



ITxpo: Systems & Storage Marketplace

ITxpo Marketplaces

The **Systems & Storage 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.



– Carl Claunch, Research VP and
Marketplace Chair

Leading Gartner Analysts:

Nick Allen
Thomas Bittman
Andrew Butler

Mike Chuba
Carl Claunch
John Enck

John Monroe
Robert Passmore

John Phelps
Stanley Zaffos

Track: Servers and Storage (STOR)

The server and storage market is as volatile as ever, with the perception of at least some stability and growth hiding murky undercurrents. Vendors and technologies still change and develop apace, with issues such as licensing and intellectual property taking centre stage. New technology developments such as virtualization, SAN management and blades are rapidly coming to market, but does newer technology help the IT manager manage and control costs? This track will help IT organizations through the shark-infested waters of IT hardware management and acquisition and guide them to optimize their term returns on IT investment for server and storage.

Who Should Attend:

CIOs, IT directors and managers, system and network managers, hardware managers

Lead Presentation:

The Future of Servers

Sessions:

- Emerging Solutions for Content Management
- Putting the Storage Beast on a Diet.
- Server Acquisition and Deployment
- Server Consolidation: What's Really Happening?
- Storage Real Time Infrastructure: Will the Storage Utility Ever Become a Reality?
- Storage Scenario
- The Future of Windows in the Enterprise
- The IBM Mainframe: Forty years, Now What?
- What You Need to Know About Grid Computing

Track: Client Computing (CC)

Personal Computing - \$220 Billion of difficult choices. You want interchangeable devices that are easy to deploy, manage and replace, but your users have a growing number of functional requirements. PC technology is accelerating down the path toward commodity status, but the range of options is extending and the differences are getting harder to evaluate. Client computing investments are becoming more prone to risk, while the cost of bad decisions is escalating. We help business managers, end-user support managers and IT professionals navigate current and future client computing choices by outlining decision criteria, vendor suitability, TCO reduction strategies, critical manageability decisions and a road map of the key technology changes most likely to impact your enterprise."

Who Should Attend:

CIOs, IT directors and managers, system and network managers, hardware managers
Lead Presentation: The Client Computing Scenario: Technology Returns Center Stage

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Sessions:

- Choosing PC Suppliers: What to Consider and How to Decide
- Client OS and Office: Is Open Source In Your Future?
- PC Security: A Contradiction in Terms?
- The PC Life Cycle: Out with the Old and In with the New, Over and Over Again
- Thick vs. Thin Platforms: Weighing the Options
- Tutorial: PC Virtualization: An End to Hardware Diversity Headaches

Track: Open Source and Linux (OPEN)

Linux and open source have crossed the technology chasm in varying degrees. But deployments — be they servers, clients or middleware and database software — are still largely limited to a subset of the strategic IT and data center roles. The most important elements for full-fledged acceptance will be business value commercialization and public sector success as part of today's demands by IT of: affordability, reliability, supportability, manageability and scalability. Value propositions must transcend initial hardware acquisition cost savings. This track investigates the state of open source and Linux maturity, progression on Gartner's hype cycles and how users can best plan future deployments to assure best fit for purpose within the overall constraints of the IT ecosystem.

Who Should Attend:

CIOs, IT directors and managers, system architects, system and network managers, software managers

Lead Presentation:

Does Open Source Deserve a Place in Your IT Portfolio?

Sessions:

- Enterprise Linux: Will Adolescence Yield to Maturity?
- Open Source in the Knowledge Workplace - Myths and Realities
- Open Source Security: Nirvana or Nightmare?
- Panel on Linux and Open Source
- Tutorial: Open Source and the Public Sector: Far Beyond Linux

Sample List of Attendees at Systems & Storage Sessions:

Director- GTS Technology Engineering ABBOTT LABORATORIES	Chief Architect ING AMERICAS & AETNA INTERNATIONAL INC.
VP Operations & IT AC NIELSEN	AVP - Technology Management JEFFERSON PILOT
AVP- Dir. Comp. Network Ops. AG EDWARDS & SONS INC	Director - Business Apps KIMBERLY CLARK CORPORATION
Director Enterprise Resource Planning ALLSTATE	Product Director LIBERTY MUTUAL INSURANCE CO.
Managing Director BANK ONE	Manager- Information Services MERCK & CO. INC.
VP- Architecture & Technology BAXTER INTERNATIONAL	Group Manager PEPSICO
Director - Global Technology Services BIOGEN	Director- Technology & Architecture Svcs PROGRESS ENERGY
CIO BLACK & DECKER EUROPE	IT Processes & Business Manager RAYTHEON
CTO BP/AMOCO	V.P./CIO RICHARDSON ELECTRONICS
Director - Planning & Architecture CONAGRA FOODS	Director IS RUSSELL CORP
Director- Enterprise Architecture DISCOVER FINANCIAL SERVICES INC.	Security Manager SHELL
VP of Service Centers EXPERIAN	V.P. BTIO STATE FARM INSURANCE
Platform Technologist Leader FLINT HILL RESOURCES	Manager of Network Services & Operations SUNBEAM PRODUCTS
Director- Corporate Architecture GEICO DIRECT	Vice President THE NPD GROUP
Director- Enterprise Technology GTECH	

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