



# IT Services & Sourcing Marketplace

[gartner.com/us/symposiumwest](http://gartner.com/us/symposiumwest)

The **IT Services and Sourcing 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

Modern IT organizations highly value and depend greatly on external providers of services and sourcing solutions. Yet the complications and complexities of managing a multi-sourced environment are near the top of the list of concerns of CIOs. The offerings of service and sourcing providers can be framed within the context of direct simplification of the client business; they can also be well positioned when discussing the manageability of relationships and technologies—as well as the best ways an enterprise's partners can collaborate with one another. At ITxpo, IT executives will learn how IT services can directly impact the complexity of solving immediate business problems, as well as how providers can function effectively in a complex, multi-sourced world.

Conference learning is linked directly to market solutions through a variety of tracks and sessions, that cover: IT Global Sourcing Strategies, Application Services, Sourcing Business Cases, the IT Utility, Multi-Sourcing, Offshore Strategies, and much 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 IT Services & Sourcing:

Christopher Ambrose	Barbara Gomolski	Ian Marriott	Diane Morello
Bruce Caldwell	Arabella Hallawell	Richard Matlus	Allie Young
Linda Cohen	Frances Karamouzis	Bill Maurer	Colleen Young
Susan Dallas	Arnoud Klerkx	Simon Mingay	

## IT Services and Sourcing Content:

### Track Outsourcing Success: Where, Why and How?

Too many options for outsourcing services, vendors and locations cloud our ability to make sound choices. This track will provide clear guidance on how to select the right vendors and delivery models to deliver business value.

#### Lead Presentation:

Converging Trends in Outsourcing: Moving Toward the Light

#### Sessions:

- Managing the Complexity of Microsoft Volume Licensing Programs
- ITAM: Managing the Intricacies of Software Consolidation
- IT Asset Management's Integral Role in Operational Excellence
- Lease, Own or Outsource: Simplifying Complex Financing Options

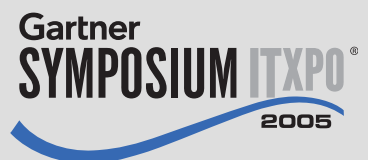


**32% of attendees predict an increase in spending in 2005 and 54% have involvement in IT services & sourcing \***

*"When outsourcing customer service processes it is essential that an organization and its outsourcing vendor understand the entire process from a customer perspective. Both parties should clearly articulate where they enter and where they exit the process, and the organization must dedicate management resources to oversee any intersection points that have a key impact on the customer service experience."*

– *Top Mistakes Made in Outsourcing Customer Service Processes*

**secure space** ▶ Contact Chris Callaghan at 203 316 1760 or email [christopher.callaghan@gartner.com](mailto:christopher.callaghan@gartner.com)



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

\*based on 2004 Symposium/ITxpo registered attendees



## IT Services & Sourcing Marketplace

### Additional Sessions:

- Economics of AD Outsourcing: Can Indiana Compete with India?
- Creating a Winning IT Strategy
- Business Trends that Can Help You, or Hurt You
- Lease, Own or Outsource: Simplifying Complex Financing Options
- IT Services Delivery Strategies: What's Right, and How to Implement
- IT Cost Management: A Prescription for Simplification
- More than a Numbers Game - Optimizing Resources in a Changing Employment Market
- Reducing Complexity by Outsourcing Wireless

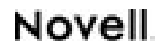
## NEW! Your ITxpo Promotion Toolbox

**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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### IT Services & Sourcing Exhibitors:

- Getronics

As of April 5, 2005

### Additional Marketplaces include:

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

### 2005 IT Services & Sourcing Portfolio of Events:

- **Outsourcing Summit**  
April 4-6 - Los Angeles, CA
- **Sourcing Summit**  
April 19-20 - Tokyo, Japan
- **Outsourcing & IT Services Summit**  
April 25-26 - London, England
- **Outsourcing & IT Services Summit**  
June 7-8 - Sydney, Australia
- **Outsourcing Summit**  
June 20-21 - Mexico City, Mexico
- **Outsourcing Summit**  
June 28-29 - Sao Paulo, Brazil
- **Symposium/ITxpo-IT Services & Sourcing Marketplace**  
October 16-21 - Orlando, FL
- **Symposium/ITxpo - Outsourcing & IT Services Marketplace**  
November 7-11, 2005 - Cannes, France

*"By exhibiting at ITxpo it enables us to reach many high-level people in a short amount of time. We feel our investment in ITxpo is well worth it and I recommend this event to any vendor looking to show their wares—you can't get any better than this!"*

– S. Gentile, VP of Worldwide Sales, Intalio

*"We have gathered the best leads - more so than any other event we attended this year. I'm thrilled we are here and plan on being here next year."*

– J. Horton, Director, OEM/Enterprise Sales, Webroot (Security Marketplace Sponsor)



### Find out if your company is a Gartner Cool Vendor

Special signage and reports will be available on-site. Call today for details.

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