



# Telecommunications Infrastructure & Services Marketplace

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The **Telecommunications Infrastructure & Services 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

IP telephone, VOIP, network sourcing, carrier consolidation: all these trends lead to great organizational benefit in the world of Telecom – but many add to the complexity of managing the environment. Conquering Complexity in the world of Telecom Infrastructure & Services means delivering solutions that provide advanced function—function that can lower organization complexity and boost performance—but also allow for integrated management and simplified implementations. The leading telecom solutions are designed to decrease the complexity of running a network that may be trending toward, but is not yet homogenous.

Conference learning is linked directly to market solutions through a variety of tracks and sessions, that cover: Network Sourcing, Wired & Wireless Convergence, IP Telephony, Application Acceleration, Network Equipment, Network Service Providers, 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 Telecommunications Infrastructure & Services:

Ted Chamberlin	Bob Hafner	Drew Kraus	Eric Paulak
Bern Elliot	Mike Harris	David Neil	Jay Pultz
Eric Goodness	Michael King	Lawrence Orans	Philip Redman

### Telecommunications Infrastructure & Services Tracks:

#### 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 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

#### 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

**secure space** ▶

Contact Greg Brasher at  
**203 316 3777** or email  
**gregory.brasher@gartner.com**



**28% of attendees predict an increase in spending in 2005 and 52% have involvement in telecommunications infrastructure & services \***

*"Telcos must offer a full range of services to compete with next-generation service providers in today's market. The reintegration of units will enable cross-divisional leveraging of capabilities so that operators can meet technological changes and evolving customer demands more quickly."*

– Predicts 2005: Communications Services Are Changing



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

\*based on 2004 Symposium/ITxpo registered attendees



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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

### 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

## NEW! Your ITxpo Promotion Toolbox

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**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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### Telecommunications Infrastructure & Services Exhibitors:

- Asentinel LLC
- Avaya
- Equant
- Global Crossing
- Nortel Networks
- NTT Communication Corp.

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
- Security
- Systems & Storage

### 2005 Telecommunications Infrastructure & Services Portfolio of Events:

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



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**gregory.brasher@gartner.com**