



Business Intelligence & Data Warehousing Marketplace

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The **Business Intelligence and Data Warehousing 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

The vast amount of data available to managers and analysts within enterprises continues to expand and continues to present a daunting obstacle to effective business management. The best business intelligence tools allow the enterprise to rescue information from a sea of complex data and present it to the right people at the right time for the right action. Data complexity is real in all large environments – conquering that complexity is the value that the providers in the Business Intelligence & Data Warehousing Marketplace bring to ITxpo.

Conference learning is linked directly to market solutions through a variety of tracks and sessions, that cover: Data Quality, Business Activity Monitoring, Data Access, Data Integration, Database Systems, BI Tools, 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 Intelligence & Data Warehousing:

Frank Buytendijk	Donald Feinberg	Bill Gassman	Bill Hostmann
Howard Dresner	Ted Friedman	Colleen Graham	Kevin Strange

Business Intelligence & Data Warehousing Tracks:

Business Intelligence: The New Strategic Frontier

The pressure to deliver business intelligence capabilities has never been greater for organizations. This is in response to many factors—governmental regulation, customer requirements, competitive forces and accelerating market dynamics. This track defines the drivers, enablers, inhibitors and the applications of BI.

Lead Presentation:

Business Intelligence Scenario

Sessions:

- Data Base Scenario: What Does the Market Hold?
- The Cornerstones of BI Excellence
- Data Quality: Get the Basics Right Before Embracing BI
- Corporate Performance Management: Building the Successful Enterprise

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ITxpo
Marketplaces

44% of attendees predict an increase in spending in 2005 and 45% have involvement in business intelligence & data warehousing *

"The business pressures driving the need for business intelligence and data warehousing will increase in 2005. Making BI users successful, leveraging the right technology/infrastructure and making the right choices in a market that is undergoing changes has never been more challenging."

– Predicts 2005: BI and Data Warehousing Face Business Pressures

Gartner
SYMPOSIUM ITXPO®
2005

May 15-19, 2005
San Francisco, California

*based on 2004 Symposium/ITxpo registered attendees



The Future of IT

Here's the place to find Gartner's top-level outlook for the future of IT—the opportunities and the pitfalls, and the advice to navigate both. This track addresses the big picture view, a "state of the union" in the Gartner Master Scenario. The essential "Top 10 lists" of must-note technologies now and longer-term, overarching business drivers and management directives provide essential context for strategic planning. Integrative scenarios for the major IT industry domains—software, infrastructure and management—offer a high-level summary perspective of the most critical factors affecting and influencing those areas. Finally, three major issues that cut across all the above provide a different perspective, and focus on growth, protecting against bad things happening, and processes wherever you look.

Lead Presentation:

The Gartner Scenario: Current State and Future Direction of IT

Sessions:

- Top 10 Strategic Technologies for 2006
- Harnessing IT for Growth
- IT: Threats, Risks and Survival
- The Process-Centric World
- Emerging Trends Radar Screen 2005
- Business Trends that Can Help You, or Hurt You
- Delivering IT's Contribution: The 2005 CIO Agenda
- It's Time to Build Real Time Enterprises!
- Infrastructure 2015
- Software: Meeting the Business Challenge
- The Scenario for IS Organizations and IT Management

NEW! Your ITxpo Promotion Toolbox

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)

Virtual Press Office: Gain exposure to over 25,000 journalists worldwide by subscribing to this invaluable service. Pre, during and post coverage gives your company an added endorsement based on your innovative product offerings. Say goodbye to expensive production and shipping of press kits—save time and money by going virtual!



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Business Intelligence & Data Warehousing Marketplace Exhibitors:



– Fair Isaac Corporation

- Axentis
- Cognos
- Goldengate Software
- Niku
- Pacific Edge Software
- PlanView, Inc.
- SL Corporation
- SupportSoft

As of April 5, 2005

Additional Marketplaces:

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

2005 Business Intelligence & Data Warehousing Portfolio of Events:

- **Business Intelligence Summit**
January 31- February 1 - London, England
- **Business Intelligence & Enterprise Portal Summit**
February 15-16 - Tokyo, Japan
- **Symposium/ITxpo-Business Intelligence & Data Warehousing Marketplace**
October 16-21 - Orlando, FL
- **Customer Relationship Summit**
October 31-November 2 - San Diego, CA
- **Symposium/ITxpo-BI & Datawarehousing & Business Applications Marketplace**
November 7-11, 2005 - Cannes, France