

October 17–22
Orlando, Florida

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ITxpo: Enterprise System Management Marketplace



The **Enterprise Systems Management 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.



– Donna Scott, VP Distinguished Analyst and Marketplace Chair

Leading Gartner Analysts:

Patricia Adams
Kris Brittain

Ronni Colville
Debra Curtis

Jim Duggan
Cameron Haight

Raymond Paquet
Donna Scott

Conference Content Aligned with Marketplace

Track: IT Operations & Infrastructure Management (IOIM)

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

Who Should Attend:

CIOs, IT Directors and Managers, IT Operations Directors and Managers

Lead Presentation:

Transforming IT Operations to End-to-End IT Service Management

Session:

- Configuration Management: The Core of IT Operations
- Incident, Problem and Event Management: The IT Process War!
- Proactive Availability and Performance Monitoring
- Real-time Infrastructure Reality Check
- The IT Operations Management Big 4: Setting the Pace or Following the Pack?
- The Perfect Storage: Information Life Cycle Management
- Tutorial: Building an Effective IT Operations Architecture

To secure space in the Enterprise System Management Marketplace,
call 1.800.356.4740 or email exhibit@gartner.com

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Sample List of Attendees at ESM Sessions:

Director IT Compliance	AARP	CTO	NATIONAL INSTITUTE OF HEALTH
VP & CIO	AMERADA HESS	President	NEWMARKET TRADING GROUP
Director - Architecture and Planning	ATLANTIC LOTTERY	Lead System Analyst	NORTHROP GRUMMAN
Director	BELLSOUTH	Vice President Operations	NYCE CORPORATION
Chief Technologist	BOOZ ALLEN HAMILTON	Director, Information Technology	PACIFIC BLUE CROSS
ITS Director	CAPITAL ONE	VP Operations	POLO RALPH LAUREN
SVP of Technology	CIGNA	VP - Distributed Operations	PRUDENTIAL
CIO	DELPHI AUTOMOTIVE SYSTEMS	VP of Information Systems	SEARS ROEBUCK & COMPANY
Senior Program Manager	DOW CHEMICAL	Security Manager	SHELL
Director of Desktop Services	E&J GALLO WINERY	Director - IT Architecture & Strategy	SMITHKLINE BEECHAM
CIO FedEx Customer Critical	FEDERAL EXPRESS	Sr. Manager- Information Utilities	THE TORO COMPANY
IT Budget Manager	HARVARD PILGRIM HEALTHCARE	Chief Operations	UNICEF
Chief Architect	JING AMERICAS & AETNA INTERNATIONAL INC.	Vice President	WELLS FARGO
Director	KPMG LLP	Director IS Technology	WYETH
Director - IR	MARRIOTT INTERNATIONAL		
IT Business Manager	MINOLTA		

Marketplace Theater Presentations:

Monday 7:15 pm

Marketplace Theater Presentation: Enterprise Systems Management

Enterprises seeking to transform IT operations to end-to-end IT service management must assess their level of IT management process maturity and determine a course of action for improvement. During this session, Gartner analysts will detail the Gartner model for IT management process maturity enabling participants to evaluate their current standing. Survey data showing what levels of IT management process maturity and end-to-end application availability have been achieved by other IT organizations will be presented, so you can see how you stack up!

- Donna Scott, Debra Curtis

Wednesday 12:00 pm

Marketplace Theater Presentation: Enterprise Systems Management

Enterprises seeking to transform IT operations to end-to-end IT service management must assess their level of IT management process maturity and determine a course of action for improvement. During this session, Gartner analysts will detail the Gartner model for IT management process maturity enabling participants to evaluate their current standing. Survey data showing what levels of IT management process maturity and end-to-end application availability have been achieved by other IT organizations will be presented, so you can see how you stack up!

- Donna Scott, Debra Curtis

Wednesday 5:00 pm

Marketplace Theater Presentation: Enterprise Systems Management

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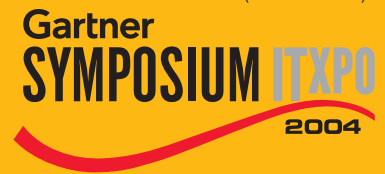
Vendors showcasing Enterprise Systems Management Solutions:

Marketplace Sponsor:



- Altiris
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- Asentinel
- ASG
- Avaya
- Avocent
- Axios Systems
- BMC Software, Inc.
- Computer Associates Corporation
- Compuware Corporation
- Connected Corporation
- Dell
- Embarcadero Technologies
- EMC Corporation
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- Evident Software, Inc.
- enteo Software
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- Fujitsu
- IBM
- KVS
- Macrovision
- Marathon Technologies
- Micromuse
- MRO Software
- Nexvu Technologies
- NICE Systems
- OPNET Technologies
- Opsware, Inc.
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(as of 10/05/04)



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