

# Mobile & Wireless Marketplace

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The **Mobile & Wireless 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

With the proliferation of wireless solutions in the market, most IT organizations ask: how can we manage the complexity of so many solutions. The benefits of wireless solutions are widely recognized—success is often dependent on minimizing the complexity of their implementation. An effective wireless solution can make an organization less complex; it can also be used to simplify business processes. Wireless technology providers will feature their business solutions as well as their management capability for Conquering Complexity in the Mobile & Wireless Marketplace at ITxpo.

Conference learning is linked directly to market solutions through a variety of tracks and sessions, that cover: Wireless Applications, WSPs, 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 Mobile & Wireless:

Ken Dulaney	Michael King	Lawrence Orans	Phil Redman
Nick Jones	Drew Kraus	Eric Paulak	

## Mobile & Wireless Tracks:

### Mobile & Wireless Business & Technology Strategies

Mobile and wireless devices, services and applications continue to improve in terms of speed, functionality, and even cost. But with these improvements come the increased complexities caused by rapid technology changes and a lack of standards. Should you deploy WiFi? WiMax? Ultrawideband? 3G? Business case justification, business process improvements, and security considerations need to be an integral part of mobile technology solution decisions. This track will illustrate how to best source, adopt and manage emerging wireless networks and help you evaluate the wide variety of wireless technologies, devices and services.

#### Lead Presentation:

Wireless Technology Scenario

#### Sessions:

- Pocket Power: The Mobile Device Scenario
- Converging Wireless Technologies for the Enterprise
- Wireless Data and Applications for the Mobile Enterprise
- Next Generation WLAN Technologies: From Switches to Support
- Reducing Complexity by Outsourcing Wireless
- Identity, Authentication & Access in the Mobile/Wireless World
- Tutorial: Implementing and Managing Wireless Policies, People and Procedures

### Enterprise Communications and Networking Strategies

Improving your organization's agility and effectiveness requires communications; utilizing the right networks for your business can bring efficiencies and competitive advantage. Too many enterprises are using new technologies as a one-for-one replacement of old technologies without considering changes in process, applications and design that can dramatically impact your cost base or productivity gain. A new generation of technologies and services, like IP telephony, MPLS and VoIP, has added intelligence and functionality to the network, which can increase your value and reliance on this business-critical asset. This track will review

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ITxpo  
Marketplaces

49% of attendees predict an increase in spending in 2005 and 50% have involvement in mobile & wireless \*

*"Mobile and wireless technologies will proliferate and mature in the next few years, bringing the Internet and new consumer and business applications to ever more places and devices. These technologies must be at the strategic heart of every organization's IT plans."*

– Predicts 2005: Mobile and Wireless Technologies

Gartner  
SYMPOSIUM ITXPO®  
2005

May 15-19, 2005  
San Francisco, California

\*based on 2004 Symposium/ITxpo registered attendees



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strategies and tactics that will dramatically improve the way you build and use your network, while capturing the greatest benefits of emerging communications and networking technologies.

### Lead Presentation:

Gartner Networking Scenario: Your Converged Network—Multimedia, Multimodel and Multidimensional

### Sessions:

- IP Telephony: Start Getting Your Hands Dirty
- Application Acceleration: Let the Network Turbocharge Your Applications
- Designing the Perfect Network
- Communications as IT Applications: The New Battleground
- Network Equipment Vendors: Can Anyone Challenge Cisco?
- Which Network Provider Should You Buy Services From?
- Regaining Control Over Your Complex Network
- Tutorial: Basic Elements of Wired and Wireless Networking

### 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

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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)

**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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### Mobile & Wireless Marketplace Exhibitors:

- Intellisync Corporation
- iPass
- Research in Motion
- T-Mobile

As of April 5, 2005

### Additional Marketplaces include:

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

### 2005 Wireless & Mobile Portfolio of Events:

- **Wireless & Mobile Summit:**  
April 11-13, Orlando, FL
- **Wireless & Mobile Summit**  
April 18-19, London, England
- **Symposium/ITxpo–Mobile & Wireless Marketplace:**  
October 16-21, Orlando, FL
- **Symposium/ITxpo–Mobile, Wireless & Enterprise Networks Marketplace**  
November 7-11, 2005, Cannes, France



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