



ITxpo: Application Development/Internet Platforms/Web Services Marketplace

ITxpo Marketplaces

The **Application Development/Internet Platforms/Web Services Marketplace** at ITxpo is designed to facilitate interaction with buyers seeking specific technology-related solutions. The result is a streamlined environment that provides an optimum buyer/seller experience. Take advantage of this ideal setting to maximize your interaction with these sought after prospects.



– Whit Andrews, Marketplace Chair
and Research Director, Gartner

Leading Gartner Analysts:

Charles Abrams
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Joseph Feiman
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Frank Kenney

Theresa Lanowitz
Gene Phifer
Jim Sinur
David Mitchell Smith

Ray Valdes
Dale Vecchio
Ray Wagner

Conference Content Aligned with Marketplace

Track: Application Development: Driving Software Services To Reality (AD)

Application development principles, methodologies, tools, and best practices continue to play a vital role in enterprise IT strategies. Whether custom built, managed outsourced, or modified packages, AD strategies can make or break the success of virtually all IT initiatives. In the emerging era of software services application development continues to play an increasingly important role maximizing the business value of IT.

Who Should Attend:

Sourcing and procurement executives, CIOs, IT managers, BU managers

Lead Presentation:

.NET, Java, and Open Source: A Three Way Race For Developer Platforms

Sessions:

- A Cost Model for Service Oriented Development of Applications
- Application Portfolio Management: The First Step towards Application Modernization
- Delivering Business Value Through Software Quality
- Economics of AD Outsourcing: Can Indiana Compete With India?
- Revisiting Your Buy vs. Build Decision
- Service Oriented Development: Roles and Responsibilities

Track: Web Services: The Catalyst for Innovation (WS)

Technologies that have underpinned the revolution in implementing business capabilities for more than 20 years are subtly rotating to a standards-based, service-oriented orientation defined and illuminated through Web services. Their impact is altering the nature of software infrastructure, application utility and business opportunity.

Lead Presentation:

Web Services Scenario: The Horizon Beyond The Hype

Sessions:

- Portal Technologies: Web Services and Other Miracles
- Service-Oriented Business Applications Will Pervade, Benefit and Vex Enterprises
- Web Services Can Save, Make, or Lose You Money
- Web Services In the Enterprise: Middleware, Management, Making It Work
- Web Services Security: When 'No' is Not the answer
- Tutorial: Selecting and Implementing Your Enterprise Search Engine
- Tutorial: The Modern Web Presence: Software, Staff, Scale and Services

Track: Enterprise Architecture: Making Enterprise Architecture Real – Best Practices (EA)

Increasing real-time information dependency boosts the importance of Enterprise Architecture. Clear guidance on 'how to make EA happen' is substantially lacking however. This track presents the best methods and practices that produce architectural success.

Lead Presentation:

Business Strategy Driving Technical Guidelines – The Best Payoff

Session:

- Case Study: Gartner's Framework in Use
- Enterprise Architecture Futures
- Why You Must Gain Competence Now
- Exploring the Progressive Use of EA Within the U.S. Federal Government
- Tutorial: Applying Architectural Patterns to Practical and Convenient Use

Track: IT Project and Portfolio Management (PPM)

When high-value initiatives stall in the IS organization, IS is seen as detracting from business unit goals. Most IS executives and managers do not interact effectively with their enterprise counterparts in project planning, organization and control. Prioritization is confused, projects collapse, resource utilization is low and application maintenance costs high. A critical characteristic of high performance firms is good project and portfolio management — especially interactive planning processes between business and the IS organization. In this track, we examine the project portfolio management processes, organizational approaches and applications that are most effective in optimizing resource usage on the most promising set of projects.

Sessions:

- IT Strategy & Project Prioritization
- IPPM in Action: Case Studies
- IProject Portfolio Management: Making It Work

Gartner
SYMPOSIUM ITXPO
2004

October 17–22
Orlando, Florida

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call 1.800.356.4740 or email exhibit@gartner.com

Sample List of Attendees at AD/IP/WS Sessions:

Vice President Television Distribution20TH CENTURY FOX	Sr. Systems AnalystECOLAB
Director - Worldwide Networks ServicesABBOTT LABS	CTOELI LILLY
VP Operations & ITAC NIELSON	Director - ITENVIRONMENTAL PROTECTION AGENCY
Director of Technology ProductsAG EDWARDS & SONS	Technical DirectorFANNIE MAE
Vice PresidentBAIN & COMPANY	Project Manager Web ServicesFEDERAL AVIATION
Senior Vice-PresidentBANK OF AMERICA	ADMINISTRATION
CIOBANK OF MONTREAL - CANADA	Senior VP-ITFEDERAL EXPRESS
Enterprise Sys & Bus Planning Mgr.BMW OF NORTH AMERICA	Director of ISFOREMOST FARMS USA
Senior ArchitectBOEING	Assistant Director - Global ArchitectureGILLETTE COMPANY
Manager - Information TechnologyCAMPBELL SOUP COMPANY	Director Technology Planning ServicesGRAINGER
Team Leader, Supplier Projects IntegrationCANADIAN TIRE	Mgr. App. Engineering and Data ManagementHONEYWELL INC.
Sr. Director Networking Tech PlanningCHICAGO MERCANTILE	Sr. Sys Prject LeaderKRAFT FOODS
EXCHANGE	Director - IT StrategyMARRIOTT INTERNATIONAL
Chief Information OfficerCHRISTIE'S	Technical DirectorMITRE CORP
CFOCITY OF JACKSONVILLE	Deputy DirectorNAVAL SUPPLY SYSTEMS COMMAND
CIODELPHI AUTOMOTIVE SYSTEMS	Director - CIS Business DevelopmentNORTHROP GRUMMAN

Marketplace Theater Presentations:

Monday 6:50 pm

Marketplace Theater Presentation: The Worldwide Market for Application Development Software

This session provides an overview of the worldwide application development software market, including vendor performance, market drivers and inhibitors, and trends.

- Nicole Latimer

Tuesday 4:10 pm

Marketplace Theater Presentation: The Worldwide Market for Business Process Management (BPM) Software

This session provides an overview of the worldwide market for business process management (BPM) software, including vendor performance, market drivers and inhibitors, and trends.

- Nicole Latimer

Wednesday 6:15 pm

Marketplace Theater Presentation: Web Services Development and Integration User Survey Results

Since 2003, Gartner Research has conducted a series of surveys on Web Services, Application Integration and Application Development (AD) trends. Hear what end users had to say about the most popular Web services technologies, and their intentions for future Web services development and integration projects.

- Nicole Latimer



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