

## Media Partners

BusinessWeek

computing

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NETWORK NEWS

THE WALL STREET JOURNAL EUROPE

IT WEEK

*Symposium/ITxpo is a global event.*

*Share the following dates and locations with your international colleagues.*

Orlando, Florida, USA 8-12 October '01	San Diego, California, USA 29 April-2 May '02
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Brisbane, Australia 30 October- 2 November '01	Johannesburg, South Africa 4-7 August '02
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Tokyo, Japan 13-15 November '01	Toronto, Canada 4-6 September '02
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Florence, Italy  
8-10 April '02

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Gartner  
**SYMPOSIUM ITXPO**  
2001

The event for IT and  
business professionals

## ...Ready

Identifying the key factors underlying imminent local and global discontinuities is now crucial. Take advantage of the profound insight Symposium provides so that your organisation is ready.

## ...Get set

Gartner Symposium/ITxpo



## ...Symposium

Gartner  
**SYMPOSIUM ITXPO**  
2001

The event for IT and  
business professionals

5-8 November 2001, Cannes, France

# Symposium/ITxpo 2001

*Now world markets are fragmenting – some flourish whilst others implode – and the myth of a single, global market is being exposed*

## Future Shock

Change is rarely easy. Side-by-side, business and technology do not progress in a steady linear fashion, but with sudden, dramatic shifts in direction. Discontinuities. And, from personal computers and the Internet to enterprise resource planning and the introduction of the Euro, every major discontinuity has had an impact point. A moment in time when evolution became revolution.

Today those discontinuities are more dramatic and far-reaching than ever:

- How will wireless, wearable computing change the culture, operating costs and market dynamics of business?
- Who will benefit as consumers increasingly use mobile technology for bill presentation and payment?
- Why will revolutionising organisational structures become a life or death issue over the next 24 months?
- What opportunities exist to create additional value, not only from what you provide and who you provide it to, but also from what you know about the value chain?
- Could a shift from software purchase to rental-based network access change your cost base?
- Does the next generation of microprocessor offer sufficient benefit for a mass migration strategy?

- When is the right time to invest in open-source operating systems?
- Which strategic partners will best assist in freeing you up to focus on the core business processes that matter most?
- Most important of all, when will each discontinuity be felt?

## Future Vision

Each shift is a potential opportunity, threat or challenge. In the current climate of uncertainty and market fragmentation, anticipating the change is vital. The ramifications will be felt across the IT and business landscape from customers and prospects to operating costs, infrastructure, technology, investment and process. These discontinuities have the potential to affect us all - as consumers and providers - at work and at home. They cannot be ignored.

*“A great event that exceeds expectations”*

Technical Consultant, Axa UK

## Why you should attend

By attending you will not only discover which discontinuities and high impact trends will change the IT and business landscape. You will be able to identify the technologies that will enable change, the factors that could inhibit take-up and the resultant impact.

Gartner is the world's leading source of strategic advice with more than 1,200 technology and business analysts advising 35,000 decision-makers in 11,000 companies around the world. At Symposium/ITxpo this expertise is distilled and concentrated into 130 presentations, structured into 5 supertracks.

Use the structure to navigate and criss-cross the tracks, tailoring the event to your needs:

### Environment

From macro economics and market volatility to technological trends and government legislation, the Environment supertrack will help you understand how external factors will impact you.

### Strategy

Use the Strategy supertrack to evaluate the business models, strategies and organisational structures at your disposal. Understand how human resources and even cultural issues will influence your business.

### Customer

Use the Customer supertrack to explore customer-facing initiatives like new media, handheld, wireless and CRM developments and understand what part they should play in your plans.

### Architecture

The Architecture supertrack explains the technologies and products to use, highlighting how to select and deploy everything from hardware and software to communications and security systems.

### Partnering

Use the Partnering supertrack to explore Strategic Sourcing - a critical competency in today's competitive environment. Covering everything from Application Service Providers (ASPs) to outsourcing and wireless portals, the Partnering supertrack will help you decide the extent to which strategic partnerships will be imperative to your success.

Across the spectrum, other events may offer hints and clues. Only Symposium/ITxpo can help you peel away the hype, identify the key issues and take the crucial decisions.

*“Simply: Time is our most critical (and short) resource, we need to use it wisely and carefully. Attending this conference was the case. Time very well spent to sharpen our tools.”*

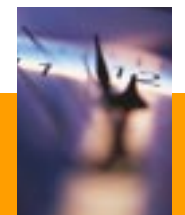
Director of Systems Information, SEK SRL

## Register now to ensure your place

Symposium/ITxpo stands apart from any other event, distilling the sheer breadth and depth of Gartner's world-renowned research into actionable strategy and invaluable advice.

It won't be an easy journey, which is why it is imperative that you register today and

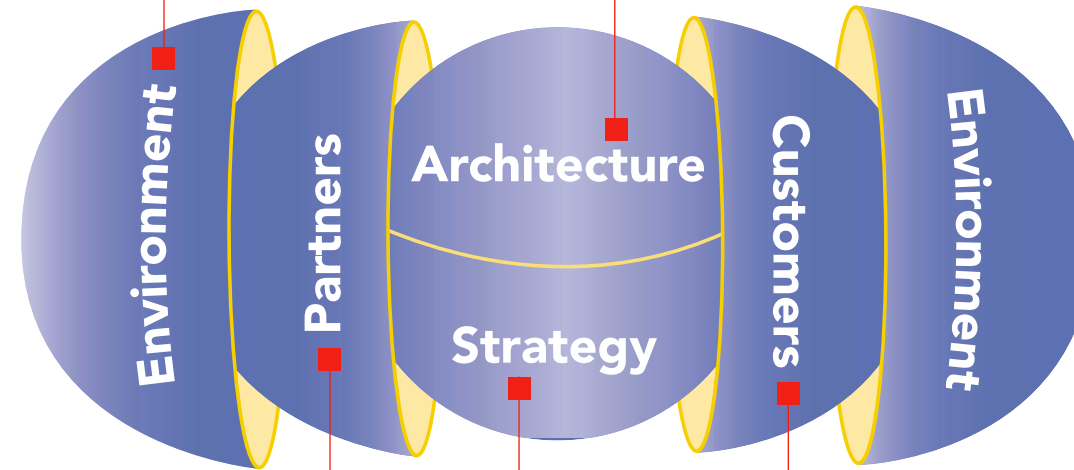
reserve your place. Fundamental shifts in the way we live and work are imminent. Symposium/ITxpo is the only event that will prepare you for what lies ahead.



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# Agenda



## Environment

### Emerging Markets

- Emerging Trends and Technologies
- Mobile Commerce Business Scenario
- Mobile Technology and Sociology of the "always on" Society
- Peer-to-Peer and Edge Technologies
- Optical Technology: Catching the Next Wave
- Digital Technologies - Enabling Access to New Markets
- Smart Cards and Biometrics
- The Convergence Industry Landscape
- H-Commerce - The Intelligent Multi-Channel Strategy

### Macro-Economics

- Opportunity in the Face of Adversity: Investing in Technology Markets
- The Productivity Paradox
- The Innovation Cycle and the Speed of Change
- Financial Tools to Evaluate IT Start-ups
- The Impact of Telecoms on Economic Development

### Legal/Government Issues

- Creating, Maintaining and Protecting Intellectual Property
- Governing in a Brave New World
- Broadband Futures: Business Reality vs. Regulatory Intervention
- E-Government in the EU - An Unlikely Gold Rush
- Individual and Corporate Privacy

### Vendors

- IBM: Going on the Offensive
- Microsoft: After the .NET and DOJ Dust Settles
- Intel: Beyond Microprocessors
- Sun Microsystems: From Systems to Software and Back Again
- Oracle's E-Business in Transition
- Cisco: Has the Star lost its Shine?
- SAP Powerhouse Presentation

## Partners

### Strategic Scenario

- Strategic Sourcing: The New Rules and New Roles
- C-Commerce Scenario
- The impact of C-Commerce and ERP II on Service Industries

### Market Views

- Megaforces in the European Services Market
- ASPs - Do you Need Them?
- Hosting Services - the European Landscape
- Sourcing for E-Business Initiatives in 2002
- Wireless ESPs and ASPs: Who can you Trust?

### Models and Methods

- How to Build a Sourcing Strategy
- The IT Services Value Chain - The Next Wave of Service Delivery
- Making IT Investments: What's Hot, What's Not?
- B2B Channel Strategies in a multi channel world

### Implementation

- High availability SAP - How to Select your Service Provider
- Strategic Sourcing - Get Ready to Turn your IS Competencies Inside Out

## Strategies

### Strategies

- The Edge Economy in Europe
- From E-Business to Real-Time Business: Growth Strategies for the Real-Time Enterprise
- CEO Imperatives for Strategy and Organisation
- Business 2006 - Drivers for Change
- Building the Net-Liberated Organisation
- The Small and Mid-Size Business Scenario

### Governance

- E-Marketplaces - Morphing to Service Aggregators
- Globalising your IS
- Achieving Successful Enterprise-Level Change
- Business Applications for the Real-Time Enterprise

### Leadership

- CIO Agenda - Leading in the IT-Enabled Business
- Working with the Executive Team - Learning From Effective CIOs
- Management Issues - What's keeping us up at night?

### People

- Virtual Teaming: Tips, Tools and Techniques for High Performance
- The Future of Collaboration - Inter-Personal to Inter-Enterprise
- Human Change Management
- Collaborative Workforce Applications and Strategies
- People - Strategies For Your Most Critical Resource

### Measurement

- Performance Management Framework - Bridging the Gap between Business and IT Value
- Boom or Bust - How to be Agile Enough to Survive Both
- IT Cost Management

## Tutorials

- Middleware Overview and Scenario (AIT)
- Managing and Improving CRM with the Balanced Scorecard
- Knowledge Organisation
- Managing Business Content in the Connected Economy
- How to Purchase Storage Without Driving your Organisation into Bankruptcy
- Case Study: Enterprise User of ASP Services

## Architecture

### Compute

- The Future of Servers
- The Evolving Enterprise Data Centre
- Windows Migration - Are We There Yet?
- Windows in the Enterprise: Looking Beyond Windows 2000
- Enterprise Server Selection

### Create

- AD Scenario
- Net vs. Java: Competition or Co-operation?
- AD in Transition: From Legacy to the Internet

### Integrate

- Architecture and Planning for the Zero Latency Enterprise
- Application Server Scenario: From Stovepipes to Services
- The Current and Future State of the Application Integration Middleware Market
- Integration Brokers: Market, Vendors and Trends

### Knowledge

- Business Intelligence Scenario: Making the Data Make Sense
- Data Warehousing Scenario: Cost of Infrastructure vs. Opportunity Loss
- Packaged BI Applications: Friends or Foes
- Knowledge Management Scenario
- The Content Management Scenario
- XML Scenario
- ERP II Vendors - Natural Selection Continues
- Innovative Information Management Strategies and Technologies

### Manage

- Networked Systems Management Scenario: The Enterprise and Beyond
- The NSM Big 4: Dinosaurs or Dynamos?
- Enterprise Portals
- Total Business Integration
- Software Configuration Management: Microsoft and Beyond
- Reality Bites - Real Infrastructure for Real E-Enablement

### Network

- The Gartner Networking Scenario
- Voice over IP: A New Application for Your Data Network
- Broadband Access and Optical Ethernet: Is the Last Mile Problem Finally Solved?
- How in the World Do You Build a Global Network?
- Extranets and the Internet: The Next Five Years

### Protect

- Securing the Infocosm
- Infosec TCO: The Risk Trade-off
- The Grand Unified Theory of Internet Security
- Security On the Run: Mobile and Wireless Security
- TIM: Monitoring Transaction Risk

### Store

- Disk Storage and Storage Networking Scenario

The momentous changes that lie ahead will traverse every aspect of your world from the macro environment and business strategy, to customer interfaces, technical architecture and strategic partnerships. The Symposium programme is designed to help you understand the challenges that lie ahead in their entirety and give you the confidence to meet each critical decision point. Use the structure to navigate and criss-cross the tracks, tailoring the event to your needs:

## Customers

### Consumer 2005

- Branding, Service and Touchpoints - The Web Effect
- Are Savvy Consumers Rejecting E-Commerce?
- Interactive Wealth Management: Who do Customers Trust?
- Successful Models in the B2C World
- B2B Channel Strategies in a multi channel world
- Automotive Telematics
- Digital Interactive TV
- The Second Consumer E-Business Wave

### CRM

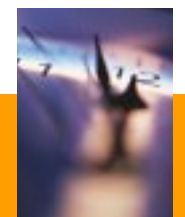
- Gartner CRM Vision: Business and Technology Strategies for More Profitable Customer Relationships
- CRM Vendors and Service Providers
- Developing a CRM Strategy
- CRM Programme Management: The Art of Change
- Customer Service and CRM: Warp Speed Ahead
- Technology Enabled Selling: What Can It Do for My Organisation and How Do I Proceed?
- Contact Centres - Opening the Door to E-Business
- CRM Return on Investment
- Marketing and Customer Relationship Optimisation

### The Mobile Customer

- Mobile Technology Scenario
- Mobile E-Business Case Studies
- Making Money: Mobile Portals Business Strategies
- Outfitting the Frontline: Phones, PDAs and Strategies for Use
- Mobile Middleware and WAG: Are they converging?

### The Web

- Global Website Management
- The Wider Benefits of Company Websites
- Web Analytics - How do you know when you win?



## Opening Keynote

### The world in motion

This year's opening keynote for Symposium/ITxpo explores the major discontinuities that technology can trigger. In the Gartner Scenario that follows, Gartner experts examine the potential effect on organisations,

identifying the key issues for each of the 5 supertracks of the event. Prepare yourself as Gartner unveils the major discontinuities that will transform business in the coming 3-5 years.

## Closing Keynote

### Look beyond the horizon

At the climax of Symposium/ITxpo, you'll enjoy a unique insight into the future as Gartner research reveals the technologies, issues and trends that will shape the world in 2010. Share the experiences of some of the world's leading research laboratories and understand

what lies beyond the horizon.

The closing keynote draws the supertracks together, providing you with a vision of the future and a comprehensive action plan for the present.

## Plan your visit to Symposium/ITxpo

Once you have registered you will receive a detailed Symposium Planner to help you get the most from the event. Every session in the Planner is graded according to the relative mix of strategic and technical content:

**Strategic Scenarios** - high level direction, aimed at IT managers and senior business executives

**Market Reviews** - hard facts and statistics as well as analysis, targeted primarily at the channel market

**Models & Methods Sessions** - a business perspective, for business executives

**Implementation Sessions** - packed with practical detail, these sessions are geared towards project managers and technical professionals

**Tutorials** - Tactical presentations providing foundation material to support the concepts discussed during the main sessions

**Product Education Sessions** - Special presentations by representatives of today's leading solution providers

## Tap directly into the power of Gartner analysts!

Our clients rely on us to provide the information they require to support the critical decisions they need to make on a daily basis.

At every conference you get the opportunity to hear what the speakers have to say, but at Gartner Symposium you can go further - and tap into the power of Gartner's analyst community.

### One-on-Ones

Your opportunity to speak with an analyst on an individual basis - where you set the agenda and ask the questions. This personal consultation available to Gartner clients only, gives you direct access to the wealth of expertise of Gartner's analysts.

### Analyst Round Tables

Join a select group of delegates for a round table discussion with Gartner analysts to discuss critical

issues such as: Applications Integration, Knowledge Management, The Role of XML in E-Business, Customer Relationship Management, E-Marketplaces, The Future of Java in Applications Development, Collaborative Commerce, Strategic Sourcing, LINUX and open source software

### Peer Exchange Network

These sessions focus on how to implement best practices in key business disciplines. Guided by Gartner experts they provide a wealth of in-depth, practical advice from the real world to help you with your own projects.

### NEW: Vertical Market Workshops

Join a selected group of Gartner analysts to discuss business strategies and the impact of technologies in specific vertical markets such as Retail/CGP, Automotive, Media, Travel and Financial Services

## Get the most from your company's investment

With so much going on at Symposium/ITxpo, many organisations like to send a group of people. Over 70% of the companies attending Cannes last year sent more than one delegate to ensure they could gain both business and technical knowledge.

### Team 15

Send a team of fifteen or more and you can benefit from a private hour-long session with a Gartner analyst, free meeting room and a personalised introduction to ITxpo. Call the information line on +44 (0) 1252 776373 for further details. Please note that the maximum number of individual Team 15 participants from one company that we can accommodate is 30.

### 5 for the price of 4

Book five places for the price of four. Simply register five colleagues at the same time and the fifth can attend free of charge. To be eligible for this offer, all five registrations must be submitted at the same time, with payment. (Offer not valid for Gartner ticket holders.)

### Save money on flights and hotels

We've negotiated special rates for flights to and from most major European airports. Book your flight and hotel now to guarantee your first choice. For more information, visit [www.gartner.com/eu/symposium](http://www.gartner.com/eu/symposium).

## ITxpo 2001

Today more than ever, decision making on IT solutions can have an enormous impact on the success of your business. Running concurrent with Symposium and open to all attendees, ITxpo's low-hype, high-content atmosphere lets you get the information you need to make the right IT purchasing decisions from the people who know their products best — all in one place, all at the same time.

With over 200 exhibits on the show floor you can take advantage of hands-on demonstrations presented by knowledgeable vendor representatives in a low hype, high content atmosphere. If you're looking for answers to your IT product questions, ITxpo is the place to find them: count on reliable, up-to-date information about the latest industry offerings from the people who know them best.

Simply put, ITxpo is the smart - not to mention most cost effective - way to make the right IT purchasing decision the very first time around.

### Our promise

*This Symposium/ITxpo will leave you with a renewed assurance that your future IT decisions will be based on the most rigorous information and planning assumptions, built on the integrity of Gartner's very latest research and analysis.*

*If we do not meet this commitment at Symposium/ITxpo 2001, simply tell us and we will refund your registration fee.*

NB. While every effort has been made to keep to the published programme, Gartner maintains the right to change the programme due to circumstances beyond its control.

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