



IT Operations Management Marketplace

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The **IT Operations Management 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: IT Operations & Infrastructure Management, Configuration Management, Availability and Performance Monitoring, IT Operations Architecture, Real-time Infrastructure, 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 IT Operations Management:

| | | | |
|----------------|----------------|----------------|----------------|
| Patricia Adams | Ronni Colville | Jim Duggan | Raymond Paquet |
| Kris Brittain | Debra Curtis | Cameron Haight | Donna Scott |

IT Operations Management Tracks:

Future of Infrastructure

This track looks at the big strategic issues, which will impact and shape enterprise infrastructure over the next decade.

Sessions:

- The Impact of Consumer Technology on Enterprise Infrastructure
- Real Time Infrastructure—What's Real and What's Not?
- Accommodating Access by Unmanaged Client Devices
- Whose Infrastructure is it Anyway?

Achieving Business Results with IT Service/Operations Management

This track provides strategic and practical advice on achieving IT operations excellence, including running IT operations as a business, maturing IT operational processes, improving the quality of IT services, reducing costs, building the operations architecture and investing in management tools and vendors, with the goal of achieving business alignment and results.

Sessions:

- IT Operations Management Scenario: Evolving IT Operations Management to Yield Business Results
- Configuration Management Database: What's it All About?
- Business Service Management: IT Solution to Business Alignment?
- End to End IT Change Management is Mission Possible!
- Leveraging ITIL And Other Process Improvement Frameworks For Operational Success
- Building the Right IT Operations Organizational Structure
- Application Management—It's Not just a Production Problem
- Service Desk—The Best IT Offense and Defense
- Designing A Results Driven IT Asset Management Strategy

secure space

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59% of attendees predict an increase in spending in 2005 and 52% have involvement in IT Operations Management *

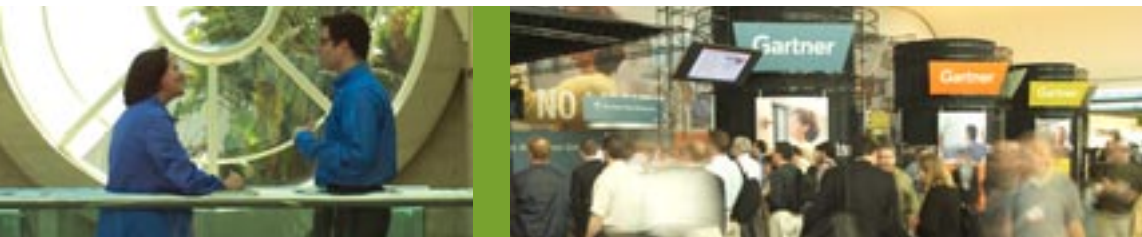
" Worldwide enterprise systems management software license revenue will grow from \$5.6 billion in 2003 to \$7.3 billion in 2008. The application management segment will achieve a compound annual growth rate of 18.9 percent."

- Forecast: Enterprise Systems Management Software, Worldwide, 2003-2008 (Executive Summary)

Gartner
SYMPOSIUM ITXPO[®]
2005

October 16-21, 2005
Orlando, Florida

*based on 2005 Symposium/ITxpo registered attendees



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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.

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

2005 IT Operations Management Portfolio of Events:

- **IT & Software Asset Management Summit**
Sept 12-14 - San Diego, CA
- **Symposium/ITxpo - IT Operations Management Marketplace**
November 7-11, 2005 - Cannes, France

Additional Marketplaces include:

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

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IT Operations Management Marketplace Exhibitors:

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– **Citrix Systems, Inc.**

- Altiris
- AlterPoint
- BigFix, Inc.
- BMC Software
- Cendura
- Embarcadero Technologies
- EMC/Legato
- EMC/SMARTS
- enteo Software
- Gridapp
- iLumin Software Services, Inc.
- Integrien
- Iron Mountain
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- Wily Technology
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- ZANTAZ

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