



Business Intelligence & Data Warehousing Marketplace

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The **Business Intelligence and Data Warehousing 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, that cover: Data Quality, Business Activity Monitoring, Data Access, Data Integration, Database Systems, BI Tools, 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 Intelligence & Data Warehousing:

Frank Buytendijk
Howard Dresner

Donald Feinberg
Ted Friedman

Bill Gassman
Colleen Graham

Bill Hostmann
Kevin Strange

Business Intelligence & Data Warehousing Tracks:

Business Intelligence & Datawarehousing

The pressure to deliver business intelligence capabilities has never been greater for organizations. This is in response to many factors — governmental regulation, customer requirements, competitive forces and accelerating market dynamics. This track defines the drivers and inhibitors to attaining rapid results with BI.

Sessions:

- BI scenario
- Cornerstones of BI Excellence
- How to Create BI High-performance BI Teams
- Five Fatal Flaws of Business Intelligence and Corporate Performance Management
- Enterprise Information Mgt (EIM) Scenario
- Data Integration Trends: The Intersection of Data and SOA
- Data Quality: Why It's Strategic and How To Fix It
- The Role and Importance of Information Architecture

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

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ITxpo
Marketplaces

48% of attendees predict an increase in spending in 2005 and 45% have involvement in business intelligence & data warehousing *

"The business pressures driving the need for business intelligence and data warehousing will increase in 2005. Making BI users successful, leveraging the right technology/infrastructure and making the right choices in a market that is undergoing changes has never been more challenging."

– Predicts 2005: BI and Data Warehousing Face Business Pressures

Gartner
SYMPOSIUM ITXPO®
2005

October 16-21, 2005
Orlando, Florida

*based on 2005 Symposium/ITxpo registered attendees



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.

Sessions:

- The Gartner Scenario: Current State and Future Direction of IT
- Emerging Trends 2010-2015
- Top 10 Strategic Technologies for 2006
- Digital Disruptions: Major Trends Re-shaping Companies and Industries
- Its Time To Build Real Time Enterprises!
- Delivering IT's Contribution: The 2005 CIO Agenda
- Infrastructure 2015
- Software: Meeting the Business Challenge
- The Future for IS organizations and IT Management—Going Where We Were Not Going Before
- The Internet Scenario. The Second Revolution Begins

2005 Business Intelligence & Data Warehousing Portfolio of Events:

Customer Relationship Summit

October 31-November 2 - San Diego, CA

Symposium/ITxpo—BI & Data Warehousing & Business Applications Marketplace

November 7-11, 2005 - Cannes, France

2006 Business Intelligence & Data Warehousing Events:

Business Intelligence Summit

March 6-8 - Chicago, IL

Business Intelligence Summit

February 5-8 - Barcelona, Spain

Business Intelligence Summit

February 19-23 - Tokyo, Japan

CRM Summit

March 12-14 - London, England

Additional Marketplaces:

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

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Business Intelligence & Data Warehousing Marketplace Exhibitors:



- Accenture
- AITIA
- Axentis
- CIBER
- Cognos
- ESRI
- Hyperion
- ILOG, Inc.
- Information Builders
- Knightsbridge Solutions
- MapInfo
- Niku
- OpenPages
- Outlooksoft
- Paisley Consulting
- Planview
- Primavera Systems
- SAS Institute Inc.
- Sciforma Corporation
- Teradata, a division of NCR
- UMT

As of August 15, 2005

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