

# Business Applications & BPM Marketplace

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The **Business Applications & BPM Marketplace** at ITxpo is designed to aggregate solution providers around a central technology focus and to make it convenient for attendees to locate innovative products and services based on their needs. Take advantage of this ideal setting to maximize your interaction with these sought after prospects.

## Event Theme: Conquering Complexity

Business applications directly affect the complexity of the business environment by delivering new function as well as instantiating new or better business processes. Yet, many implementers of business applications struggle with the complexity of integration into their existing IT environments. Solutions that deliver the function, enforce processes and yet still integrate well with existing environments are leaders in conquering complexity in the business applications environment. BPM solutions directly impact the level of process complexity in an organization. The best BPM solutions create a platform where an enterprise can optimize both function and simplicity

Conference learning is linked directly to market solutions through a variety of tracks and sessions, including: Supply Chain Management, Sales Analytics, and more.

**Target Audience:** CIOs, CTOs, and their direct reports; IT Architects and planners; Application Integration Management; Application Development Management; IT Operations Management; IT Security Management; IT Network and Telecom Management; Content, Portals, Collaboration & KM Management; Business Intelligence Professionals; Vendor Product Marketing Managers; Technology Investment Professionals; Media and IT Industry Watchers; and anyone involved in enterprise-level IT decisions.

## Leading Gartner Analysts Presenting in Business Applications & BPM:

Kimberly Collins	Yvonne Genovese	Derek Prior	Andrew White
Jeff Comport	James Holincheck	John Radcliffe	Jeff Woods
Joe Galvin	Michael Maoz	Adam Sarner	Brian Zrimsek
Lee Geishecker	Scott Nelson	Jim Sinur	

## Business Applications & BPM Content:

### Track: Business Applications that Drive Growth

In 2005 EXP report, CIOs report that their number one business issue is to improve their business processes. Key to enabling superior business processes is the need for agile, future-proof and highly functional software applications. The business applications needed to support departments such as Finance, HR, Operations, Logistics and Procurement now have to work more closely together with those for customer service, sales, and marketing to enable end-to-end integrated business processes. In this, the concept of a Business Application Platform needs to be understood by organizations. This track examines how tomorrow's packaged business software applications will evolve.

### Lead Presentation:

The Business Applications Scenario: Ecosystems Leading the Changes

### Sessions:

– Sensory Supply Chains: Sensing Across the Supply Chain; RFID Opportunity?

**secure space** ▶

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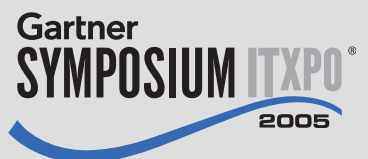
**42% of attendees predict an increase in spending in 2005 and 54% have involvement in business applications & BPM \***

*"The business process management market is growing in all sectors. Buoyed by short-term and midterm successes, it is eclipsing the estimates Gartner made in 2003, when we predicted 10 percent to 15 percent internal rates of return."*

– Jim Sinur—Magic Quadrant for Pure-Play BPM, 2004

*"We have exhibited at ITxpo for ten years because we consistently gather solid, high-quality sales leads, and have the opportunity to meet key decision-makers."*

– R. Hansen, Manager, Event Marketing, Lawson Software



**May 15-19, 2005**  
**San Francisco, California**

\*based on 2004 Symposium/ITxpo registered attendees



## Business Applications & BPM Marketplace **Marketplace**

- HR and Finance: New Requirements, New Technology
- Measuring Customer Value: Applying CPM Outside the Finance Organization

### Track: CRM Drives Revenue Growth and Customer Loyalty

Of all the IT investments your organization can make, CRM is the one to help enhance revenue and build customer loyalty. Over the past three years, many CRM investments were tied to measurable cost savings initiatives. Today, firms are looking to exploit customer-centric strategies and technologies as a vital part of their company's vision for growing their business. This track examines strategies to accelerate customer acquisition, raise customer satisfaction levels, improve customer retention, drive revenue growth and improve overall business performance. CRM program managers will see how leading organizations leverage prior CRM investments, determine which new CRM technologies to invest in and understand how to take marketing, sales and customer service to new heights to support these growth strategies. Exploiting analytics to improve customer profitability and deliver measurable results is a central theme for improving business performance.

#### Lead Presentation:

Beyond CRM: The Scenario for Customer Centric Strategies

#### Sessions:

- Marketing Powers the Customer Centric Enterprise
- Using Technology to Increase Sales
- Customer Service and Support Strategies for the Customer-Centric Enterprise
- Tutorial: Using Analytics to Drive CRM Strategy and Customer Insight

#### Additional BPM Sessions include:

- BPM Scenario: Business Driving Suite Strategies
- BPM Vendors: Navigating Convergence and Consolidation

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**Pre-event Marketing:** Allow us to provide your company with the marketing materials necessary to promote your company's presence on-site. Contact your sales representative for information on receiving an email template, event floor passes, discount Conference tickets, Web banner, event logo and description. Customize each item to further create mindshare pre-event to your prospects and clients.

**Marketing to Proprietary Gartner Clients:** By securing your space, you'll not only reap the rewards of exhibiting in front of our highly-qualified audience of senior IT and business leaders, but you'll receive numerous impressions in our marketing materials and event Web site, before, during and after the event. (deadlines apply)

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### Business Applications & BPM Marketplace Exhibitors:

- Intervoice, Inc.
- Lawson Software
- Proforma
- Sciforma Corporation
- Selectica

As of April 5, 2005

### Additional Marketplaces include:

- Application Development & Integration
- Business Intelligence & Data Warehousing
- Enterprise System Management
- IT Services & Sourcing
- Mobile & Wireless
- Portals, Content & Collaboration
- Security
- Systems & Storage
- Telecommunications Infrastructure & Services

### 2005 Business Applications & BPM Portfolio of Events:

- **Business Process Management Summit**  
June 6-7 - Arlington, VA
- **Symposium/ITxpo—Business Applications & BPM Marketplace**  
Sept 16-21 - Orlando, FL
- **Customer Relationship Management Summit**  
October 31-November 2 - San Diego, CA
- **Symposium/ITxpo—Business Intelligence, Data Warehousing & Business Applications Marketplace**  
November 7-11, 2005 - Cannes, France



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