and previously missing EA dimension is exactly how to take the business strategy and use it to determine IT implications and decisions. This covers the process to elicit the strategy, examine business functions, explore the IT implications, evaluate the IT strategic options and select the technology path that is traceable to the business goals and is accepted by all.

- ▶ What is the best way to elicit the business strategy and gain business manager participation?
- ▶ What methodology should be used to perform a top-down functional analysis that is readily understood?
- ▶ How are the architectural implications established - including the criteria for technology decisions?

Session 30F

8:00 AM

Track: BIDW

Session

Building An Agile Foundation for Strategic BI

Ted Friedman, Principle Analyst, Research

Infrastructure is critical to success with strategic BI, yet most enterprises fail to allocate the resources to do it right. Clear understanding of the major challenges and best practices will ensure a solid, agile foundation.

- ▶ Why is infrastructure so critical to delivering enduring value from BI?
- ▶ What are the major design and topology choices faced by data warehouse project teams?
- ▶ What are the major trends and directions in BI infrastructure?

Session 30G

8:00 AM

Track: CC

Session

Navigating the Client Operating System Road Map

Michael Silver, Research Vice President

Microsoft continues to plan new versions of Windows and retire support for older ones. Competitors like Linux are trying to gain traction. Enterprises must decide which versions to target, deployment timing, and scope of project.

- ▶ How do you cost effectively plan your PC deployments around current and future OS roadmaps?
- ▶ Is Linux a viable alternative on PCs and what are the costs and cost justification for making a migration?
- ▶ How should enterprises manage their Client OS and office investments to minimize the pain and costs?

Session 30H

8:00 AM

Track: STOR

Session

The March of Linux in the Enterprise: How Far, How Fast

George Weiss, Research Vice President

Linux continues to make progress in enterprise adoption. With high level corporate executives now getting involved in the decision process, new challenges confront strategic planners: when, where and how is adoption of Linux appropriate. This session will examine the rate of adoption and how to derive a decision model to optimize Linux, Unix and Windows server deployments. What you will learn:

- ▶ What has been the progress of Linux in the past year and its outlook for the next 12 months?
- ▶ How will the evolution of Linux impact other operating systems including Unix and Windows?
- ▶ What methodologies and strategic planning practices can be applied to optimize the platform and OS decision?

Session 30I

8:00 AM

Track: CRM

Session

Using Customer Insight to Build More Profitable Customer Relationships

Gareth Herschel, Research Director

Traditional marketing activities such as campaign management are evolving to take advantage of the real time and near real time opportunities that interactions present. This session will look at the decisions that organizations must take as they make these changes, and at the best practices other enterprises have implemented to achieve business benefit.

- ▶ How will enterprises prioritize their investments in CRM Analytics?
- ▶ How will enterprises use changes in the customer relationship to drive communications?
- ▶ How will enterprises apply real-time relationship guidance to customer touchpoints?

Session 30J

8:00 AM

Track: BVIT

Session

Executive Risk Aversion, Culture Wars, and Selling the Business Value of IT.

Jorge Lopez, Vice President, Research Director, GartnerG2

Kraft Bell, Vice President, Research Director, GartnerG2

Top executives view technology as unacceptably risky, with this elusive and difficult to deliver business value of IT further complicated by the culture wars for technology and change. IT must work with top management to align technology and envelop it with other changes.

- ▶ Can IT manage technology risks within top management's expectations?
- ▶ How can the culture wars be resolved?
- ▶ How does enveloping technology with change increase the business value of IT?

Session 31A

9:30 AM

Track: CMPC

Session

Advanced E-Learning: Leveraging Technology and Content to Drive ROI

James Lundy, Research Vice President

Advanced e-Learning is a combination of software applications that enable the delivery of rich, interactive courseware. e-Learning Suites combine many of the applications, but emerging technologies, such as Simulation Engines will start to play a larger role in advanced e-learning deployments. This presentation explores the synchronization of e-Learning applications with online and offline courseware, that when combined together can produce a significant ROI for the enterprise.

- ▶ What are the top trends in e-Learning technology and content?
- ▶ How will e-Learning architectures evolve over the next five years?
- ▶ What vendors will survive the coming e-Learning shakeout?
- ▶ How can enterprises leverage their e-Learning investments to drive positive ROI?

Session 31B

9:30 AM

Track: SEC

Session

Identity and Access Management TCO and ROI

Roberta Witty, Research Director

Managing user accounts and privileges in the heterogeneous platform environment isn't getting easier as enterprises externalize their business processes, thereby expanding the number and types of users with which the enterprise has to contend. This presentation examines how user account and privilege administration can be better managed and looks at the relationships between user provisioning, Extranet Access Management (EAM), metadirectories and federated identities to achieve an enterprise solution to identity and access management (IAM).

- ▶ What business issues drive the identity and access management solution?
- ▶ What technology issues drive the identity and access management solution?
- ▶ How can the identity and access management solution serve the enterprise?

Session 31C

9:30 AM

Track: VEN, RTE

Session

IBM: Will 'On-Demand' Lead to Growth?

Thomas Bittman, Research Vice President

IBM's "On Demand" strategy is now one year old, and IBM has been actively investing in software, services and hardware to bring "On Demand" capabilities to the market. The nature of IBM's business is shifting in each of their divisions. IBM is positioned well versus the competition, but driving the market and generating growth while maintaining existing businesses will be a challenge.

- ▶ What are IBM's overall growth strategies, and will they be successful against the competition?
- ▶ How will IBM transform its Global Services business for On Demand?
- ▶ How does On Demand drive IBM's software and hardware product strategies?

Session 31D

9:30 AM

Track: BMIT

Session

IS Service Delivery: Minimizing Complexity, Maximizing Credibility

Bill Kirwin, Research Vice President

Chaotic business environments all conspire to create exceptionally challenging IT service demands.

Indeed, the complexity of delivering differentiated, cost-effective and high-quality services across organizations, regions and time zones can often be an overwhelming challenge. This presentation will provide case studies and actionable insights for simplifying and managing today's complex delivery environments.

- ▶ What are the strategic considerations and trade-offs between the three most critical success factors in managing a complex delivery model?
- ▶ What are the best and worst technological, organizational and procedural practices for making a complex delivery model work?
- ▶ How can service management lessons of global or multi-sourced IS organizations be modified to better suit smaller or non-global enterprises?
- ▶ How can service management practices be modified to better suit smaller or non-global enterprises?

Session 31E

9:30 AM

Track: ITSS, NET

Session

Identifying Solutions and Providers for Network Managed Services

Eric Goodness, Principle Analyst, Research

Network managed services represent a new face of infrastructure sourcing possibilities where much of the effort, and value, comes from offsite and sometimes offshore support of the network. These remote monitoring and management services act as a foundation for proactive support, improved vendor (maintenance) management, a conduit for information for change management; and, a knowledge base for future migration and capacity planning. Because managed services offerings are still maturing, the biggest risks are not knowing what is available in the marketplace and how to negotiate with the vendors.

- ▶ What are managed services, and what value can they provide to your company?
- ▶ Which of the external service providers is best-positioned for successful managed services sourcing relationships: carriers, out-sourcers, systems integrators, telecommunication and network vendors, or managed services providers?
- ▶ What are the best practices in choosing and utilizing managed services?

Session 31F

9:30 AM

Track: STOR

Session

Storage - The State of the Union

Nick Allen, Research Vice President

Storage and storage management are rapidly evolving technologies. Development is being driven by established companies fighting for market share, venture capitalists attempting to solve high-impact operational problems, and the market's demonstrated willingness to adopt new technologies that promise cost savings and staff productivity improvements. But how does one separate out all the hype from fact. Key issues include:

- ▶ What storage technologies are and are not suitable for adoption today and when in the future?
- ▶ Which vendors are best positioned to provide these technologies?
- ▶ What are the best deployment strategies for these evolving storage technologies?

Session 31G

9:30 AM

Track: CC, MOB

Session

Selecting the Right Client Computing Device

Leslie Fiering, Research Vice President

Desktop PCs are commodity items, mobile PCs are on the way to joining them. With differences between PCs becoming less visible, other criteria take on a greater importance in the vendor selection process.

- ▶ How many PC suppliers should you work with and what is the cost of switching between them?
- ▶ What are the key criteria for evaluating PC hardware vendors for your organization?
- ▶ How can you choose from the available PC procurement options to ensure getting the best deal?

Session 31H

9:30 AM

Track: AIM, BIDW, SOX

Session

Lethal Integration Combo — Business Activity Monitoring and Business Process

David McCoy, Vice President and Research Fellow

Jim Sinur, Vice President, Distinguished Analyst

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

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

Session 31I

9:30 AM

Track: G2, ETO, RTE

Session

RFID Transforming Retail and SCM

Jeff Woods, Principle Analyst, Research

Stephen Smith, Vice President, Research Director, GartnerG2

Session 31J

9:30 AM

Track: GOV, BVIT

Session

Emerging Technologies in Government: Understanding the Public Value of IT

Andrea Di Maio, Research Vice President

The concept of Public Value of IT can be used to prioritize IT and business initiatives in a public sector context, as well as to actively manage a project portfolio to find the best possible compromise between effectiveness, efficiency and political impact. The presentation will introduce the concept of PVIT and describe how it can be supported using a variety of estab-

lished BVIT methods as well as the models and methods developed by several governments (such as the FEA PRM). It will then show how the concept can be applied to understand the potential of emerging technologies, moving from TCO models to a better appreciation of the total value of opportunity.

- ▶ How can the value of IT investments be defined in a government context?
- ▶ How can government IT programs be assessed to ascertain their real value, to review objectives and to rebalance resources?
- ▶ How can value assessment frameworks be used to evaluate projects using emerging technologies?

Session 32A

1:30 PM

Track: WSP, CMPC

Session

Do Portals Plus Web Services Equal High Value?

Ray Valdes, Research Director

Gene Phiifer, Vice President, Distinguished Analyst

Although portal products have grown in power and complexity over the past five years, the core concepts remain the same: Portals aggregate content, integrate business function and deliver a personalized user experience. Despite years of evolution, the technology base of portals remains fragmented through proprietary APIs and niche development tools, limiting their value. Web services renovate this dilapidated reality and promise improved capabilities at lower costs.

- ▶ What are the best practices for deploying and managing enterprise portals?
- ▶ How will portal technologies evolve, and what standards will address interoperability?
- ▶ What are the costs associated with intranets, enterprise portals and externally facing Web sites, and how can enterprises ensure a return on investment?

Session 32B

1:30 PM

Track: CIO

Session

Privacy: Thriving in the Fishbowl Society

Richard Hunter, Vice President, EXP

Privacy matters. In the next five years it will matter even more as technology produces a fishbowl society, awash in personal information. In this fishbowl society, the meaning of privacy will change, from secrecy of personal information to control over that information. Consumer demand for privacy-as-control will produce commercial opportunities and risks for businesses worldwide.

- ▶ Privacy will be a key concern of every executive.
- ▶ Managing privacy always costs, but respect for privacy pays.
- ▶ Prepare to make your privacy strategy a competitive strength.
- ▶ Five questions about privacy.

Session 32C

1:30 PM

Track: SEC, HC

Session

Wireless Intrusion Detection and Prevention

John Girard, Research Vice President

Security for wireless LAN systems and PDAs in the enterprise need to be driven by updated security policies that address the unique demands of the mobile workplace. New standards are arriving, but new technology is arriving faster. This presentation looks at the key WiFi security standards and protocols, as well as the key issues in protecting enterprise information in a mobile environment. The focus will be on tactical advice about the best practices in wireless security and on a strategic outlook for long-term issues.

- ▶ What strategies, best practices and technologies will enable wireless security?
- ▶ Which vendors will deliver effective mobile and wireless security technologies, devices, infrastructure, applications and content?
- ▶ How will future wireless standards and technologies impact today's enterprise security approaches?

Session 32D

1:30 PM

Track: PRED, BMIT

Session

Gartner Predicts: Application Software 2008 — From Diversity to Fusion

Kathy Harris, Group Vice President

Matt Hotle, Group Vice President

Application software is delivering sophisticated support for the enterprise's customers, employees, partnerships, and business processes. But along with sophistication has come high complexity and often, high cost. Enterprises will demand that the next generation of application software resolve these and other challenges.

- ▶ Which business trends will most influence the direction of application software?
- ▶ What are Gartner's Top 10 Predictions for application software through 2008?
- ▶ What IT and application software investments should you make in 2004?

Session 32E

1:30 PM

Track: NET, GOV

Session

Network Sourcing Strategies: Saving Time, Money and Frustration

Mike Harris, Managing Vice President

David Neil, Research Vice President

Should you in-source or outsource your network? The trick is to balance cost savings with selecting the right providers, technologies and services. If done properly, you can realize the benefits of emerging technologies and proven processes across your network infrastructure.

- ▶ What aspects of your network should you source internally vs. externally?
- ▶ What companies are best able to deliver on their network sourcing promises?

- ▶ How should network services relationships be structured to save money while delivering reliability and technology flexibility?

Session 32F

1:30 PM

Track: ESM

Session

IT Operations and Infrastructure: Burning Issues and Advice

Ray Paquet, Research Vice President

This session addresses IT operations' burning issues, providing practical advice on running IT operations as a business, maturing IT processes, reducing costs, and architecting and planning the infrastructure.

- ▶ How will IT operations successfully evolve from component management towards end-to-end IT service management, encompassing business applications and their underlying infrastructure?
- ▶ What strategies, architectures, technologies, and process improvements will enable IT operations to reduce costs while preserving quality of service?
- ▶ How will IT infrastructure (server, systems software, storage hardware and software, network, client devices) standards, architectures and technologies evolve, and on what criteria will selection and procurement be made?

Session 32G

1:30 PM

Track: MOB

Session

Opportunities and Costs for Use of Fixed and Mobile Wireless Broadband Technologies

Phil Redman, Research Vice President

Wireless technology has increased in both capability and reliability that it is becoming an option for replacement to many fixed and mobile enterprise voice and data systems. This session looks at some of the current and emerging standards and technologies, assesses each for its viability as an enterprise solution and looks at how each should be used and where the cost savings are.

- ▶ How can enterprises extend enterprise applications and business processes to groups of mobile workers?
- ▶ Which wireless technologies are best suited for each mobile worker type?
- ▶ What are the specific implementation and support details that make mobile applications successful for each worker type?

Session 32H

1:30 PM

Track: AIM

Session

Integrating Business Partners: Competing Approaches

Benoit Lheureux, Research Director

Frank Kenney, Analyst Research

Integration does not stop at the doors of the enterprise. B2B integration is increasingly pervasive and complex. Web services, transaction delivery networks, and other models mean there are multiple ways to bring business partners together. Which ones work best?

- ▶ Which new approaches to integration work best with external business partners? Which do not?
- ▶ What does it mean to integrate with business partners who we do not control?
- ▶ How can you manage the unique complexities of B2B integration?

Session 32I

1:30 PM

Track: ITAM

Session

Microsoft Licensing: Changing Value Propositions

Alvin Park, Research Director

Microsoft continues to adjust its current licensing models to entice customers to sign up for their annuity maintenance offering, Software Assurance (SA). This presentation takes a look at recent and projected changes to these programs, many of which affect the value proposition of SA, and makes recommendations for how your organization can better manage the cost of your Microsoft software licenses.

- ▶ What critical factors should be taken into consideration prior to making Microsoft Licensing decisions?
- ▶ What changes have Microsoft made to their Licensing 6.0 programs to make adoption of Software Assurance more attractive?
- ▶ What impact will the recent changes that Microsoft has made to its Product Use Rights have upon my organization's Microsoft licensing cost?
- ▶ What future licensing changes can customers expect as a result of the increased pressure on Microsoft to maintain revenue growth and competitive product offerings?

Session 32J

1:30 PM

Track: RTE

Session

Business Process Fusion — Powering the RTE

Simon Hayward, Vice President and Research Fellow

Fusion does not just link existing elements — it creates new ones. Business process fusion considers both the opportunities to reshape business processes and the implications for the supporting IT. We examine both business and technology impacts of this emerging trend.

- ▶ What is business process fusion?
- ▶ How does it contribute to the RTE?
- ▶ Which technologies and architecture changes are making this possible now?

Session 35A

3:00 PM

Track: CMPC, ETT

Session

Content Management What's Next: Micro Content and More

Mark Gilbert, Research Vice President

Content is exploding as it is distributed to every device accessible by people and is integrated into every aspect of our business day. How can you best exploit it? We examine content integration, microcontent, the notion

of anywhere content and the coming battle of the superpower vendors. .

- ▶ What trends are changing the world of Content Management?
- ▶ What technologies should you invest in as content becomes pervasive?
- ▶ How do different models of Content affect what is sold and who sells it?

Session 35B

3:00 PM

Track: SEC

Session

Security for the Web Services-Enabled Enterprise

Ray Wagner, Research Director

Becoming Web services-enabled will bring new security challenges throughout the enterprise. We'll look at several examples of how Web services are secured, the standards involved, issues of trust, and what the implications of Web services are for the rest of an enterprise security program.

- ▶ What are the security implications of Web services deployment for the rest of your enterprise?
- ▶ What architectures are available for secure Web services deployment?
- ▶ What are the relevant technologies and standards, and what is their state of development?

Session 35C

3:00 PM

Track: PRED

Session

Gartner Predicts: Top 10 Strategic Technologies for 2005

Carl Claunch, Research Vice President

IT innovation continues even in the current economic climate, bringing opportunity for those that embrace technology appropriately, and challenges for those that miss the mark. This presentation will examine which technologies and architectures will mature in the next 18 to 36 months.

Session 35D

3:00 PM

Track: ESCM, ETO, RTE

Session

Emerging Technologies and Strategies in Supply Chain Management

Jeff Woods, Principle Analyst, Research

Karen Peterson, Research Vice President

Enterprises are being presented with new opportunities to gain new markets, increase customer service and remain competitive. Use of new tools and technologies will be a requirement for those enterprises that want to get out ahead of their competitors - and leverage the supply and demand networks for competitive advantage. This presentation describes the use of emerging technologies such as profit/revenue optimization, RFID, supply chain visibility, multienterprise solutions and demand chain management to dramatically improve business performance. It also will highlight emerging vendors in these areas and give examples of early deployments.

- ▶ What are the biggest changes in SCM going to be through 2008?

- ▶ How will emerging technologies be used to manage and capitalize on those changes?
- ▶ How should users incorporate these technologies into enterprise and inter-enterprise supply chain processes?
- ▶ What are the biggest technology trends in supply chain management and how will enterprises deploy them?

Session 35E

3:00 PM

Track: ITSS, BMIT

Session

What You Need to Know for Successful Applications Outsourcing

Rita Terdiman, Research Vice President

The application outsourcing market has never been more dynamic than it is today! With more choices in vendors, service offerings, pricing options, and delivery alternatives than ever before, enterprises must take a step back and assess the myriad force and options to make the right choices in their applications outsourcing decisions. This presentation will examine the applications outsourcing market from the point of view of the enterprise user, providing key findings from Gartner's 2003 user research for applications outsourcing, and answer the following questions:

- ▶ What are the most-critical trends and business drivers that will shape your applications outsourcing strategy and requirements?
- ▶ What are the practical considerations in vendor selection and contracting models for outsourcing your applications?
- ▶ What are some examples of applications outsourcing engagements where business value and desired outcomes were achieved?

Session 35F

3:00 PM

Track: BIDW

Session

Data Quality: Key To Business (Intelligence) Success

Ted Friedman, Principle Analyst, Research

Poor data quality is an often-overlooked business issue which can have massive negative impact. This session will explore approaches for measuring data quality and quantifying its impact, as well as strategies for improvement.

- ▶ What is data quality and how does it impact your business?
- ▶ How can data quality be measured and viewed in business terms?
- ▶ What strategies and organizational approaches will enterprises take to broadly improve data quality?

Session 35G

3:00 PM

Track: MOB

Session

Current and Next Generation Wireless LAN Technologies

Ken Dulaney, Vice President, Distinguished Analyst

Wireless LANs are being installed across the enterprise in ever increasing numbers, clearly one of the hottest technologies today. The convergence of wired and wireless networks are creating a set of difficult challenges for

the both network managers and CIOs alike. This session will help attendees understand fundamental issues surrounding the technology and a vision into the future.

- ▶ What product vendors will make a successful contribution to the mobile enterprise and how?
- ▶ What strategies and technologies will impact enterprise security?
- ▶ Which vendors will deliver effective mobile and wireless technologies, devices, infrastructure, applications and content?

Session 35H

3:00 PM

Track: AD

Session

Application Portfolio Management: The First Step towards Application Modernization

Dale Vecchio, Research Director

Jim Duggan, Research Vice President

How can IT organizations balance the increased business possibilities of today's new technology with the tremendous install base of yesterday's AD investments? Organizations need to balance their investments in their IT portfolio by taking an application portfolio approach. Existing applications, no matter how ragged their current implementation are part of an application ecosystem within an organizations wherein information flows between systems. Application portfolio management can provide value on both ends of the AD spectrum. Prioritizing investment decisions for enhancement or frontier applications is critical in the budget-constrained environments of today. Improving the efficiency of infrastructure and utility applications is a necessary step in the evolution of any organization's application portfolio This presentation outlines the issues and approaches to application portfolio management for enterprises evaluating their alternatives to architectural modernization.

- ▶ How can an organization determine its readiness and ability to migrate from an older, established technology to more modern application architectures?
- ▶ What are the risks of moving an application portfolio forward without a portfolio management initiative?
- ▶ Which key technologies should AD groups adopt in support of application portfolio management initiatives?
- ▶ How easy or difficult will it be to successfully enable application portfolio management strategies?

Session 35I

3:00 PM

Track: RTE

Session

"Heads Up" - Real Time Enterprise means No More Business Surprises

Ken McGee, Group Vice President and Research Fellow

This session will introduce research findings from "Heads Up" a new Gartner and Harvard Press book on RTE. Many organizations have written about the idea of a Real-time Enterprise, but they all fail to adequately explain what exactly a Real Time Enterprise is. They also fail to clearly explain the expected value of a company being transformed into a Real Time Enterprise and how to determine the information that truly warrants

being delivered in real time.

- ▶ Where will be the real business value in building a Real-time Enterprise?
- ▶ How will clients be able to effectively identify the information streams that warrant being transformed into real-time information?
- ▶ What steps should clients take to justify the effort needed for real-time transformation?

Session 35J

3:00 PM

Track: HC ETO

Session

A Digital Dozen for Healthcare Payers: Must Have Technologies for 2004 and Beyond

Janice Young, Vice President, Research Area Director

Healthcare payer customer and provider demands for information has exploded. Healthcare payers must complete automation initiatives and extend their business model from a transaction manager to an information manager. We present the healthcare payer "digital dozen" technologies that represent the most important technology investments to support automation, information sharing and collaboration.

- ▶ What are the healthcare payer information demands?
- ▶ What are the top twelve technologies supporting healthcare payer evolution to an information manager?
- ▶ When should healthcare payers plan to adopt these key technologies (hype cycle/maturity curve)?

Session 37A

4:30 PM

Track: CIO

Session

Geo-Sourcing: Is it Right for You?

Tina Nunno, Senior Program Director, EXP

The IS Lite era and the demand to do more with less is encouraging enterprises to seek more creative ways of exploiting their core competencies. One such solution could involve the recent trend of geo-sourcing – or taking advantage of highly skilled resources elsewhere and favorable international exchange rates to fulfil local requirements.

- ▶ There are risks involved and not all types of services are appropriate for an off-shore solution.
- ▶ Explains the nature of geo-sourcing opportunities.
- ▶ Covers the risks and rewards from early adopters and helps to assess the suitability of your capabilities to this potentially cost-saving, if possibly risky, sourcing approach.

Session 37B

4:30 PM

Track: CMPC ETT

Session

KM Hype Cycle Panel: The Top Ten Technologies to Watch

Mark Gilbert, Research Vice President

Toby Bell, Research Director

Gene Phifer, Vice President, Distinguished Analyst

Lou Latham, Analyst, Research
Rita Knox, Research Vice President

There are numerous hype cycles that are part of the Knowledge Workplace. This panel of KW analysts discusses the top 10 emerging technologies for the Content Management, Portals, KW Workplace, e-Learning and Collaboration and what enterprises should do to prepare for them.

- ▶ What are the key hype cycles that are part of the Knowledge Workplace?
- ▶ What are the inter-relationships between these hype cycles?
- ▶ How do enterprises plan for and exploit technologies from each hype cycle?

Session 37C

4:30 PM

Track: BMIT

Session

Trust and Control: The Art of Making Sourcing Relationships Work

Bill Maurer, Research Vice President

With the use of case studies, we show the first findings from a Gartner research project on "trust and control" in major IT sourcing deals. We reveal how building a framework for a trust-based relationship can be the most powerful way of enhancing the value of a long term deal.

- ▶ How can trust be measured?
- ▶ How does trust work in an outsourcing relationship?
- ▶ What lessons can be learned from sourcing deals?

Session 37D

4:30 PM

Track: BIDW

Session

Organizing for BI

Bill Hostmann, Research Director

The most important trend in BI is enterprise shifting their focus from "what applications should we build?" to "These are the tools and applications that we have now, and how do we get the most out of them?" Skills and organization, not technology, are the limiting factors in achieving maximum benefits from BI.

- ▶ There is return on investment associated with business intelligence, but only if you organize for it.
- ▶ Enterprises need to centralize their skills in a BI competency center to break down organizational barriers.
- ▶ The BI competency center is crucial in helping enterprises successfully embrace new business paradigms.

Session 37E

4:30 PM

Track: NET

Session

Network Equipment Vendors: Can Anyone Challenge Cisco?

Mark Fabbj, Research Vice President

Bob Hafner, Research Vice President

Cisco is the current Powerhouse vendor in the networking world. They

dominate in the data world but voice is not a foregone conclusion. Where will the battle lines be drawn and who will win? This session will look at the entire networking equipment market and the choices available to enterprises - because there are choices!

- ▶ Through 2009, how will Cisco address both established and new markets?
- ▶ How will the networking vendors differentiate their products and services to compete against Cisco's dominance?
- ▶ How should enterprises deal with enterprise network vendors to arrive at a scalable, flexible and cost effective network infrastructure?

Session 37F

4:30 PM

Track: WSP, AIM

Session

Managing Web Services Effectively

Cameron Haight, Research Director

Frank Kenney, Analyst Research

Enterprises who desire Web services to gather strength and deliver strategic impact must manage them at development and execution stages. Technologies, standards, and strategies are merging to facilitate this necessity.

- ▶ What are the issues in managing Web-services-based architectures?
- ▶ What are the best practices in managing Web services?
- ▶ Which will be the leading management vendors for Web-services-based applications?
- ▶ What standards will emerge to support the management of Web services environments?

Session 37G

4:30 PM

Track: G2, ETO, RTE

Session

Emerging Technology Trends and Opportunities in the Energy and Utilities Industries

Cynthia Moore, Research Vice President

Dan Miklovic, Vice President, Research Director, GartnerG2

New Information Technology is creating new opportunities in the energy and utilities industries. From the digital oil field to time-of-day metering, IT is changing the way energy is produced and consumed. This combined Gartner/GartnerG2 session looks at what the future holds in these closely coupled industries.

Key Issues:

- ▶ What are the business factors driving technology adoption?
- ▶ What are the ETTO for Oil Production?
- ▶ What are the ETTO for Utilities?
- ▶ How can enterprises prove ROI for ETTO projects?

Session 37H

4:30 PM

Track: FIN, ETO

Session

Insurance Industry Awakening: Emerging Technology

Can Help Strategy

Vincent Oliva, Vice President, Research Director, GartnerG2

Kimberly Harris, Research Director

The Insurance Industry has underwriting profitability in its sights. It is searching for ways to further improve underwriting results, make the most of a myriad of distribution options, and provide superior claims service to its clients. While doing this, they are wrestling with the management of huge amounts of data and moving from a world of technology maintenance to one of new technology adoption.

- ▶ What are the major trends changing the Insurance Industry?
- ▶ Where are the greatest opportunities for growth and profit?
- ▶ What emerging technologies will contribute the most to long term strategy, and in turn create the highest opportunity for success.

Session 37I

4:30 PM

Track: HE

Session

Academic IT: Pulling It All Together

Marti Harris, Research Director

Michael Zastrocky, Managing Vice President

Higher education institutions must build an integrated approach in the use of IT to support teaching and learning as course management systems have become the academic version of ERP. Institutions must adopt strategies to provide e-content and protect intellectual property or find their reputations and finances at risk. In this presentation we will explore how institutions can lay the groundwork by developing integration strategies for academic IT initiatives, make advanced tools available to faculty e-learning leaders, institute standards for course content metadata and evaluate open-source e-learning infrastructure projects.

- ▶ What organizational and cultural changes must higher education institutions undergo to use e-learning more effectively?
- ▶ How and when will technology standards help higher education institutions more efficiently create and leverage intellectual property?
- ▶ What policies must higher education institutions adopt to protect themselves from copyright infringement and other intellectual property concerns?

Session 37J

4:30 PM

Track: GOV, EA

Session

Government IT Architecture: Framework for New Technologies

Gregg Kreizman, Research Director

Christopher Baum, Research Vice President

New and emerging technologies bring disruptive potential to government enterprises. A flexible, sustainable, well-governed architecture allows governments to introduce, mainstream, and retire technologies while focusing on meeting the mission.

- ▶ How is architecture best developed to adapt to new and emerging technologies?

- ▶ How do governments with federated IT responsibilities develop sustainable enterprise architectures?
- ▶ Where is value found in enterprise architectures?
- ▶ How does Enterprise Architecture support government backoffice integration and collaboration?

Thursday, April 1, 2004

Session 41A

8:00 AM

Track: WSP, AIM

Session

Enterprise Portals: How to Tame the Beast

Gene Phifer, Vice President, Distinguished Analyst

Enterprise portals, deployed primarily through the use of portal products, are pervasive in Type A and B organizations, and beginning to penetrate Type C's. Their future includes a consolidating market, rapidly evolving technology, individual desktop portals, aggregated portals and difficult governance problems to go with all of these issues. Find out how to pass unscathed through portals into the future.

- ▶ What are the best practices for deploying and managing enterprise portals?
- ▶ How will the emergence of APSs and SESs change the portal product market?
- ▶ How are organizations using portals?
- ▶ What issues should enterprises consider when planning to build new portals?

Session 41B

8:00 AM

Track: AD

Session

SODA and ISEs: Developer Productivity, Web Services SOA, and How To Get There From Here

Daryl Plummer, Sector General Manager, Research Fellow

The emergence of Web Services and Service Oriented Architecture is driving the formalization of a new style of development and new tools. Services-Oriented Development of Applications (SODA) promotes the concepts inherent to productively building applications in a service-oriented world. Components become services and developers will require new Integrated Services Environments to build the next generation of software products. This presentation examines the SODA and ISE concepts and projects their impact on applications development and Web Services SOA.

- ▶ How will Services-Oriented Development impact development of Web Services and future SOA applications?
- ▶ How will Integrated Services Environments emerge as the defacto development platform for Web Services?
- ▶ How will Enterprises migrate from a monolithic applications development style to a service oriented approach over the next 5 years?

Session 41C

8:00 AM

Track: SOX

Session

The Compliance Architecture for Sarbanes-Oxley and Beyond

Brian Wood, Research Director

Rich Mogull, Research Director

Enterprises today are struggling to deal with an ever more complex regulatory environment full of costly 'unfunded mandates' while still managing tight budgets and tough competition. While Sarbanes-Oxley, Gramm-Leach Bliley, HIPAA, and a mosaic of privacy laws are seemingly unrelated, most regulations follow consistent patterns for which we can develop shared responses and infrastructure.

- ▶ What is a compliance architecture?
- ▶ How will compliance technologies evolve?
- ▶ How can IS reduce regulatory costs for the enterprise?

Session 41D

8:00 AM

Track: FIN, EA

Session

Deriving Value From Enterprise Architecture in the Financial Services Industry

Mary Knox, Principle Analyst Research

Enterprise architecture is a critical component to support emerging technologies and innovation. But many struggle with its definition, justification and business alignment to support business opportunities and future business vision. We solve the problem for you in this session.

- ▶ Why is enterprise architecture critical for today's financial institution?
- ▶ What specific business and IT value does enterprise architecture provide to financial institutions?
- ▶ How can we align our enterprise architecture initiative with the business, given our particular organizational structure and culture?

Session 41E

8:00 AM

Track: HC, ETO, RTE

Session

A Digital Dozen for Life Sciences: Information Technologies for Drug Innovation

Carol Rozwell, Vice President, Research Director

Successful life sciences companies bolster their business processes with technologies that enable collaboration and real-time information sharing. But selecting the right technology and implementing it well is still a challenge.

- ▶ What are the life sciences information demands?
- ▶ What are the top technologies that offer the most promise for life sciences firms?
- ▶ What are the best practices for technology adoption?

Session 41F

8:00 AM

Track: GOV, ETO

Session

Government Technology Hype Cycle: To Open Source Software and Beyond

Andrea Di Maio, Research Vice President

Although traditionally lagging behind industry in adopting cutting edge technologies, government organizations often realize the greatest benefits from their adoption. This presentation will look at some of the technologies that can yield the best returns for governments, underlying both benefits, risks and strategies to minimize such risks. Among these, open source software platforms and application on both the server and the desktop are those that have most consistently raised political attention across the globe. The presentation will dispel some of the myths around open source, providing a totally new perspective on where and how open source solution can truly change the IT economics in the public sector.

- ▶ Which emerging and embryonic technologies should the public sector be examining?
- ▶ What makes open-source software particularly promising in the public sector?
- ▶ How will open source move from platform to applications in government?

Session 41G

8:00 AM

Track: NET

Session

The Road to IP Telephony

Jeff Snyder, Research Vice President

While IP Telephony may be inevitable, the route an enterprise must travel to get there is anything but clear. What decisions must feed into IP Telephony planning? What are the "hidden costs," and how can they be avoided?

- ▶ What factors should enterprises consider when assessing an IP Telephony solution, beyond product features?
- ▶ How should enterprises implement IP telephony?
- ▶ How should enterprises manage their IP telephony environments?

Session 41H

8:00 AM

Track: CRM

Session

Boosting Sales Through Technology

Dale Hagemeyer, Principle Analyst, Research

The focus of sales technology investments has already moved away from the limited domain of sales force automation to include inside sales, selling with partners and sell-side commerce. For many organizations the next step is to better integrate sales channels to improve overall customer selling relationships. Technologies such as wireless access, and web services provide promise, but are still not widely adopted. This presentation will provide a 5 Year scenario of the future of selling technology, sales applications, channel implementation strategies, and vendors who provide sales functionality.

- ▶ How will business drivers and technology impact the role of selling organizations?
- ▶ How will enterprises prioritize and deploy sales technologies?
- ▶ How will sales application vendors evolve to meet changing selling organization requirements?

Session 411

8:00 AM

Track: ESCM

Session

Major Business Applications Vendors: A Market in Transition

Lee Geishecker, Research Vice President

Yvonne Genovese, Research Vice President

Over the past few years new technologies and an unstable economic environment have affected business applications vendors and their ability to meet users needs. This presentation will give a present and future state view of the major business applications vendors (e.g. Oracle, Psft, SAP, Siebel). Users should walk away with an understanding of the risk or reward associated with using these vendors as major contributors to their IT strategies.

- ▶ What is the current state of the business applications vendor market?
- ▶ Who are the primary business applications vendors and where are they positioned in the market?
- ▶ What are the characteristics of future business applications leaders and how will they impact users?

Session 42A

9:30 AM

Track: ETT, BMIT

Session

Innovation Management: Your New Core Competency?

Kathy Harris, Group Vice President

Intelligent enterprises are developing innovation management capabilities into a new core competency. Successful innovators have a dual focus: "market leadership" capabilities (driving market direction with their internal innovations) and "fast follower" capabilities (tracking, adopting, and improving on the innovations of others).

- ▶ How will enterprises stimulate and manage innovation?
- ▶ Which practices will support and sustain an innovation environment?

Session 42B

9:30 AM

Track: PRED, RTE, STOR

Session

Gartner Predicts: The Evolution Toward Real-Time Infrastructure

Thomas Bittman, Research Vice President

Enterprises are seeking more from IT services — better service, greater adaptability and lower cost. Yet, today's computing is built on a static, non-shared and expensive foundation. We focus on trends toward a new generation of distributing computing we term real-time infrastructure.

- ▶ What challenges are IT executives facing in managing the distributed computing environment?
- ▶ What constitutes a real-time infrastructure, and what does it mean to enterprises?
- ▶ What suppliers envision the future of the real-time infrastructure, and

how complete are their visions?

Session 42C

9:30 AM

Track: ESM

Session

Patterns for Systems Management

Cameron Haight, Research Director

IT operations organizations are constantly bombarded by vendors proposing their solution as the best approach to solving a particular performance or availability requirement. For example, some promote the use of synthetic transactions for measuring response time while others stress the need for capturing the actual datastream. In an effort to dispel some of the hyperbole, this presentation will discuss the trade-offs associated with different approaches or "patterns" to systems (enterprise)

- ▶ What are the technology trade-offs to providing enterprise management?
- ▶ How should organizations evaluate enterprise management vendor alternatives?
- ▶ What are the pros and cons of various best practices in the areas of organizational structure and process development?

Session 42D

9:30 AM

Track: PPM, RTE, BVIT

Session

The Payoff From Strategic Planning and Project Prioritization

Bill Rosser, Research Vice President

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

- ▶ What planning processes are emerging as the most effective to achieve the perceived value of IT and business/IT alignment?
- ▶ How can portfolio management be employed as a new tool to facilitate joint IT and business planning for technology?
- ▶ Does project ownership mean funding, prioritizing, managing and technical advice?

Session 42E

9:30 AM

Track: SMB

Session

Time for SMBs to Move From Tactical to Strategic Sourcing

Robert Brown, Principal Analyst Research

Never before have SMB IT departments been asked to do so much with so little resources. The time for strategic sourcing among smaller businesses has arrived. There are many challenges to outsourcing in smaller businesses. Some of the greatest are maximizing expected returns, minimizing risks, and building a lasting and successful relationship. However, CIOs in SMBs must think long term, and rather than fend off outsourcing, actively

take control to demonstrate.

- ▶ What is driving SMBs to outsource?
- ▶ What steps should SMBs take to develop a sourcing strategy?
- ▶ How can SMBs select outsourcers and successfully govern the relationship?

Session 42F

9:30 AM

Track: EA

Session

The Emergence and Payoff of Architectural Patterns

Anne Lapkin, Vice President, Consulting

The concept of architectural patterns emerges within different levels of the architecture framework. This presentation explores the concept of repeatable patterns and their utility. The contrast between service-based and service-oriented architectures is explored.

- ▶ What are practical patterns for different levels of architecture and what are the benefits?
- ▶ How can patterns be developed, organized and enabled for broad use?
- ▶ What are the best sources and best practices for patterns and their use?

Session 42G

9:30 AM

Track: G2, ETO

Session

Travel and Transportation: Investment Choices, Government Mandates, and Technology

Mark Riseley, Senior Analyst, Research, GartnerG2

Bob Goodwin, Managing Vice President

Session 42H

9:30 AM

Track: CC

Session

PC Vendor Selection

Mark Margevicius, Research Director

The range of available client devices continues to grow: thin or fat client, desktop, notebook or PDA? Making the right choice will have a huge productivity and TCO impact, but the wrong choice could waste time, money and effort.

- ▶ What are the key criteria to consider when matching user requirements to client computing devices?
- ▶ Tablet PC, PDA and thin client offer alternative form factor choices, in which segments in your organization should you deploy each?
- ▶ What new client computing technologies will impact end user productivity?
- ▶ How many different client devices should enterprises plan to deploy for current and future users?

Session 42I

9:30 AM

Track: ITAM

Session

Finding the Value of IT Leasing and Financing

Frances O'Brien, Research Director

In an environment with continued emphasis on cost control, coupled with flat capital budgets, enterprises look to new leasing and financing offerings to help them deploy new technologies. However, accounting rules still apply, are changing and cannot be ignored. The horizon is not bright for leasing as reduction in the economic life of an asset makes traditional leasing increasingly less viable. With the emerging IT "utility" and "on demand" financing offers will be part of overall solution packages, rather than stand-alone traditional lease arrangements.

- ▶ Which key trends will drive procurement, leasing and financing decisions during the next three years?
- ▶ What are the best-in-class practices for evaluating lease and financing options, assessing the operational impact, and quantifying the financial returns?
- ▶ How will enterprises manage lessor selection and the contracting process to achieve the desired economic benefits and avoid legal and operational pitfalls?

Session 43A

11:00 AM

Track: TPP

Session

Mature IT Opportunities for an Emerging Region: Latin America

Waldir Arevalo, Principle Analyst, Research

Latin America means diversity. It exhibits not only geographic extremes, but also business and technological contrasts at all levels. During this presentation we are going to discuss topics such as drivers that interfere in technology adoption in the region. skills and knowledge needed to deal with and manage diversity, and a bent for identifying and leveraging specific, local opportunities to invest and manage IT in Latin America.

- ▶ How different is the technology adoption curve (Gartner Hype Cycle) in Latin America?
- ▶ What are the top 5 predictions for IT in Latin America?
- ▶ What technology, business and management trends are emerging in Latin America?

Session 43B

11:00 AM

Track: AIM

Session

Designing for Integration using SODA Productivity Layers

Daryl Plummer, Sector General Manager, Research Fellow

Designing an application that is ready for integration is a primary concept of Service Oriented Development. Today, each integration product contains its own facility for creating integration logic. As developers increasingly use Web Services and components to develop applications, the need for a new layer to handle process management, flow control, interface management, and composite applications will change the face of applications integration. This presentation examines the emergence of proprietary runtimes used on top of standard runtimes to help developers

design for integration.

- ▶ How will developers design for application integration using Service Oriented Development techniques over the next five years?
- ▶ What best practices will be key in establishing SODA as a means of reducing the need for invasive application integration over the next five years?
- ▶ How will organizations migrate from monolithic applications to service oriented applications over then next five years?
- ▶ What vendor strategies will enhance the enterprise's ability to productively deploy assembled applications?

Session 43C

11:00 AM

Track: WSP

Panel

"Portal Vision" Panel of CEOs

Gene Phifer, Vice President, Distinguished Analyst

Session 43E

11:00 AM

Track: CRM

Session

The Secrets of World Class Customer Service

Esteban Kolsky, Principle Analyst, Research

Organizations struggle to find the correlation between investments in customer service and support and the return on that investment in the form of higher revenue and loyal customers. The easier route continues to be a focus on cost cutting, self service, and outsourcing. In our presentation we expose the flawed assumptions upon which cost cutting scenarios are based, and show case studies of leading edge businesses that employ advanced thinking around the impact of customer service excellence on business growth. We discuss the technologies that will enable the enterprise to support new service models and integrating business intelligence to achieve customer profitability goals.

- ▶ How will business drivers and technology impact the role of customer service organizations?
- ▶ How will organizations continually evolve customer service processes and solutions to meet changing expectations?
- ▶ What technologies, applications and service models will best support customer service strategies?

Session 43F

11:00 AM

Track: BVIT

Session

Total Value of Opportunity: Using Business Metrics to Shed Light on IT Investments

Michael Smith, Vice President, Measurement

Total Value of Opportunity is a Gartner methodology for performing IT investment analysis. It relies on standard business metrics the organization can track and monitor to project value created. This presentation will discuss the methodology and how it has been applied in various organizations, and describe the roles of IS, finance and the business in the total value process.

Session 43G

11:00 AM

Track: SEC

Session

Beating Down the Crooks: Fighting Identity Theft and Consumer Fraud

Avivah Litan, Research Vice President, GartnerG2

This session will examine the rise in identity theft and consumer fraud, made easier through a Web-connected world of sophisticated criminals and large pools of consumer assets and information exposed to the network. How prevalent and successful are the crooks, and what is being done to keep them from stealing identities and gaining access to credit and assets that belong to someone.

- ▶ How extensive is consumer fraud and identity theft, and how is it impacting commerce?
- ▶ What solutions are emerging to limit identity theft and fraud, and how effective are they?
- ▶ What are the critical success factors for fighting fraud and identity theft, and how will they apply in the future?

Session 43H

11:00 AM

Track: BMIT, SMB

Session

Driving Employee Productivity

Diane Berry, Managing Vice President, people3

Your human capital management strategy — compensation, job definitions, performance management — must address a variety of workers: full-time IT staff, people who work on a contract basis and people who manage relationships with external service providers. Learn about best practices, new strategies and benchmark data that will help you address this multifaceted challenge.

- ▶ How do you ensure alignment of the enterprise's goals, objectives and values with those of individual employees?
- ▶ How do you select managers with the right skills and competencies for maximizing the talent of their staff?
- ▶ How do you personalize HR programs (e.g., reward strategy, work/life balance programs, career development) to identify and create the right motivators for each individual of your IT workforce?

Session 43I

11:00 AM

Track: FIN

Session

Financial Services Outsourcing: Good Alternative or Overhyped Pitfall?

Kimberly Harris, Research Director

Outsourcing is evolving within the financial services industry as a strategic initiative. Gartner reviews the outsourcing evolution, including issues and opportunities, global delivery models, best practices, and vendor landscape.

- ▶ What are the best practices in financial services outsourcing?
- ▶ How can sourcing provide strategic value to a

financial services organization?

- ▶ What should FSPs look for when selecting outsourcing vendors?

Session 44A

1:30 PM

Track: BIDW CRM

Session

BI Lessons in the Real World

Bill Hostmann, Research Director

In the last few years BI has experienced significant growth. Most large enterprises have recognized its value and have begun deployments or are on a second generation of deployments. This session will break down and highlight several of the key issues and experiences from these deployments.

- ▶ What are several of the hidden costs associated with BI deployments?
- ▶ What BI functionality do enterprises need and what are they using today?
- ▶ How organizations can align their BI investments with business objectives today and tomorrow?

Session 44B

1:30 PM

Track: ESM

Session

Provisioning and Configuration Management: Desktops and More

Ray Paquet, Research Vice President

Managing software configuration consistency across desktops is critical to meet today's business agility needs. This requirement extends laptops, mobile devices and servers. This presentation focuses on the technology and business drivers and how tools and best practices will help you manage the diversity.

- ▶ How will new technologies and business requirements evolve and shape configuration management across all user platforms?
- ▶ Which vendors will succeed in dominating the software configuration management market over the next five years?
- ▶ What user and business strategies will provide the highest quality of service for software configuration management?

Session 44C

1:30 PM

Track: AIM, EA, WSP, RTE

Session

The Agile Enterprise: Service-Oriented and Event-Driven

Roy Schulte, Vice President, Distinguished Analyst

Yefim Natis, Vice President, Distinguished Analyst

Service-oriented architecture is evolving from being a "best practice" for the few to being the common practice for the mainstream, thanks to XML, Web Services and other Internet standards. But SOA is not sufficient. New forms of even-driven computing are also needed to complete the architecture picture.

- ▶ What will be the impact of web services on the

adoption of service-oriented architecture?

- ▶ How will SOA affect the best practices of software engineering?
- ▶ Where and how will mainstream enterprises benefit from event-driven design approaches during the next five years?
- ▶ Which software vendors will benefit and which will lose from the spread of event-driven design approaches during the next five years?

Session 44D

1:30 PM

Track: MOB, ETT

Session

Emerging Technologies for Wireless

Nick Jones, Vice President and Research Fellow

Wireless and mobile applications still have many challenges to be addressed: input, power and viewing are just some. When will new, high quality display technology become available, will voice recognition ever be viable, what are some of the new emerging power technologies that will keep these devices working all day and longer? These and many other areas will be explored, with timing and ramifications for each.

- ▶ Which vendors will deliver effective mobile and wireless technologies, devices, infrastructure, applications and content?
- ▶ What are the opportunities and risks in mobilizing business processes and practices?
- ▶ Which vendors will deliver effective mobile and wireless technologies, devices, infrastructure, applications and content?

Session 44E

1:30 PM

Track: HE

Session

A New Model for Higher-Education Administrative Applications

Ron Yanosky, Principle Analyst Research

Michael Zastrocky, Managing Vice President

CIOs must evaluate administrative product and vendor trends that contribute to an enterprise process management (EPM) capability. This presentation will review administrative computing solutions and the higher-education Magic Quadrant as well as how to incorporate existing application systems and new systems into EPM applications.

- ▶ How will mission-critical enterprise systems evolve in higher education over the next five years, and which vendors will prosper?
- ▶ How will open source software and related standards affect higher-education enterprise application environments over the next five years?
- ▶ What strategies should higher-education IS organizations pursue to provide a sound infrastructure for applications integration?

Session 44F

1:30 PM

Track: VEN

Session

PeopleSoft: Its Impact on Many Markets

Lee Geishecker, Research Vice President

As Gartner views Powerhouse vendors, PeopleSoft may or may not fit the

definition. But this business applications vendor has become one of the more discussed vendors in its respective markets. This session will assess how the organization has evolved, how it has absorbed JDEdwards into the mix, and how it will effectively compete with both the larger and mid-market application vendors. If the acquisition of PeopleSoft by Oracle is still in play, we will explore its implications as well.

- ▶ How has PeopleSoft emerged from a Best-of-Breed Human Resources player into an overall business Applications provider?
- ▶ What are the challenges facing PeopleSoft going forward?
- ▶ What are the implications to users?

Session 44G

1:30 PM

Track: CMPC

Session

E-Mail Scenario: Commodity Grows Up

Maurene Grey, Research Director

Over the next five years, e-mail will become pure infrastructure, pure commodity - a platform for vertically focused applications. Vendors are developing their next-generation e-mail systems as an integral framework component - see IBM Workplace, Microsoft Office Systems, Oracle Collaboration Suite. Message content will be highly leveraged.

- ▶ What forces are changing the demands on the e-mail system?
- ▶ How will e-mail technologies and architectures evolve over the next five years?
- ▶ What role does message content play in a content management strategy?
- ▶ How will enterprises exploit message content?

Session 44H

1:30 PM

Track: STOR

Session

The Future of Windows in the Enterprise

Thomas Bittman, Research Vice President

Windows is maturing as an enterprise server operating system. However, the market is shifting toward server automation, Linux is growing as a competitor, and management and consolidation issues in Windows persist. Selection, tools and best practices are becoming increasingly important.

What you will learn:

- ▶ What is the road map for Windows server, and how well does it respond to market needs and trends?
- ▶ What tools and best practices should users employ to create better Windows solutions in the enterprise?
- ▶ When should users consider alternatives to Windows, and how will this choice change in the future?

Session 44I

1:30 PM

Track: NET

Session

Optimizing Web Enabled Applications: The Network Factor

Mark Fabbi, Research Vice President

Enterprise applications are evolving from familiar client-server architectures into new multi-tier web architectures. These new applications place new demands on the traditional network infrastructure and leads to unpredictable application performance. In this session, we analyze the emerging infrastructure solutions that are geared toward optimizing application performance and manageability.

- ▶ Which networking technologies will offer the best results for improving application performance?
- ▶ How should enterprises best take advantage of emerging network technologies that have major impacts across traditional organization boundaries?
- ▶ Which vendors will successfully bridge the application/networking gap and how will the market evolve?

Session 45A

3:00 PM

Track: CMPC, RTE

Session

Emerging Real Time Collaboration Technologies: Where to Invest

Lou Latham, Analyst, Research

James Lundy, Research Vice President

The IT infrastructure that enterprises have built to give workers access to the information they need can now also give them access to each other. We look at the new ways that employees are connecting and collaborating to share and create information and build business processes in real time.

- ▶ How will collaboration technologies evolve over the next five years?
- ▶ Which vendors will survive the coming collaboration consolidation?
- ▶ What is the best way to extract ROI from real-time collaboration?
- ▶ What key trends will change the way knowledge workers collaborate?

Session 45B

3:00 PM

Track: ESM, GOV

Session

Transforming IT Operations to IT Service Management

Debra Curtis, Research Director

IT operations often manages IT components, but the future lies in managing business-oriented, end-to-end IT services. We offer tips in evolving toward IT service management, defining a service catalog and operations architecture.

- ▶ What are the opportunities and challenges for IT service management?
- ▶ How will IT operations best define business-oriented IT services?
- ▶ How will IT operations develop an effective IT operations architecture, encompassing organization, processes and tools necessary to deliver on service goals?

Session 45C

3:00 PM

Track: PRED, ETT

Session

Gartner Predicts: Leveraging IT Services and Outsourcing: New Opportunities, New

Ben Pring, Research Vice President

Mike Gerrard, Vice President, Research

Models for success are changing. Users and suppliers of IT solutions are under greater pressure than ever to justify their roles, and in some cases, their very existence. In this environment, only rock-solid business cases with real, as opposed to illusionary ones will get the green light. Gartner sees a number of major discontinuities in the current and future IT market that will change the nature and structure of the internal IT organization, the way enterprises use external services marketplace and consequently the nature of opportunity available to external services firms.

- ▶ What will be the most fundamental changes in business conditions in which IT organizations and external service providers will operate within the next three to five years?
- ▶ What will be the most critical success factors for the successful management and delivery of IT services?
- ▶ What will be the key "megatrends" that will impact IT organizations and external service providers alike during this period?

Session 45D

3:00 PM

Track: EA

Session

The Technical Reference Model – Best Practices

Jeff Schulman, Group Vice President

The technical reference model is a key component of any enterprise architecture. It is a powerful tool for managing the lifecycle of technology and ensuring "evergreening" of the architectural model. Best practices for developing a TRM are laid out.

- ▶ What attributes makes a TRM effective?
- ▶ How does the TRM link to other planning processes within the EA?
- ▶ What TRM elements are changing, and which new technologies will enable new business styles to emerge?

Session 45E

3:00 PM

Track: BVIT, PPM, BMIT

Session

Moving from Costs to Value

Barbara Gomolski, Research Vice President

IT managers must demonstrate financial credibility in order to gain respect, but a myopic focus on costs can stifle even the most creative IS groups. In this presentation, we show you how to shift the focus of C-level executives from IT costs to IT value. This presentation offers tools and techniques that can help put the "IT cost" question to rest, and uncover and highlight the real contribution of IT to the enterprise.

- ▶ How will successful enterprises track, manage and measure their IT costs?
- ▶ What strategies will enterprises use to balance cost and value opportunities?
- ▶ How will IT investments be justified, prioritized and tracked by the enterprise?

Session 45F

3:00 PM

Track: G2, SOX, TPP

Session

Strategic Performance Management: Beyond Regulatory Compliance

Vincent Oliva, Vice President, Research Director, GartnerG2

Lane Leskla, Research Director, GartnerG2

Compliance with the Sarbanes-Oxley Act and related corporate governance and financial transparency regulations requires performance data visibility and accelerated verification and reporting capability. This is especially true in the financial services industry. The imperatives for strategic performance measurement and financial reporting leadership from the financial services industry in the emerging regulatory environment will be covered in this session.

- ▶ What level of regulatory scrutiny of financial controls is driving requirements for advanced financial and operational data?
- ▶ Business intelligence and financial data management software vendors are competing to offer a variety of monitoring and compliance solutions to the FS industry. Most of these are limited in scope and no single vendor will provide all necessary software and services for the realization of strategic performance measurement.
- ▶ The Sarbanes-Oxley Act and parallel corporate governance and financial reporting regulations across the globe are the catalyst for the evolution of financial transparency and corporate performance management.

Session 45G

3:00 PM

Track: STOR

Session

What You Need to Know About Grid Computing

Carl Claunch, Research Vice President

Grid is the latest buzz of the IT lexicon. How important is Grid computing and will it fulfill on the promises being made by the vendors? This tutorial will simplify for users the complexity and jargon and get to the heart of the issue: where and when will Grid computing make an impact on the IT infrastructure. What you will learn:

- ▶ What is the current state of Grid computing today and what can we expect of it in the future?
- ▶ Where, when and how should enterprises prepare for Grid computing?
- ▶ How will IT organizations benefit from Grid technology and implementations?

Session 45H

3:00 PM

Track: AD, AIM, WSP

Session

Services Oriented Architectures - Roles and Responsibilities

Michael Blechar, Research Vice President

The only way to get the necessary speed-to-market and agility required by collaborative commerce and e-business opportunities is by building or buying services and components, (re)assembling them as needed, and integrating them with legacy applications based on business process and workflow using a service-oriented architecture. Yet, most IS organizations are ill-prepared from both a technology and human infrastructure perspective to make this transition. This presentation addresses how, in order to survive, IS organizations must change roles and responsibilities.

- ▶ How are collaborative commerce and e-business drivers compelling the implementation of service-oriented architectures (SOAs), and what are they?
- ▶ To successfully build, assemble and deploy SOA solutions, how must IS technologies, methods, roles and responsibilities change?
- ▶ Over the next five years, which management issues will pose the greatest challenges to success in enabling SOA applications?

Session 45I

3:00 PM

Track: ITSS

Session

Measuring Value in Outsourcing

Bill Maurer, Research Vice President

Organizations are transforming their business at a speed and in ways that demand more from their IT shops than ever before. In this presentation, we focus on changing the business relationships and developing useful business related metrics that illustrate the real value of the services provided by outsourcing IT.

- ▶ What best practices are emerging to develop and or improve outsourcing service level agreements that reflect business values to the enterprise?
- ▶ What outsourcing metrics and measurement schemes need to be adopted so that the new service levels continue to meet the needs of the business?
- ▶ What penalty and incentives, both internal and external, are best suited for managing value from externally vended service operations?

Session 46A

4:30 PM

Track: BIDW, RTE

Session

Automated Vigilance using Business Activity Monitoring

Bill Gassman, Research Director

This session explores the use of technology to monitor key business metrics for opportunities and problems. This relieves users from tedious vigilance, and allows faster reaction.

- ▶ What is Business Activity Monitoring
- ▶ What are the components of BAM? How is it built?
- ▶ How are enterprises getting business value out of BAM technology and processes?

Session 46B

4:30 PM

Track: ITAM

Session

Negotiating License Agreements for New and Emerging Technology

Jane Disbrow, Research Director

Negotiation of a software license agreement can be challenging. When licensing new or emerging technology, there are additional contractual concerns. This presentation focuses on the business issues involved with the risks of licensing software from small niche software vendors as well as licensing additional software from the established vendors offering new software technology that may not continue as part of the vendor's core offerings. Learn how to spot the contract issues that must be negotiated to provide protections in risky software procurements.

- ▶ What are the special contract issues that should be addressed when licensing new technology?
- ▶ What contract protections should be included to handle the increased possibility that a new technology vendor will be acquired by another vendor?

Session 46C

4:30 PM

Track: SEC

Session

IT Security Sourcing Strategies

Kelly Kavanaugh, Principal Analyst Research

Enterprises that outsource IT functions should maintain or improve security for those functions. We provide strategies to stay secure while outsourcing IT, and to deliver secure outsourcing services.

- ▶ What are the security risks of outsourcing?
- ▶ What level of security should enterprises require of outsourcers?
- ▶ How are outsourcers addressing security requirements?

Session 46D

4:30 PM

Track: MOB

Session

Lethal Wireless Applications

Michael King, Principal Analyst, Research

The universe of mobile applications is in its earliest stages, quite simply they have to be more than ringtones and picture messaging, doesn't there? What will the future hold for wireless applications, what role do carriers, terminal vendors, system integrators and application developers have to play in the evolution of this market.

- ▶ Which wireless applications will be successful and who will be responsible for them?
- ▶ What is the evolution of wireless voice and data services and how will it impact the enterprise?

- ▶ Which vendors will deliver effective mobile and wireless technologies, devices, infrastructure, applications and content?

Session 46E

4:30 PM

Track: ITSS

Session

Business Process Outsourcing: From Hype to Reality

Robert Brown, Principal Analyst Research

This session addresses the state of the BPO marketplace overall and what buyers need to understand as they consider moving into BPO relationships.

- ▶ What is the current state of the BPO Market, and what type of offerings are available?
- ▶ What is unique about evaluating and contracting for a BPO relationship?
- ▶ What type of management structure must I create to manage a BPO relationship?

Session 46F

4:30 PM

Track: CC

Session

Choosing the Right Client Architecture for Your Users

Mark Margevicius, Research Director

John Girard, Research Vice President

Thin Clients are seen by many organizations as a route to lower costs, but may not deliver savings in every situation. We advise on how to select client architecture and how future changes will impact architectural decisions.

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

Session 46G

4:30 PM

Track: NET

Session

Contact Centers, Unified Communications and the new face of IP-Telephony Applications

Bern Elliot, Research Director

Internet VoIP standards and architectures have irrevocably change enterprise telephony and call centers. To succeed enterprises must rethink how to leverage voice portals, universal queuing, personalization, and their customer services investments into critical business processes and operations.

- ▶ How are enterprise contact centers and telephony applications changing?
- ▶ What technologies, standards, and architectures should be used?
- ▶ Which vendors offer the strongest solutions and approaches?