



THIS YEAR'S FOCUS:

rapid results ▶ Faster ROI

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



MASTERMIND KEYNOTES
INCLUDE



Scott McNealy
Chairman and CEO
Sun Microsystems



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



CONTENTS

page 1	Introduction
page 2	Mastermind Keynotes
pages 3-6	Tracks and Sessions
page 7	ITxpo
page 8	Special Programs
page 9	Plan Your Visit
page 10	Registration Form

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

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** 7-11 November in Cannes, we'll be debating all of these questions.

Our focus: Rapid Results. More than 100 Gartner analysts will be joined by leading solution providers and thousands of your peers for this outstanding opportunity to seek new insight and solutions 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 busy technology executives, this is the one event that is indispensable.



7-11 November
Cannes, France
gartner.com/eu/symposiumfl

1

Register today. Visit gartner.com/eu/symposiumfl or call +44 (0) 1252 776373

Competitive advantage: being there when someone says something important.

Key issues covered:



We reveal some of the hottest research from Gartner analysts at Symposium/ITxpo in Cannes this year:

- **Gartner Scenarios:** How the Big Transformations Will Unfold
- **Users Rule:** The New Power of Consumers, Citizens, and Employees in IT
- **Sourcing on the Run:** The New Reality of the Shrinking IT Organization
- **Harnessing Process for Real Business Results**
- **Enterprise Architecture:** Escaping the Pure Project for the "System of Systems"
- **Communications Infrastructure:** The Anywhere/Anytime Convergence
- **Rebuilding Infrastructure for Rapid Response**
- **Enterprise Software Strategies:** Real-Time Results
- **IT and Business Integration:** Essential Management Disciplines

Who should attend?

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

- CIOs, CEOs, CTOs and their direct reports
- Technology Investment Professionals
- Business Managers driving IT-intensive initiatives
- Enterprise Process Managers
- Business-IT Architects and Planners
- IT Service, Operations and Resource Managers
- Application Developers and Integration Managers
- Financial Services and Government IT Professionals
- IT Network and Telecom Managers
- Content, Portals, Collaboration and Knowledge Managers
- Sourcing and Purchasing Managers

Why you should attend Symposium/ITxpo

It's technology's most productive event for senior European IT and business professionals from the leading independent authority.

Unmatched ROI:

- **Issues-driven program**
- **Strategic outlook.**

- It spans the depth and breadth of enterprise IT.
- The sessions are targeted to your current issues.
- The ITxpo floor is loaded with new and emerging technologies.
- You can meet one-on-one with Gartner analysts for personal feedback.
- Top CEO Keynotes will reveal their insights for the coming year.
- The professional networking is outstanding.
- You get access to proprietary research normally reserved for Gartner clients.

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 and independent. **Symposium/ITxpo** is where it all comes together.

Mastermind Keynotes

Technology's Biggest Names on Stage at Symposium/ITxpo

Our Symposium/ITxpo Mastermind Keynote program is the finest of its kind. Leaders from some of the most influential organizations in the world join Gartner's expert analysts for mainstage interviews. We ask the tough questions. We get the most revealing answers and insights on the year ahead.



Scott McNealy
Chairman and CEO
Sun Microsystems

Find out what Scott McNealy is planning for the year ahead and what he has 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. In the provocative opening keynote Gartner analysts will explore how to achieve results well and rapidly.

tracks & sessions



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Get a head start with Agenda Builder, our interactive scheduling tool that helps you navigate through the 150-plus sessions and create your schedule right now from your own desktop.

Visit gartner.com/eu/symposiumfl

Middleware Infrastructure: 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. This track covers the vendors, products, technology and best practices that provide the foundation for implementing modular, agile business applications.

- Application Integration 2010: Five Trends That Change How Applications Work - *Jess Thompson*
- SOA Platform Scenario: From Application Servers to Application Platform Suites - *Massimo Pezzini*
- The Integration Competency Center: No More Reinventions of the Wheel - *Paolo Malinverno*
- Event-driven Design: The Next Big Thing is Here - *Jess Thompson*
- B2B Strategic Options: Software Platforms or Hosted Integration? - *Paolo Malinverno*
- Applied SOA: Best Practices from the Best Practitioners - *Massimo Pezzini*

Applications Development and Web Services: Effective Agility

Application development organizations must evolve towards an architecture designed to provide flexible and agile response to these business demands. Learn how service orientation leavened with increasingly popular standards-based Web services technologies allows enterprises to exploit new techniques without exposing themselves to new higher risks.

- Rapid Results through Reuse – Combining Tool Review and Current Cost Models - *Matt Hotle*
- AD Scenario – Tying Agile Development, BPM and Architecture Together - *Matt Hotle*
- Service Oriented Development - A Future View - *Dale Vecchio*
- The Futures of Web Services - *David Smith*
- Web Services Destinies in the Enterprise:

Middleware, Management, Making It Work
- *Massimo Pezzini*

- Portal Technology: A First Step To SOA - *Nikos Drakos*

Business Intelligence: Pressure to Deliver

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.

- Business Intelligence Scenario - *Frank Buytendijk*
- Cornerstones of Success and the Five fatal flaws of BI - *Frank Buytendijk*
- How to Create BI High-performance BI Teams - *Andreas Bitterer*

IT Management: The Next Evolution for Leaders

The management of IT in 2010 is going to be very different and more divergent than that of today. Global competition and sourcing, 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.

- The Future For IS Organizations and IT Management: The Years Of Transition - *John Mahoney*
- The Futures of the IS Organization - *David Flint*
- Get Ready For The Unavoidable Transition: Critical Decisions For Every IT Organization - *John Mahoney*
- The IT Professional Outlook: How to Prepare for a Future Unlike the Past - *Diane Morello*
- Impact of the process revolution on the management of IT - *David Flint*
- Are Your Strategic Initiatives Doomed? Overcoming Enterprise Personality Disorder - *Diane Morello*
- The CIO's View of IT Governance - *Mike Gerrard*

IT Organization: Delivering Service Excellence

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 is the focus of this track.

- The IT Service Organization - *Colleen Young*
- What Does It Mean To Be A "World Class" IT Organization? - *Mike Gerrard*
- How to Effectively Communicate IT's Contribution to the Business - *Lars Mieritz*
- Demand and Supply Management For Internal IT - *Colleen Young*

Business Process Management: Dynamic Business Alignment

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.

- Business Process Management: Driving Business Results in Real Time - *Jim Sinur*
- Business Process Management Value Proposition: Delivering Business Results Quickly - *Michael Melenovsky*
- Business Process Management Hype vs Reality - *Janelle Hill*
- Business Process Management and the Process-Driven Organization - *Michael Melenovsky*
- User-friendly Business Process Modeling: A Case Study at Pitney-Bowes - *Janelle Hill*
- The Business Process Management Intersection with Enterprise Content Management - *Jim Sinur*

At no other event will you find such quality of information,
choice of topic and depth of support



Client Computing: Blurring Boundaries

The boundaries of client computing are blurring. A changing spectrum of user requirements and industry consolidation are combining to make investments in devices more risky. 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.

- The Client Computing Scenario: An End-User Revolution Approaches - *Brian Gammage*
- PC Virtualization: Making Personal Computing More Flexible, Manageable and Secure - *Brian Gammage*
- The PC Platform Evolves: Survival of the Fittest - *Annette Jump*
- Client OS and Office: Linux and Longhorn Lurking - *Mike Silver*

CIO Contribution: From Services to Result

CIOs recognize that IT and IS organizations stand at an inflection point between providing IT services and delivering business results. 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?

- Changing Business Processes - *Mark McDonald*
- Leading Enterprises Change - *Richard Hunter*
- Realizing Benefits: Proven Practices for Results - *Dave Aron*
- Building Leadership Competencies - *Marcus Blosch*

Compliance and Risk Management: Adopting Best Practices

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

- The New Compliance Scenario: Automation, Profitability, CSR, and Jail - *John Bace*
- Technologies for Compliance: Automating Your Way Out of Confusion - *Debra Logan*

Disruptions and Discontinuities: What You May Not Have Considered

While understanding major markets, major trends and major vendors 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, the unlikely, even the perverse, predictions. Sharpen your sensors for what might happen – even when it may come as a surprise.

- Conventional Wisdom: The Lazy Leader's Guide to Competitive Oblivion - *Colleen Young*
- Consumer Technology Invades Corporate Computing - *David Smith*
- Packaging Process: Evolution or Extinction of Application Suites? - *Janelle Hill*
- The Death of the Database? - *Donald Feinberg*

Data Management, Data Integration and Data Quality

Organizations are increasingly recognizing that data management is crucial to success with virtually all business and IT initiatives. The ability to store, manage, process, and integrate data in an effective manner enables agility and competitive advantage. This track will explore the current trends and best practices for achieving optimal value from your data assets.

- Database Management Systems: Increasing Innovation, Shifting Market - *Donald Feinberg*
- Diagnosing Dirty Data - *Andreas Bitterer*

Enterprise Architecture: Realize the Vision

The world of the enterprise architect is growing increasingly complex. Developing (and deploying) an enterprise architecture that aligns with the business strategy while exploiting advances in technology is increasingly vital to the success of your enterprise. By exploiting the opportunities that arise from these challenges, you can save your organization enormous time and energy by moving effectively in the EA direction.

- Enterprise Architecture: The State of the Art in 2005 - *Brian Burke*
- The Role of EA in Compliance - *Phillip Allega*
- Application Portfolio Management and Enterprise Architecture – Agility through Understanding - *Anne Lapkin*
- Gartner's New EA Framework Helps Meet 21st Century EA Challenges - *Anne Lapkin*
- Proving the Value of Your Enterprise Architecture - *Phillip Allega*

Business Applications: Driving Growth

Business Applications built on a Business Process Platform are evolving fast. Traditional ERP, CRM 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: Who Are The Players? - *Lee Geishecker*
- Business Applications Software Scenario: The Big 5 Changes You Need To Know - *Lee Geishecker*
- Business Process Platform: One year On – How Is The Revolution Moving Along And What Do You Need To Know? - *Yvonne Genovese*
- CRM Applications and Architectures Evolve to the Next Generation - *John Radcliffe*
- The High-Performance Organization Demands CPM – We Explain Why - *Frank Buytendijk*
- Creating the Single Customer View with Customer Data Integration - *John Radcliffe*

- Redefining Customer Processes to Drive Customer-Centricity - *Ed Thompson*
- Procurement Governance, Organization, Strategies and Systems - *Andy Kyte*

Emerging Trends and Technologies: Disruptive Potential

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 and their impact on business and society.

- Emerging Technologies for Mobile and Wireless - *Nick Jones*

Financial Services: Transformation Bound

Financial services providers are asked to increase revenue and conform with regulatory and compliance issues while also increasing efficiency and reducing cost. In this track Gartner's Financial Services analysts examine how to justify and balance IT and business initiatives whilst improving customer satisfaction.

- Insurance Scenario: Force-Fed Transformation - *Kimberly Harris Ferrante*
- Making Sense Out of Chaos - Legacy Modification/Replacement in Financial Services Firms - *Kimberly Harris Ferrante*
- Payments – Bank Challenges in a Converging Market - *Alistar Newton*
- Banking Technologies: Investing for Rapid Results - *Graham Taylor*
- Joint (Ad)Ventures in Financial Services - *Peter Redshaw*



"Brilliant, very well organised, great presentations, will definitely come again."

Liam Kidd, Head of Information Systems, Department of Communications

tracks & sessions

The Future of Infrastructure in the Enterprise

The demands on infrastructure are changing rapidly as organizations struggle to respond to the changing business environment. High level technology trends like the consumerization of technology, virtualization and pervasive connectivity, combined with ever changing demands from both customers and employees are invalidating many of the assumptions made in the past. This track looks at the big strategic issues which will impact and shape enterprise infrastructure.

- The Impact of Consumer Technology on Enterprise Infrastructure - *Steve Prentice*
- Real-time Infrastructure: Let's Get Down to Business - *Tom Bittman*
- Your Systems, Someone Else PC - *Brian Gammage*
- Evolving Your Infrastructure – The Infrastructure Maturity Model - *Tom Bittman*

Government: Beyond e-Government

Technology is advancing faster than most governments can assimilate it. CIOs often have to choose between becoming either more integral to the operations of the business, or as simply managers of technology as the challenges of managing government as an enterprise become more complicated. This track will focus on how government IT leaders more strongly integrate technology into policy and operational decisions of governments.

- Citizen-Centric Government Scenario - *John Kost*
- Open Source in the Public Sector: No Vendor is Safe - *Andrea Di Maio*
- European Governments: Is the coherent Management of IT Even Possible? - *John Kost*
- Government IT Portfolio Management: Using Public Value from Cradle to Grave - *Andrea Di Maio*
- Consolidation, Shared Services or Anarchy in Government IT - *John Kost*

High Performance Workplace: Energizing People, Work and Technology

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.

- Simplify Your Enterprise Content Management Strategy - *Jim Lundy*
- Collaboration Scenario: Enabling the Future of Work - *Jeffrey Mann*
- Emerging Collaborative trends and technologies - *Nikos Drakos*
- High Performance Workplace Scenario: Maximizing Employee Impact - *Tom Austin*
- Building the High Performance Workplace: Architecture That Works - *Debra Logan*
- Putting Content into Context: Driving Strategy, Integration, Analytics, and Valuation - *Debra Logan*
- Knowledge Worker Productivity: Myths, Realities, Business Value - *Debra Logan*

Industries: Connecting IT to Business Sector Results

In this lively and high interest track, users of IT as well as providers of technology and services can learn how different industries extract value from IT. Here is a chance to hear industry experts in specific vertical industry sectors describe what value means.

- Leveraging IT to Remain Competitive in Global Manufacturing - *Dan Miklovic*
- Higher Ed Scenario: A Time for Transitions - *Marti Harris*
- Delivering the Customer-Friendly Store of the Future - *John Davison*
- Healthcare in Europe: What You Need To Know - *Jonathan Edwards*

IT Service/Operations Management: Operational Excellence

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 service, reducing costs, building the operations architecture and investing in management tools and vendors.

- IT Operations Management Scenario: Evolving IT Operations Management to Yield Business Results - *Milind Govekar*
- Configuration Management Database: What's it All About? - *Will Cappelli*
- Business Service Management: IT Solution to Business Alignment? - *Will Cappelli*
- Leveraging ITIL And Other Process Improvement Frameworks For Operational Success - *Milind Govekar*
- Application Management – It's Not just a Production Problem - *Milind Govekar*

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. This track focuses on real-world best practices and tactical, practical advice related to hardware and software acquisition, contract negotiations, financing, life-cycle planning and cost management.

- ITAM Scenario – Trends, Opportunities and Requirements - *Jane Disbrow*
- SAP licensing: Un-raveling the Complexity - *Alexa Bona*
- The Value of IT Procurement: What every CIO should know - *Jane Disbrow*

Mobile and Wireless: Business and Technology Strategies

Wireless and mobile technologies are being adopted and standardized at a rapid pace – often causing security issues, mismanagement and cost overruns. Learn how to best source, adopt and manage emerging wireless networks and help you evaluate the wide variety of wireless technologies, devices and services and integrate business case justification, business process improvements, and security considerations.

- Mobile Scenario: The Future of Mobile Business and Technology - *Nick Jones*
- Wifi & Wimax Technology and Management - *Ken Dulaney*
- Negotiating with Mobile Operators – How To Get the Best Voice & Data Deals In Europe - *Martin Gutberlet*
- Selecting Mobile Devices and Platforms in Europe - *Nick Jones*
- RIM or Microsoft: Who sets the defacto standard for mobile email? - *Monica Basso*
- Succeed in Mobility - Mobile & Wireless Case Studies in Europe - *Martin Gutberlet*

Enterprise Communications: The Foundation of Effective IT

In this track we discuss the business impact of networking, including advising you on how to manage IP Telephony deployment, how to manage the disruptive risks of public Voice over IP services, and how to and speed up application response times across the network, while minimizing additional costs. We'll also explore the potential for significant savings through converging network and IT sourcing.

- The Future of Networking: Transforming Business with Communications Applications - *Dave Neil*
- 5 Reasons Your IP Telephony Roadmap could be Disrupted - *Steve Blood*
- The Rapid Response Network – Five Techniques to Accelerate Applications - *Neil Rickard*

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

- VoIP Services: How to Manage a Disruptive Technology - *Katja Ruud*
- Converging Network and IT Sourcing: Big Savings in 2006? - *Jean-Claude Delcroix*
- The End of Wireline? Mobile Convergence and Substitution - *Martin Gutberlet*

Powerhouse Vendors: Gartner Evaluates

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

- Gartner Evaluates SAP: Can You Afford The Vision? - *Yvonne Genovese*
- Gartner Evaluates IBM: Is 'On-Demand' on Track? - *David Smith*
- Gartner Evaluates Microsoft: Evolving for New Realities - *Tom Bittman*
- Gartner Evaluates Oracle: The ambitions of Fusion and Grid - *Simon Hayward*
- Gartner Evaluates BT: New SI Powerhouse Or Over-Reaching Telecom Vendor - *Dave Neil*

The Future of IT: Technology Perspectives

The future of IT will continue to be driven by technological advances. Most current practitioners grew up in the world where IT was driven by commercial investment supporting enterprise objectives. The next era will be based on consumer led investment. Cycle-times contract, trends become fickle, success is ephemeral. Results will be rapid or not at all.

- The Gartner Scenario: Current State and Future Direction of IT - *Andy Kyte*
- Emerging Trends 2010-2015 - *Nick Jones*
- Top 10 Strategic Technologies for 2006 - *Steve Prentice*
- Delivering IT's Contribution: The 2006 CIO Agenda - *Mark McDonald*
- Infrastructure 2015 - *Steve Prentice*

- Software: Meeting the Business Challenge - *Simon Hayward*
- The Future for IS organizations and IT Management – Going Where We Were Not Going Before - *John Mahoney*
- Communications Market Overview: The Future of Telecom - *Dave Neil*
- Software and Services: Emerging Market Implications - *Roger Fulton*
- The Internet Scenario: The Second Revolution Begins - *David Smith*

The Future of IT: Harnessing the Intersection of Business and IT

In the face of accelerating external pressures, executives often view IT as both an inhibitor and a potential enabler of required enterprise change. Since IT of the future is so intimately linked to future business, executives must resolve this dilemma. How do Technology Leaders harness the integration of IT with their core business strategies? This track will analyze the conflict and partnering required at this intersection of business and IT.

- Managing Turbulence for Growth: Technology Leaders Crucial Role in Partnering for Change and Business Results - *Mike Gerrard*
- What's on the mind of the CEO - *Mark Raskino*
- Digital Disruptions: Major Trends Re-shaping Companies and Industries - *Mark Raskino*
- The Process-centric World - *Simon Hayward*
- Interactive Workshop: Building a Business Case for Your IT Projects - *Roger Fulton*
- Interactive Workshop: Building a TCO Model for Your IT Projects - *Christina Schickinger*
- Interactive Workshop: Building an Enterprise Personality Profile (EPP) model for your IT Projects - *Diane Morello*
- Harnessing IT to Grow the Business - *Ed Thompson*
- Enterprise Agility: A Foundation for Rapid Results - *Andy Kyte*

Information Security: Solved!

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? Criminals sweep across cyberspace in search of new profits. Phishing attacks, identity theft, fraud, and spyware imperil electronic commerce. Every day, new tools arrive on the market. Old tools merge, morph, and reduce management overhead.

- Information Security in Europe: What's Hot (and What's Not) in 2005/06 - *Tom Scholtz*
- Information Security Scenario: A Year of Reckoning - *Jay Heiser*
- The Identity Federation Sensation: Education, Creation...Elation? - *Ant Allan*
- One Factor Bad; Two Factors Good? Strong (Enough) Authentication - *Ant Allan*
- Managing Mobile and Wireless Devices Securely - *Jay Heiser*
- Doing Business Safely with Advanced Security Architecture - *Tom Scholtz*

Outsourcing: Optimizing Results

A perfect blend of insourcing and outsourcing is critical to creating an operation built for agility and growth. 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.

- Opportunities and Challenges in Offshore/Global Sourcing - *Ian Marriott*
- Disciplined Multisourcing-The key to Sourcing Optimization - *Linda Cohen*
- Business Process Outsourcing Trends and Techniques - *Cathy Tornbohm*
- Co-Management: Mastering Sourcing Governance - *Roger Cox*
- Converging Trends in IT Services and Outsourcing - *Claudio Da Rold*

- Data Centre Outsourcing Magic Quadrant in Europe: Toward Infrastructure Utility - *Claudio Da Rold*
- IT Services and Outsourcing Outlook for the European Market - *Nicole France*
- The New Criteria for Selecting Service Providers - *Nicole France*

Servers and Storage: Rapid Evolution

The server and storage market is as volatile as ever, with the perception of at least some stability and growth hiding murky undercurrents. New technology developments such as virtualization, SAN management and grid 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 labyrinth of hardware selection and acquisition.

- The Future of Servers and Storage - *Andy Butler*
- Server and Storage Selection - *Andy Butler*
- Grid and Cluster Computing - *Phil Dawson*
- The Future of Windows and Linux in the Enterprise - *Tom Bittman*
- Server Virtualization: Taking Charge of Your Servers - *Tom Bittman*



Don't miss Gartner Scenario Sessions for a view of the future

Gartner analysts give you the first glimpse of the trends and technologies that everyone will be talking about in the next five years.



ITxpo 2005

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

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 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 five 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.

ITxpo Marketplace Theaters: Targeted to you

Join Gartner Analysts in the 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.

Go to gartner.com/eu/symposiumfl for more details, including the ITxpo Marketplaces schedule of theater presentations.

Don't Miss These Marketplaces:

Application Development & Integration

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

Business Applications

Supply Chain Management, Sales Analytics, CRM, ERP, Business Intelligence, Data Warehousing, and more.

Business Process Management

Business Process Analysis, Definition, Execution, Monitoring and Administration, and more.

IT Operations Management

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

Outsourcing and IT Services

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

Portals, Content & Collaboration

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

Security

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

Systems & Storage

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

Telecommunications Infrastructure & Services

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

Wireless & Mobile

Wireless Applications, WSPs, Handheld Solutions, Wireless Networks, and more.

For more information including the Marketplace schedule, theater presentations and an up to date sponsor list, please visit gartner.com/eu/symposiumfl.

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Exhibit at ITxpo

Symposium/ITxpo attracts IT decision makers from across EMEA. If your company is a supplier of IT products or services this is an unmissable opportunity to advise this influential audience to support their future business strategies.

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Anticipation gets you halfway to the right result.



Symposium/ITxpo: Special programs to address every delegate need

Analyst One-on-One Meetings: Your top-priority questions answered

No two challenges are alike. That's why we offer you the opportunity to question a Gartner analyst directly and in person. You set the agenda and engage your chosen analyst in a private half-hour session devoted entirely to your own needs.

Some of the 100 Gartner analysts you can meet:



Brian Burke,
Research VP



Frank Buytendijk,
Research VP



Linda Cohen,
MVP Research



Yvonne Genovese,
Research VP



Martin Gutberlet,
Research Director



Andy Kyte,
VP & Gartner Fellow



John Mahoney,
Managing VP



Massimo Pezzini,
VP Dist. Analyst



Steve Prentice,
Research VP

For the full list of analysts, please visit
gartner.com/eu/symposiumfl

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.

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These foundation sessions update your knowledge and give you a head start on your conference experience. You'll gain overviews of the topic areas central to the content of **Symposium/ITxpo**. Tutorials take place on Monday 7 November.

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All end-user delegates are invited to register for Analyst/User Roundtables. These are interactive discussions, moderated by a Gartner analyst, limited to 8 end-user delegates per session and focused on a specific conference topic.

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Give feedback using an interactive audience response system and see the results of this feedback live on screen. Covering a range of topics, these sessions allow you to witness Gartner research in the making.

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Conference Opening Times

Monday 7 November (Registration and Tutorials)	12.00 – 20.00
Tuesday 8 November (Opening Gartner Keynote 09.30)	07.00 – 20.00
Wednesday 9 November	08.00 – 20.00
Thursday 10 November	08.00 – 19.30
Friday 11 November	08.00 – 15.30

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- November 30-December 2, Tokyo, Japan

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2. **RELEVANCE.** The program is driven by your big issues and is highly strategic.
3. **TRUST.** Gartner is the single most trusted source of knowledge and advice.
4. **VALUE.** You get the same proprietary research normally reserved for Gartner clients.
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