

**Sometimes, the best strategy  
is to change the rules.**

**October 8-12, 2001  
Lake Buena Vista, Florida, USA**

**Gartner  
SYMPOSIUM ITXPO  
2001**

# mastermind keynotes

## Symposium/ITxpo 2001



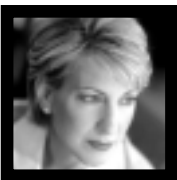
Steve Ballmer,  
CEO,  
Microsoft Corporation



Craig Barrett,  
President and CEO,  
Intel Corp.



Michael Capellas,  
Chairman and CEO,  
Compaq Computer Corp.



Carly Fiorina,  
Chairman, President, and CEO,  
Hewlett-Packard



Scott McNealy,  
Chairman and CEO,  
Sun Microsystems

### **Mastermind Keynotes:**

#### **Prepare to be blown away.**

Don't look now, but a wave of emerging technology is about to hit your organization hard – very hard. Fortunately, our analysts and celebrated roster of Mastermind Keynote guests will be on hand to give you a heads-up on the latest trends, and future developments, of the technologies you need to win.

### **Monday, October 8 Gartner Mastermind Keynote**

#### **Mastermind Interviews**

Anyone who's been to Symposium knows that participants in our Mastermind Interviews trade views, break news, shatter illusions and distill the essence of IT's hottest issues. These one-of-a-kind interviews, conducted by Gartner analysts armed with tough questions, skillfully probe issues of vital concern to you. The following Mastermind Interviews will be held at Symposium/ITxpo 2001:

### **Tuesday, October 9**

- Craig Barrett, President and CEO, Intel Corp.
- Carly Fiorina, President, CEO and Chairman, Hewlett-Packard

### **Wednesday, October 10**

- Steve Ballmer, CEO, Microsoft Corporation
- Michael Capellas, Chairman and CEO, Compaq Computer Corp.

### **Thursday, October 11**

- Scott McNealy, Chairman and CEO, Sun Microsystems

**Visit [www.gartner.com/symposium/us](http://www.gartner.com/symposium/us)  
for late-breaking news and additional  
Mastermind Keynote announcements.**

# Welcome to the upside

of the downturn.

**October 8-12, 2001**  
**Lake Buena Vista, Florida, USA**

**Attendance at  
Symposium/ITxpo 2001  
is strictly limited.**

**To guarantee your place,  
register now by calling**

**1-800-778-1997**

**or 1-203-316-6757.**

**You can also register online at  
[www.gartner.com/symposium/us](http://www.gartner.com/symposium/us)**



A downturn can mean different things to different people. The wary pull back, while the bold surge ahead. The difference lies in an instinct for seizing opportunity. And a solid IT strategy that can make it happen. That's why the strategic IT tools and tactics you'll get at Gartner Symposium/ITxpo 2001 are more important now than they've ever been.

## What is Symposium/ITxpo?

Symposium/ITxpo is the industry's most comprehensive conference for senior IT professionals and industry leaders – an intensive week of learning that will help you:

- Understand which trends and technologies will disrupt your organization in the next 12-24 months, and how to prepare for and leverage them
- Validate and prioritize IT projects, initiatives and deployments
- Build a results-driven short and long-term IT strategy
- Develop a short list of IT product and service must-haves
- Accurately align your key business initiatives to IT solutions
- Protect current investments and proactively guide future spending
- Build and nurture an effective, agile IT organization
- More effectively evaluate, contract with, and manage third-party providers

## Who should attend?

Don't miss Symposium/ITxpo 2001 if you are responsible for:

- Masterminding internal or client-facing IT strategy in your organization
- Directing IT investment for maximum ROI
- Guiding, assembling or managing effective technology teams
- Assessing high-impact emerging technologies for competitive advantage
- Developing and deploying successful Web-based collaborative commerce initiatives with clients, suppliers and partners
- Optimizing third-party vendor contracts and engagements
- Developing, selling or marketing IT products and services to enterprises

## Why attend?

Gartner is committed to your professional success. That's why Symposium/ITxpo 2001 will offer:

- 225 in-depth sessions in 41 focused tracks with extensive case history support
- The chance to learn from, and interact with, 200 world-renowned Gartner analysts
- Explosive Mastermind Keynotes featuring IT industry thought leaders
- Hands-on demonstrations of over 550 of the latest IT products and services
- One-on-Ones that offer clients private face-to-face meetings with Gartner analysts
- Facilitated peer networking opportunities, and much more

## Don't do it alone. Gartner can help.

A lot of people offer IT advice – but none with the kind of drill-down detail and objectivity that Gartner analysts are famous for. Gartner is a world-renowned research and advisory firm that helps more than 10,000 clients understand technology and drive business growth. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, and consists of 4,600 associates – including 1,400 research analysts and consultants – in more than 80 locations worldwide.

# special programs

## Symposium/ITxpo 2001

### The IT event that makes your pulse race.

#### **FREE Symposium/ITxpo 2001 Multimedia CD-ROM!**

We're pleased to announce an exciting addition to this year's event deliverables. Post-event, attendees will receive a multimedia CD-ROM, featuring all Symposium presentations plus valuable vendor information and program highlights. This is sure to become your most prized conference possession!

#### **One-on-Ones**

Available exclusively to Gartner clients, One-on-Ones give conference attendees an invaluable opportunity to follow up on specific conference presentations and to get detailed answers to individual IT-user questions. During Symposium/ITxpo 2001, you can confer with as many as three different Gartner analysts on any IT topic you choose, with registration beginning Sunday, October 7, on a first-come, first-serve basis. Attendees can schedule Gartner One-on-Ones in person at One-on-One scheduling desks located throughout the Disney campus. Please visit our Web site at [www.gartner.com/symposium/us](http://www.gartner.com/symposium/us) or refer to your Welcome Kit for eligibility guidelines.

#### **Peer Exchange Workshops**

Energize your thinking on a range of IT issues by participating in these lively interactive workshops, designed to develop practical approaches to your real-world problems. The value of these exchanges is the shared knowledge and expertise that you and your peers bring to bear in a Gartner-facilitated workshop setting. Peer Exchange Workshops are offered on a wide variety of topics – select the ones that are most important for you to attend. Pre-registration is not required, however seating is limited at each Peer Exchange Workshop.

#### **Peer Exchange Workshop topics will include:**

- Addressing Data Warehouse Implementation Challenges
- Building your Performance Management Program
- Continuous Improvement in Sourcing
- Customer Service – A Key Component of Your CRM Programs
- Designing and Supporting your Enterprise IT Architecture
- Developing Win-Win Software Contracts
- E-Support Challenges for IT Service Management
- Practical Approaches to Managing ASPs
- Practical Solutions for Protecting Corporate Intellectual Property
- Succeeding at Virtual Teaming

#### **Best Practice Workshops**

A new addition to the Symposium/ITxpo agenda, our Best Practice Workshops are special two-hour facilitated sessions that combine the expertise of Gartner analysts, the real-world experience of select end users, and you – all in an educational, interactive quest for best business practices. Each of three Symposium/ITxpo 2001 Best Practice Workshops will focus on a different management topic and will include: Gartner analyst presentation, moderated panel discussion, audience polling and voting, audience roundtable Q & A and audience roundtable problem resolution and solution recommendation. Watch for a complete list of workshop topics at [www.gartner.com/symposium/us](http://www.gartner.com/symposium/us)

**Attendance is strictly limited. Register now.**

# special programs

## Symposium/ITxpo 2001

### Tutorials

Complimentary Sunday tutorials are an ideal way to get a deeper understanding of IT topic areas that are central to the content of Symposium/ITxpo 2001. This year, we'll explore the hows, whys and whats of the new business landscape in 25 separate sessions, held only on Sunday, October 7.

#### Tutorials include:

- Advanced Mining for Information and Content
- Building the Leadership "A" Team
- Case Study: Creating an E-Business Vision and Strategy
- Case Studies in the Alignment and Enablement of E-Business with IT Capabilities
- Case Studies: New Tactics for Active Containment of IT Costs
- Case Studies: KM in the Real World
- CRM Implementation and Economics
- Developing End-to-End Service Level Agreements
- Distributed Outsourcing: Best Practices, Service Levels, and Prices
- Evaluating and Selecting a Content Management Solution
- Evaluating the Government "Seat Management" Option
- Get a Grip on the Risks of Enterprise-Level Projects
- Global Web Hosting Market: Standing Room Only
- Increasing Productivity by Avoiding the 10 Deadly Sins
- Making Sense of a Mature Market: Evaluating Financials and Human Resources/Payroll Applications
- Middleware Overview and Scenario
- NSM Standards, Technologies: Hope or Hype?
- PKI and Digital Signatures
- Server Consolidation
- Software Contractual Terms: The Dollars are in the Details
- Surviving in a 24x7 World
- The Future of Linux and Open Source Software
- Utilizing Skills and Competencies Database for Resource Planning
- Vendor Selection and Evaluation: An ERP Framework
- What a Successful Networking Manager Needs to Know and Practice

### Networking – it's all about connections

Symposium/ITxpo 2001 offers unparalleled opportunities to network with your peers. Our interactive kiosk system, for example, puts you in immediate touch with other attendees who share your specific IT concerns.

And if you're looking for a way to share ideas and experiences with other IT professionals, be sure to attend our Peer Exchange Workshops and Best Practice Workshops.

### Take advantage of Fast Track!

Expedite your on-site registration process and get pre-event electronic access to conference documentation. If we receive your paid registration prior to September 17, 2001 (5 p.m. ET), we will send your name badge, documentation CD-ROM, and logon and password for documentation access on the Gartner web site, approximately two weeks prior to the start of the conference.



**The IT event  
that brings a  
new meaning  
to strength  
in numbers.**

**41 tracks.  
225 sessions.**

**Agile Organization: Becoming  
a High Performance Internal  
Service Provider (HPSP)**

As enterprise dependency on IT continues to increase, IS organizations are coming under increasing pressure to be more responsive and customer driven, while at the same time driving down the unit cost of IT service delivery. This track examines how to transform the provision of IT services to world-class service and cost levels. It focuses on the integration of business and IT planning, the role and application of architecture, effective governance strategies and the organization structures, management processes and tools required for high performance service delivery.

**Lead Presentation: Internal  
Service Management: Hard  
Realities, Practical Responses**

**Sessions:**

- CSD Scenario: Untangling the Self Support Web
- The Cost Management Scenario
- Enterprise IT Architecture: Foundation for Efficiency and Effectiveness
- New Funding Paradigms: Making the Transition
- Resource Management: The Linchpin of Workforce Planning

- Reinventing Organizations at Hyper-Speed: Change, Culture, Technology
- Service-Based Organizational Design and Governance

**Agile Organization:  
Capitalizing On People (CAP)**

Capitalizing on people goes beyond attracting and retaining IT talent. Increasingly, IT and business leaders are being asked to do more with fewer resources, reinvent leadership and build organizations that flex with the business. This track is a roadmap for revitalizing organizational purpose, boosting productivity and tapping into talent by focusing on the employee experience.

**Lead Presentation:  
Using Trust as a Weapon for  
Competitive Advantage**

**Sessions:**

- Collaborative Workforce Applications and Strategies
- Tutorial: Increasing Productivity by Avoiding the Ten Deadly Sins
- Get Serious About Sourcing: Adopting New Rules and Roles
- Human Capital: Doing More with Less
- Knowledge Workers: Tapping into Top Talent
- Resource Management: The Linchpin of Workforce Planning
- Reinventing Organizations at Hyper-Speed: Change, Culture, Technology
- Sourcing Continuous Improvement – It CAN Be Done!
- Successful Sourcing Strategies – What's In, What's Out
- Using Pay and Performance Management as a Strategic Weapon
- Virtual Teaming: Tips, Tools and Techniques for High Performance

**Application Integration:  
Foundation for Zero Latency  
Enterprises (AIT)**

Application integration must be on everyone's to-do list if the goal is to coordinate the mass of applications required to deliver business process excellence. This track exposes the core technology family behind zero-latency and straight-through processing business strategies.

**Lead Presentation:  
Architecture and Planning for  
the Zero Latency Enterprises**

**Sessions:**

- The Current and Future State of the Application Integration Middleware Market
- Application Server Scenario: From Stovepipes to Services
- Business Activity Monitoring: Application Integration's End Game
- Building Composite Applications
- Business Process Management: Serious About Processes?
- Business-To-Business Integration: Beyond the Walls
- Content Technologies: Protecting Your Assets
- Exploiting The Power of Communities
- Integration Brokers: Market, Vendors and Trends
- Tutorial: Middleware Overview and Scenario

**Application Service Providers  
(ASP)**

Application service provisioning (ASP) is a phenomenon that will change the IT landscape. The macro trend is the conversion of applications from a product focus to a service focus. This shift will change the role and relationship of IS organizations, service

**Attendance is strictly limited. Register now.**

# tracks & sessions

## Symposium/ITxpo 2001

providers, and IT vendors, as they need to evolve new ASP delivery models. However, the shift will not be an easy one for vendors or users.

### **Lead Presentation: ASPs Phase Two: The Stealth Years**

#### **Sessions:**

- BSP: When ASP and BPO Collide
- Managing ASPs: Is it Possible?
- Wireless Application Service Providers: The Next New Thing

### **Business Intelligence and Data Warehousing (BI&DW)**

Business intelligence (BI) and data warehousing (DW) empower business with perspective – through data. Together, BI and DW can transform the tomes of data organizations collect and process daily into key indicators of the health of the business. This may be through a strategic application for managers or executives – showing important key performance indicators (KPIs) and trends, basic reporting for the masses or data mining for analysts. This track covers the appropriate practices, technologies, architectures and products which help to establish a successful BI initiative.

### **Lead Presentation: Business Intelligence Scenario: Making the Data Make Sense**

#### **Sessions:**

- Tutorial: Advanced Mining for Information and Content
- Business Activity Monitoring: Application Integration's End Game
- Data Warehousing Scenario: Cost of Infrastructure vs. Opportunity Loss

- Packaged BI Applications: Friends or Foes
- The Business Intelligence Paradox
- The Challenges of Implementing a Data Warehouse to Achieve Business Agility
- The Role of Customer Analytics in CRM

### **CIO Agendas (CIO)**

CIOs are challenged to lead in tough times. This track forges global CIO perspectives. We examine the tenets of leadership and guidance for IT-enabling the business and for delivering effective and timely capabilities and services for enterprise success.

### **Lead Presentation: CIO Agenda: Leading in the IT-Enabled Business**

#### **Sessions:**

- Creating Sustainable Inter-Business Processes
- “Glocalizing” Your IS
- Industry Trends and Directions Scenario
- Reality Bites: Real Infrastructure for Real E-Enablement
- Working with the Executive Team: Learnings from Effective CIOs

### **Collaborative Commerce Strategies (CCOM)**

Collaborative commerce has emerged as a business strategy enterprises can use to operate in the “new” economy. For enterprises to gain the maximum value from C-commerce, they must understand what it is, how it will impact their value chains, and how to move their organization toward it.

### **Lead Presentation: C-Commerce Scenario: Surviving the “New” Economy**

#### **Sessions:**

- BSP: When ASP and BPO Collide
- Tutorial: Case Study: Creating an E-Business Vision and Strategy
- Collaborative Workforce Applications and Strategies
- Enabling the Services Value Chain
- Enabling the Product Value Chain
- The C-Commerce Roadmap: The Path to C
- The ERP II Scenario: The Virtual Process Model
- The SCM Scenario: Supply Chain in the Connected Economy
- Value Chains: Extending the Enterprise

### **Content Dominance: Surviving the Onslaught (CONT)**

Content Management is a tool to grow your business. We explore the trends, technologies, and benefits that will make content management a requirement for success by 2003.

### **Lead Presentation: Content Dominance: Surviving the Onslaught**

#### **Sessions:**

- The Business of Content Management
- Tutorial: Advanced Mining for Information and Content
- Content Dominance through Web Content Management
- Content Technologies: Protecting Your Assets
- Tutorial: Evaluating and Selecting a Content Management Solution
- Searching, Personal, and Probing Questions: How Users Find What Matters
- Use XML to Channel the Flood of Web Content

For detailed session  
information, visit

[www.gartner.com/symposium/us](http://www.gartner.com/symposium/us)

### **Customer Relationship Management (CRM)**

Developing and growing more profitable customer relationships – the essence of CRM – not only requires great customer facing behaviors and processes, but the right mix of technologies that enables better customer insight, integration among channels and more effective customer interactions. Here we discuss the critical success factors that winning enterprises will address to achieve measurable benefits from CRM initiatives.

#### **Lead Presentation: Gartner CRM Vision: Business and Technology Strategies for More Profitable Customer Relationships**

##### **Sessions:**

- CRM Vendors and Service Providers
- Customer Service and CRM: Warp Speed Ahead
- Financial Services CRM: Moving Towards an Enterprise Approach
- Mobile Commerce Business Scenario
- The Role of Customer Analytics in CRM
- Tutorial: CRM Implementation and Economics
- Technology-Enabled Selling: What Can it Do for my Organization and How Do I Proceed?

### **Distributed Computing: Controlling Chaos and Costs (DC)**

Distributed computing technologies permeate the enterprise, and selecting and managing this technology gets more difficult each year. We analyze the key trends and strategies for

selecting, supporting and managing these investments.

### **Lead Presentation: Distributed Computing Scenario: Pain in the Personal Domain**

##### **Sessions:**

- Client Computing Best Practices: Keeping the Inmates from Taking Over the Asylum
- Microsoft Licensing and Pricing: You Too Can Pay Forever!
- PC Hardware: Desktops, Notebooks, and PDAs – Fast Machines for Fast Times
- PC Procurement: Saving Money The Hardware Way
- PC Service and Support: Differentiator in a Commoditized Market
- Thin Client: Is Thin In?
- Windows 2000 Migrations: Are We There Yet?
- Windows and Office for Client Computing: Charting Your Course
- Windows in the Enterprise: Looking Beyond Windows 2000
- Outfitting the Frontline: Phones, PDAs and Strategies for Use

### **E-Business Security (ESEC)**

The increasingly complicated linkages between enterprises for e-business and e-services brings with it increasing chances for security breaches. In the recent past, e-business project managers focused on launching a site, enabling a service and making it pretty. Scant attention was paid to one of the central questions which must be asked for successful e-business initiatives: is it secure? The sessions in this track examine that question from a variety of perspectives.

### **Lead Presentation: Securing the Infocosm**

##### **Sessions:**

- Tutorial: PKI and Digital Signatures
- E-Business Infrastructure Operations
- HIPAA: An Industry Progress Report
- The Future of Collaboration: Inter-Personal to Inter-Enterprise
- Content Technologies: Protecting Your Assets
- Evaluating Security Vendors and Determining Total Costs Using the PKI Example
- InfoSec TCO: The Risk Trade-Off
- Internet Payments: From Web to Wireless
- Smart Cards and Biometrics
- The Effect of E-Business on Business Continuity Planning
- Users, Users Everywhere: Making Order Out of Chaos

### **Electronic Workplace (EWKP)**

People work anytime, anywhere – and collaboration spans organization boundaries. How do systems keep up with the changing reality of a distributed, volatile community of knowledge workers? Old assumptions about enterprise control are breaking down. What replaces them?

#### **Lead Presentation: The E-Workplace Scenario: Managing Diversity**

##### **Sessions:**

- Collaborative and KM – What Does It Take?
- Collaborative Workforce Applications and Strategies
- Enterprise Portals – All Grown Up and Ready to Take on the World
- Analyst Panel – Succeeding

**Attendance is strictly limited. Register now.**

# tracks & sessions

## Symposium/ITxpo 2001

- Through Content in a Digital World
- Searching, Personal, and Probing Questions: How Users Find What Matters
- The Future of Collaboration: Inter-personal to Inter-enterprise
- Windows and Office for Client Computing: Charting Your Course
- Wireless E-mail and Messaging: You Can Take It With You

### **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.

### **Lead Presentation: Emerging Trends and Technologies Scenario**

#### **Sessions:**

- Client Panel: Best Practices in Advanced Technology Management
- Exploiting The Power of Communities
- Innovative Techniques for Fighting Information Overload
- Internet Payments: From Web to Wireless
- Mobile and Wireless Computing: The Next User Revolution
- Peer-to-Peer and “Edge” Technologies
- Opportunity in the Face of Adversity: Investing in Technology Markets
- Smart Cards and Biometrics
- The Innovation Cycle and the Speed of Change
- Tutorial: Advanced Mining for Information and Content
- Web Services Scenario: Software as a Service Comes Alive

### **ERP/SCM: Markets, Vendors and Strategies (ESCM)**

This track looks at the existing and future state of business applications with respect to collaborative commerce, market evolution, technology and vendors. Discussions will explore action items every enterprise should understand in operating in the Internet-driven economy.

### **Lead Presentation: Business Applications for the Real-Time Enterprise**

#### **Sessions:**

- Collaborative Workforce Applications and Strategies
- ERP II Deployment: Maximizing ROI
- ERP II Vendors: Natural Selection Continues
- SCM Deployment: Maximizing ROI
- SCM Vendors: Mortals, Mutants and Titans
- SAP: Sinking, Swimming, or Soaring?

### **Financial Services: A Changing Landscape (FIN)**

Challenged by traditional and non-traditional, virtual and physical competitors, financial service providers must react rapidly and intelligently to retain and grow market value. In this track, we examine how technology counteracts competitors' attacks.

### **Lead Presentation: Financial Services Scenario: The Dinosaur Awakens**

#### **Sessions:**

- Financial Services CRM: Moving Toward an Enterprise Approach
- Financial Services in the Real-Time Business
- Internet Payments: From Web to Wireless

- In the Wake of Irrational Exuberance: What's Ahead for Financial Services
- Optimizing the Information Asset in FSPs: From Sourcing Through Delivery
- Wireless Financial Services: Technology Catching Up to the Hype

### **From E-Business To Real-Time Business! (RTB)**

Despite IT investments of billions of dollars, CEOs still endure long periods of uncertainty before knowing exactly how well their enterprises are performing. But given the sharp reduction in economic growth, and stock valuation growth since mid-year 2000, CEOs will no longer tolerate long periods of “flying in the blind.” They will demand that IT systems guide them through periods of uncertainty in real time, just as navigation systems guide pilots through fog. Get ready, here comes the real-time business (RTB)!

### **Lead Presentation: From E-Business To Real-Time Business**

#### **Sessions:**

- Architecture and Planning for the Zero Latency Enterprise
- E-Government Scenario: To “E” or not to “E”
- Financial Services in the Real-Time Business
- Healthcare and the Real-Time Business
- Manufacturing and the Real-Time Business
- Retail and the Real-Time Business
- Web Services Scenario: Software as a Service Comes Alive

For detailed session information, visit

[www.gartner.com/symposium/us](http://www.gartner.com/symposium/us)

### **Government Connections (GOV)**

E-government initiatives shift focus in uncertain economic times. Instead of trying to offer new services to constituents, the emphasis is on reducing costs and increasing efficiencies. Whether these goals can be met depends on vision, planning, and execution.

#### **Lead Presentation: E-Government Scenario: To "E" or Not to "E"**

##### **Sessions:**

- E-Government 360 Degrees
- E-Government Architecture
- Government Sourcing:  
The Imperative for Delivering Enterprise Value
- Human Capital Management in the Public Sector
- Public Sector Knowledge  
Workplace: Now or Never

### **Healthcare and IT: From Trauma to Transformation (HC)**

With reduced reimbursements, double-digit cost increases, a rising tide of consumerism, and an overall entitlement mentality, healthcare is in trauma today. Here we explore how IT can help transform the business of healthcare, with a focus on administrative simplification, security and privacy (HIPAA), healthplan automation, life science advances, technology advances (e.g., the Web and XML) and outsourcing.

#### **Lead Presentation: Healthcare Scenario**

##### **Sessions:**

- C-Commerce Scenario: Surviving the "New" Economy
- Digital Dozen 2007: Healthcare Information Technology Radar Screen

- HealthPlan Automation: Breaking the Bottleneck
- HIPAA: An Industry Progress Report
- Individual and Corporate Privacy
- IT Service MegaTrends 2001:  
Who Will Play? Who Will Pay?
- Life Sciences: IT as a Key Enabler

### **Higher Education in a Global Economy (HE)**

The ERP boom has subsided, Y2K seems like a millennium ago, and soon children will ask their parents, "What was a dot-com?" But the mission of higher education continues, and in the next five years, colleges and universities will realize some of the promise that Internet "hypesters" promised overnight. This track focuses on the developments in e-learning, administrative services, and intellectual property that will transform academic and business processes in the post-boom era.

#### **Lead Presentation: Higher Education Scenario**

##### **Sessions:**

- Content Management for Academic E-Learning
- E-Learning In A Connected World
- Higher Education Enterprise Portals: Putting the Pieces Together

### **Individual and Corporate Privacy (ISEC)**

The concept of privacy is under increasing stress due to legal and regulatory actions worldwide. Technology provides enterprises increased information-gathering capabilities, but the line between an individual's right to privacy and the

government's or an employer's need to know is not always clearly drawn. Corporations have a right to privacy to maintain intellectual property rights and protection from corporate espionage.

#### **Lead Presentation: Individual and Corporate Privacy**

##### **Sessions:**

- Content Monitoring: When Privacy and Due Diligence Collide
- Protecting Corporate Intellectual Property through Digital Rights Management
- Secure Messaging and Document Delivery: Protecting Content, Authenticating Users

### **Internet Software (ISFT)**

The rise of the Internet and e-commerce has made connections between enterprises critical to today's businesses. This track examines new and exciting software architectures and implementation best practices necessary for today's world of global class computing.

#### **Lead Presentation: Technology Drivers for E-Business and Global Computing**

##### **Sessions:**

- Content Dominance through Web Content Management
- E-Commerce Technologies
- Enterprise Portals: Grown Up and Ready to Take On the World
- Internet Scenario: The Action Moves to the Edge
- Net vs Java - Competition or Co-operation?
- Peer-to-Peer and "Edge" Technologies

**Attendance is strictly limited. Register now.**

# tracks & sessions

## Symposium/ITxpo 2001

- Searching, Personal, and Probing Questions: How Users Find What Matters
- The Future of Collaboration: Inter-personal to Inter-enterprise

### **IT Architecture and the Zero Latency Enterprise (ARCH)**

Architecture can be a helpful discipline, but it rarely lives up to its potential because of the lack of clear deliverables, fixed deadlines and management commitment. Enterprises must understand the different kinds of things called 'architecture' and how the nature of architecture has changed to accommodate the Web, the faster pace of application development, zero latency strategies, outsourcing and business process management.

#### **Lead Presentation: Architecture and Planning for the Zero Latency Enterprise**

##### **Sessions:**

- Enterprise IT Architecture: Foundation for Efficiency and Effectiveness
- IT Asset Management: The Changing Landscape
- Software Portfolio Analysis: Checking Application Vital Signs
- Web Service Infrastructure and Architecture

### **IT Asset Management: Getting Resourceful About Resources (ITAM)**

Most organizations spend between one-fourth and one-half of their IT budgets on software, hardware and services to support them. This track focuses on helping organizations get

the most out of each dollar spent; both during their initial procurement process and over the life cycle of managing these assets as contracts are renewed, extended and terminated.

#### **Lead Presentation: IT Asset Management: The Changing Landscape**

##### **Sessions:**

- CSD Scenario: Untangling the Self Support Web
- Get Serious About Sourcing: Adopting New Rules and Roles
- IT Asset Management: Linking the Asset and the Integrity of Service
- Microsoft Licensing and Pricing: You Too Can Pay Forever!
- PC Procurement: Saving Money The Hardware Way
- PC Service and Support: Differentiator in a Commoditized Market
- Software Negotiations: Can You Really Have a Win-Win Deal?
- Tutorial: Software Contractual Terms: The Dollars are in the Details
- The Cost of Being Connected: A Potential Budget Disaster

### **IT Powerhouse Vendors: Analysis of Top 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 as vendors try to drive their vision and agenda to the market. This track explores some of today's leading powerhouse vendors and their spheres of influence.

##### **Sessions:**

- AOL/Time Warner: Ready to Take on All Comers
- Cisco: Has the Star Lost its Shine?
- Computer Associates: New Business Model
- IBM: Going on the Offensive
- Intel: Beyond Microprocessors
- Microsoft: After the .NET and DOJ Dust Settles
- Oracle's E-Business in Transition
- SAP: Sinking, Swimming, or Soaring?
- Sun Microsystems: From Systems to Software and Back Again

### **Keeping IT Working: Infrastructure and Applications Management (NSM)**

As customer-facing, collaborative, and real-time business processes become more prevalent, IT organizations must find ways to manage the availability of a complex and dispersed infrastructure. This track explores the processes, technologies and services needed.

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

##### **Sessions:**

- Computer Associates: New Business Model
- CSD Scenario: Untangling the Self Support Web
- E-Business Infrastructure Operations
- High Availability Networking: Toward Zero Downtime
- Network Management: Keeping the Network Working for Business
- Tutorial: NSM Standards, Technologies: Hope or Hype
- PC Service and Support: Differentiator in a Commoditized Market



## Send the team and save

### Save with our Symposium/ITxpo 2001 Team Discount

There's a lot to learn at Symposium/ITxpo – and everyone in your organization will benefit from the experience. That's why we're pleased to offer a special team discount: Simply register four attendees from the same company at the same time with payment, and a fifth attends free.

For detailed session information, visit [www.gartner.com/symposium/us](http://www.gartner.com/symposium/us)

- Selective Outsourcing and Networked Systems Management
- Software Configuration Management: Microsoft and Beyond
- Tutorial: Surviving in a 24x7 World
- The NSM Big 4: Dinosaurs or Dynamos?

#### Knowledge Management/Intellectual Capital (KM)

Knowledge is the core growth engine for national economies, enterprises, and individuals. We explore the challenge of managing and leveraging knowledge within and between enterprises – from corporate intellectual property to the individual worker.

#### Lead Presentation: Knowledge Management Scenario

##### Sessions:

- Tutorial: Case Studies: KM in the Real World
- Corporate E-Learning: Transform Your Enterprise
- Industry Panel: The Chief Knowledge Architects
- Value Chains: Extending the Enterprise
- Workplace Investments: The Hard Return on Soft Initiatives

#### Maximizing Platform Value Through 2005 (PLAT)

Along with economic downturn comes spending introspection. We

present best practices for maximizing infrastructure value – achieving higher quality of service, reducing costs and improving manageability of servers and storage.

#### Lead Presentation: The Future of Servers

##### Sessions:

- Enterprise Server Selection
- IBM: Going on the Offensive
- Intel: Beyond Microprocessors
- Microsoft: After the .NET and DOJ Dust Settles
- Tutorial: Server Consolidation
- Sun Microsystems: From Systems to Software and Back Again
- The Evolving Enterprise Data Center
- The Future of Storage Networking
- The Internet Data Center Revolution
- Windows in the Enterprise: Looking Beyond Windows 2000

#### Mobile, Wireless and Remote Technologies (MWRT)

This track offers project managers real-world guidance for vendor, technology and product selections so they can effectively evaluate and select emerging mobile, wireless and remote solutions.

#### Lead Presentation: Mobile and Wireless Computing: The Next User Revolution

##### Sessions:

- Mobile and Wireless Portal Vendor Selection Process
- Application Design, Integration and Strategies for Wireless and Non-PC Devices
- Mobile Device Management and Synchronization: Take Control or Lose Control

- Outfitting the Frontline: Phones, PDAs and Strategies for Use
- Secure Virtual Private Networks for Remote and E-Business Access
- Security On the Run: Mobile and Wireless Security
- Wireless E-mail and Messaging: You Can Take It With You
- Wireless WANs and LANs: Even Superman May Be Caught by this Bullet
- Write Once, Work Anywhere Application Development Strategies

#### Network Security (NSEC)

The first and fundamental rule of information security is to address the vulnerabilities of connectivity. Network security remains the starting point for ensuring the safety of corporate resources and data. With the increasing reliance on open networks – which offer little or nothing in the way of infrastructure-based security – the importance of perspective is heightened.

#### Lead Presentation: The Grand Unified Theory of Internet Security

##### Sessions:

- Managed Security Services: Taking Advantage of an Emerging Market
- Network Security: Staying on Top of the Explosion
- Secure Virtual Private Networks for Remote and E-Business Access
- Security On the Run: Mobile and Wireless Security
- Smart Cards and Biometrics
- The NSM Big 4: Dinosaurs or Dynamos?
- Web Services Security

Attendance is strictly limited. Register now.

# tracks & sessions

## Symposium/ITxpo 2001

### **Networking Beyond the Enterprise: Harnessing the Power of Connectivity (NET)**

In the e-world, survival and success depend on competitively advantaged links to business partners, customers, e-marketplaces and networked resources such as Web hosters. Gartner believes that such extra-enterprise needs will comprise at least half all networking expenditures by 2005. But in which network technologies and services should you invest?

#### **Lead Presentation: The Net Behind the Internet**

##### **Sessions:**

- Broadband Access and Optical Ethernet: Is the Last Mile Problem Finally Solved?
- Contact Centers: Opening The Door To E-Business
- The E-Workplace Scenario: Managing Diversity
- Extranets and the Internet: The Next Five Years
- How in the World Do You Build a Global Network?
- Network Service Providers: Stepping Up To The E-Business Challenge?
- Secure Virtual Private Networks for Remote and E-Business Access
- Supporting Streaming Media and Content Distribution Without Killing Your Network

### **Small and Midsize Businesses (SMB)**

Small and midsize businesses 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 used 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:**

- Attention Vendors: SMB Wants and Needs
- Channel Strategies for SMB-Focused Vendors
- Enterprise IT Architecture – Foundation for Efficiency and Effectiveness
- Gartner CRM Vision: Business and Technology Strategies for More Profitable Customer Relationships
- Network Service Providers: Stepping Up To The E-Business Challenge?
- SMB IT Budgets: How to Get More For Less

#### **Strategic Sourcing: The Key to Successful Business Transformation (SORC)**

This track addresses best practices in using strategic sourcing to enable business objectives, governing and managing in a multi-sourced environment, and measuring the value of ESPs.

#### **Lead Presentation: Sourcing Goes Strategic: Raising the Bar on Value Delivered**

##### **Sessions:**

- Contracting for Innovation: A Practical Approach
- CRM Vendors and Service Providers
- Tutorial: Distributed Outsourcing: Best Practices, Service Levels and Pricing
- Fast Track Outsourcing
- Get Serious About Sourcing: Adopting New Rules and Roles
- Government Sourcing – The Imperative for Delivering Enterprise Value
- Network Service Providers: Stepping Up To The E-Business Challenge?
- Sourcing Continuous Improvement: It Can be Done!
- Successful Sourcing Strategies: What's In, What's Out

#### **The AD Realities of Delivering Business Solutions (ADB)**

As AD organizations grow beyond being simply cost centers and become valuable parts of an enterprise's profit and loss equation, development managers are faced with the daunting task of making critical technology decisions and real business decisions. This track recognizes that business partners, customers, and the enterprise rely on the software being built and assembled by trusted and reliable application development organizations.

#### **Lead Presentation: Software Portfolio Analysis: Checking Application Vital Signs**

##### **Sessions:**

- AD Collaboration: Methods and Project Management
- Building Composite Applications

For detailed session information, visit

[www.gartner.com/symposium/us](http://www.gartner.com/symposium/us)

- Hosted Development Services: Fad or Reality?
- Software Quality: Necessity for Mobile Computing?
- Tearin' Down the Wall: AD and Ops Together

### **The Art of Mapping ESP Competencies to User Demands (ESP)**

This track explores how to navigate the complex sea of service provider options. We investigate the new emerging service provider models and their evolution in the sourcing services value chain, and which are likely to die or thrive and why.

### **Lead Presentation: IT Service MegaTrends 2001: Who Will Play? Who Will Pay?**

#### **Sessions:**

- Business Process Outsourcing Issues and Options
- Tutorial: Developing End to End Service Level Agreements
- Evaluating ESPs: One Pick Per Contract: Make It the Best
- Service Aggregators: The ESP Evolution
- Outsourcing Applications Services: Emerging Delivery Models and Trends

### **The Enterprise Implications of Convergence (CONV)**

This track will examine how enterprises are affected by convergence.

What will convergence really mean to the enterprise? What impact will it have on their business models? On

their business and technology strategies? Where are the opportunities and how can they be leveraged? We'll explore several areas including the convergence landscape, security and architecture issues, as well as broadband and interactive TV.

### **Lead Presentation: The Convergence Industry Landscape**

#### **Sessions:**

- From E-Business To Real-Time Business
- "Liquid Content" an Architecture for Successful Digital Multi-channel Content Distribution
- Security in the Converging Landscape
- Security on the Run: Mobile and Wireless Security
- The Innovation Cycle and the Speed of Change
- An Enterprise Perspective on HDTV
- 2001: An Optical Odyssey

### **The New Enterprise Network: Fast, Smart and Highly Available (NEN)**

For there to be real-time enterprises, networks will need to be so fast, intelligent and reliable that it will virtually require a new network infrastructure. At the same time, network demands from existing and new applications are increasing exponentially. In this track, we define the new network architecture and how you can transition to it within pragmatic budget and staffing constraints.

### **Lead Presentation: The Gartner Networking Scenario**

#### **Sessions:**

- Cisco – Has the Star Lost its Shine?
- Directory Services: Where Are We Heading?
- High Availability Networking: Toward Zero Downtime
- Network Equipment Vendors: The New Battlefield
- Network Management: Keeping the Network Working for Business
- Network Security: Staying on Top of the Explosion
- Reducing Network Costs Through TCO
- Wireless WANs and LANs: Even Superman May Be Caught by this Bullet
- Voice Over IP: A New Application for Your Data Network

### **The Power of Measurement: Real World Cost Management (ITM)**

The demand for cost management never went away, but it became a lower priority in the "irrational exuberance" of the late 1990s. We now face the realities of the "new" new economy; in which we must balance the need to control infrastructure costs and tighten budgets while continuing to deploy critical customer-facing applications.

### **Lead Presentation: The Cost Management Scenario**

#### **Sessions:**

- Boom or Bust – How to be Agile Enough to Survive Both
- CEO and CFO Perspectives on IT
- Client Computing Best Practices – Keeping the Inmates from Taking Over the Asylum

**Attendance is strictly limited. Register now.**

# tracks & sessions

## Symposium/ITxpo 2001

- Creative Cost Containment
- InfoSec TCO: The Risk Trade-Off
- IT Asset Management:  
The Changing Landscape
- Reducing Network Costs Through TCO

### **The Technological Possibilities of Application Development (ADT)**

Applications development organizations must respond to the technological and cultural evolution of today's computing platforms, and meet the changing demands of tomorrow's business drivers. This track examines the new approaches to AD and their impact on delivering mission-critical applications.

#### **Lead Presentation: AD Scenario**

##### **Sessions:**

- AD in Transition: From Legacy to the Internet
- Impact of BPM on AD
- Legacy Software: Junkyard Wars for Web Services?
- Application Design, Integration and Strategies for Wireless and Non-PC Devices
- Net vs. Java: Competition or Cooperation?
- Putting XML to Work: The Application Developer's Perspective

### **Web Services (WSVC)**

Web Services: software as a service comes alive! A revolutionary business concept implemented through technology evolution, Web services promise to profoundly change the software ecosystem.

### **Lead Presentation: Web Services Scenario: Software as a Service Comes Alive**

##### **Sessions:**

- How Web Services Mean Business
- Instant Messaging, Presence, Hailstorm: Microsoft and AOL Face Off in the Battle For the Internet
- Legacy Software: Junkyard Wars for Web Services?
- Microsoft: After the .NET and DOJ Dust Settles
- Services-Oriented Development and the Integrated Services Environment: SODA with ISE Rules Web Services!
- Web Services Infrastructure and Architecture
- XML Standards for Web Services and Dynamic Business Webs

### **Wireless and Mobile Business Strategies (WMBS)**

This track provides executives with the strategy and business models that are driving the wireless world – mitigating risk, leveraging business-to-business and business-to-consumer models, justifying TCO and expanding legal and commerce implementation challenges.

#### **Lead Presentation: Mobile Commerce Business Scenario**

##### **Sessions:**

- Get What You Pay For: Successful Mobile, Remote and Wireless Contract Negotiations
- Individual and Corporate Privacy
- In Through The Outsourcing: Wireless Portals and ASPs
- Mobile Business Markets: What Can't Users Live Without?

- Mobile E-Business Case Studies
- The Convergence Industry Landscape
- The Cost of Being Connected: A Potential Budget Disaster
- Virtual Teaming: Tips, Tools and Techniques for High Performance

### **XML: E-Business and IT Integrator (XML)**

At long last XML is beginning to achieve its full promise. From content management to Web services and other e-business, the standards and tools are falling into place. This track covers the XML spectrum and addresses issues crucial to its intelligent use and full exploitation.

#### **Lead Presentation: Isn't XML Finished Yet?**

##### **Sessions:**

- E-Commerce Technologies
- Protecting Corporate Intellectual Property through Digital Rights Management
- Putting XML to Work: The Application Developer's Perspective
- Sharing Insight: XML Best Practices from the Vertical Industries
- The Present and Future of XML Database Technology
- Use XML to Channel the Flood of Web Content
- Web Services Infrastructure and Architecture
- Web Services Security
- Legacy Software: Junkyard Wars for Web Services
- XML Standards for Web Services and Dynamic Business Webs

# ITxpo 2001

## Symposium/ITxpo 2001

### ITxpo Hours:

#### Monday, October 8th

5:15 p.m. - 6:15 p.m.  
Product Education Sessions

#### Tuesday, October 9th

11:00 a.m. - 6:00 p.m.  
ITxpo 2001 Open

11:45 a.m. - 12:45 p.m.  
Product Education Sessions

2:00 p.m. - 4:00 p.m.  
Refreshment Break in Exhibit Hall

4:00 p.m. - 5:00 p.m.  
Product Education Sessions

4:00 p.m. - 6:00 p.m.  
Cocktail Reception in Exhibit Hall

#### Wednesday, October 10th

11:00 a.m. - 6:00 p.m.  
ITxpo 2001 Open

12:45 p.m. - 1:45 p.m.  
Product Education Sessions

2:00 p.m. - 4:00 p.m.  
Refreshment Break in Exhibit Hall

4:00 p.m. - 6:00 p.m.  
Cocktail Reception in Exhibit Hall

4:45 p.m. - 5:45 p.m.  
Product Education Sessions

#### Thursday, October 11th

10:30 a.m. - 3:00 p.m.  
ITxpo 2001 Open

12:15 p.m. - 1:15 p.m.  
Product Education Sessions

1:00 p.m. - 3:00 p.m.  
Refreshment Break in Exhibit Hall

1:30 p.m. - 2:30 p.m.  
Product Education Sessions

### Experience the latest IT solutions firsthand.

Attend ITxpo 2001 and put over 550 of the latest IT solutions through their paces before committing your organization's precious budget dollars.

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.

### New Pavilions at ITxpo 2001

The place to sample show-stopping products and solutions right on the ITxpo 2001 floor.

#### Wireless Access & Mobile Business Pavilion

Get ready to meet the challenge of the next wave of the Internet with the critical products and services you'll need in wireless access and mobile business.

#### C-Commerce Pavilion

An interactive showcase of today's hottest applications and technologies that can maximize impact and increase ROI for your collaborative commerce initiatives.

#### CRM Pavilion

See strategic, leading-edge products and services designed to help maximize your relationship with your organization's most important asset – your customer.

#### Emerging Technologies Pavilion

Be among the first to witness today's breakthrough IT solutions at ITxpo's Emerging Technologies Pavilion, back by popular demand.

### Product Education Sessions (as of June 14, 2001)

Access360	Commerce One	Hummingbird Ltd.	Northern Light	StorageNetworks
Acta Technology, Inc.	Compaq Computer Corporation	Hyperion	Technology, Inc.	Sun Microsystems
Adobe Systems, Inc.	Computer Associates International, Inc.	IBM Corporation	Novadigm	Teradata, a division of NCR Corporation
Advanced Micro Devices	Dell Computer Corporation	Informatica	Novell	Timogen Systems, Inc.
AltaVista	Digex	Intel Online Services	Novient	T-Systems
Artesia Technologies	Dirig Software	IXOS Software, Inc.	Open Text Corporation	VeriSign, Inc.
Attachmate Corporation	divine, inc.	Kenamea	Palm, Inc.	VERITAS
Baan Company	Engenia Software	KnowledgeTrack	Peregrine Systems, Inc.	Verity, Inc.
BindView	ePeople, Inc.	LAWSON	PricewaterhouseCoopers	Verizon Information Technologies
Borland Software Corporation	Epicentric, Inc.	Legato Systems, Inc.	QAD	Versata
BroadVision	Eprise Corporation	Lucent Technologies	Rational Software	webMethods, Inc.
Business Engine Software Corporation	eRoom Technology, Inc.	Marimba	SAP Portals	
Check Point Software Technologies Ltd.	gedas	Mercury Interactive	SAS Institute	
Citrix Systems, Inc.	Hewlett-Packard Company	Metastorm Inc	SERENA Software, Inc.	
COGNOS Incorporated		Microsoft Corporation	Siebel Systems	
		NetIQ Corporation	SilverStream Software, Inc.	
		Network Appliance	Stampede Technologies, Inc.	
		Niku Corporation		
		Nortel Networks		

### Other Valuable ITxpo Features

#### Product Education Sessions

Special presentations by representatives of leading IT solutions providers give you a firsthand look at what's hot in today's IT market (see below for a full listing).

#### Computer Network Access

Stay connected with our Computer Network Access Area, available to all Symposium/ITxpo 2001 attendees during ITxpo hours. This special feature offers complete access to the Internet. Please be sure to bring your own laptop.

#### David Leadbetter Golf Clinic

Bring your golf game up to par at ITxpo 2001: A team of Leadbetter Golf Academy teaching professionals will conduct complimentary private lessons complete with a state-of-the-art video swing analysis for each student. Recognized around the world for its innovative teaching techniques, the Leadbetter Golf Clinic has provided instruction to such golf greats as Nick Price, Greg Norman, Se Ri Pak and others.

#### ITxpo 2001 Online

Leave it to ITxpo to provide cutting-edge online convenience: This year, you can preview ITxpo 2001 products and services right from your own desktop. Our new online tools let you navigate the hundreds of products available at ITxpo 2001, before and after the event, simply by visiting [www.gartner.com/symposium](http://www.gartner.com/symposium) or using our interactive kiosks onsite. Either way, it's a convenient approach to taking a meaningful look at the solutions your organization needs most.

# ITxpo 2001 Exhibitor List

## Symposium/ITxpo 2001

(i)Structure, Inc.	Canon USA, Inc.	eRoom Technology, Inc.	LINO	Peregrine Systems	Synchrologic
2C Computing	Cartesis, Inc.	eTrue, Inc.	Lucent Technologies	PhoneOnline, Inc.	Syntrex
2WAY Corporation	Casewise Systems	Evolutionary Technologies	Macro 4, Inc.	PlanView, Inc.	Syngy, Inc.
3M Company	Cervalis	International (ETI)	Mahindra British Telecom	Plumtree Software	Systar
ABC Systems & Development	Changepoint	Evolve Software	MainControl	Precise Software Solutions	System Management ARTS
Accenture	Check Point Software Technologies Ltd.	Firstlogic	Marconi	Pricelnteractive	Systemware
Access360	CIBER	FUJIFILM	Marimba	PricewaterhouseCoopers	Sytel
Account4 Incorporated	Cisco Systems, Inc.	Gateway	MASCON	Primavera Systems, Inc.	Tangram Enterprise Solutions
Acta Technology, Inc.	Citrix Systems, Inc.	gedas	McData	Proforma Corporation	Tantia Technology
Actional	Click Commerce	Genuity	MERANT	Progress Software	Tata Consultancy Services
Actuate Corporation	ClientSoft, Inc.	Getronics	Mercury Interactive	Proxima Technology	TeamQuest
Adobe Systems, Inc.	Cognet	Giant Bear, Incorporated	Metastorm	Pumatech, Inc.	TechRepublic
Advanced Micro Devices	COGNOS Incorporated	G-Log	Microsoft Corporation	OAD	TEKsystems, Inc.
Air2Web	Comergent	GraphOn Corporation	Microstrategy	Quantum/ATL Corporation	Teradata, a division of NCR Corporation
AltaVista (Search Software)	Commerce One, Inc.	Headstrong	Mincom, Inc.	Quest Software	Timogen Systems, Inc.
AlterEgo Networks	Compaq	Hewlett-Packard	Mobius Management Systems, Inc.	Rainbow Technologies	Tivoli Systems, Inc.
Alerts, Inc.	CompuCom Systems	Hitachi Innovative Solutions Corporation	Motive Communications	Rational Software	Topcall Corporation
Altiris	Computer Associates	HP Bluestone	MRO Software	RCG Information Technology, Incorporated	Torrent Systems, Inc.
Amdahl	Compuware Corporation	Hummingbird	MTI	Research In Motion	Toshiba America
APC (American Power Conversion)	Concord Communications	Hyland Software	Neocore, Inc.	RightWorks Corp.	Trilogy
Apogee Networks	Connected	Hyperion	Netegrity	Rogue Wave Software	TrueSAN Networks
Aprimo, Inc.	CoreExpress	Hyperwave	NetIQ	RSD America	TRW
Aprisma Management Technology	Corel Corporation	IBM Corporation	NetScout Systems	Sagent Technology, Inc.	T-Systems
Arbortext	Courion Corp.	iConverse	Network Appliance	SAP America, Inc.	Unisys Corporation
Argent Software	Covansys	ICSA.net	Network Associates	SAP Portals	United Messaging
ArsDigita	Critical Path	iManage, Inc.	NewsEdge Corporation	Sapiens	Vaultus
Artemis Management Systems	CTG	IMRglobal	NextPage, Inc.	SAS Institute	VeriSign
Artesia Technologies	Cybrant	InCert Software Corporation	Niku Corporation	Satyam Computers	VERITAS
Asera	Cyclone Commerce, Inc.	Infinium	Nishan Systems	Scalable Software	Verity, Inc.
ASG	Cypress Corporation	Infomage	Nortel Networks	Schlumberger-Network Solutions	Verizon Information Technologies
Aspect Communications	Data Return Corp.	Informatica Corporation	Northern Light Technology, Inc.	SEAGULL	Versata
Atos Origin	DataChannel, Inc.	Information Builders	Novadigm	See Beyond	Viador
Attachmate Corporation	Datalink	Intel Corporation	Novell, Inc.	Selectica	Vignette
Attunity, Inc.	DataMirror Corporation	Intel Online Services	Novient	Semio Corporation	Visto Corporation
Autonomy	Datastream Systems, Inc.	IntelliCorp	nQuire Software, Inc.	Sendmail, Inc.	Vite
AvantGo, Inc.	Datawatch	InteQ Corporation	NSI Software	Sequoia Software	Vizional Technologies
Avaya, Inc.	Dell Computer Corporation	Interliant	Nuclio	Serena Software	VMWARE, Inc.
Aventail Corporation	Digex, Inc.	IntraNet Solutions	Oblix, Inc.	ServiceWare	WebMethods, Inc.
Baan Company	Digital Fountain	Intraspect Software	Octave Communications	Shaman Corporation	Wipro Technologies
BEA Systems, Inc.	Digital Paper Corp.	Intraware	Octopus, Inc.	Siebel Systems	Wireless Knowledge
Bigback.com	DigitalThink	Invention Machine Corp.	On Technology	Siebel Systems	Workspace
BindView	Dirig Software	Inight Software	OnePage, Inc.	SilverStream Software, Inc.	WRQ, Inc.
BioNetrix	divine, inc.	IONA Technologies	OneSecure	Software AG	WSG Systems
Blue Martini Software	Ecora	IPNet Solutions	OneSoft Corporation	SpeechWorks	XcalleNet
BMC Software	Ecoutlook	Isogon Corporation	Open Software Associates	Spirent Communications	Xerox
Books24x7.com	EDS	IXOS Software, Inc.	OpenConnect	SPSS, Inc.	Yantra Corporation
Borland	eLabor.com	J.D. Edwards & Company	OpenNetwork Technologies	Stampede Technologies, Inc.	YOUcenter, Inc.
Bowstreet	Empire	Jacada, Inc.	Open Text Corp.	Storability, Inc.	YY Software Corp.
BroadVision	Empirix	Kenamea	OPNET Technologies, Inc.	StorageNetworks	Zamba Solutions
Brokat	Engenia Software	Keynote	Orbital Software	StorageTek	ZEFER
Business Engine	Enigma	Khameleon Software	OutlookSoft Corporation	Sun Microsystems (Forte)	
Callisto Software	Entuity	KnowledgeTrack	Pacific Edge Software	Support.com	
Candle Corporation	eOnline, Inc.	KPMG Consulting	Palm, Inc.	Swan International	
	ePeople, Inc.	Lawson Software	Paradigm4	Sybase, Inc.	
	Epicentric, Inc.	Legato Systems, Inc.	people3	Symantec Corp.	
	Eprise Corporation	Lexiquest, Inc.	PeopleSoft, Inc.	Symbol Technologies	

List as of June 17, 2001. For an updated list of exhibitors, visit [www.gartner.com/symposium/us](http://www.gartner.com/symposium/us)

### Join Our Distinguished List of ITxpo Exhibitors

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 place at ITxpo 2001, but exhibit space is filling fast. Please call us at **1-203-316-6100** or e-mail us at [itxpo@gartner.com](mailto:itxpo@gartner.com) for more detailed information.

# hotel & travel

## Symposium/ITxpo 2001

**Gartner has negotiated special discounted fares within the continental United States to Symposium/ITxpo 2001**

on American Airlines, US Airways, United Airline, Continental Airlines and Delta Airlines. These savings are available by calling American Express One Travel at 1-800-872-9952 between the hours of 8:00 a.m. and 8:00 p.m. ET, Monday through Friday. In addition to the fare, a \$40 transaction fee will be applied to the traveler's credit card. Airfare savings are also available by contacting American Airlines at 1-800-433-1790 and referencing Index Number 13643, US Airways at 1-877-874-7687 and referencing Gold File Number 69161759, United Airlines at 1-800-521-4041 and referencing Tour Number 551NY, Continental Airlines at 1-800-468-7022 and referencing File Number OQTZ6T and Delta Airlines at 1-800-241-6760 and referencing File Number 178494A. 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's Symposium/ITxpo 2001 in order to receive these savings.

### Conference Location

Symposium/ITxpo 2001 will take place at the Walt Disney World Dolphin, Walt Disney World Swan and Disney's Yacht and Beach Club Resorts. Transportation will be provided daily to and from the hotels listed below.

### 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's Symposium/ITxpo 2001 to receive our negotiated rates. A block of rooms has been reserved at the Walt Disney World Dolphin, Walt Disney World Swan, Disney's Yacht and Beach Club Resorts, Disney's Coronado Springs Resort, Disney's BoardWalk Inn, Disney's Port Orleans Riverside Resort, Disney's Port Orleans French Quarter Resort, Disney's All Star Sports Resort, Disney's All Star Music Resort, Disney's Caribbean Beach Resort, Disney's Polynesian Resort, Disney's Wilderness Lodge, and Disney's Contemporary Resort.

### Four-Night-Minimum Hotels

The following hotels require a mandatory four-night stay of October 7 through October 10. Your credit card will be charged for four night's stay 45 days prior to the event (August 24). Hotel room cancellations will be accepted until August 23 at no fee. Cancellations received on or after August 24 will incur the full four-night minimum charge.

#### Walt Disney World Dolphin

1500 EPCOT Resorts Boulevard  
Lake Buena Vista, FL 32830  
U.S. \$249.00 Single/Double + 11% tax

#### Disney's Yacht Club Resort

1700 EPCOT Resorts Boulevard  
Lake Buena Vista, FL 32830  
U.S. \$249.00 Single/Double + 11% tax

#### Walt Disney World Swan

1200 EPCOT Resorts Boulevard  
Lake Buena Vista, FL 32830  
U.S. \$249.00 Single/Double + 11% tax

#### Disney's Beach Club Resort

1800 EPCOT Resorts Boulevard  
Lake Buena Vista, FL 32830  
U.S. \$249.00 Single/Double + 11% tax

#### Disney's Boardwalk Inn

2101 EPCOT Resorts Boulevard  
Lake Buena Vista, FL 32830  
U.S. \$249.00 Single/Double + 11% tax

#### Disney's Polynesian Resort\*

1600 Seven Seas Drive  
Lake Buena Vista, FL 32820  
U.S. \$249.00 Single/Double + 11% tax

#### Disney's Contemporary Resort\*

4600 North World Drive  
Lake Buena Vista, FL 32830  
U.S. \$228.00 Single/Double + 11% tax

#### Disney's Coronado Springs Resort\*

1000 West Buena Vista Drive  
Lake Buena Vista, FL 32830  
U.S. \$149.00 Single/Double + 11% tax

#### Disney's Wilderness Lodge\*

901 Timberline Drive  
Lake Buena Vista, FL 32830  
U.S. \$249.00 Single/Double + 11% tax

+Please note: Disney's Coronado Springs Resort, Disney's Contemporary Resort, Disney's Polynesian Resort, and Disney's Wilderness Lodge are approximately 5-10 minutes drive from the conference locations and transportation will be provided.

**Attendance is strictly limited. Register now.**

# hotel & travel

## Symposium/ITxpo 2001

*Reservations for*

**Walt Disney World Dolphin  
Walt Disney World Swan:**

**Phone: 1-800-227-1500 or  
1-407-934-4000**

**Fax: 1-407-934-4710**

*Reservations for*

**Disney's Yacht and Beach Club Resorts**

**Disney's Contemporary Resort**

**Disney's BoardWalk Inn**

**Disney's Polynesian Resort**

**Disney's Wilderness Lodge**

**Disney's Coronado Springs Resort**

**Disney's Caribbean Beach Resort**

**Disney's All Star Sports Resort**

**Disney's All Star Music Resort**

**Disney's Port Orleans Riverside Resort**

**Disney's Port Orleans French Quarter Resort:**

**Phone: 1-407-934-3372**

**Fax: 1-407-934-3305**

### Three-Night-Minimum Hotels

The following hotels are available to accommodate those guests who do not stay for the entire week of Symposium/ITxpo 2001 or are traveling on a per diem basis. Please be advised that a mandatory three-night stay of October 7 through October 9 or October 8 through October 10 is required. Your credit card will be charged for three night's stay 45 days prior to the event (August 24). Cancellations will be accepted until August 23 at no fee. Cancellations received on or after August 24 will incur the full three-night minimum charge. All of the alternate hotels will have complimentary shuttle service to and from the conference.

#### Disney's Caribbean Beach Resort

900 Cayman Way

Lake Buena Vista, FL 32830

U.S. \$149.00 Single/Double + 11% tax

#### Disney's All Star Music Resort

1801 West Buena Vista Drive

Lake Buena Vista, FL 32830

U.S. \$99.00 Single/Double + 12%

#### Disney's Port Orleans Riverside Resort

1251 Dixie Drive

Lake Buena Vista, FL 32830

U.S. \$149.00 Single/Double + 11% tax

#### Disney's Port Orleans French Quarter

2201 Orleans Drive

Lake Buena Vista, FL 32830

U.S. \$149.00 Single/Double + 11% tax

#### Disney's All Star Sports Resort

1701 West Buena Vista Drive

Lake Buena Vista, FL 32830

U.S. \$99.00 Single/Double + 12% tax

### Transportation

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

### Orlando International Airport

- The airport is located approximately 30 minutes from each of the conference hotels.
- Shuttle service is available outside of baggage claim area for approximately U.S. \$15 one way.
- Private taxi service is available for approximately U.S. \$50.00 one way.

### Companion Program

Bring the family! Gartner offers many exciting programs for companions and families of Symposium/ITxpo attendees. For complete details on the Companion Program and Tickets and Special Programs go to [www.gartner.com/symposium/us](http://www.gartner.com/symposium/us) and visit the Hotel and Travel section.

# Symposium-at-a-glance

## Sunday, Oct. 7

**8:00 AM - 8:00 PM**  
Conference Registration

**8:00 AM - 7:00 PM**  
One-on-One Registration

**12:00 PM - 1:00 PM**  
Symposium Orientation

**1:00 PM - 2:00 PM**  
Tutorials

**2:30 PM - 3:30 PM**  
Tutorials

**4:00 PM - 5:00 PM**  
Tutorials

**5:30 PM - 6:30 PM**  
Tutorials

**7:00 PM - 8:00 PM**  
Tutorials

## Monday, Oct. 8

**7:00 AM - 7:00 PM**  
Conference Registration

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

**7:00 AM - 9:00 AM**  
Breakfast

**9:00 AM - 11:30 AM**  
Mastermind Keynotes

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

**11:30 AM - 1:00 PM**  
Lunch

**1:00 PM - 2:00 PM**  
Conference Sessions

**2:30 PM - 3:30 PM**  
Conference Sessions

**4:00 PM - 5:00 PM**  
Conference Sessions

**5:15 PM - 6:15 PM**  
Product Education Sessions

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

## Tuesday, Oct. 9

**7:00 AM - 7:00 PM**  
Conference Registration

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

**7:00 AM - 9:00 AM**  
Breakfast

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

**8:00 AM - 10:00 AM**  
Mastermind Keynotes

**11:00 AM - 6:00 PM**  
ITxpo Open

**10:30 AM - 11:30 AM**  
Conference Sessions

**10:30 AM - 12:30 PM**  
Best Practice Workshop

**11:30 AM - 1:00 PM**  
Lunch

**11:45 AM - 12:45 PM**  
Product Education Sessions

**1:00 PM - 2:00 PM**  
Conference Sessions

**2:30 PM - 3:30 PM**  
Conference Sessions

**4:00 PM - 5:00 PM**  
Product Education Sessions

**5:30 PM - 6:30 PM**  
Conference Sessions

## Wednesday, Oct. 10

**7:00 AM - 7:00 PM**  
Conference Registration

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

**7:00 AM - 9:00 AM**  
Breakfast

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

**8:00 AM - 9:30 AM**  
Mastermind Keynotes

**10:00 AM - 11:00 AM**  
Conference Sessions

**11:00 AM - 6:00 PM**  
ITxpo Open

**11:30 AM - 12:30 PM**  
Conference Sessions

**11:30 AM - 1:30 PM**  
Best Practice Workshop

**12:30 PM - 2:00 PM**  
Lunch

**12:45 PM - 1:45 PM**  
Product Education Sessions

**2:00 PM - 3:00 PM**  
Conference Sessions

**3:30 PM - 4:30 PM**  
Conference Sessions

**4:45 PM - 5:45 PM**  
Product Education Sessions

**6:00 PM - 9:00 PM**  
Casino Night

## Thursday, Oct. 11

**7:00 AM - 7:00 PM**  
Conference Registration

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

**7:00 AM - 9:00 AM**  
Breakfast

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

**8:00 AM - 9:00 AM**  
Mastermind Keynote

**9:30 AM - 10:30 AM**  
Conference Sessions

**10:30 AM - 3:00 PM**  
ITxpo Open

**11:00 AM - 12:00 PM**  
Conference Sessions

**11:00 AM - 1:00 PM**  
Best Practice Workshop

**12:00 PM - 1:30 PM**  
Lunch

**12:15 PM - 1:15 PM**  
Product Education Sessions

**1:30 PM - 2:30 PM**  
Product Education Sessions

**3:00 PM - 4:00 PM**  
Conference Sessions

**4:30 PM - 5:30 PM**  
Conference Sessions

**6:00 PM - 7:00 PM**  
Conference Sessions

**7:00 PM - 10:00 PM**  
Special Evening Event

## Friday, Oct. 12

**7:00 AM - 12:00 PM**  
Conference Registration

**7:00 AM - 11:30 AM**  
One-on-One Registration

**7:00 AM - 9:00 AM**  
Breakfast

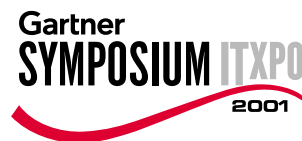
**8:00 AM - 12:00 PM**  
One-on-One Appointments

**8:00 AM - 9:00 AM**  
Conference Sessions

**9:30 AM - 10:30 AM**  
Conference Sessions

**11:00 AM - 12:00 PM**  
Conference Sessions

# Media Partners



Symposium/ITxpo is a global event.

**8-12 October 2001 / Lake Buena Vista, Florida**  
29 July - 1 August 2001 / Sandton, South Africa  
5-7 September 2001 / Toronto, Canada  
30 October - 2 November 2001 / Brisbane, Australia  
5-8 November 2001 / Cannes, France  
13-15 November 2001 / Tokyo, Japan



Agenda as of 6/1/01. Times subject to change.

Visit [www.gartner.com/symposium/us](http://www.gartner.com/symposium/us) for detailed daily schedules.