



# Business Applications & BPM Marketplace

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The **Business Applications & BPM 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.

Conference learning is linked directly to market solutions through a variety of tracks and sessions, including: Supply Chain Management, Sales Analytics, and 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 Business Applications & BPM:

Kimberly Collins	Yvonne Genovese	Derek Prior	Andrew White
Jeff Comport	James Holincheck	John Radcliffe	Jeff Woods
Joe Galvin	Michael Maoz	Adam Sarner	Brian Zrimsek
Lee Geishecker	Scott Nelson	Jim Sinur	

## Business Applications & BPM Tracks:

### Business Process Management

Excelling in the day-to-day business processes that drive organizational success is becoming the challenge for today's business managers. The ability of IT to rapidly enable this success depends on their capacity to respond. As the drivers of business are dynamic, the alignment and responsiveness of IT to these dynamics are critical. In addition the external demands for transparency, in the interests of a variety of compliance needs, change the traditional demands on IT.

- BPM and Becoming an Agile Enterprise
- BPM Worst Practices —Avoiding Pitfalls in the BPM World
- BPM: A Migration Path to SOA
- BPM: From Strategy to Execution Excellence
- BPM: Hype vs Reality

### Customer Relationship Management

Today, firms are looking to exploit customer-centric strategies and technologies as a vital part of their company's vision for growing their business. This track examines strategies to accelerate customer acquisition, raise customer satisfaction levels, improve customer retention, drive revenue growth and improve overall business performance. Exploiting analytics to improve customer profitability and deliver measurable results is a central theme for improving business performance.

- CRM Applications and Architectures Evolve to the Next Generation
- Creating the Single Customer View with Customer Data Integration
- CRM the Second Time Around: Learning from the Failures

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**42% of attendees predict an increase in spending in 2005 and 54% have involvement in business applications & BPM \***

*"The business process management market is growing in all sectors. Buoyed by short-term and midterm successes, it is eclipsing the estimates Gartner made in 2003, when we predicted 10 percent to 15 percent internal rates of return."*

— Jim Sinur—Magic Quadrant for Pure-Play BPM, 2004

*"We have exhibited at ITxpo for ten years because we consistently gather solid, high-quality sales leads, and have the opportunity to meet key decision-makers."*

— R. Hansen, Manager, Event Marketing, Lawson Software

Gartner  
**SYMPOSIUM ITXPO®**  
2005

October 16-21, 2005  
Orlando, Florida

\*based on 2005 Symposium/ITxpo registered attendees



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## Business Applications & BPM Marketplace **Marketplace**

- Redefining Customer Processes to Drive Customer-Centricity
- Reengineering Customer Service Processes to Improve the Customer Experience

### Business Applications that Drive Growth

Business Applications built on a Business Process Platform are evolving fast. Traditional ERP and SCM thinking is no longer sufficient. This track highlights why this is taking place and also identifies some leading areas where this change is most apparent.

- Evaluating Applications Vendors
- Business Applications Software Scenario
- Business Process Platform
- Developing fast Demand Driven Supply Chain Strategy
- The High-Performance Organization Demands CPM
- RFID Leading Sensory Networks

### 2005 Business Applications & BPM Portfolio of Events:

#### Customer Relationship Management Summit

October 31-November 2 - San Diego, CA

#### Symposium/ITxpo—Business Intelligence, Data Warehousing & Business Applications Marketplace

November 7-11, 2005 - Cannes, France

### 2006 Business Applications & BPM Event:

#### Business Process Management Summit

March 27-29 - Nashville, TN

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### Business Applications & BPM Marketplace Exhibitors:

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**marketplace sponsor**

– **Lawson**

- Global 360
- InterVoice, Inc.
- Konica Minolta Business Solutions
- Stampede Technologies

*As of August 15, 2005*

### Additional Marketplaces include:

- Application Development & Integration
- Business Intelligence & Data Warehousing
- IT Operations Management
- Outsourcing & IT Services
- Portals, Content & Collaboration
- Security
- Systems & Storage
- Telecommunications Infrastructure & Services
- Wireless & Mobile

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