



October 17–22
Orlando, Florida
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ITxpo: Security Marketplace

ITxpo Marketplaces

The **Security Marketplace** at ITxpo is designed to facilitate interaction with buyers seeking specific security-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.



– Ray Wagner, Marketplace Chair
and Research VP, Gartner

Leading Gartner Analysts:

Betsy Burton

John Girard

Arabella Hallawell

Aviveh Litan

Rich Mogull

Mark Nicolett

Lawrence Orans

John Pescatore

Ray Wagner

Vic Wheatman

Conference Content Aligned with Marketplace

Track: Security (SEC)

An insecure infrastructure is a liability. Building in security cannot be an afterthought. Creating an enterprise-wide security and privacy aware culture is the first step, but culture alone is insufficient. Software, hardware and services-based technologies are all needed to reach reasonable infrastructure security levels.

Who Should Attend:

CIOs, IT security professionals, IT operations directors and managers, system and network managers

Lead Presentation:

The Future of Information Security

Sessions:

- A World Gone Wireless - How Secure?
- Easing the Pain Points of Identity Theft
- Evolution of Security Architectures
- Fighting Back Against Spam
- New Security Management Technologies
- Software Doesn't Have to be Vulnerable
- The Future of Network Security
- The Security and Business Risks of Outsourcing
- Tutorial: Everything I Know About Information Security
I Learned From Being An Evil Overlord
- Tutorial: Five Network Security Technologies You Need to Know

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

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Sample List of Attendees at Security Sessions:

Manager - Large Systems Support AETNA	LAN Manager MOORE WALLACE
General Mgr. IT Ops AMERICAN CHEMICAL SOCIETY	Chief Technologist NATIONAL RESEARCH COUNCIL
Consultant - MS ANHEUSER-BUSCH	Vice President PEOPLES BANK
DIRECTOR - GLOBAL TECHNOLOGY SERVICES BIOGEN	Network Engineer QWEST COMMUNICATIONS
Executive Director IT RDM BOEHRINGER INGELHEIM	IT Project Manager SANDIA NATIONAL LABORATORIES
CIO BROWN UNIVERSITY	CIO SCANIA
Senior Technical Specialist CANADA CUSTOMS & REVENUE	CIO STARWOOD HOTELS AND RESORTS WORLDWIDE
Sr. Director Networking Tech Planning CHICAGO MERCANTILE EXCHANGE	VP Infrastructure Technical Services STATE STREET GLOBAL ADVISORS
Chief Network Operations DEFENSE CONTRACTS MANAGEMENT	Sr. IT Manager THE BOEING COMPANY
Senior Manager ERNST & YOUNG	Manager - Technology Planning TOYOTA MOTOR MFG
CIO FLORIDA DEPARTMENT OF AGRICULTURE	CIO VIVENDI UNIVERSAL GAMES
Director - Information Systems GENERAL MILLS	VP Risk Management WELLS FARGO
AVP/Chief IT Architect HUGHES NETWORK SYSTEMS	Director - Strategy & Process Design WWW GRAINGER
Director - IT Operations JOHNSON CONTROLS INC.	
Director LOWE'S COMPANIES	

Marketplace Theater Presentations:

Monday 6:00 pm

Marketplace Theater Presentation: The Gartner Information Security Hype Cycles

Each new wave of technology disrupts existing security measures and introduces new vulnerabilities. Each new threat, and each new technology in security, privacy and risk follow the Hype Cycle. Determining when to adopt an emerging technology is a critical decision. If too soon, the enterprise will suffer the pain and expense of an immature technology. If too late, it runs the risk of being left behind by competitors that have made the technology work to their advantage. In the case of information security, failing to deploy at the right time can leave the organization vulnerable.

- Vic Wheatman

Tuesday 2:30 pm

Marketplace Theater Presentation: On-Demand Personal Firewall

Instant access from anywhere must be accompanied by instant protection from anywhere. So as the model for remote access becomes an on-demand session initiated by a web browser, firewalls and AV must slim down and be redesigned to work as portable, disposable security agents. This presentation examines how the firewall and AV markets must adapt and looks at the strengths and challenges of early products.

- John Girard

Wednesday 2:05 pm

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10/05/04 v.5



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(as of 10/5/04)



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