



# Security Marketplace

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

The **Security 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 many facets of securing the IT environment have increased the complexity of overall IT management. The ITxpo Security Marketplace features solutions that diminish overall complexity by directly addressing IT security needs while offering the overall ability for IT to manage the secured environment while recognizing an enormous breadth of people, nodes, vulnerabilities, risks and opportunities. Security is a must. Complexity must be managed—and the best solutions are designed with minimized complexity in mind.

Conference learning is linked directly to market solutions through a variety of tracks and sessions, that cover: Wireless Security, Identity Theft, Security Architectures Spam, Security Management, Network Security, Security in Outsourcing, 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 Security:

Betsey Burton	Avivah Litan	Lawrence Orans	Vic Wheatman
John Girard	Rich Mogull	John Pescatore	
Arabella Hallawell	Mark Nicolett	Ray Wagner	

### Security Tracks:

#### Security

An insecure infrastructure is a liability. Building in security cannot be an afterthought. Creating an enterprise wide security and privacy aware culture is the first step, but culture alone is insufficient. Software, hardware and services-based technologies are all needed to reach reasonable infrastructure security levels.

#### Lead Presentation:

Future of Information Security

#### Sessions:

- Conquering Complexity Through Security Architecture
- Secure Network Access Protection
- Vulnerability and Patch Management
- Identity and Access Management Today and Tomorrow
- Security Standards and Compliance Issues
- Directions in Secure PCs, Servers, and Operating Systems

#### 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 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

**secure space** ▶

Contact John Aymar at  
203 316 6291 or email  
[john.aymar@gartner.com](mailto:john.aymar@gartner.com)



**59% of attendees predict an increase in spending in 2005 and 53% have involvement in security \***

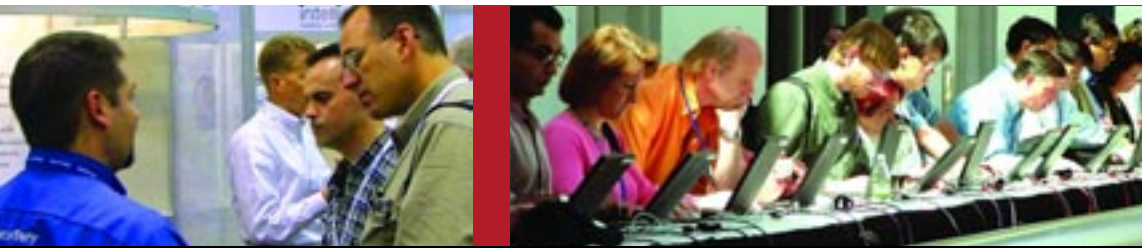
*“The IT security churn will accelerate in 2005 as new vulnerabilities are discovered, companies introduce vulnerabilities by deploying technologies and applications, and the strategies and tactics of cyberattackers evolve to exploit weaknesses in technologies, applications, administrative processes and user behavior. As the speed of attacks increases, IT organizations and security vendors will have less reaction time. Prior to an attack, IT security managers will need to implement effective defenses and vulnerability mitigation strategies. They also will need to strengthen authentication techniques and administrative processes to support the growing portfolio of outward-facing, real-time business processes and applications.”*

*– Predicts 2005: Security Focuses on Attack Prevention*

**Gartner**  
**SYMPOSIUM ITXPO®**  
2005

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

\*based on 2004 Symposium/ITxpo registered attendees



## Security Marketplace

### 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!

Gartner Events  
**premier sponsor**

**APC**  
Legendary Reliability™

**IBM**

**DELL**

**Microsoft**

**hp**  
\*\*\*\*\*

**NOKIA**

**Novell**

### Security Exhibitors:

ITxpo  
**marketplace sponsor**

- **PatchLink Corporation**

- BindView Corporation
- F5 Networks
- Internet Security Systems, Inc.
- M-Tech
- Sybari Software
- Webroot Software

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
- Portals, Content & Collaboration
- Systems & Storage
- Telecommunications Infrastructure & Services
- Webroot Software

### 2005 Security Portfolio of Events:

- **IT Security Summit**  
June 6-8 - Washington, D.C.
- **IT Security Summit**  
July 18-19 - Melbourne, Australia
- **IT Security Summit**  
September 14-15 - London, England
- **Symposium/ITxpo-Security Marketplace**  
October 16-21 - Orlando, FL
- **Symposium/ITxpo-Security 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.

**secure space**



Contact John Aymar at  
**203 316 6291** or email  
**john.aymar@gartner.com**