

CONFERENCE GUIDE



THIS YEAR'S FOCUS:

# rapid results ▶ Faster ROI

Getting results is your job.  
Getting them faster is your advantage.



MASTERMIND KEYNOTES



**Steve Ballmer**  
CEO  
Microsoft



**Michael Dell**  
Chairman  
Dell Inc.



**Mark Hurd**  
CEO  
Hewlett-Packard



**Inside:** Preview the hot research that will be unveiled onsite in Orlando



## CONTENTS

page 1	Conference Benefits
page 3	Mastermind Keynotes
page 4	Special Programs
page 5	ITxpo®
page 6	Exhibit Partners
page 7	Tracks & Sessions
page 15	Symposium-at-a-Glance
page 16	Hotel & Travel

## Symposium/ITxpo 2005

We all have to maintain a long-term strategic outlook. But the pressure is on to deliver real results today.

How can you blend these two imperatives? How can you succeed regularly, earning a faster payback on time and money invested, while staying on track strategically? How can you build credibility with business partners and management who are skeptical about IT initiatives that don't show a fast return? Where can you find real results today in service, cost savings, business advantage, organizational alignment, and strategic alignment?

At Symposium/ITxpo this October 16-21 in Orlando, we'll be debating all these questions. **Our focus: Rapid Results.** A Gartner brain trust

of more than 150 analysts will be joined by hundreds of solutions providers and thousands of your peers. There are few such intense think tanks anywhere in the world. You'll return home with valuable insight and advice on delivering faster ROI.

Symposium/ITxpo is Gartner's flagship event for senior IT and business professionals. Thousands of senior strategists gather every year at this world-leading conference and solutions showcase to ask the tough questions and get Gartner advice on the big issues of today such as compliance, convergence, real-time agility, sourcing, security, business alignment, IT investments, and much, much more. We'll be covering it all in depth and in the context of Rapid Results.

**For time-pressed technology executives, this is the one event that is indispensable.**

**Gartner**  
**SYMPOSIUM ITXPO®**  
2005

October 16-21, 2005  
Orlando, Florida  
[gartner.com/symposium/us](http://gartner.com/symposium/us)

1 Register today. Visit [gartner.com/symposium/us](http://gartner.com/symposium/us) or call 1 800 778 1997 or 1 203 316 6757.



Falling prices and huge increases in computing performance have given individuals the power that once only belonged to corporations and governments. Digital distribution. Social networks. The iPod generation. The user-driven future is here. Find out how you can deliver rapid results by tapping into the always-on society.

## CONFERENCE HOURS

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>Registration</b>	11:00 AM - 8:00 PM	7:00 AM - 7:00 PM	7:00 AM - 6:00 PM	7:00 AM - 7:30 PM	7:00 AM - 5:30 PM	7:00 AM - 11:00 AM
<b>Tutorials</b>	1:00 PM - 8:00 PM					
<b>Keynotes</b>		8:15 AM - 9:00 AM	11:00 AM - 11:45 AM	11:00 AM - 11:45 AM	11:00 AM - 11:45 AM	
<b>Conference Sessions</b>		9:30 AM - 4:00 PM	8:00 AM - 5:30 PM	8:00 AM - 5:30 PM	8:00 AM - 5:30 PM	8:00 AM - 12:00 PM
<b>ITxpo</b>		5:30 PM - 7:00 PM	11:45 AM - 7:00 PM	12:00 PM - 7:30 PM	11:00 AM - 3:00 PM	
<b>Solution Provider Sessions</b>		12:15 PM - 1:15 PM	12:15 PM - 1:15 PM	12:15 PM - 1:15 PM	12:15 PM - 1:15 PM	
		4:30 PM - 5:30 PM	4:30 PM - 5:30 PM	4:30 PM - 5:30 PM		

### SYMPOSIUM/ITXPO 2005 WORLDWIDE

OCTOBER 16-21 / ORLANDO / FLORIDA

NOVEMBER 7-11 / CANNES / FRANCE

NOVEMBER 15-18 / SYDNEY / AUSTRALIA

NOVEMBER 30-DECEMBER 2 / TOKYO / JAPAN

**fast track** ▶ your time  
your strategies  
your ROI

**Later doesn't cut it anymore. Find the shortest route to the finish line.**



### Your ROI: Doubled

You get two conferences in one:

#### Strategic:

A clear view of the future from more than 150 Gartner analyst-led conference sessions. Strategies for achieving faster results in all parts of your organization. Visionary keynotes and CEO Mastermind interviews.

#### Tactical:

Hundreds of new products and solutions at ITxpo, our tech showcase. Solutions, templates, and individualized action plans. Private Analyst One-on-Ones.

### Not a Gartner client? No problem.

Symposium/ITxpo is open to all IT and business professionals. It's your chance to get the same

proprietary research and advice that only Gartner clients get during the rest of the year.

### Who Attends?

Gartner Symposium/ITxpo is a must-attend event for all IT decision-makers. If you're on this list, this event is designed for you:

- 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
- Anyone involved in enterprise-level IT decisions

### Why Gartner?

Gartner is the world's largest and most trusted provider of research and analysis of information technology. With more than 1,200 analysts and consultants worldwide, and more than 10,000 client engagements, Gartner is first to understand the implications of change. Advice from Gartner is strategic, actionable, independent and tailored for each client's specific needs. Symposium/ITxpo is where it all comes together.

Register today. Visit [gartner.com/symposium/us](http://gartner.com/symposium/us) or call 1 800 778 1997 or 1 203 316 6757.

Everyone wants results. Join us to see how the leaders are getting them.



**Steve Ballmer**  
CEO  
Microsoft



**Michael Dell**  
Chairman  
Dell Inc.



**Mark Hurd**  
CEO  
Hewlett-Packard

### Hear It First

#### Technology's Biggest Names on Stage at Symposium/ITxpo

One of the highlights of Symposium/ITxpo are the Mastermind Keynotes with some of technology's leading CEOs. Be in the audience this October when Gartner analysts interview Steve Ballmer, CEO of Microsoft, Michael Dell, Chairman of the Board of Dell Inc., and Mark Hurd, the new CEO of Hewlett-Packard. Find out what these three companies are planning for the year ahead, and what these highly perceptive leaders have to say about technology's future.

#### Gartner Mastermind Keynote: Rapid Results: Strategic IT Value, Faster

Success for an IT organization is achieved through the creation of value: competitive advantage, new product features, customer service, productivity, compliance, and cost avoidance. But getting IT done well is not good enough anymore. Our world is all about compressed cycles of business, new product development, and competitive response. It has to be done well and rapidly. In this provocative keynote presentation, Gartner analysts will explore:

- How the demands of users are growing—and how that increases pressure for immediate gratification
- How to use outsourcing as a tool for faster returns
- Achieving speed and results by harnessing processes
- What it takes to accelerate the delivery of value without raising risk
- IT infrastructure that allows for rapid deployment
- Emerging technologies that will help organizations now

#### Our focus: Your priority issues

At Symposium/ITxpo, we focus on the current demands facing all IT professionals, as expressed by Gartner clients worldwide:

- How can you reconcile the need for a good long-term direction with the demand for rapid results?
- How can IT projects be defined so results are early, tangible, and regular?
- How can architecture enable faster ROI?
- Is there a connection between outsourcing and faster ROI?
- Do packaged solutions deliver faster results?
- How fast is fast? How fast is too fast? What realistic expectations can be set?

Plus:

- Measuring IT success through rapid results
- How to attack important projects early for better results
- Rapid-deployment infrastructure
- Tying processes to greater speed
- Accelerating value delivery without raising risk



#### View the Future: Gartner Scenarios

At the "Symposium Scenarios" sessions, Gartner analysts give you the first glimpse of the trends and technologies that everyone will be talking about in the next five years.

**Competitive advantage: being there when someone says something important.**

### **Analyst One-on-Ones: Your Top-Priority Questions Answered**

One of the major advantages of attending Symposium/ITxpo is the opportunity to meet in person with Gartner analysts and consultants in a One-on-One private session. Bring your problems. Talk one-on-one or as a team with an unbiased Gartner expert. Take the world's most sought-after advice back to your enterprise. But book early! One-on-One time slots fill fast. You can reserve half-hour sessions with up to three analysts. Note: Once you've registered for Symposium/ITxpo, visit [gartner.com/symposium/us](http://gartner.com/symposium/us) to complete the One-on-One Booking Form.

### **Networking: New Professional Relationships Start Here**

For technology professionals, there's no better networking opportunity than at Symposium/ITxpo. Thousands of your peers, including hundreds of CIOs, come to talk business and make sense of the future. Like you, they want answers and have experiences to share. Forge new connections. Exchange ideas. Widen your network.

### **Gartner Tutorials: Hit the Ground Running**

Jump-start your Symposium/ITxpo experience with complimentary opening-day tutorials. Deepen your understanding of major issues and emerging trends. Find out the opportunities related to conference content. Note: Tutorials are included in the session listings under each track and offered ONLY on Sunday, October 16.

### **Gartner Consulting Custom Diagnostic Workshops: Concentrated Insight**

Customize your Symposium/ITxpo experience even more by scheduling an exclusive complimentary

two-hour Custom Diagnostic Workshop with Gartner consultants. You and your team will get high-level feedback tailored specifically to your challenges and your projects. Watch for the Welcome Kit on [gartner.com/symposium/us](http://gartner.com/symposium/us) for registration details.

### **Gartner Consulting Theatre Case Studies: Best-Practice Secrets**

At the Gartner Consulting Theatre, our consultants will present three highly informative one-hour sessions based on actual client case studies in IT Optimization, Sourcing Management, and Risk Management. The issues discussed are based on common experiences seen in many organizations. The solutions offered are based on current Gartner Consulting best practices, complete with strategies usually hidden for competitive reasons and project pitfalls that never make it to print.

Company case studies are communicated in a quick video followed by a lively panel discussion with Gartner consultants and a number of guest CIOs and other experts. Audience participation is integral, with attendees encouraged to comment and ask questions. You'll leave with a firm grasp of the issues and several suggested solutions.

### **Marketplace Sponsor User Case Studies: Real-World Success**

ITxpo Marketplaces are the industry's leading showcases for the latest new breakthrough innovations in technology and services. At the Marketplace Sponsor User Case Studies sessions you'll hear your peers describe their formulas for success. Gartner analysts lead the discussion. You can participate. Find out: the problem, solution, staffing, skills, and what went well, what could have been improved, what results were achieved, and what next steps are planned. It's the unvarnished real-world view, full of useful tips and approaches.



**View the Future: Harnessing Processes at the Intersection of Business and IT**

The age-old question: how can technology leaders better integrate IT with core business strategies? The answer: deliver rapid and lasting results by harnessing the power of process. Find out how.



## ITxpo: The Most Powerful New Technologies Plus The People Who Know How To Use Them

Using technology effectively to deliver faster ROI starts with having the right solution. There's no better place to get the latest hardware and software solutions than at ITxpo, our world-class technology showcase. It's all here, along with senior technology providers who can offer you the advice you need. The focus is on problem-solving. The atmosphere is refreshingly low-hype.

## ITxpo 2005

### ITxpo Theaters: Targeted To You

Join Gartner Analysts in the two ITxpo Marketplace Theaters for fast-paced presentations on key technology directions aligned with each ITxpo Marketplace. Hear straight from the industry's leading technology companies new product announcements, product advice, case studies, hands-on demonstrations, seminars, and more.

### ITxpo Marketplaces: Everything You Need in One Place

For your convenience, Marketplaces aggregate solution providers around a central theme. Conference learning is linked directly to market solutions in two theaters where you'll hear value-added Gartner market analysis and watch demonstrations by leading technology providers. See all your options in one area. Optimize your time. Talk to senior people who have the answers you need.

Go to [gartner.com/symposium/us](http://gartner.com/symposium/us) for the Welcome Kit and for more details, including an ITxpo Marketplaces schedule of theatre presentations.

### For Exhibitors: ITxpo is the Ultimate Showcase

Symposium/ITxpo attracts one of the most qualified pools of IT buyers in the world. Many of technology's leading providers consider ITxpo a cornerstone of their marketing budget. To learn more about

\*as of June 20, 2005

exhibit opportunities, call **1 800 356 4740**, visit [gartner.com/exhibits](http://gartner.com/exhibits) or e-mail [exhibit@gartner.com](mailto:exhibit@gartner.com)

### Don't Miss These Marketplaces:\*

#### Application Development & Integration

Integration, Application Platforms, Application Servers, Application Suites, Application Portfolio Management, AD Outsourcing, Web Services, and more.

##### Exhibitors

Appistry, Inc.	NetManage, Inc.
Attachmate	Offshore Creations
Autonomy	Serena Software
BluePhoenix Solutions	Skyway Software
Compuware	Software AG
Factiva	Sonic Software
Micro Focus	

#### Business Applications & BPM

Supply Chain Management, Sales Analytics, and more

#### Marketplace Sponsor: Lawson Software

##### Exhibitors

Global 360	PeopleSoft
InterVoice, Inc.	Selectica
Konica Minolta Business	Stamper Technologies

#### Business Intelligence & Data Warehousing

Data Quality, Business Activity Monitoring, Data Access, Data Integration, Database Systems, BI Tools, and more.

#### Marketplace Sponsor: Fair Isaac Corporation

##### Exhibitors

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

#### IT Operations Management

IT Operations & Infrastructure Management, Configuration Management, Availability and Performance Monitoring, IT Operations Architecture, Real-time Infrastructure, and more.

#### Marketplace Sponsor: Citrix Systems, Inc.

##### Exhibitors

AlterPoint	MRO Software, Inc.
Altiris	Netscout Systems, Inc.
Aprisma	OPNET Technologies, Inc.
BigFix, Inc.	Opware, Inc.
BMC Software	Peregrine Systems
Cendura	PM Solutions
Embarcadero Technologies	Softricity
EMC SMARTS	Symantec Corporation
EMC/Legato	Tripwire
enteo Software	Troux Technologies
iLumin Software Services, Inc.	VMware
Integrien	Wily Technology
Iron Mountain	Winternals Software
Matrix42	ZANTAZ
Mercury	

## Solution Provider Sessions

As of June 20, 2005

Advanced Micro Devices	Emerson Network Power	Lawson Software	Sterling Commerce
Adobe Systems, Inc.	Liebert	Mercury	Sun Microsystems, Inc.
APC	Fair Isaac Corporation	Microsoft	Symantec Corporation
Brazil Information Center	FileNet	Nokia	UMT
CDW	Getronics	Novell	Unisys
Cisco Systems	Hewlett-Packard Company	Offshore Creations	Vanco US LLC
Citrix Systems, Inc.	IBM	Open Text Corp	Verisign
Cognos	ILOG, Inc.	Opware, Inc.	Vignette
Computer Associates	Intel Corporation	PatchLink Corporation	Vmware
DELL	Internet Security Systems	Peregrine Systems	WebSense
EDS	InterVoice, Inc.	SAP	Wily Technology
	LANDesk Software	SAS Institute Inc.	Xerox

# upgrade

▶ your time  
your strategies  
your ROI

The showcase of faster, better, cheaper, (and smarter).



### Outsourcing and IT Services

IT Global Sourcing Strategies, Application Services, Sourcing Business Cases, the IT Utility, Multi-Sourcing, Offshore strategies and much more.

#### Marketplace Sponsors: Brazil Information Center and CDW

##### Exhibitors

Actminds	Stefanini
Computer Horizons Corp	Strohl Systems
Getronics	US Technology Resources
(i) Structure	Vanco US LLC
Politec	Verity
Softex	

### Portals, Content & Collaboration

Real-Time Collaboration, Smart Enterprise Suites, E-Mail, E-Learning, Document Workflow, Output Management, and much more.

#### Marketplace Sponsor: Xerox

##### Exhibitors

Adobe Systems, Inc.	Kofax Image Products
AnyDoc Software	Mobius Management Systems, Inc.
Convera	Quark, Inc.
EMC/Documentum	Reflect Systems, Inc.
Fast Search & Transfer	RSD America, Inc.
FileNet	Siemens Communications
Google	Stellent
Hummingbird	Systemware
Hyland Software	Vignette
Interwoven	Xythos
iPhrase	

### Security

Wireless Security, Identity Theft, Security Architectures, Spam, Security Management, Network Security, Security in Outsourcing, and much more.

#### Marketplace Sponsors: PatchLink Corporation and Verisign

##### Exhibitors

BindView Corporation	M-Tech Information Technology, Inc.
Citadel Security Software	Oblix
F5 Networks	Radware
Internet Security Systems	Stellar Technologies
Juniper Networks	Webroot Software
KPMG	WebSense

### Systems & Storage

Servers, Desktop Systems, Storage Real-Time Infrastructure, Server Consolidation, Grid Computing, Open Source, Data Centers, Power & Cooling Systems, and much more.

#### Marketplace Sponsors: AMD and Emerson Network Power Liebert

##### Exhibitors

Brocade Communications	Network Appliance
Conformative Systems	

### Telecommunications Infrastructure & Services

Network Sourcing, Wired & Wireless Convergence, IP Telephony, Application Acceleration, Network Equipment, Network Service Providers, and more.

### Exhibitors

3Com	Nortel Networks
Asentinel LLC	NTT Communications Corporation
Global Crossing	SAVVIS
MCI	Siemens Communications

### Wireless & Mobile

Wireless Applications, WSPs, and much more.

#### Marketplace Sponsor: Intel Corporation

##### Exhibitors

Codi Inc.	iAnywhere
EDS	Research in Motion
Fujitsu	Sybase

## Gartner Events premier sponsors



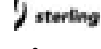
Computer Associates



Microsoft



sterling commerce



Imagine it. Done.



## Knowledge you need to know

This is some of the hottest new productivity and predictive research from Gartner analysts that will be revealed this fall in Orlando.

### **Users Rule: The New Power of Consumers, Citizens, and Employees in IT**

The grip on power in technology is quickly moving away from industry and governments to individuals. Falling prices, growing computing performance, and global connectivity give knowledgeable users unprecedented abilities to move further and faster with technology than most businesses can ever hope to. Join Gartner experts and learn how to turn this mega-trend to your advantage. Tap the power of the individual to deliver rapid results while actually lowering costs. Understand the societal trends shaping the iPod Generation: digital distribution, social networks, and always-on connectivity. A huge number of people are already at home with demanding technologies—and they know how to make them work to their advantage. The user-driven paradigm is changing the way organizations must operate to survive. Find out why, and what you should be doing.

### **Sourcing on the Run: The New Reality of the Shrinking IT Organization**

The new reality in outsourcing is flexibility—building and refining an agile operation that can adjust its blend of outsourcing and in-sourcing. We're experiencing a profound shift in the old-style boundaries between doing things in-house and sourcing those same things externally. While multi-sourcing is the new normal, achieving a proper balance at one point in time doesn't mean the equilibrium will last. Complicating matters: within five years most large and mid-size IT organizations will be at least one-third smaller. Join Gartner experts to find out the latest changes to the outsourcing landscape and what's coming over the horizon.

### **Harnessing Process for Real Business Results**

Process continues to grow in importance. The age-old question of IT still remains: how do technology leaders enhance the integration of IT with core business strategies? The answer lies in getting results through business processes that support the business strategy. Easier said than done. It takes focus, knowledge, and architecture. You have to understand the rules, the new models, the best strategies for change management, compliance, performance management, and more. All technology leaders will benefit from this future-looking view of delivering rapid and lasting results by harnessing the power of process.

### **Gartner Scenarios: How the Big Transformations Will Unfold**

See the big picture. Symposium Scenarios feature multiple perspectives on an integrated view of the IT industry and the profound transformations that are integrating business and IT. Gartner analysts will talk about the key trends and how to navigate major business, organizational, and technology changes as business and IT continue to integrate. Hear about the industry's powerhouse vendors—their plans, their approaches and what it takes to be successful within their sphere of influence. Scenarios give you the first glimpse of the trends and technologies that everyone will be talking about in the next five years.

### **Enterprise Architecture: Escaping the Pure Project for the "System of Systems"**

The need for rapid response to new business initiatives has put big pressure on IT organizations and their management—and it's tougher still because of technical complexity and budget constraints. To optimize performance and achieve better business integration, business and IT executives are now turning to key management disciplines such as portfolio management, enterprise strategy and planning, enterprise program management, and enterprise architecture. Delivering on the larger business vision requires escaping "pure project" silos and adopting a holistic business perspective—from planning to implementation—with the enterprise as a holistic "system of systems." Join Gartner in a deep exploration of the new Enterprise Architecture—its future—your future.

### **Communications Infrastructure: The Anywhere/Anytime Convergence**

The expectation of communication anytime, anywhere, and by any method is upon us now. But businesses and networks need re-architecting. Voice and data, wired and wireless, communications and applications must converge. Results can be achieved rapidly, but each convergence has its appropriate speed of adoption. Gartner sees coming changes in how we do business. Converged communication infrastructure is a fundamental building block in supporting the new world of business process. At Symposium/ITxpo, we'll explore: convergence of voice and data—VoIP & IP telephony; convergence of wired and wireless—mobility; and the coming convergence of communications and applications.

### **Rebuilding Infrastructure for Rapid Response**

Too many enterprises take infrastructure for granted. Reliability, availability, and security are suffering from a pervasive do-more-with-less attitude. Yet much more is being asked of infrastructure: to support the process-based world, to handle compliance, to enable change and make it cost effective. Tomorrow's infrastructure is being built today around a service-based model that is flexible and dynamic. It combines internal and external resources in a seamless delivery model to support the real-time demands of business. Where are you on the curve? Gartner's experts will help you measure where you are now and plan where you need to go. We'll cover: the Infrastructure Maturity Model, the Infrastructure Process Maturity Model, and Real-Time Infrastructure. We'll also tie the discussion to "consumerization" and commodification, virtualization of hardware, and pervasive connectivity.

### **Enterprise Software Strategies: Real-Time Results**

A new generation of applications and software technology is emerging in response to the high cost, slow pace, and inflexibility of traditional software. The rules for how software is created and used are changing fast. Say goodbye to software being built a line at a time, or coming in monolithic packages that take a year to install. More enterprises will use hybrid applications that combine legacy systems, purchased software, and hosted services. The familiar boundary between build-time and run-time is collapsing, changing tools and roles. Service-oriented architecture and a new generation of standards for the World-wide Web will be a major discontinuity for both software developers and users—i.e. for everyone. As always, you'll need software to drive results—but you'll only want the software solutions that increase not decrease the speed of those results.

### **IT and Business Integration: Essential Management Disciplines**

Process-led transformation is a major opportunity. Not acting is a serious risk. Discover how to create value and rapid results in business technology. Understand how to blend transformation and continued performance in your business, your IT organization, and your personal role. Gartner analysts will cover the shift to business processes and relationships; handling the new normal of multi-sourcing; the adoption of service-oriented architecture and utility technologies, and more. We'll explore the future of IT organizations, IT services businesses, and IT leaders. Plus: strategies for delivering rapid value.

Find out how to do it yesterday.



## TRACKS

### IT INFRASTRUCTURE

#### Client Computing

The boundaries of client computing are blurring. A changing spectrum of user requirements and industry consolidation is combining to make investments in devices riskier, despite spending US\$225 billion on PCs alone during 2005. We look at the main technical and user factors that will drive the evolution of client computing over the next five years and advise how to plan your investments for minimum risk and maximum flexibility.

##### Sessions:

- Client Computing Scenario
- PC Virtualization
- Client Architectures: Thick, Thin or Slim?
- Secure Personal Computing: A Contradiction in Terms?
- PC Evolution: Survival of the Fittest?
- Client OS and Platform Applications
- Tutorial: PC Vendor Selection
- Tutorial: Implementing an Imaging Strategy
- Tutorial: PC Management Best Practices

#### 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. The goal is to achieve 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's 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
- Tutorial: The Journey to IT Service Management Starts With IT Management Process Maturity

#### Information Security: Solved!

Is IT security at a tipping point? Is this where we're headed: Block everything and expend arduous

efforts to validate the transactions, messages and inquiries that can be allowed through perimeter defenses? An unprotected device attached to the Internet is attacked within seconds and compromised faster than you can download the latest patches. Criminals sweep across cyberspace in search of new profits. Phishing attacks, identity theft, fraud and spyware imperil electronic commerce. But with these challenges come opportunities to improve defenses. Every day, new tools arrive on the market. Old tools merge, morph and reduce management overhead. This track does not merely bemoan the risks—it explores solutions.

##### Sessions:

- Moving Security up the Stack: Application-Level Security
- Security Solutions Surrounding Payments
- The Identity Federation Sensation: Education, Creation...Elation?
- The Future of Network Security
- Fraud-Fighting for the Future
- Toward a Comprehensive, Host-Based Intrusion Prevention Strategy
- On-demand Security: Beyond Mobility and Virtualization
- Protecting Connecting Through Network Access Control
- Managing Mobile Devices Securely
- Tutorial: How to Secure Voice Over IP

#### Servers and Storage

The server and storage market is as volatile as ever, with the perception

of at least some stability and growth hiding murky undercurrents. Vendors and technologies still change and develop apace, with issues such as licensing and intellectual property taking center stage. New technology developments such as virtualization, SAN management and blades are rapidly coming to market, but does newer technology help the IT manager manage and control costs? This track will help IT organizations through the shark-infested waters of IT hardware management and acquisition and guide them to optimize their term returns on IT investment for server and storage.

##### Sessions:

- The Future of Servers and Storage
- Server and Storage Selection
- Grid and Cluster Computing
- Storage Management Directions
- Server Consolidation: An Update
- Windows vs. Linux vs. Unix vs.??
- Big Iron: The State of Mainframes and HPC
- Tutorial: Partitioning and Workload Management

#### The Future of Infrastructure

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

##### Sessions:

- The Impact of Consumer Technology on Enterprise Infrastructure



GARTNER SYMPOSIUM/ITXPO 2005  
October 16-21, 2005  
Orlando, Florida

Where technology meets business.

## tracks & sessions

- Real-Time Infrastructure: What's Real and What's Not?
- Accommodating Access by Unmanaged Client Devices
- Whose Infrastructure is it Anyway?

### Enterprise Communications: The Foundation of Effective IT

Networking is ubiquitous in our businesses and in our lives. Most enterprises cannot operate in even the most basic way without communications. New technologies are creating new capabilities and opportunities: voice and data are converging into real-time communications. The phone is being redefined. The boundaries between fixed and wireless are rapidly disappearing. Applications vendors are embracing communications and collaboration capabilities, incorporating traditional voice and video. The entire structure of the telecommunications industry is changing. This track will guide clients through the vendors, the services, the technology and the best practices that will result in improved business functionality, lowered risk and optimized costs.

#### Sessions:

- Transforming Business with Intelligent Networks
- Voice Over IP is Here Today: What Comes Tomorrow?
- Wireless and Broadband: Rethinking

- the Approach to Remote Access
- Building Real-Time Communications with Voice Over IP and Wireless
- Secrets of Smart Telecom Buyers
- Must-Have Technologies for the World-Class Enterprise Network
- When Worlds Collide: Combining Communications and Computing
- Poor Application Performance? Bandwidth is Not the Problem!
- Time to Rethink Managed Network Services
- XML, Web Services and the New Data Center Network
- Tutorial: Enterprise Network Planning, Architecture and Metrics

### Mobile and Wireless Business and Technology Strategies

Mobile and wireless devices, services and applications are no longer barriers to enterprise adoption. In fact, wireless and mobile technologies are being adopted and standardized at a rapid pace—often causing security issues, mismanagement and cost overruns. What should you be doing and how can you do it cost-effectively and securely? Of options ranging from WiFi, WiMax, ultrawideband to 3G, which architecture will work best for your company? Should you deploy PDAs or smart phones? 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 best to source, adopt and manage emerging wireless networks and help you evaluate the wide variety of wireless technologies, devices and services.

#### Sessions:

- Wireless Technology Scenario: Vision for the Enterprise
- Mobile Device Hacks Live: What You Need to Know To Protect Your Data
- Converging Wireless/Wireline Technologies for the Enterprise
- Frontline Computing: Evaluating Mobile/Wireless Enterprise Devices and Platforms
- Implementing and Securing WiFi Technology
- Choosing the Right Mobile Application Design: .NET or Java?
- Outsourcing Wireless in the Enterprise to Reduce Costs and Improve Services
- Making a Business Case for Wireless E-mail
- Managing Mobility: How to Efficiently and Securely Manage Policy, People and Devices
- Mobilizing the Enterprise: How To Choose and Implement Wireless Data Applications
- Tutorial: The Evolution of Wired and Wireless Technologies in the Enterprise

## IT MANAGEMENT

### 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
- Comanagement: Mastering Sourcing Governance
- Tutorial: Service Level Management- The Black Belt Course



Think the unthinkable—the truly disruptive—and plan to avoid it. The Symposium/ITxpo Discontinuities track is the place to find out what you might not be anticipating.

# anticipate

your time  
your strategies  
your ROI

Anticipation gets you halfway to the right result.



## CIO Contribution: From Services to Results

CIOs recognize that IT and IS organizations stand at an inflection point between providing IT services and delivering business results. Core transaction-processing systems are complete, and many have moved to IS services. The big question for CIOs is: Now what? How does IS differentiate its contribution to the business in order to retain resources and management attention? How does IS deliver business results and IT services? What should the business expect from IT, and how well is IT delivering? CIOs and IT leaders need clear, actionable answers to these questions, for which there is no one answer.

### Sessions:

- Delivering IT's Contribution: The 2005 CIO Agenda
- Changing Business Processes
- Leading Enterprise Change
- Using Enterprise Architecture as a CIO Leadership Tool
- Realizing Benefits: Proven Practices for Results
- Building Leadership Competencies

## Leading on the New Frontier: Preparing for the Next Evolution of IT Management

IT management in 2010 is going to be very different than it is today. The

context, stakeholder needs and expectations and the tools for the job all will change substantially. Global competition and sourcing and automation and technology innovation will reshape the IT management landscape, transforming the role and capabilities of the organization formerly known as IT. This track will look at these future states and provide guidance for leading the transition.

### Sessions:

- Scenario: The Management of IT in Transition
- The Future of the IS Organization
- What are the Big Decisions IT Transition?
- The IT Professional Outlook: How to Prepare for a Future Unlike the Past
- The Impact of the Process Revolution on the Management of IT
- Governance Case Study and Panel
- New, Emerging and Changing Roles in IT Management
- Tutorial: Developing and Implementing the IT Organization Communication Plan

## Service Excellence: What the Business Really Needs From the IT Organization Today

Business needs a responsive, agile and efficient service-focused organization, and it needs it right now. In some cases, that may require a world-class service organization or it may require something that is

“good enough.” Understanding that requirement and knowing how to meet it, developing appropriate capabilities and building trust and credibility make up the focus of this track.

### Sessions:

- The Service Organization
- What Does World-Class Mean to You?
- How to Effectively Communicate IT's Contribution to the Business
- Demand and Supply Management
- Excellent Governance for Excellent Service
- Tools for the Business of IT
- Service Pricing
- Tutorial: The Business Value of IT: New Answers for an Old Problem

## Making IT Work for Small and Midsize Businesses

The IT departments in small and midsize businesses (SMB) are being pulled in many directions. They are being asked to improve the TCO® of their existing infrastructures while helping identify IT solutions that can support increased demand from customers and business partners to do more business electronically. Vendors are introducing affordable technologies that have traditionally been cost-prohibitive at a time when IT departments are expected to contain costs. All these factors present difficult choices for SMB IT organizations in 2005. CIOs and IT

managers must decide between critical and “nice-to-have” investments, and which projects should proceed, which should be put on hold and which should be terminated.

### Sessions:

- Hosted Applications—Under the Hood
- Who's Winning The SMB Business Applications Showdown: Microsoft, Oracle or SAP?
- IT Spending Justification for Mid-Market Firms

## Compliance and Risk Management

Compliance remains on the front burner, commanding executive management attention. CIOs continue to see compliance activities costing more than the annual IT budget increase can absorb, so noncompliance priorities are being deferred or slowed down. Adopting best practices and technology solutions to improve compliance processes so that they take fewer people, less management attention and a smaller share of the IT, finance and operating budgets is a challenge. Can compliance evolve to become a credit to the business, perhaps through implementing better risk management, or will it continue to be a costly process with few real business benefits? And what about new regulations and corporate social responsibility goals—will they just



GARTNER SYMPOSIUM/ITXPO 2005  
October 16-21, 2005  
Orlando, Florida

Where technology meets business.

## tracks & sessions

escalate the costs of business, or are there sound business reasons to improve IT support for them?

### Sessions:

- The New Compliance Scenario: Automation, Profitability, CSR and Jail
- Technologies for Compliance: Automating Your Way Out of Confusion
- The Total Cost of Compliance: Do You Really Want to Know?
- The Executive Compliance Panel: People Who Have Been There, Done That and Stayed Out of Jail
- The Vendor Compliance Panel: What's New, What's Hot and What's Not

### IT Asset Management: A Mandate, Not an Option

All organizations have a responsibility to manage their IT assets: the risks of not doing so are simply too great. IT asset management is a required management discipline for all organizations, not just for Fortune 1000 enterprises. This track focuses on real-world best practices and tactical-to-practical advice related to hardware and software acquisition, contract negotiations, financing, life cycle planning and cost management.

### Sessions:

- The ITAM Scenario
- Negotiations with Microsoft

- Negotiation Best Practices: Reducing Risk in a Software License Agreement
- Decline and Obsolescence: When Bad Things Happen to Old Assets
- Revenue Recognition

### Beyond E-Government

Many governments, now five years or more into their e-government strategies, are mired in the trough of disillusionment. Utilization of self-service channels has not lived up to hopes or expectations. Technology is advancing faster than most governments can assimilate it. Many CIOs risk being relegated to managers of technology rather than being seen as integral to the operations of the business. As policy-makers evaluate new technology investments, the challenges of managing government as an enterprise are becoming more complicated. This track will focus on how government IT leaders can more strongly integrate technology into policy and operational decisions of governments.

### Sessions:

- The Government Customer-Service Scenario
- Swimming Upstream: Getting Government Executives to Understand IT
- Making Earned Value Management Earn its Keep in Government
- Enterprise Architecture: Essentials

- for Real Government Transformation
- In Digital Identities We Trust

### Financial Services: Transformation-bound

The pressure to increase revenue and conform with regulatory and compliance issues while also increasing efficiency and reducing costs is a recipe for ulcers. Yet this is the shareholder's dream. Financial services providers are asked to justify and balance IT and business initiatives while at the same time delighting each customer at every opportunity. To conform to this demanding new environment, financial services firms are reinventing themselves. At this year's conference, Gartner financial services analysts examine the connections needed between IT and business to master the challenges facing the financial services industry.

### Sessions:

- Insurance Scenario: Force-Fed Transformation
- Making Sense Out of Chaos: Modernizing Back-Office Processes and Systems in Financial Services
- Building on Rock: The Foundation of Enterprise Data Management
- Risk Management Technology: Performing Under Pressure to Grow the Business
- The Health Payers' Crisis: Innovate or Perish

### Connecting IT to Business Results

Our clients repeatedly say they want to hear about IT as it applies to their industry and their business while avoiding generalities. In this lively and high-interest track, IT users and technology and service providers can learn how different verticals extract value from IT in the context of their business. Here is a chance to hear manufacturing, media, retail, healthcare, life science and higher education experts describe what value means from an industry perspective, in addition to broader, cross-industry implications.

### Sessions:

- Healthcare Scenario: IT-Enabled Collaboration—This Time, We Really Mean It!
- Leveraging IT to Remain Competitive in Global Manufacturing
- Higher Education Scenario
- Verticals or Death: Users and Providers Need Integrative Verticalization to Prosper
- Delivering the Customer-Friendly Store of the Future
- Tutorial: Sorting Out Consumer Electronics and the Digital Home for the Enterprise
- Tutorial: RFID: Sensor Technology for a Safe and Secure Supply Chain



A new generation of applications and software is emerging in response to the high cost, slow pace, and inflexibility of IT. Gartner sees big software changes coming. Find out the future.

push ► your time  
your strategies  
your ROI

When you can see the future, you get there before those who don't.



## IT FUTURES

### Emerging Trends and Technologies

Innovation is no longer the province of a few leading-edge companies, but the lifeblood required for any enterprise to survive. This track examines how to harness the disruptive potential of technology advances through a realistic assessment of emerging capabilities and IT-enabled trends, their impact on business and society, and the best practices for managing strategic innovation and emerging technology planning.

#### Sessions:

- Managing Innovation
- Agility and Architectural Choices: A Sense-and-Respond Future
- Emerging Trends for 2010—2015
- Digital Disruptions: Major Trends Reshaping Companies and Industries

### The Future of IT

Get a top-level outlook for the future of IT—opportunities, pitfalls and how to navigate both. This track addresses the big-picture view, a “state of the union” in the Gartner master scenario, including essential “Top 10” lists of technologies of note for the short and longer term, and the overarching business drivers and

management directives that provide necessary 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 of the above provide a different perspective: focusing on growth, protecting against bad things happening and increasingly ubiquitous processes.

#### Sessions:

- The Gartner Scenario: Current State and Future Direction of IT
- Emerging Trends for 2010—2015
- Top 10 Strategic Technologies for 2006
- Digital Disruptions: Major Trends Reshaping Companies and Industries
- It's 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 Haven't Gone Before
- The Internet Scenario: The Second Revolution Begins

### Powerhouse Vendors

A powerhouse vendor is one whose sphere of influence and desired control evolves beyond products and services to how organizations do business and how users think about technology. But with this power can come organizational, market and product challenges as these vendors try to drive their vision and agenda to the market. This track will discuss some of today's leading powerhouse vendors and their jurisdiction of influence.

#### Sessions:

- Managing your Powerhouse Vendors: Reducing Complexity or Increasing Lock-In
- Gartner Evaluates SAP: Treading Beyond Business Applications
- Gartner Evaluates IBM: Is “On Demand” on Track?
- Gartner Evaluates HP
- Gartner Evaluates Microsoft: Evolving for New Realities
- Gartner Evaluates Oracle: Broadening its Portfolio

### Disruptions and Discontinuities: What You May Not Have Considered

Gartner research inevitably concentrates on major markets, major trends and major vendors. While understanding all these is crucial to running an effective business, you

also have to watch out for the unexpected—what was not in the plan that can throw you off. In this track, we've challenged our analysts to explore the unusual, unlikely and even to perverse predictions. Sharpen your sensors for what might happen—even when it may come as a surprise.

## SOFTWARE STRATEGIES

### Applications Development

Business pressures continue to impact IT's ability to deliver rapid solutions. Competitive forces, although different by industry, will not change. Application developments (AD) organizations must evolve toward an architecture designed to provide rapid results in response to business demands. Architecting for agility changes the way you build, buy and organize your applications delivery capability. The sessions in this track will provide practical advice on how to evolve to a more agile, responsive AD service.

#### Sessions:

- Maximizing Performance with Agile Programming, XP and TDD
- Dynamic and Focused: Prioritizing and Managing Projects in the New AD Organization
- Achieving Rapid Results from Reuse
- Applications Portfolio Management: Agility Through Understanding



GARTNER SYMPOSIUM/ITXPO 2005  
October 16-21, 2005  
Orlando, Florida

Where technology meets business.

## tracks & sessions

- Does Open Source Offer a Quick Payoff?
- AD Scenario: Tying Together Agile Development, BPM and Architecture
- Service-Oriented Development: A Future View
- Is Agility Only for New Development?
- Tutorial: The Project Office and Agility

### Middleware Infrastructure for Services, Events and Integration

The fundamental definition of "application" is evolving as architects and developers apply modern design principles such as service-oriented architecture, event-driven design and application integration. To enable the new application styles, companies must upgrade their software infrastructures using application platform suites, enterprise service buses, business process management engines, Web services tools and other middleware. This track covers the vendors, products, technology and best practices that provide the foundation for implementing modular, agile business applications.

#### Sessions:

- Applications Based on Integration: Five Key Principles of Design and Implementation
- Application Servers and Application Platform Suites: The Foundation of Business Logic

- Delivering Integration and Applications as Services: It's Not Just for B2B Anymore
- Event-driven Design: The Next Big Thing is Here
- Agility at a Reasonable Price: Leveraging Web Services, Standards and Architecture
- Best Practices for Your Integration Competency Center
- The Application Integration Middleware Industry Outlook
- B2B Strategy and Software Options
- Tutorial: Understanding The Second Half of the Revolution

### Business Intelligence and Data Warehousing

The pressure to deliver business intelligence (BI) 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 for, and inhibitors to, attaining rapid results with BI.

#### Sessions:

- Business Intelligence Scenario
- Cornerstones of BI Excellence
- How to Create High-performance BI Teams
- Five Fatal Flaws of Business Intelligence and Corporate Performance Management
- Enterprise Information

- Management (EIM) Scenario
- Data Integration Trends: The Intersection of Data and Service-Oriented Architecture (SOA)
- Data Quality: Why it's Strategic and How to Fix it
- The Role and Importance of Information Architecture
- Tutorial: Data Mining

### 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.

#### Sessions:

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

### Content Management, Portals and Collaboration

Content management, portals and collaboration technologies are pervasive, used by nearly every organization. From the standpoint of users, these technologies would provide faster results and improve employee agility if they were better integrated and more consistently deployed. This track will discuss methods to succeed with content management, portals and collaboration and evaluate the markets, vendors and trends that will affect your business.

#### Sessions:

- From Knowledge Management to Information Management and Back Again
- Simplify your Enterprise Content Management Strategy
- Web Content Management and Digital Asset Management: The Next Generation
- Putting Content into Context: Driving Strategy, Integration, Analytics and Valuation
- Workplace Technology Stack
- Collaboration Scenario: Enabling the Future of Work
- Tutorial: Practical Guide for Supporting Collaborative Work

### Customer Relationship Management

Today, firms are looking to exploit customer-centric strategies and



IT leaders, IT organizations, and IT professionals face a new period of radical change. Process-led transformation offers a great opportunity. Inaction carries risk. What's your move?

sharpen ▶ your time  
your strategies  
your ROI

Business processes drive business success. The key: rapid response.



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.

**Sessions:**

- 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
- Redefining Customer Processes to Drive Customer-Centricity
- Re-engineering 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.

**Sessions:**

- Evaluating Applications Vendors

- Business Applications Software Scenario
- Business Process Platform
- Developing a Fast, Demand-Driven Supply-Chain Strategy
- The High-Performance Organization Demands Corporate Performance Management
- RFID: Leading Sensory Networks

**High-Performance Workplace**

The way people work is evolving rapidly toward virtual workplaces, knowledge-focused work and always-on connectivity. Technology, combined with the changing nature of work, will create a new workplace that is unlike any we have experienced, enabling rapid results in an ever-changing business climate.

**Sessions:**

- High-Performance Workplace Scenario: Enhancing Performance
- Building the High-Performance Workplace: Architecture that Works
- The Evolution of Taxonomies and Search into Information Access
- Enterprise Learning: Driving Success in CRM, ERP and Compliance
- Enterprise and Desktop Search: Select, Deploy, Optimize, Leverage
- Putting Content into Context: Driving Strategy, Integration, Analytics and Valuation
- Tutorial: Records Management and E-mail Active Archiving Converge for Compliance

**Web Services and Portals**

Web services and portals are integral and strategic aspects of how IT departments achieve agile, effective strategies. They have a broad impact on enterprise strategy, from application development to application integration, but many companies have yet to get past accidental usefulness of these fundamental tools of information technology. Learn about the vendors that define them, the pitfalls that await them and the means to exploit them effectively for lasting and sustainable benefit.

**Sessions:**

- The Future of Web Services
- Web Services Destinies in the Enterprise: Middleware, Management, Making it Work
- Enterprise Portals: Their Strategic Future, Market and Value
- Web Services Security: The Stubborn Frontier
- Portal Technology: A First Step Toward Service-Oriented Architecture
- Do Web Services Render Software as Infrastructure and Applications as Metadata?
- Web Services' Impact on Software Architecture and Markets
- What Enterprises do with Web Services and Why
- Tutorial: Addressing Usability in Service-Driven Applications

**Enterprise Architecture**

The world of the enterprise architect is growing increasingly complex. Your business is demanding faster results, yet your CEO sees IT as an impediment to change. Application and IT asset portfolios are becoming more and more diverse; integration and enhanced information access are critical issues; outsourcing and offshoring present both threats and opportunities; and onerous regulatory requirements demand increased auditability and control. Developing (and deploying) an enterprise architecture (EA) that aligns with the business strategy while exploiting advances in technology is increasingly vital to the success of your enterprise. You can save your organization a great deal of time and energy by increasing efficiency with EA.

**Sessions:**

- The Art of Business Architecture
- The New Enterprise Architecture Process and Framework
- Business-Driven Architecture in the Real World
- The Role of EA in Compliance
- EA and Project Portfolio Management: The Synergy of the Planning Disciplines
- Enterprise Architecture: What's State of the Art in 2005
- Tutorial: A Starter Kit for Architectural Patterns

## Conference Location

Symposium/ITxpo 2005 will take place at the Walt Disney World Dolphin, Walt Disney World Swan, Disney's Boardwalk Inn and Disney's Yacht and Beach Club Resorts. Transportation will be provided daily to and from the hotels listed below.

**catalyze** ▶ your time  
your strategies  
your ROI

## hotel & travel



### Special Hotel Rates

In order to book your hotel accommodations, please contact the hotel of your choice directly and indicate that you are attending Gartner Symposium/ITxpo 2005 to receive our negotiated rates. A block of rooms have been reserved at the Walt Disney World Dolphin, Walt Disney World Swan, Disney's Yacht and Beach Club Resorts, Disney's BoardWalk Inn, Disney's Coronado Springs Resort, Disney's Port Orleans Riverside Resort, Disney's All Star Sports Resort and Disney's Caribbean Beach Resort.

### Four-Night Minimum Hotels

The Walt Disney World Dolphin, Walt Disney World Swan, Disney's Yacht and Beach Club Resorts, and Disney's Boardwalk Inn, require a mandatory four-night stay of October 16 to October 20. Your credit card will be charged for four night's stay 45 days prior to the event (September 1). Hotel room cancellations will be accepted until August 31 at no fee. Cancellations received on or after September 1 will incur the full four-night minimum charge. Changing reservations from one hotel to another is not permitted after September 1.

Walt Disney World Dolphin 1 800 227 1500 \$248.00 Single/Double plus tax	Disney's Yacht Club Resort 1 407 934 3372 \$263.00 Single/Double plus tax	Disney's BoardWalk Inn 1 407 934 3372 \$263.00 Single/Double plus tax
Walt Disney World Swan 1 800 227 1500 \$248.00 Single/Double plus tax	Disney's Beach Club Resort 1 407 934 3372 \$263.00 Single/Double plus tax	

### Three-Night Minimum Hotels

The following hotels are available to accommodate those guests who do not stay for the entire week of Symposium/ITxpo 2005 or are traveling on a per diem basis. Please be advised that a mandatory three-night stay of October 16 to October 19 or October 17 to October 20 is required. Your credit card will be charged for three night's stay 45 days prior to the event (September 1). Cancellations will be accepted until August 31 at no fee. Cancellations received on or after September 1 will incur the full three-night minimum charge. All of the alternate hotels will have complimentary shuttle service to and from the conference. Changing reservations from one hotel to another is not permitted after September 1.

Disney's Coronado Springs Resort 1 407 934 3372 \$142.00 Single/Double + tax	Disney's All Star Sports Resort 1 407 934 3372 \$69.00 Single/Double plus tax
Disney's Port Orleans Riverside Resort 1 407 934 3372 \$142.00 Single/Double plus tax	Disney's Caribbean Beach 1 407 934 3372 \$142.00 Single/Double plus tax

**Note:** Attendees should call 1 407 934 3372 or fax 1 407 934 3305 to make reservations at the three available hotels (Three Night Minimum)

### Travel Discounts

### Transportation

Complimentary daily transportation is provided between the listed hotels and the conference location. All listed hotels provide complimentary bus service to Walt Disney World theme parks.

### Airfare Savings

Gartner has negotiated special discounted fares within the continental United States on American Airlines, Delta Airlines, Continental Airlines, United Groups, and US Air. These savings are available by contacting the following airlines directly and referencing the specific File or Index number.

American Airlines	1 800 433 1790	Index Number A41H4AA
Delta Airlines	1 800 221 1212	File Number 199373A
Continental	1 800 468 7022	Agreement Code UM71C4
United Groups	1 800 521 4041	Code 523K Number TX8FW4
US Air	1 877 874 7687	Gold File Number 70182865

Seats are limited, so we recommend that you make your reservations as soon as possible. Please be sure to indicate that you are traveling for Gartner Symposium/ITxpo 2005 conference in order to receive these savings.

### Orlando International Airport

Orlando International Airport is located approximately 30 minutes from each of the conference hotels. The Mears Motor Shuttle service is available outside of the baggage claim area. Private taxi service is available for approximately \$50 one way.

### Rental Car Savings

Conference attendees are offered special discounted rental rates from HERTZ. You can reserve an HERTZ rental car online at [www.hertz.com](http://www.hertz.com) or by calling 1 800 654 3131 reference HERTZ Worldwide Discount Number 01SJ0003.

Register today. Visit [gartner.com/symposium/us](http://gartner.com/symposium/us) or call 1 800 778 1997 or 1 203 316 6757.

## Symposium-at-a-glance



### Sunday, October 16

11:00 AM - 8:00 PM  
Conference Registration

11:00 AM - 7:00 PM  
One-on-One Registration

1:00 PM - 6:00 PM  
Industry Colloquia

1:00 PM - 2:00 PM  
Tutorials

2:30 PM - 3:30 PM  
Tutorials

4:00 PM - 5:00 PM  
Symposium Orientation

4:00 PM - 5:00 PM  
Tutorials

5:30 PM - 6:30 PM  
Tutorials

7:00 PM - 8:00 PM  
Tutorials

### Monday, October 17

7:00 AM - 7:00 PM  
Conference Registration

7:00 AM - 6:00 PM  
One-on-One Registration

7:00 AM - 8:30 AM  
Breakfast

8:00 AM - 8:15 AM  
Welcome Address

8:15 AM - 9:00 AM  
Gartner Mastermind Keynote

10:00 AM - 6:00 PM  
One-on-One Appointments

9:30 AM - 10:30 AM  
Breakouts

10:45 AM - 11:45 AM  
Breakouts

12:00 PM - 1:30 PM  
Lunch

12:15 PM - 1:15 PM  
Solution Provider Sessions  
(w/Box Lunches)

1:45 PM - 2:45 PM  
Breakouts

3:00 PM - 4:00 PM  
Breakouts

4:30 PM - 5:30 PM  
Solution Provider Sessions

5:30 PM - 7:00 PM  
ITxpo Opening Reception

### Tuesday, October 18

7:00 AM - 8:00 PM  
Conference Registration

7:00 AM - 7:00 PM  
One-on-One Registration

7:00 AM - 8:30 AM  
Breakfast

8:00 AM - 6:00 PM  
One-on-One Appointments

8:00 AM - 9:00 AM  
Breakouts

9:30 AM - 10:30 AM  
Breakouts

11:00 AM - 11:45 AM  
Mastermind Keynote Interview

11:45 AM - 7:00 PM  
ITxpo Open

12:00 PM - 1:30 PM  
Lunch

12:15 PM - 1:15 PM  
Solution Provider Sessions  
(w/Box Lunches)

1:45 PM - 2:45 PM  
Breakouts

2:30 PM - 4:30 PM  
ITxpo Refreshments

3:00 PM - 4:00 PM  
Breakouts

4:30 PM - 5:30 PM  
Solution Provider Sessions

5:30 PM - 7:00 PM  
ITxpo Cocktail Reception

8:00 PM - 11:00 PM  
Special Evening Event

### Wednesday, October 19

7:00 AM - 7:00 PM  
Conference Registration

7:00 AM - 6:00 PM  
One-on-One Registration

7:00 AM - 8:30 AM  
Breakfast

8:00 AM - 6:00 PM  
One-on-One Appointments

8:00 AM - 9:00 AM  
Breakouts

9:30 AM - 10:30 AM  
Breakouts

11:00 AM - 11:45 AM  
Mastermind Keynote Interview

12:00 PM - 7:30 PM  
ITxpo Open

12:00 PM - 1:30 PM  
Lunch

12:15 PM - 1:15 PM  
Solution Provider Sessions  
(w/Box Lunches)

1:45 PM - 2:45 PM  
Breakouts

2:00 PM - 4:00 PM  
ITxpo Refreshments

3:00 PM - 4:00 PM  
Breakouts

4:30 PM - 5:30 PM  
Solution Provider Sessions

5:30 PM - 7:30 PM  
ITxpo Cocktail Reception

### Thursday, October 20

7:00 AM - 5:30 PM  
Conference Registration

7:00 AM - 6:00 PM  
One-on-One Registration

7:00 AM - 8:30 AM  
Breakfast

8:00 AM - 6:00 PM  
One-on-One Appointments

8:00 AM - 9:00 AM  
Breakouts

9:30 AM - 10:30 AM  
Breakouts

11:00 AM - 3:00 PM  
ITxpo Open

11:00 AM - 11:45 AM  
Keynote TBD

12:00 PM - 1:30 PM  
Lunch

12:15 PM - 1:15 PM  
Solution Provider Sessions  
(w/Box Lunches)

1:45 PM - 2:45 PM  
Breakouts

1:30 PM - 3:00 PM  
ITxpo Refreshments

3:15 PM - 4:15 PM  
Breakouts

4:30 PM - 5:30 PM  
Breakouts

### Friday, October 21

7:00 AM - 11:00 AM  
Conference Registration

7:00 AM - 11:00 AM  
One-on-One Registration

7:00 AM - 8:30 AM  
Breakfast

8:00 AM - 11:30 AM  
One-on-One Appointments

8:00 AM - 9:00 AM  
Breakouts

9:30 AM - 10:30 AM  
Breakouts

11:00 AM - 12:00 PM  
Breakouts

## 10 Reasons You Should Attend Gartner Symposium/ITxpo This Year

1. **PRODUCTIVITY.** It's technology's most productive event for senior IT professionals. You get tremendous insight in a compressed time frame.
2. **RELEVANCE.** The program is driven by your big issues and is highly strategic.
3. **TRUST.** In the technology world, Gartner is the single most trusted source of knowledge and advice.
4. **VALUE.** You get the same proprietary research normally reserved for Gartner clients. Clients get the very latest unpublished research.
5. **TALENT.** More than 150 world-renowned Gartner analysts will present their latest thinking.
6. **ADVICE.** You can meet one-on-one with Gartner analysts and consultants for personal feedback.
7. **DEPTH.** We go deep. 30 tracks, 200 sessions. What you need to know, and much more.
8. **LEADERSHIP.** Some of the top CEOs in technology reveal their thinking for the coming year as our keynote guests.
9. **CONNECTION.** The professional networking is outstanding.
10. **SOLUTIONS.** The ITxpo showcase is loaded with new and emerging technologies to solve your problems and help you stimulate growth.

Focus this Fall:  
Rapid Results > Faster ROI

Gartner and the Gartner logo are registered trademarks of Gartner, Inc. All rights reserved.

### Gartner Events premier sponsors



### ITxpo marketplace sponsors



### media partners:



**expedite** ▶ your time  
your strategies  
your ROI

The sooner you register, the closer you are  
to getting results. **Faster. Better. Smarter.**

Visit [gartner.com/symposium/us](http://gartner.com/symposium/us)  
or call **1 800 778 1997** or **203 316 6757**.

**High Impact Exhibit Opportunities!**  
Call **1 800 356 4740** or visit [gartner.com/exhibits](http://gartner.com/exhibits)