

October 17-22  
Orlando, Florida

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## ITxpo: IT Services Marketplace

### ITxpo Marketplaces

The **IT 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.



– Linda Cohen, Marketplace  
Chair and MVP, Gartner

### Leading Gartner Analysts:

Susan Dallas

Barbara Gomolski

Arabella Hallawell

Frances Karamouzis

Arnoud Klerkx

Ian Marriott

Richard Matlus

Bill Maurer

Simon Mingay

Diane Morello

Allie Young

Colleen Young

Christopher Ambrose

Bruce Caldwell

Linda Cohen

### Conference Content Aligned with Marketplace

#### **Track: Adopting Global Sourcing-Where, When and Why? (GSS)**

Interest in more and different offshore services such as infrastructure and BPO is growing rapidly but will face increasing scrutiny from politicians, governmental bodies, unions and concerned employees. Enterprises must focus on best ways to select and manage these services effectively.

#### **Who Should Attend:**

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

#### **Lead Presentation:**

Global Sourcing Scenario: What Are the Major Opportunities and Challenges in the Next Five Years?

#### **Session:**

- Global Sourcing Best Practices: An Implementation Cookbook
- Offshore Infrastructure Outsourcing-Viable or Vulnerable?
- Security, Privacy and IP Issues when Going Offshore: Which Issues are Real?

#### **Track: Extreme Sourcing-Radical Approaches for Practical Results (SORC)**

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

#### **Who Should Attend:**

CIOs, BU managers, IT managers, Procurement managers

#### **Lead Presentation:**

Outsourcing Outlook-Stop! Look! Listen!

#### **Sessions:**

- Applications Services-Issues and Options
- Building the Sourcing Business Case: Defining the ROI
- Constructing Next Generation Outsourcing Deals
- Implementing the Sourcing Performance Dashboard
- IT Utility: New Options for Continuous Optimization
- Organizing for Outsourcing
- Seamless Multi-sourcing-Managing the “In” with the “Out”
- When One Size Doesn’t Fit All: The Many Flavors of Document Management
- Compliance Management Best Practices
- The CEO Dilemma: Balancing Growth and Cost Containment
- The U.S. Digital Home: Where will consumer dollars flow?
- Applying Architectural Patterns to Practical and Convenient Use

To secure space in the IT Services Marketplace,  
call 1.800.356.4740 or email [exhibit@gartner.com](mailto:exhibit@gartner.com)

# ITxpo: IT Services Marketplace

## Sample List of Attendees at ESM Sessions:

Vice President Television Distribution . . . . .	20TH CENTURY FOX	Sr. Sys Project Leader . . . . .	KRAFT FOODS
VP Client Services . . . . .	ADP	Director Strategic Quality Assurance . . . . .	LEXIS NEXUS
Principal Director . . . . .	AEROSPACE CORPORATION	Senior Manager-Technology . . . . .	LLOYD'S OF LONDON
Sr. Business & IT Strategist . . . . .	BANK OF MONTREAL - CANADA	IT Manager . . . . .	MERCEDES BENZ
VP - CIO . . . . .	BENEFICIAL LIFE INSURANCE	Senior Vice President . . . . .	MGM
Performance Commander IS Training . . . . .	BEST BUY	Deputy Director of IMD for Plan & Programs . . . . .	NAVAL AIR SYSTEMS
Director - IT - BSLS . . . . .	CARDINAL HEALTH		COMMAND
Director . . . . .	CATERPILLAR	VP . . . . .	NORTH HIGHLAND
Director of Information Services . . . . .	DELTA FAUCET	Vice President-IT and Strategy . . . . .	PAYLESS SHOESOURCE
Director Strategic Planning . . . . .	DISNEY CONSUMER PRODUCTS	Director of IT Customer Support . . . . .	PENN MUTUAL
Client Relationship Manager . . . . .	FEDERAL RESERVE BANK OF CHICAGO	Group Manager . . . . .	PEPSI COLA
VP Quality Assurance . . . . .	FIDELITY INVESTMENTS	IT Operations . . . . .	SCHLUMBERGER
Director - IT Client Services . . . . .	GENZYME CORPORATION	VP - Information Technology-Operations . . . . .	STARWOOD HOTELS & RESORTS
CIO . . . . .	HCR MANOR CARE		
CIO . . . . .	HERSHEY FOODS	Director Sales Technology . . . . .	SUN LIFE OF CANADA
Dir. IT - Planning and Innovation . . . . .	HOME DEPOT - INC	CTO (Thomson Healthcare) . . . . .	THOMSON CORPORATION
Sr, Director - Int'l Info Technology . . . . .	KELLY SERVICES	Director- Plant IT Services . . . . .	US STEEL

## Marketplace Theater Presentations:

### Monday 5:35 pm

#### Marketplace Theater Presentation: Key Factors to Consider When Going Offshore?

Whether it's Applications or BPO, what key factors should you take into account when going offshore for services? This session will examine best practices and will provide best practical checklist to consider when making a decision

-Michael Montonen

### Tuesday 2:30 pm

#### Marketplace Theater Presentation: Sourcing Management Organization Optimization

This session will explore the proper level of investment and competencies in the internal sourcing team, effectiveness of co-management processes, establishment of trust and control. This session will explore the proper level of investment and competencies in the internal sourcing team, effectiveness of co-management processes, establishment of trust and control.

- Phil Georgas

10/5/04 v.5



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(as of 10/5/04)

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