

Enterprise System Management Marketplace

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The **Enterprise System Management 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

Managing the vast, heterogeneous systems of the modern IT environment is a core activity for operational excellence. Yet the management of systems, storage, networks, security, applications and processes is growing more diverse and more complex. The ITxpo Enterprise System Management Marketplace features the leading technology solutions for the biggest emerging management challenges. No enterprise can conquer complexity without first getting out in front of its system management challenges.

Conference learning is linked directly to market solutions through a variety of tracks and sessions, that cover: IT Operations & Infrastructure Management, Configuration Management, Availability and Performance Monitoring, IT Operations Architecture, Real-time Infrastructure, 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 Enterprise System Management:

Patricia Adams	Ronni Colville	Jim Duggan	Raymond Paquet
Kris Brittain	Debra Curtis	Cameron Haight	Donna Scott

Enterprise System Management Tracks:

Future of Infrastructure

The modern business environment demands a flexible and agile infrastructure. Today, infrastructure consumes the bulk of the IT budget, but the inflexibility of today's IT infrastructure remains a significant impediment! What does the infrastructure of the future look like, and how do I get there? What changes to make to support the move towards services? What about security? Storage? Desktops? Servers? Virtualization? Operations? This track describes the likely shape of infrastructure in the future, and the pitfalls likely to be encountered in the transition.

Lead Presentation:

Infrastructure 2015

Sessions:

- The Evolution Towards a Real-Time Infrastructure
- Moore's Law: Supercharging the Silicon Economy

IT Operations Management: Achieving Operational Excellence

This track provides strategic and practical guidance on achieving IT operations excellence, including running IT operations as a business, maturing IT operational processes, improving the quality of IT service, reducing costs, building the operations architecture, and investing in management tools and vendors

Lead Presentation:

Excelling in IT Operations Through IT Service Management

Sessions:

- Conquering Complexity with Configuration Management
- IT Operations Big 4: Strengths, Weaknesses, Opportunities, Threats
- IT Operations Management Technologies: Their Role in Automation and RTI

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ITxpo
Marketplaces

59% of attendees predict an increase in spending in 2005 and 52% have involvement in enterprise system management *

"Worldwide enterprise systems management software license revenue will grow from \$5.6 billion in 2003 to \$7.3 billion in 2008. The application management segment will achieve a compound annual growth rate of 18.9 percent."

- Forecast: Enterprise Systems Management Software, Worldwide, 2003-2008 (Executive Summary)

Gartner
SYMPOSIUM ITXPO[®]
2005

May 15-19, 2005
San Francisco, California

*based on 2004 Symposium/ITxpo registered attendees



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2005

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Enterprise System Management Marketplace

- How Will Web Services Impact the IT Operations Architecture?
- Excelling in Availability and Performance Management
- Excellence in IT Service and Support
- Tutorial: The Road Map to IT Process Maturity

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!

2005 Enterprise System Management Portfolio of Events:

- **IT & Software Asset Management Summit**
Sept 12-14 - San Diego, CA
- **Symposium/ITxpo—Enterprise System Management Marketplace**
October 16-21 - Orlando, FL
- **Symposium/ITxpo - IT Operations Management Marketplace**
November 7-11, 2005 - Cannes, France

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Enterprise System Management Marketplace Exhibitors:



- BMC Software, Inc.

- Altiris
- Aprisma
- Centrata
- eiStream, Inc.
- Embarcadero Technologies
- enteo Software
- Frontrange Solutions
- HyperSoft Information Systems
- iLumin Software Services, Inc.
- Matrix42
- Mercury
- Netscout Systems, Inc.
- Opsware, Inc.
- Peregrine Systems
- Softricity
- Symantec Corporation
- Tripwire
- Troux Technologies
- VIED, Inc.
- VM Ware, Inc.
- Wily Technology
- Winternals Software

As of April 5, 2005

Additional Marketplaces include:

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



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