



## ITxpo: Portals, Content & Collaboration Marketplace



The **Portal, Content & Collaboration 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.



– Jim Lundy, Marketplace Chair and  
VP Distinguished Analyst, Gartner

### Leading Gartner Analysts:

Mike Anderson  
Whit Andrews  
Waldir Arevalo  
Tom Austin

Toby Bell  
Betsy Burton  
French Caldwell  
Maurene Caplan Grey

Kathy Harris  
Rita Knox  
Lou Latham  
James Lundy

Gene Phifer  
Karen Shegda  
Dave Mario Smith

### Conference Content Aligned with Marketplace

#### Track: Content Management and Portals (CMPC)

Content Management, Portals and Collaboration, are pervasive technologies used by nearly every organization. From the standpoint of users, these technologies would better fit their needs if they were pre-integrated and linked functionally. This is driving the emergence of the Smart Enterprise Suite.

#### Lead Presentation:

Content Management, Collaboration and Portals Converge

#### Sessions:

- Collaboration Beyond 2010
- Enterprise Content Management Unmasked
- Enterprise Portals: How to Tame the Beast
- Managing Communications as a Business Asset
- Real-Time Collaboration in an Asynchronous World
- Scenario: Business Value of Collaboration
- Smart Enterprise Suite Panel of Vendor CEOs
- Tutorial: E-mail Servers: The Future is Not What it Used to Be
- Tutorial: Winning with e-Learning Content

#### Track: Knowledge Workplace: Management and Implementation Strategies (KW)

The way people work is evolving rapidly toward knowledge-focused work, virtual workplaces, and always-on connectivity. Technology combined with the changing nature of work will create a new workplace that is unlike any we have experienced.

#### Lead Presentation:

Knowledge Workplace Scenario — Think Virtual

#### Sessions:

- Advanced E-Learning: Leveraging Technology and Content to Drive ROI
- Grand Convergence: Taxonomy, Search, Metadata, Access
- Knowledge Management: The Future of Business
- Tutorial: When One Size Doesn't Fit All: The Many Flavors of Document Management
- Workplace Wars: Microsoft and IBM play King of the Hill
- XML in the Knowledge Workplace

# ITxpo: Portals, Content & Collaboration Marketplace

## Sample List of Attendees at Portals, Content & Collaboration Sessions:

Director - IT Strategies and Solutions .....AARP	Assistant IT Director .....MAYO FOUNDATION
IT Long Range Technology Planner .....AIR PRODUCTS AND CHEMICALS INC.	First President .....MERRILL LYNCH
Director .....AMERICAN HOME SHIELD	Strategic Architect .....MICHELINTIRE CORP
Sr. VP - Service Delivery .....BANK OF AMERICA	Chief Technology Officer .....MILLER BREWING COMPANY
Director - Group Applications & Technology .....BIC CORPORATION	Manager - Informatics .....PFIZER
Director .....BURLINGTON NORTHERN SANTA FE RAILWAY	VP - Global Bus. - Strategy & Acquisitions .....PITNEY BOWES
VP .....CIGNA HEALTHCARE	Systems Dev. Mgr .....SCHWANN'S SALES ENTERPRISES
CIO .....COCA-COLA BOTTLING CO. CONSOLIDATED	Procurement Director .....SEARS ROEBUCK & CO.
Director of Technology .....D&B	Director - Finance .....SONY COMPUTER ENTERTAINMENT AMERICA
Senior Information Consultant .....ELI LILLY AND COMPANY	Chief IT Consultant .....TEXAS A&M UNIVERSITY
Sr. Tech Advisor .....FEDEX	Vice President of Architecture .....THE GAP INC.
Quality Controller .....GENERAL ELECTRIC	VP Technology Planning .....THE MCGRAW HILL COMPANIES
CIO .....HACHETTE FILIPACCHI MAGAZINES	Manager IT Operations .....TIMEX
Sr. Computer Sys. Officer .....INTERNATIONAL MONETARY FUND	Director of Emerging Technologies .....UNIVERSAL UNDERWRITERS
AVP .....L'OREAL	Mgr. Corporate Systems .....VANGUARD GROUP
	Vice President .....WALT DISNEY COMPANY

## Marketplace Theater Presentations:

### Monday 5:35 pm

#### Marketplace Theater Presentation: Content, Communication, and Collaboration: A Business Imperative

The strategic use of content and document management, communication, and collaboration technologies is now a business imperative. Organizations must plan effectively and invest properly in these technologies to provide greater efficiency, integration, compliance, and ROI. Content, people, and processes are interdependent and must be designed to work together. Market size and forecasts for Content and Document Management, E-mail, and Collaboration Markets. How will the content, communication, and collaboration software markets evolve during the next five years? Key market drivers and inhibitors for Content and Document Management, E-mail, and Collaboration Markets.

- Tom Eid

### Wednesday 3:20 pm

#### Marketplace Theater Presentation: Content, Communication, and Collaboration: A Business Imperative

The strategic use of content and document management, communication, and collaboration technologies is now a business imperative. Organizations must plan effectively and invest properly in these technologies to provide greater efficiency, integration, compliance, and ROI. Content, people, and processes are interdependent and must be designed to work together. Market size and forecasts for Content and Document Management, E-mail, and Collaboration Markets. How will the content, communication, and collaboration software markets evolve during the next five years? Key market drivers and inhibitors for Content and Document Management, E-mail, and Collaboration Markets.

- Tom Eid



## Become a Marketplace Sponsor.

Stand out from the crowd. Become a visible leader in your space. Exclusive opportunities are included in this one-of-a-kind package. Limit 2 per Marketplace. Call 1 800 356 4740 or visit [gartner.com/exhibits](http://gartner.com/exhibits) for more details

Vendors showcasing Portals, Content & Collaboration Solutions: Marketplace Sponsor:



- Adobe
- AnyDoc Software
- Appian Corp
- Convera
- eiStream
- EMC Corporation
- Fast Search and Transfer
- FileNet
- Hummingbird
- Hyland Software
- iLumin
- Interwise, Inc.
- Interwoven
- Inquia
- iPhrase
- Kofax
- Mobius Management Systems, Inc.
- Open Pages
- Polycom, Inc.
- Reflect Systems
- RSD
- Siemens Information & Communication
- Stellent
- Strategic Management Group
- Systemware
- Xythos Software
- Zantaz, Inc.

(as of 10/05/04)

10/05/04 v.5



October 17-22  
Orlando, Florida  
[gartner.com/symposium/us](http://gartner.com/symposium/us)

To secure space in any of the 11 Marketplaces, call 1.800.356.4740 or email [exhibit@gartner.com](mailto:exhibit@gartner.com)