

In a downturn, there's one thing you never turn down:
good advice.



Gartner
SYMPOSIUM ITXPO
2002

Symposium/ITxpo 2002
April 29 – May 2
San Diego, California

Technology's most
important event.

Gartner SYMPOSIUM ITXPO 2002

The economy is sputtering. Geopolitics have shifted radically. The high-tech boom has given way to a slow-growth pause. The smartest enterprises are using this time wisely to gather good advice and plan strategically. For business continuity. For revenue preservation. For critical changes to customer and supplier relationships. **What about you?**



Good advice has never been of greater value.

Symposium/ITxpo 2002, Gartner's flagship event, is your opportunity to tap the richest vein of intelligence and advice at the very intersection of business and technology. Calibrated for senior IT executives, Symposium/ITxpo 2002 is an intensive week of analyst-led strategy sessions focused squarely on your most pressing issues, including revenue preservation, security and privacy, Web services, wireless infrastructure, CRM, strategic sourcing, and more.

Understanding isn't optional.

Change happens. But never has it happened quite so swiftly and with such unclear risks. If you're involved in any of the following initiatives, or have any of these concerns, Gartner Symposium/ITxpo 2002 has been designed specifically for you.

- Knowing the trends and technologies that will disrupt your organization
- Validating and ranking IT projects and deployments
- Designing a short- and long-term strategy
- Developing a short list of "must-have" solutions
- Knowing how to spend wisely and cut prudently
- Optimizing strategic sourcing relationships
- Directing investment for maximum ROI
- Building a more agile IT organization
- Aligning your key business issues to IT solutions

- Evaluating emerging technologies for competitive advantage
- Developing, selling, or marketing IT products or services
- Guiding, assembling, or managing technology teams
- Figuring out the impact of recent events on the stability and long-term prospects of your organization

Our content is focused on your issues.

Symposium/ITxpo 2002 offers more than 180 individual sessions led by more than 150 world-renowned Gartner analysts. Backed by meticulous, unbiased research and full of practical knowledge and advice, our sessions cover such highly pertinent categories as:

- Emerging Trends and Technologies
- Security and Privacy
- Strategic Sourcing
- Internet Platforms and Web Services
- Application Integration
- Customer Relationship Management
- Business Intelligence
- Enterprise Systems and Storage
- ERP/II and Supply Chain
- And many more!

mastermind keynotes

Technology has come through a wringer. These are the people who know what's on the other side.

The technology sector has fallen farther and faster than any other. But it remains the primary source of innovation, the key driver of change, and utterly indispensable to the competitive future of every business worldwide. Attending Gartner Symposium/ITxpo 2002 is your exclusive opportunity to hear what technology's leading lights are thinking. And to take home powerful new insights that will help shape your planning.



Sanjay Kumar
President and CEO
Computer Associates



Michael D. Fleisher
Chairman and CEO
Gartner



Richard Hunter
Vice President and
Research Director
GartnerG2™

Visit www.gartner.com/symposium/us for additional Mastermind Keynote announcements.

We don't make it easy.

We aren't content with prepared remarks alone. In our renowned Mastermind Keynotes, Gartner analysts go one-on-one with each guest, asking the tough questions, eliciting the most revealing replies. We go deeper, so you hear the answers to questions of vital concern to you. Trends are confirmed. Illusions are shattered. News is broken. Live on the Symposium/ITxpo 2002 stage.

Symposium/ITxpo 2002 will feature a Welcome Address by Gartner Chairman and CEO, Michael D. Fleisher.

Gartner Mastermind Keynote: High-Impact Trends and Technologies

In this annual state-of-the-industry keynote, senior Gartner analysts zero in on the technologies and trends today that are most likely to disrupt your business and impact your strategies over the next 12 to 24 months. This much-anticipated keynote sets the framework for the week. It's an hour you won't want to miss.

Gartner Mastermind Keynote: World Without Secrets: Business, Crime, and Privacy in the Age of Ubiquitous Computing

Within the next decade, much of the activity of humans and the machines around them will be recorded; most of what's recorded will be available to anyone who wants it badly enough; and all of us will be inundated with far more information than we can handle effectively. *World Without Secrets* author Richard Hunter, GartnerG2 vice president and research director, will discuss the implications for our personal lives and our institutions.

What your peers say about Symposium/ITxpo:

Technology Consultant, Sara Lee Hosbery:
"You always have provided an excellent experience."

Executive Director, Brown University:
"Overall quality of the conference is far superior to most other experiences I have during the year."

Director of IT, Florida State Legislature:
"This is my fifth year. The quality, relevance, and variety keeps improving – well done!"

IT Director, Straightline Source:
A Division of United States Steel LLC:
"Excellent. High quality."

IT Manager, U.S. Navy:
"Still the best IT conference."



Register today. Change demands insight.

1 800 778 1997

or 1 203 316 6757.

You can also register online at
www.gartner.com/symposium/us

special programs

Go One-on-One With Gartner Analysts

At Symposium/ITxpo everyone wants to ask Gartner analysts the big questions. If you're a Gartner client, you have the exclusive opportunity to confer directly with up to three Gartner analysts. Ask the questions that count. Get the answers you need. Registration begins Sunday, April 28, on a first-come, first-serve basis. Attendees may schedule half-hour One-on-Ones at the Gartner One-on-One scheduling desk. Please refer to our Web site at www.gartner.com/symposium/us or your Welcome Kit for eligibility guidelines.

Best Practice Forums will be held on the following topics:

- Security and Privacy
- Strategic Sourcing
- Application Integration and Middleware
- IT Architecture
- CRM

Gartner Tutorials

Complimentary opening-day tutorials – offered ONLY on Sunday, April 28 – deepen your understanding of topics that are central to the content of Symposium/ITxpo 2002. Jump-start your conference experience with any of the following overviews of the business/technology landscape.



Networking made easy.

Symposium/ITxpo is the single best networking opportunity in the IT world. A hive of opportunity. More than 5,000 of your peers attended Symposium/ITxpo in October, including over 500 CIOs. In San Diego, you'll meet colleagues with precisely your interests. Exchange ideas. Get advice. Build relationships.

Peer Exchange Workshops

Shared intelligence can be immensely profitable. Our Gartner-facilitated Peer Exchange Workshops bring together like-minded professionals to discuss practical solutions to common challenges. It's as easy as attending the workshops of your choice. (While pre-registration is not required, seating is limited.)

Peer Exchange Workshops will include:

- IT Strategies for Government
- Knowledge and Content Management
- IT Strategies for Small and Midsize Businesses
- Emerging Technologies Exchange

Best Practice Forums

In these lively, one-hour facilitated sessions, Gartner analysts and attendees work through an important management topic to reach a consensus on best practices. Each session combines insightful analyst presentations and a moderated panel discussion with audience polling, voting, and Q&A. The workshop concludes with a resolution and recommendations.

Tutorials include:

- Architecture Step-by-Step Creation/Communication
- Content Networking: Preparing for a Streaming World
- Content Strategies for SMBs: Making Web Sites Pay Off
- CRM in Insurance: Tactical Requirement or Market Hype?
- Data Warehouse Case Studies: The Good, the Bad and the Ugly
- E-Learning Strategy and Planning
- Evaluating the Government 'Seat Management' Option
- Fast-Track Sourcing
- Making the Most Out of Your Human Capital Budget
- Managing IT in a K-12 School District
- Managing Risk on Large Enterprise Projects
- Middleware Overview and Scenario
- Mobile and Wireless Portal Vendor Selection Process
- Mobile Healthcare: Applications, Vendors and Adoption
- PKI Answers: What It Is, How It Works, How to Get One, and What It Will Cost
- Searching, Personal and Probing Questions: How Users Find What Matters
- Selective Outsourcing and Networked Systems Management
- Shifting Dynamics in the CRM Software Market
- Tearing Down the Wall: AD and Operations Together
- The Future of Linux in the Enterprise
- Tools and Techniques for Building IT's Business Credibility



What you get with Gartner.

Deep technology research. Strategic business advice. An independent perspective. And the collective intelligence distilled from over 10,000 client assignments every year. Those are the distinct advantages you get with Gartner. Where technology meets business, we are the undisputed primary source of understanding. At Symposium/ITxpo, we make it all available to you during the most valuable week you'll spend professionally this year.

Gartner analysts



Team 15: There's privilege in numbers.

We make a big deal out of big groups. Many enterprises send a group of representatives to Symposium/ITxpo – to better capture all relevant content, spend more time with Gartner analysts, and maximize networking opportunities. If your group includes at least 15 attendees, you'll receive these exclusive privileges:

- For every four people, the fifth person is FREE*
- A complimentary meeting room with phones and network access lines
- Private executive team briefings with Gartner analysts (available on a first-come, first-serve basis)
- Assistance from a Gartner analyst in designing your optimal agenda
- Personal services from a dedicated Gartner representative to facilitate Team 15 planning and onsite activities

* Please note: Symposium Tickets may be used as payment for Team 15 members, however, tickets are not valid toward "fifth-free" registration discount.

It's easy to sign up for the Team 15 program:

Simply select a Team 15 captain to coordinate arrangements on your end. All team members must be registered at the same time to be eligible. Call Ashley Pearce at 1 800 778 1997 or 1 203 316 6757 and ask for Team 15 details.



Seeing is believing.

Right now, you can feel the intellectual energy you'll experience at Symposium/ITxpo 2002 by going online at <http://portals.tentv.com/gartner> See and hear two presentations from our October event – FREE – in streaming video and audio synchronized with PowerPoint slides: *"The Effect of E-Business on Business Continuity Planning"* and *"Sourcing Goes Strategic: Raising the Bar on Value Delivered."*

PLUS: A video montage of highlights from Symposium/ITxpo 2001, including keynote guests Steve Ballmer of Microsoft, Craig Barrett of Intel, Michael Capellas of Compaq, Carly Fiorina of Hewlett-Packard, and Scott McNealy of Sun Microsystems.

It's easy. Just go to:

<http://portals.tentv.com/gartner>

tracks & sessions

Application Development (AD)

While application development organizations must continue to respond to the technological and cultural evolution of today's computing environments, they must also leverage existing systems to reduce the risk and cost. AD organizations must balance the generation gap that exists between the new and the old, the internal and the external and the developed and the purchased software packages. This track addresses the key technological and management issues associated with bridging the AD gap.

Who will benefit: senior application management; AD managers, architects and planners; and anyone responsible for making key AD strategy decisions.

Lead Presentation: AD Scenario – Crossing the Generation Gap

Sessions:

- Enterprise IT Architecture: Compass for IT Decisions
- External Sources of AD: The Keys to Success
- Global Trends in AD: Analysis and Forecast
- How Web Services Mean Business
- Legacy Software: Junkyard Wars for Web Services?
- .NET vs. Java for Enterprise Computing

- Building Composite Applications
- Business Activity Monitoring: Application Integration's End Game
- Business Process Management: Serious About Processes?
- Gartner 360°: Application Integration
- IS Architecture for Integrated Applications
- Tutorial: Middleware Overview and Scenario

Business and Public Policy (BPP)

The IT industry is facing new rules and regulations, security concerns, and other public policy issues. These issues affect the business models and design of IT-dependent enterprises.

Who will benefit: business and IT executives who need/want to understand the impact of major public policy trends, from globalization to homeland security.

Lead Presentation: The Homeland Security Scenario

Sessions:

- Building the Security-Aware Enterprise
- 'Cyberattacks': What You Need to Know and What You Need to Do
- Global Aftershocks: Implications for the Resilient Virtual Organization

- Service-Oriented Development of Applications: SODA with ISE Rules Web Services
- Software Portfolio Analysis: Checking Application Vital Signs
- Tutorial: Tearing Down the Wall: AD and Operations Together
- Web Service Scenario: Software as a Service Comes Alive

Application Integration and Middleware (AIM)

Application integration and middleware coordinate the interaction of applications required to deliver business process excellence. This track reviews how these technologies are becoming a core to competitive advantage.

Who will benefit: in the IS department: systems architects; application integration and middleware standards teams; central integration teams; e-business platform analysts; CIO and direct staff. In addition, consulting organizations and AI product marketing managers at AI vendors.

Lead Presentation: How Real Is the 'Agile' Enterprise?

Sessions:

- Application Server Scenario: From Stovepipes to Services
- Best Practice Forum: Application Integration and Middleware

- The China Industry Trends and Directions Scenario
- The Connected Society 2012

Business Intelligence and Data Warehousing (BIDW)

To obtain maximum value from a strategic business intelligence initiative, organizations need to pay close attention to the underlying data infrastructure. A rigid and inflexible infrastructure will reap little or no value.

Who will benefit: CIO, CTO, business intelligence staff, knowledge workers, data warehouse administrators, project managers and senior technical staff.

Lead Presentation: Data Warehouse Scenario: TCO and ROI in Tough Economic Times

Sessions:

- Business Intelligence Applications: The New Battleground
- Business Intelligence: Making the Data Make Sense
- Data Warehouse Implementation: Selecting the Products That Are Right for You!
- Data Warehouse Infrastructure: Hitting the Moving Target of User Needs
- The Business Intelligence Paradox
- Tutorial: Data Warehouse Case Studies: The Good, the Bad and the Ugly

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Business Management of IT (BMIT)

IS credibility comes under fire during periods of economic stress. This track profiles and analyzes various dimensions of organizational credibility and offers strategies and tools for narrowing gaps between perception and reality.

Who will benefit: CXOs, line of business leaders and senior IT managers with interest in maximizing the value from IT investments or improving IT organizational performance.

Lead Presentation: The Gartner IT Credibility Curve: Elevating Performance and Perceptions

Sessions:

- Building and Sustaining IT Credibility: Organizational and Governance Imperatives
- CSD Scenario: Untangling the Self-Support Web
- Driving Credibility Through People: Making the Connection Concrete
- Enterprise IT Architecture: Compass for IT Decisions
- Global Aftershocks: Implications for the Resilient Virtual

- Human Capital: Doing More With Less
- Making Internal Service Management Work – For Your Clients, For You
- Managing for Value: A Key to IT Credibility
- Seven Simple Steps to a Better IT Bottom Line
- Sourcing Goes Strategic
- Tutorial: Making the Most Out of Your Human Capital Budget
- Tutorial: Tools and Techniques for Building IT's Business Credibility
- Virtual Teaming: Tips, Tools and Techniques for High Performance
- Winning Strategies for Sourcing IT Professionals

Customer Relationship Management (CRM)

In tighter markets, the need to ensure ROI from customer-oriented investments is even more important. These sessions outline current best practices, ongoing issues of technical architectures and the future of the CRM vendors

Who will benefit: VP sales, marketing, service. Anyone with line of business responsibility, project managers and senior management responsible for managing or enabling their company's CRM initiative. Anyone interested in alignment of IT with business.

Lead Presentation: Gartner's CRM Vision: A Road Map for Customer-Centric Transformation

Sessions:

- A Five-Year Vision for CRM Architectures and Technologies
- Best Practice Forum: CRM
- Business Intelligence Applications: The New Battleground
- Business Intelligence: Making the Data Make Sense
- CRM Large Enterprise Suites
- Customer Service and Support Scenario
- Gartner 360°: CRM Economic and Implementation Guidelines
- Improving Sales Effectiveness
- Tutorial: Shifting Dynamics in the CRM Software Market
- The Business Intelligence Paradox
- Understanding Your Customers Through CRM Analytics



GartnerG2: Growth Opportunities for Business Strategists (G2)

This track provides the latest techniques, tools, theories and frameworks clients will need as they help guide their companies toward business growth.

Who will benefit: anyone who is involved in formulating, implementing or executing a business strategy; additionally, anyone engaged in any effort that will increase revenue, earnings, market share, productivity or cash flow for their company.

Lead Presentation: GartnerG2 Scenario: In Search of Business Growth

Sessions:

- Automotive Industry Scenario: Growth Strategies in a Recovering Economy
- Business Planning in the Real World
- Financial Services Scenario: The Dinosaur Awakens
- Healthcare 2002: Uncertain Times. Hard Choices. Practical Solutions.
- Manufacturing Industry Scenario: Growth Strategies in a Recovering Economy

tracks & sessions

- Media and Telecommunications Industry Scenario: Growth Strategies in a Recovering Economy
- Retail Industry Scenario: Growth Strategies in a Recovering Economy
- Services Sourcing as a Business Growth Strategy: Who Does What Next?

Emerging Trends and Technologies (ETT)

This track examines how future technologies will transform business, the workplace and society – with particular emphasis on emerging technologies and trends that will create discontinuities in the rate and nature of progress.

Who will benefit: technology planners, advanced technology group managers, CIOs and strategic business planners.

Lead Presentation: Emerging Trends and Technologies Scenario: Technology Radar Screen

- Software Configuration Management: Microsoft and Beyond
- Storage Management: Raising Availability and Lowering Costs
- The NSM Big 4: Dinosaurs or Dynamos?
- Tutorial: Selective Outsourcing and Networked Systems Management

Enterprise Networking (NET)

Networks must evolve to be more flexible and intelligent while providing greater reliability than before. In this track, we examine how to transition to the new network architecture within pragmatic budget and staffing constraints.

Who will benefit: senior IT management, network professionals and strategic planners who require insight into the critical role that the network plays in supporting new business initiatives.

Sessions:

- A Five-Year Vision for CRM Architectures and Technologies
- Beyond the Bubble Burst: The Future of Consumer E-Payments
- Peer Exchange Workshop: Emerging Trends and Technologies
- Seamless Content: Threat and Opportunity for All Players
- Strategic Technology Planning: Picking the Winners
- The Connected Society 2012
- The Knowledge Management Hype Cycle: CM, Portals and the Knowledge Workplace
- Trend Watch: Four Key Trends for 2002 to 2012
- VoIP: Implementing New Mission-Critical Applications

Enterprise Management (ENTM)

IT operations must find new ways to manage the availability of a complex IT infrastructure for customer-facing, collaborative, and real-time business processes. This track explores the processes, technologies and services needed.

Who will benefit: managers and technical architects from IT operations, network, systems or storage management.

Lead Presentation: Networked Systems Management Scenario: The Enterprise and Beyond

Sessions:

- CSD Scenario: Untangling the Self-Support Web
- Network Management: Keeping the Network Working for Business



Lead Presentation: Preparing for Your Last Network Architecture

Sessions:

- Building a High-Availability Network
- Cisco – Has the Star Lost Its Shine?
- Directory Services: Tying It All Together
- Network Management: Keeping the Network Working for Business
- Network Service Providers: Old Players, New Services?
- Network Sourcing and Outsourcing
- Tutorial: Content Networking: Preparing for a Streaming World
- VoIP: Implementing New Mission-Critical Applications
- Wireless LAN Scenario and Best Practices

Enterprise Systems and Storage (ESS)

Making the right platform technology investments has never presented more career and financial risk to IT decision makers. Wrong decisions can result in wasted investment, dead-ended technologies, being duped by vendor vaporware and winding up in the caboose of a slow freight train. These sessions offer clarity, purpose and valuable insights

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with which to construct meaningful action plans.

Who will benefit: CIOs/CTOs, senior technologists, strategic planners, competitive analysts and ROI analysts evaluating future market directions, competitive positioning and next-generation technologies in enterprise servers and storage.

Lead Presentation: The Future of the Server

Sessions:

- Desktops, Notebooks and PDAs – Fast Machines for Fast Times
- Enterprise Server Selection in a Changing World
- IBM: Going on the Offensive
- Microsoft: After the .NET and DOJ Dust Settles
- Self-Managed Systems: The Next Evolution in Servers?
- Server Consolidation: Is There a Light at the End of the Tunnel?

- Storage 2002: Predictions for When Networked Worlds Collide
- Sun Microsystems: From Systems to Software and Back Again
- The Hewlett Packard/Compaq Merger: Picking the Winners and Losers
- Tutorial: The Future of Linux in the Enterprise
- Windows and Office for Client Computing: Adoption and Licensing Strategies

- Windows in the Data Center: 2002-2006
- Windows Migrations – Are We There Yet?

ERP II and Supply Chain (ERP)

Users who skipped ERP and supply chain to invest in e-business are getting back to the basics of providing core business applications as they optimize their c-commerce efforts. Discussions explore getting the basics right to operate in the Internet-driven economy.

Who will benefit: CIOs/CTOs from enterprises considering ERP, SCM or c-commerce implementations, as well as executives involved in selection of SIs.

Lead Presentation: Business Applications Scenario

Sessions:

- B2E and ERM: Leveraging Technology for Workforce Optimization
- Business Applications for Vertical Industries: Separating Reality From Hype
- Emerging Trends and Technologies Scenario: Technology Radar Screen
- ERP II Deployment – Maximizing ROI
- ERP Scenario
- Gartner's CRM Vision: A Road Map for Customer-Centric Transformation

- Keeping Your Balance – The CIO Agenda to Deliver Performance and Relationship
- SAP: The ERP II Powerhouse?
- SCM Scenario
- The Knowledge Management Hype Cycle: CM, Portals and the Knowledge Workplace
- Tutorial: Managing Risk on Large Enterprise Projects

Financial Services (FIN)

To help in your planning efforts, this track examines trends, directions, practices and challenges facing the financial community.

Who will benefit: CEOs, CXOs, CIO/CTOs, LOB and technical managers, and vendors in the financial services sector.

Lead Presentation: Financial Services Scenario: The Dinosaur Awakens

Sessions:

- Beyond the Bubble Burst: The Future of Consumer E-Payments
- Building the Security-Aware Enterprise
- Business Applications for Vertical Industries: Separating Reality from Hype
- Business-to-Business Order to Cash Markets: Dead or Alive?
- E-Insurance: Refining the Insurance Infrastructure
- Future Growth: Five Key Imperatives for CEOs
- Gartner 360°: Application Integration
- Tutorial: CRM in Insurance: Tactical Requirement or Market Hype?
- Understanding Your Customers Through CRM Analytics
- Will the Real Retail Financial Service Provider Please Stand Up?
- Wireless Financial Services: Road Map to the Future

Government (GOV)

Governments have a new imperative to increase efficiency and reduce costs. At the same time, the need to share information has never been greater. The critical success factors are planning and prioritization.

Who will benefit: government officials, CIOs/CEOs, governance boards and vendors in the government marketplace.

Lead Presentation: E-Government Scenario: Moving Forward

Sessions:

- Architecting E-Government
- E-Government: View From the Street
- E-Government: What Works
- Peer Exchange Workshop: IT Strategies for Government
- Public Sector Human Capital Management
- Public Sector Knowledge Workplace: Now or Never
- Shift Happens: New Strategies for Government
- Tutorial: Evaluating the Government 'Seat Management' Option



tracks & sessions

Healthcare (HC)

Healthcare faces numerous challenges in 2002, including moving toward HIPAA compliance, meeting sourcing needs and measuring the effectiveness of IT. This track provides practical advice to help HCOs prosper in tough times.

Who will benefit: This track is geared toward business and IT decision makers and implementers in healthcare provider, payer and life sciences organizations.

Lead Presentation: Healthcare 2002: Uncertain Times. Hard Choices. Practical Solutions.

Sessions:

- Business Applications for Vertical Industries: Separating Reality From Hype
- Business Intelligence: Making the Data Make Sense
- Business Process Management: Serious About Processes?
- Can Healthcare Outsourcing Work for You?: Do's and Don'ts
- Healthcare Measurement and Business Effectiveness: Much More Than Efficiency
- HIPAA in the Homestretch - An Industry Progress Report
- IT Strategies for Pharma: Best Practices
- Sourcing Goes Strategic
- Tutorial: Mobile Healthcare: Applications, Vendors and Adoption

Higher Education (HE)

Colleges and universities are facing lower budgets and

more concern about security, while e-learning has lost some of its luster. Change is turning out to be evolutionary not revolutionary. This track focuses on how institutions plan and manage IT during an insecure time.

Who will benefit: higher-education executives, IT administrators and faculty, as well as anyone concerned with new directions in academic e-learning, administrative computing and higher-education strategic planning.

Lead Presentation: Higher-Education Scenario

Sessions:

- ERP and ASPs for Higher Education
- The Evolution of E-Learning and E-Content for Higher Education
- Tutorial: Managing IT in a K-12 School District

Internet Platforms and Web Services (IPWS)

The rise of the Internet and technologies such as Web services has made connections between enterprises critical to today's businesses.

Who will benefit: CIOs/CTOs, IS staff and those interested in understanding the big picture around Web services.

Lead Presentation: Web Service Scenario: Software as a Service Comes Alive

Sessions:

- Commerce Technologies for 2002
- Enterprise Portals - All Grown Up and Ready to Take on the World
- How Web Services Mean Business
- Internet Scenario - Doing Business In, Rather Than On, the Internet
- Microsoft: After the .NET and DOJ Dust Settles
- Services-Oriented Development of Applications: SODA With ISE Rules Web Services
- The Net Fabric
- Tutorial: Searching, Personal and Probing Questions: How Users Find What Matters

IT Architecture (ARCH)

Architecture offers smart choices in a technological maelstrom. This track delivers six perspectives to enable architecture to be understood, developed, maintained, and complied with - all with the buy-in of business and IS departments.

Who will benefit: CIOs, IT planners, IT architects, managers of application development and infrastructure managers.

Lead Presentation: Enterprise IT Architecture: Compass for IT Decisions

Sessions:

- Architeching E-Government
- Architecture Case Study: 'Legolike' Reusable Platforms
- Architecture to Meet Systematic/Oppportunistic Demands
- Best Practice Forum: IT Architecture
- Gartner 360°: Delivering on IT Architecture Value
- IS Architecture for Integrated Applications
- Modeling: Myths, Machinations and Momentum
- Services-Oriented Development of Applications: SODA With ISE Rules Web Services
- Strategic Technology Planning: Picking the Winners
- Tutorial: Architecture Step-by-Step Creation/Communication

IT Powerhouse Vendors (VEN)

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 comes organizational, market and product challenges

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as vendors try to drive their vision and agenda to the market. This track explores some of today's leading powerhouse vendors and their scopes of influence.

Who will benefit: senior strategy planners, CIOs/CTOs, chief architects, project managers, project planners and purchasing agents.

Sessions:

- AOL/Time Warner: Ready to Take on All Comers
- CA: New Business Models
- Cisco: Has the Star Lost Its Shine?
- IBM: Going on the Offensive
- Microsoft: After the .NET and DOJ Dust Settles
- Sun Microsystems: From Systems to Software and Back Again
- The Hewlett Packard/Compaq Merger: Picking the Winners and Losers

- Electronic Workplace: Architecture and Technologies
- Enterprise Portals – All Grown Up and Ready to Take on the World
- Internet Scenario: Doing Business In, Rather Than On, the Internet
- Peer Exchange Workshop: Knowledge and Content Management
- The Evolution of E-Learning and E-Content for Higher Education
- The E-Workplace Scenario: Managing Collaboration
- Value Chains: Extending the Enterprise
- Web Content Management Today and Tomorrow
- Workplace Investments: The Hard Return On Soft Initiatives

Security and Privacy (SEC)

Half of all information security breaches are from within the enterprise; the rest come from the hacker, cyberterrorist/criminal or industrial spy. Much of the



Knowledge and Content Management, Collaboration and E-Learning (KCM)

Enterprises are challenged to make people more

effective, processes more efficient, and information more relevant. They must develop a content management discipline to deal with the flood of information and to protect and leverage internal content with customers, partners and employees. They must also develop knowledge management (KM) and learning disciplines to harness, transfer and leverage their intellectual assets across all their stakeholders. Finally, collaboration must enable the connections – among and between people, information sources and systems.

Who will benefit: CIOs, CTOs and managers responsible for knowledge management, content management, e-learning, and collaborative tools and technologies.

Lead Presentation: The Knowledge Management Hype Cycle: CM, Portals and the Knowledge Workplace

Sessions:

- Tutorial: E-Learning Strategy and Planning
- Content and Document Management: Core Infrastructure
- Corporate E-Learning: Transform Your Enterprise

threat is for competitive and financial gain. By attending to the risks, other vulnerabilities will also be addressed.

Who will benefit: executives responsible for information security and corporate intellectual property; networking, e-business and application development staff, risk managers, and board members needing insight into the competitive threats to their technology infrastructures.

Lead Presentation: Protecting Corporate Assets: The InfoSec Scenario

Sessions:

- Best Practice Forum: Security and Privacy
- Building a High Availability Network
- Building the Security-Aware Enterprise
- Business Continuity in Crises: CIO Lessons
- 'Cyberattacks': What You Need to Know and What You Need to Do
- Directory Services: Tying It All Together
- Gartner 360°: Security and Privacy
- Global Aftershocks: Implications for the Resilient Virtual Organization
- HIPAA in the Homestretch – An Industry Progress Report
- Network Security, Parting the Mist
- Recent Impacts on Business Continuity Planning
- Security on the Run
- The Homeland Security Scenario
- The New Face of PKI
- Tutorial: PKI Answers: What It Is, How It Works, How to Get One, and What It Will Cost

tracks & sessions

Small and Midsize Business (SMB)

Small and midsize businesses (SMBs) face many challenges as they embrace e-business as a means to survival and company growth. SMBs should not simply adopt the same technologies, vendors, products and services utilized by larger enterprises. SMBs have new and unique opportunities to help them meet the daunting challenges they face in the e-business era. This track provides insight into the diverse business and technical issues and opportunities surrounding doing business online.

Lead Presentation: The Small and Midsize Business Scenario

Sessions:

- Building the Security Aware Enterprise
- C-Commerce and SMBs: Optional or Imperative?
- CRM Strategies for SMBs
- Enterprise IT Architecture: Compass for IT Decisions
- Network Sourcing and Outsourcing
- Peer Exchange Workshop: Small and Midsize Business Strategies
- Tutorial: Content Strategies for SMBs: Making Web Sites Pay Off
- Virtual Teaming: Tips, Tools and Techniques for High Performance

Strategic Sourcing (SORC)

This track explores the trends and best practices in utilizing ESPs to enhance business operations, including how to select the best provider, develop the best contract and measure value delivered.

Who will benefit: CIOs, IT managers, procurement managers, and anyone involved in determining why, when and how to externally source IT services.

Lead Presentation: Gartner 360°: Sourcing

Sessions:

- Application Services
- Best Practice Forum: Strategic Sourcing
- Distributed Outsourcing
- External Sources of AD: The Keys to Success
- Measuring Success in Sourcing Relationships
- Network Sourcing and Outsourcing
- Service Contracting for Flexibility
- Services Sourcing as a Business Growth Strategy: Who Does What Next?
- Sourcing Goes Strategic
- The IT Services Marketplace
- Tutorial: Fast-Track Sourcing
- Winning Strategies for Sourcing IT Professionals

The CIO Agenda (CIO)

CIOs are challenged to lead in tough times. This track explores how CIOs, as strategic implementers, are creating their executive agendas and delivering in difficult times.

Who will benefit: CIOs, CTOs and senior IT managers who need to understand how their peers are dealing with tough times.

Lead Presentation: Keeping Your Balance – The CIO Agenda to Deliver Performance and Relationships

Sessions:

- Creating the CIO Executive Success Cycle
- Business Continuity in Crises: CIO Lessons
- Business Planning in the Real World
- E-Government: Revolution in Progress
- 'Glocalizing' Your IS
- Information Trends and Directions
- Sourcing: From Remedy to Strategy

Wireless and Mobile (WMB)

Mobile and Wireless Technologies are taking over the Internet and redefining work styles in real-time organizations. This track provides real-world guidance so that enterprises can effectively evaluate emerging mobile and wireless vendors, technologies and solutions.

Who will benefit: end-user technical management and implementation executives, application developers, wireless content owners and service providers, and network and infrastructure technology vendors.

Lead Presentation: Mobile Enterprise Business Scenario

Sessions:

- Frontline Computing: Mobile Devices on the Rise
- Mobile/Wireless Device Management
- Mobile Wireless E-Mail and Messaging
- Security on the Run
- Tutorial: Mobile and Wireless Portal Vendor Selection Process
- Tutorial: Mobil Healthcare: Application, Vendors and Adoption
- Wireless Application Gateways/Portals: A Mobile Market on the Move
- Wireless Financial Services: Road Map to the Future
- Wireless LAN Scenario and Best Practices
- Wireless LAN TCO and ROI: It's Payback Time!

For detailed session information, visit

www.gartner.com/symposium/us



hotel & travel

Conference Location

Symposium/ITxpo 2002 will take place April 29 – May 2, 2002, at the San Diego Convention Center, located at 111 West Harbor Drive in San Diego, California. Daily transportation will be provided to and from the hotels listed below.

Airfare Savings

Gartner has negotiated special discounted fares within the continental United States to Symposium/ITxpo 2002 in San Diego. Please contact the following airlines at the numbers provided and reference the specific File or Index number.

– American Airlines	1 800 433 1790	Index Number 13643
– United Airlines	1 800 521 4041	Tour Code 501HO
– Delta Airlines	1 800 241 6760	File Number 179235A

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 2002 in order to receive these savings.

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 2002 to receive our negotiated rates. We recommend that you make your reservations as soon as possible, as these rooms can only be held until March 29, 2002. A limited number of rooms have been reserved at the San Diego Marriott Hotel & Marina, the Hyatt Regency San Diego and the Embassy Suites San Diego.

Government Employees Only

A limited number of rooms have been reserved at the Hyatt Regency San Diego and the Embassy Suites San Diego Bay under a special government rate for U.S. federal, state and local government employees. This rate is available on a first-come, first-served basis. We strongly recommend that you reserve early. Government identification is required at check-in to confirm the government rate.

Four-Night Minimum Hotels

The following hotels require a mandatory four-night stay of April 28 through May 1, 2002. Your credit card will be charged for the four-night stay 45 days prior to the event (March 15, 2002). Hotel room cancellations will be accepted until March 14, 2002, at no fee. Cancellations received on or after March 15 will incur the full four-night minimum charge.

San Diego Marriott Hotel & Marina 333 West Harbor Drive San Diego, CA 92101-7700 Standard Room Rate: US\$230 plus tax Phone: 1 619 234 1500 Fax: 1 619 234 8678	Hyatt Regency San Diego One Market Place San Diego, CA 92101 Standard Room Rate: US\$205 plus tax Phone: 1 619 232 1234 Fax: 1 619 645 6237
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Three-Night Minimum Hotel

The following hotel is also available to accommodate those guests who do not stay for the entire Symposium/ITxpo. Please be advised that there is a mandatory three-night stay of April 29 – May 1, 2002. Your credit card will be charged for the three-night stay 45 days prior to the event (March 15, 2002). Hotel room cancellations will be accepted until March 14, 2002, at no fee. Cancellations received on or after March 15 will incur the full three-night minimum charge.

Embassy Suites San Diego Bay
601 Pacific Highway
San Diego, CA 92101
Standard Room Rate: US\$196 plus tax
Phone: 1 619 239 2400
Fax: 1 619 239 1520

Transportation

– Complimentary daily transportation is provided between the listed hotels and the conference location.

San Diego International Airport

– The airport is located approximately 10 minutes from each of the conference hotels.
– Private taxi service is available for approximately US\$10 one way.

ITxpo 2002

Truly understanding technology isn't possible without hands-on experience. ITxpo® is the IT world's showroom of breakthrough innovations. On neutral ground, you'll meet all the major vendors and today's hottest emerging technology providers. You'll get hands-on demonstrations in an unbiased, low-hype environment where strategy matters most.

ITxpo Extras

Product Education Sessions

Leading IT vendors demonstrate how their solutions can make a difference to your business. (see below for a full listing).

Emerging Technologies Pavilion

The very latest breakthroughs are introduced at ITxpo's Emerging Technologies Pavilion. Be among the first to see the emerging technologies that could be your next competitive weapon.

Computer Network Access

In our Computer Network Access Area, Internet connectivity is simply a matter of plugging in your laptop and taking off. No charge. Available to all Symposium/ITxpo 2002 attendees during ITxpo hours.

ITxpo 2002 Online

Now you can preview ITxpo 2002 technology solutions right from your own desktop with our online tools. You can check out everything on the showroom floor, before and after the event simply by visiting www.gartner.com/symposium/us

IT solutions.

Product Education Sessions

(as of December 10, 2001)

Citrix Systems, Inc.
ePeople, Inc.
eRoom Technology, Inc.
Hewlett-Packard
iManage, Inc.
Kenamea
MainControl
Microsoft
Northern Light Technology, Inc.
Peregrine Systems
SAP Portals
Siebel Systems
Verity Inc.



exhibitor list

ITxpo exhibitors are the A-list of IT. Care to join?



ITxpo offers an unparalleled opportunity to expose your technology products and services to the world's most qualified IT purchasing pool. In a recent survey, more than 80% of our attendees told us that they were "extremely likely" to do business with an ITxpo exhibitor – and the majority anticipated an IT purchase within the next twelve months.

There is still time to reserve your booth at ITxpo 2002, but exhibit space is filling fast. Please call us at 1 203 316 6100 or e-mail us at itxpo@gartner.com for more detailed information.



ITxpo 2002 Hours:

Monday, April 29
5:00 p.m. - 7:00 p.m.
Opening Cocktail Reception
for Attendees

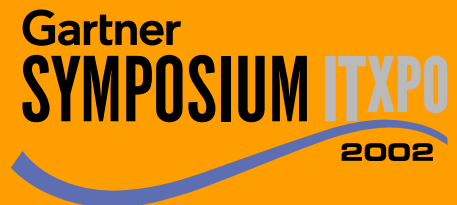
Tuesday, April 30
11:00 a.m. - 6:00 p.m.
ITxpo 2002 Open
2:00 p.m. - 4:00 p.m.
Refreshment Break on ITxpo
Show Floor
4:00 p.m. - 6:00 p.m.
Cocktail Reception on ITxpo
Show Floor

Wednesday, May 1
11:00 a.m. - 6:30 p.m.
ITxpo 2002 Open
2:00 p.m. - 4:00 p.m.
Refreshment Break on ITxpo
Show Floor
4:00 p.m. - 6:30 p.m.
Cocktail Reception on ITxpo
Show Floor

For an updated list of exhibitors, visit www.gartner.com/symposium/us

Attachmate Corporation	Jacada, Inc.	PeopleSoft, Inc.
Bowstreet	Kenamea	Peregrine Systems
Brio Technology	Lawson Software	PlanView, Inc.
Citrix Systems, Inc.	MainControl	Plumtree Software
Cognet Corporation	Marimba	Primavera Systems
Computer Associates	McData	Quest Software
Connected	Microsoft	Rainbow Technologies
Cybrant	Microstrategy	Rational Software
Dell	Motive Communications	SAP Portals
Digex, Inc.	MRO Software	Seagull
Dot Hill	NetManage, Inc.	Serena Software, Inc.
ePeople, Inc.	NetScreen	Siebel Systems
eRoom Technology, Inc.	Network Associates	Strohl Systems
Hewlett-Packard	Northern Light	Support.com
Hummingbird Ltd.	Technology, Inc.	Systar, Inc
Hyperion	Novadigm	Unisys
iConverse	NSI Software	Veritas
iManage, Inc.	Oblix, Inc.	Verity, Inc.
Industrial Wisdom	On Technology	VMware, Inc.
Intel Online Services	OutlookSoft	WSG Systems
Inxight Software	Corporation	XcelleNet
J.D. Edwards	people ³	

Current as of December 10, 2001



Symposium/ITxpo 2002
April 29 – May 2
San Diego, California



Symposium-at-a-glance

Sunday, April 28

12:00 pm - 6:00 pm
Registration

12:00 pm - 6:00 pm
One-on-One Registration

12:30 pm - 1:30 pm
Tutorials

12:30 pm - 1:30 pm
Symposium Orientation

2:00 pm - 3:00 pm
Tutorials

3:30 pm - 4:30 pm
Tutorials

3:30 pm - 4:30 pm
Symposium Orientation

5:00 pm - 6:00 pm
Tutorials

Monday, April 29

7:30 am - 9:00 am
Breakfast

7:30 am - 6:00 pm
Registration

7:30 am - 6:00 pm
One-on-One Registration

9:00 am - 10:00 am
Gartner Mastermind
Keynote: High-Impact
Emerging Trends and
Technologies

10:00 am - 11:00 am
Gartner Mastermind
Keynote: To be announced

10:30 am - 6:00 pm
One-on-One Appointments

11:30 am - 12:30 pm
Conference Sessions

12:30 pm - 2:00 pm
Lunch

2:00 pm - 3:00 pm
Conference Sessions

3:30 pm - 4:30 pm
Conference Sessions

5:00 pm - 6:00 pm
Conference Sessions

5:00 pm - 7:00 pm
ITxpo Opening Cocktail
Reception

Tuesday, April 30

7:00 am - 8:00 am
Breakfast

7:00 am - 6:00 pm
Registration

7:00 am - 6:00 pm
One-on-One Registration

8:00 am - 9:00 am
Mastermind Keynote
Interview: Sanjay Kumar,
President and CEO,
Computer Associates
International, Inc.

8:00 am - 6:00 pm
One-on-One Appointments

9:30 am - 10:30 am
Conference Sessions

11:00 am - 6:00 pm
ITxpo Open

11:00 am - 12:00 pm
Conference Sessions

12:00 pm - 1:30 pm
Lunch

12:15 pm - 1:15 pm
Product Education Sessions

1:30 pm - 2:30 pm
Conference Sessions

2:00 pm - 4:00 pm
ITxpo Refreshment Break

3:00 pm - 4:00 pm
Conference Sessions

4:00 pm - 6:00 pm
ITxpo Cocktail Reception

4:15 pm - 5:15 pm
Product Education Sessions

6:00 pm - 9:00 pm
Casino Night

Wednesday, May 1

7:00 am - 8:00 am
Breakfast

7:00 am - 6:30 pm
Registration

7:00 am - 6:30 pm
One-on-One Registration

8:00 am - 9:00 am
Gartner Mastermind
Keynote: To be announced

8:00 am - 6:00 pm
One-on-One Appointments

9:30 am - 10:30 am
Conference Sessions

11:00 am - 6:30 pm
ITxpo Open

11:00 am - 12:00 pm
Conference Sessions

12:00 pm - 1:30 pm
Lunch

12:15 pm - 1:15 pm
Product Education Sessions

1:30 pm - 2:30 pm
Conference Sessions

2:00 pm - 4:00 pm
ITxpo Refreshment Break

2:45 pm - 3:45 pm
Product Education Sessions

4:00 pm - 6:30 pm
ITxpo Cocktail Reception

4:00 pm - 5:00 pm
Conference Sessions

5:30 pm - 6:30 pm
Conference Sessions

Thursday, May 2

7:00 am - 8:00 am
Breakfast

7:00 am - 3:00 pm
Registration

7:00 am - 3:00 pm
One-on-One Registration

8:00 am - 9:00 am
Conference Sessions

8:00 am - 2:30 pm
One-on-One Appointments

9:30 am - 10:30 am
Conference Sessions

11:00 am - 12:00 pm
Conference Sessions

12:00 pm - 12:30 pm
Box Lunch Distribution

12:30 pm - 1:30 pm
Conference Sessions

2:00 pm - 3:00 pm
Conference Sessions

3:00 PM
Conference Adjourns

*Schedule as of 12/6/01.
Times subject to change. Visit
www.gartner.com/symposium/us
for detailed daily schedules.*

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www.gartner.com/symposium/us

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2002

Symposium/ITxpo is a global event.

April 29 - May 2 / San Diego, California
April 8 - 10 / Florence, Italy
October 7 - 11 / Orlando, Florida
October 23 - 25 / Tokyo, Japan
November 4 - 7 / Cannes, France
November 12 - 15 / Sydney, Australia

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