



Portals, Content & Collaboration Marketplace

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The **Portals, Content & Collaboration 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

Whether it is document management, knowledge management, information retrieval or any of the other topics covered in the Portal, Content & Collaboration Marketplace, the idea is to improve organizational effectiveness and productivity. But a big question is how to accomplish these goals without adding to the complexity of the management of the overall IT environment. Collaboration solutions are aimed at taming the complexity of multi person, multi department or multi enterprise activities. The best solutions lower the complexity of such multi-faceted partnerships; and the best solutions do so without adding to the complexity of the IT infrastructure on which they reside

Conference learning is linked directly to market solutions through a variety of tracks and sessions, that cover: Real-Time Collaboration, Smart Enterprise Suites, E-Mail, E-Learning, Document Workflow, Output Management, 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 Portals, Content & Collaboration:

Mike Anderson	Betsy Burton	Rita Knox	Dave Mario Smith
Whit Andrews	French Caldwell	Lou Latham	Ken Weilerstein
Waldir Arevalo	Peter Grant	James Lundy	
Tom Austin	Maurene Caplan Grey	Gene Phifer	
Toby Bell	Kathy Harris	Karen Shegda	

Portals, Content & Collaboration Tracks:

Content Management: Portals and Collaboration: Simplifying Complexity

Content management, portals and collaboration, are pervasive technologies used by nearly every organization. From the standpoint of users, these technologies would better fit their needs if the integration was less complex. This is driving the emergence of the Smart Enterprise Suite.

Lead Presentation:

Reducing Complexity in Content Management, Collaboration and Portals

Sessions:

- Collaboration and Innovation Revolution: Balance Performance and Complexity
- How to Choose the Best Document Output Management Vendor
- Managing the Transition to Better Office Document Workflow
- Simplify Your Enterprise Content Management Strategy
- Virtual Repositories and Content Integration: Going Beyond Search
- Tutorial: Real-Time Collaboration vs. E-Mail: How to Make Both Co-Exist
- Tutorial: Job Security and Records Management

Compliance and Corporate Governance

Corporate governance is top of mind. High profile institutional scandals in corporations, non-profits and government demonstrate the results of poor governance. Compliance within the ever more complex regulatory

secure space ▶

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47% of attendees predict an increase in spending in 2005 and 49% have involvement in portals, content and collaboration*

"In 2005, companies will experience tension between understanding and investing in new tools—such as wikis, instant messaging (IM) and Weblogs (blogs)—and consolidating better recognized ones, such as enterprise content management (ECM) and e-learning. Some technologies in the middle ground will continue to evolve (for instance, taxonomies). Meanwhile, the most-mature technologies, such as e-mail, are becoming part of broader enterprise architectures (messaging), and their roles will change in that new context. For example, compliance and corporate governance will continue to drive companies' technology plans."

- Predicts 2005: Support Improves for Knowledge Workers



May 15-19, 2005
San Francisco, California

*based on 2004 Symposium/ITxpo registered attendees



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environment threatens to make good governance very expensive. However, reasonable IT investments in compliance and governance are required to adhere to public expectations. If targeted properly, these investments can also lead to improved corporate performance.

Lead Presentation:

Simplifying Compliance: Key Technologies and Best Practices

Sessions:

- A Technology Architecture Approach to Managing Compliance Complexity
- Tutorial: Compliance Management Best Practices
- Theatre in the Round: Compliance Management CIO Panel: Best Practices and Survival Tactics
- Theatre in the Round: Compliance Management Solutions: A Vendor Challenge Panel

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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Portals, Content & Collaboration Exhibitors:



- **Macromedia**

- Adobe
- Autonomy
- Convera
- Fast Search & Transfer
- Google
- Hummingbird
- Interwise
- KVS, Inc.
- Open Text Corporation
- Vignette
- Zantaz

As of April 5, 2005

Additional Marketplaces include:

- Application Development & Integration
- Business Applications & BPM
- Business Intelligence & Data Warehousing
- Enterprise System Management
- IT Services & Sourcing
- Mobile & Wireless
- Security
- Systems & Storage
- Telecommunications Infrastructure & Services

2005 Portals, Content & Collaboration Portfolio of Events:

- **Symposium/ITxpo—Portals, Content & Collaboration Marketplace**
November 7-11, 2005, Cannes, France



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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