



Outsourcing & IT Services Marketplace

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The **Outsourcing and IT 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.

Conference learning is linked directly to market solutions through a variety of tracks and sessions, that cover: IT Global Sourcing Strategies, Application Services, Sourcing Business Cases, the IT Utility, Multi-Sourcing, Offshore Strategies, 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 Outsourcing and IT Services:

Christopher Ambrose	Barbara Gomolski	Ian Marriott	Diane Morello
Bruce Caldwell	Arabella Hallawell	Richard Matlus	Allie Young
Linda Cohen	Frances Karamouzis	Bill Maurer	Colleen Young
Susan Dallas	Arnoud Klerkx	Simon Mingay	

Outsourcing & IT Services Tracks:

Optimizing Outsourcing

A perfect blend of insourcing and outsourcing is critical to creating an operation built for agility and growth. But many organizations find this balance difficult to perfect. The roadblocks encountered in applying outsourcing are typically not with the outsourcing decision, but rather in execution—caused by failure to manage and govern the “multisourced” operation effectively. This track will focus on the best practices, processes and tools for developing a disciplined and effective multisourced enterprise.

Sessions:

- Disciplined Multisourcing-The Key to Sourcing Optimization
- Insourcing vs. Outsourcing—When, What and Why?
- Opportunities and Challenges in Offshore/Global Sourcing
- Business Process Outsourcing Trends and Techniques
- The New Criteria for Selecting Service Providers
- Applications Outsourcing—Navigating a Dynamic Market
- The Evolution and Revolution in IT Infrastructure Outsourcing
- Co-Management: Mastering Sourcing Governance
- Reducing Complexity by Outsourcing Wireless

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32% of attendees predict an increase in spending in 2005 and 54% have involvement in Outsourcing & IT Services *

“When outsourcing customer service processes it is essential that an organization and its outsourcing vendor understand the entire process from a customer perspective. Both parties should clearly articulate where they enter and where they exit the process, and the organization must dedicate management resources to oversee any intersection points that have a key impact on the customer service experience.”

– *Top Mistakes Made in Outsourcing Customer Service Processes*

Gartner
SYMPOSIUM ITXPO®
2005

October 16-21, 2005
Orlando, Florida

*based on 2005 Symposium/ITxpo registered attendees



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Outsourcing & IT Services Marketplace

"By exhibiting at ITxpo it enables us to reach many high-level people in a short amount of time. We feel our investment in ITxpo is well worth it and I recommend this event to any vendor looking to show their wares—you can't get any better than this!"

– S. Gentile, VP of Worldwide Sales, Intalio

"We have gathered the best leads - more so than any other event we attended this year. I'm thrilled we are here and plan on being here next year."

– J. Horton, Director, OEM/Enterprise Sales, Webroot (Security Marketplace Sponsor)

Additional Marketplaces include:

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

2005 Outsourcing & IT Services Portfolio of Events:

Outsourcing & IT Services Summit

June 7-8 - Sydney, Australia

Outsourcing Summit

June 20-21 - Mexico City, Mexico

June 28-29 - Sao Paulo, Brazil

Symposium/ITxpo - Outsourcing & IT Services Marketplace

November 7-11, 2005 - Cannes, France

2006 Outsourcing & IT Services Portfolio of Events:

Outsourcing Summit

April 3-5 - Orlando, FL

Outsourcing & IT Services Summit

April 9-12 - Sydney, Australia

Outsourcing Summit

April 23-26 - London, England

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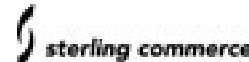


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Outsourcing & IT Services Exhibitors:



- Brazil Information Center
- CDW

- Actminds
- (i) Structure
- Computer Horizons Corp
- Getronics
- Politec
- SOFTEX
- Stefanini IT Solutions
- Strohl Systems
- US Technology Resources
- Vanco US LLC
- Verity

As of August 15, 2005

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