

# Gartner IT Infrastructure Operations & Data Center Summit 2013

19 – 20 March 2013

Sydney Convention & Exhibition Centre, Sydney, Australia

[gartner.com/ap/datacenter](http://gartner.com/ap/datacenter)

## HOT TOPICS

- *Enterprise mobility*
- *Optimal cloud strategies*
- *Managing explosive growth in data storage*
- *Next-stage virtualization*
- *IT operational excellence*
- *Business value of IT*



# Accelerate Innovation. Drive Transformation.

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### It's a unique moment for the data center

Cloud, mobile applications, virtualization and the evolution of IT from cost center to business driver are all part of a rapidly evolving technology foundation that's not only enabling new approaches to how IT is delivered and managed but also new ways for the business to grow. Hyperscaled public computing models challenge the traditional I&O approach offering improved effectiveness and speed of delivery. Meanwhile, radically new methodologies like DevOps are challenging conventional IT wisdom with the promise of fewer organizational barriers and greater business value. But are these approaches more cost efficient as well as less complex? Do they result in better quality? And what about the upside and downside for your data centers?



**Matthew J. Boon**  
Managing Vice  
President,  
Gartner Research



**Simone Hulse**  
Director, Program  
Management,  
Gartner Events



“

Great experience.  
Lots of learning  
material and  
networking  
opportunities.  
Very informative  
presentations.”

Brookfield

## tion. Achieve Operational Excellence.

### **Authoritative thinking on the hottest I&O trends and technologies**

Now in its eighth year, the Gartner IT Infrastructure Operations & Data Center Summit continues to help data center and I&O leaders stay ahead of the dramatic forces of transformation with actionable advice on how new technologies, processes, tools and management approaches impact their organizations. At this year's event, our team of 12 on-site Gartner data center and I&O analysts will point you in the right direction for 2013 and beyond.

See how to ...

- Architect storage for extreme data growth.
- Address the demands for anywhere-anytime mobility across the enterprise.
- Identify the best hosted desktop virtualization strategy.
- Assess how fabric-based computing impacts server, storage and network infrastructure.
- Align business continuity management and operational risk management to achieve business resilience.
- Understand how DevOps can meet the needs of the business.
- Protect yourself against the turmoil of the Unix marketplace.
- Develop the processes and organizational skills to transition to private or hybrid cloud.
- Respond to the challenges of data center modernization with the latest technology innovations.
- Understand the technologies and processes needed to deliver IT operational excellence and business value.

### **WHO SHOULD ATTEND?**

IT professionals responsible for:

- IT infrastructure
- IT operations
- The data center
- Developing your organization's cloud strategy
- Storage
- Servers and server operating systems
- Mobile device management
- IT architecture
- Asset management
- Facilities
- Business continuity
- Disaster recovery
- Networking
- DevOps

## A IT Operations: Delivering IT Operational Excellence and Business Value to the Enterprise

IT operations management works “behind the curtain” in many IT organizations, ensuring that infrastructure components are operational, business applications remain available, and users are satisfied. However, organizations can derive more value from IT operations management when the group interacts with executive and line-of-business management, engages in business issues, and actively contributes to business growth and agility. This track looks at how technology (such as performance monitoring), processes (such as change management) and the proper alignment of people can all make this happen.

## B Technology: Data Center Infrastructure: Achieving Higher Levels of Efficiency and Flexibility

Radical shifts in thinking on data center design and sourcing are under way, in part spawned by the cloud providers at the extreme end of data center design and scale. Yet, many of these techniques for design and capacity can be implemented in smaller data centers as well. Fundamentally, new data center designs and technologies are focused on improved utilization, energy efficiency, power, space, resource cooling and, of course, capital expenditures. This track focuses on key aspects for the leading technology and design principles of today’s data centers as well as how best to meet your organization’s need for the broader data center infrastructure going forward.

## C Impact of Disruptive Forces on the Data Center — Social, Mobile, Cloud and Information

This track is specifically designed to address the technologies, issues, processes and concepts, either here today or emerging that will impact the way we view, operate and plan our IT infrastructure and operations in relation to the data center. At the core of these shifts is the Nexus of Forces, where social, mobile, cloud and information collide. Hear from Gartner experts on areas such as why networking is the next big change agent in the data center as organizations grapple to determine how to ensure unity rather than disparity as the Nexus takes hold. Is the desktop dead? Where is mobile heading? What will we do with all the information? And how will we manage and leverage it? This track will address the future today and empower you to make the right long term strategic decisions you need to take in order to become the master of the Nexus and not the slave.



## ABOUT GARTNER

Gartner is the world’s leading information technology research and advisory company. We deliver the **technology-related insight and intelligence** necessary to make the right decisions, every day — from vendor selection and cost-of-ownership to forecasts on market demand and future predictions. Our rigorous and unbiased analysis is based on **proven methodologies** that push through market hype to get to the facts. We publish tens of thousands of pages of original research annually.

**Our pivotal advantage:** 800 analysts who deliver independent thinking, actionable guidance and data analysis to clients in more than 12,000 distinct organizations worldwide. (In fact, our analysts answer 290,000 client inquiries every year.) Experts in their chosen field, they are constantly focused on what will make the difference between success and failure in our clients’ businesses.

Gartner Summits deliver a wealth of **new ideas, practical and relevant advice unavailable anywhere else**, and the confidence to make better decisions about your strategy and projects going forward.

- **Save Money** — Avoid costly mistakes and make the right investment decisions to derive maximum value from your IT infrastructure operations and data center initiatives.
- **Save Time** — Learn, analyze, evaluate and decide your next steps, having gained insight and information into the future of IT infrastructure operations and the data center.
- **Gain Resources** — Access an unrivalled pool of Gartner analysts to gain timely advice about your strategies and initiatives.
- **Gain Confidence** — Get insight into what leading organizations and your peers are doing to establish best practices for IT infrastructure operations and the data center.

# SUMMIT FEATURES

## End-User Case Studies

Gartner-invited end-users reveal their personal challenges, issues and lessons learned.

## Plenary Sessions

In our renowned plenary sessions, you'll hear what today's leading figures are thinking. Gartner analysts and invited experts will give you strategic insights, thought-provoking points of view and forward-thinking advice that will help shape your planning.

## Track Sessions

Presented by Gartner analysts, invited guest speakers and industry presenters, these sessions focus on the issues that matter most to you and provide real-world information that will help you make better decisions and drive successful results.

## “To the Point” Sessions

Sometimes you just want to hear the “Top 5 Things You Want to Know” about a trend, a technology or an approach. Gartner analysts provide top concepts, key trends or a quick overview of a particular topic, in a condensed format.

## Workshops

Presented by Gartner or guest experts, these workshops provide an opportunity to drill down on specific “how to” topics in an extended, small group session. The courses are designed for an intimate and interactive learning experience. Reserved for end-users only.

## Analyst-User Roundtables

Moderated by a Gartner analyst, these roundtables are a great forum for exchanging ideas and hearing what your peers are experiencing around a particular issue. Reserved for end-users only.

## Analyst One-on-Ones

Meeting face-to-face with a Gartner analyst is one of the key benefits of attending a Gartner Summit. Personalize your 30-minute private appointment to discuss your specific issue and walk away with invaluable, tailor made advice.

## Tutorial Sessions – NEW

These presentations are focused on layering the foundations for attendees' understanding of a topic, trend or technology with basic 101 “building block” definitions and analysis.

## WHAT'S NEW FOR 2013

- **Nexus of Forces** – Cloud, Mobile, Social and Information – a new dedicated track
- **Mobile** – managing demands for anywhere-anytime mobile across the enterprise
- **Evolution of networking** in a software defined world
- **Organizational design** – staffing for the future
- **Implementing an effective operations strategy** based on the emerging DevOps philosophy
- **What is DCIM?** Monitoring, managing and controlling your data center
- **Maturation of cloud**



## GARTNER PREDICTS:

“ By 2017, 20% of mobile handsets will be worn and not carried. Smart wearable electronics will be a \$10B USD market. ”

# KEYNOTE SESSIONS

## Gartner Opening Keynote: What Will Happen to IT in the Next Five Years?



Strategic planners have long realized that efficient planning must be accomplished by looking from the outside in. Internal trends, market trends and societal trends are rapidly converging, and many will have dramatic effects on infrastructure and operations planning. This presentation will highlight the most crucial trends to watch over the next five years.

*David J. Cappuccio, Research Vice President*

## Gartner Keynote: The Impact of the Nexus of Forces on the Data Center



The Nexus of Forces is highly disruptive, not only to IT delivery, but also to many of the fundamentals of traditional business. These forces, driven by the consumer, threaten to disintermediate longstanding, previously unquestioned services and structures. The impact on IT infrastructure operations and the data center will be profound. This session will discuss how the Nexus of Forces will bring new thinking, new technologies, new process, and new behavior from within the organization and fundamentally the IT department.

*Michele C. Caminos, Managing Vice President and Matthew J. Boon, Managing Vice President*



## Guest Keynote: Flip! How Counterintuitive Thinking is Changing Everything



Flip is your future-focused strategy for leading in times of ambiguity through embracing innovation and change. Based on Peter Sheahan's international business bestseller *Flip: How Counterintuitive Thinking is Changing Everything* (now published in the US, Europe, Asia and Australia), this powerful and provocative session will challenge you to rethink the status quo, reassess your business strategy and look at the changing business environment in a whole new way. This interactive and engaging presentation will:

- Frame the four forces of change currently impacting our business environment and offer strategies for adapting to and profiting from these changes
- Pinpoint the causes, nature and results of rising stakeholder expectations across all markets and offer inspirational case-studies of companies that have adapted to meet and exceed these demands
- Highlight the growing importance of stories, "superficial" experiences and non-monetary factors in consumer decisions
- Explore new notions of ownership and control in areas is of brand, products, innovation and marketing and management

### **Dominic Thurbon**

**Chief Creative Officer and Co-Founder, ChangeLabs**

*Dominic is Chief Creative Officer and Co-Founder of international behaviour change organisation ChangeLabs, a world top-10 speaker, and for some years was Head of Research for global generational trends and business strategy consultancy Peter Sheahan Pty Ltd.*

### **GARTNER PREDICTS:**

“By 2014, market consolidation will displace up to 20 percent of the top 100 IT services providers.”

# MEET THE ANALYSTS

Gartner analysts draw on the real-life challenges and solutions experienced by clients from 12,000 distinct organizations worldwide.

## Thomas J. Bittman

Vice President and Distinguished Analyst



FOCUS AREAS: Cloud computing; data center modernization and consolidation; virtualization; IT cost optimization

## Matthew J. Boon

Managing Vice President



FOCUS AREAS: Consolidation; vendor selection and differentiation; marketing operations and competitive comparison; adoption realities in Asia Pacific

## Michele C. Caminos

Managing Vice President



FOCUS AREAS: Portfolio strategy; new market opportunities; go-to-market planning; market and competitive intelligence management

## David J. Cappuccio

Research Vice President



FOCUS AREAS: Data center modernization and consolidation; infrastructure and operations leaders; IT cost optimization; virtualization

## Roger Cox

Research Vice President



FOCUS AREAS: IT cost optimization; negotiating software contracts; market and competitive intelligence management; portfolio strategy; go-to-market planning

## David M. Coyle

Managing Vice President



FOCUS AREAS: Market and competitive intelligence management; portfolio strategy; ITIL and process improvement; data center modernization and consolidation

## Cameron Haight

Research Vice President



FOCUS AREAS: IT strategic planning; ITIL and process improvement; cloud computing

## Annette Jump

Research Director



FOCUS AREAS: New market opportunities; brand strategy; Microsoft Windows 7, 8 and Office; vendor selection and differentiation; marketing operations and competitive comparison

## Rakesh Kumar

Research Vice President



FOCUS AREAS: Data center modernization and consolidation; IT cost optimization; virtualization; cloud computing; IT strategic planning

## Errol Rasit

Research Director



FOCUS AREAS: Server technologies and directions; cloud computing; virtualization; data center modernization and consolidation

## John P. Roberts

Vice President and Distinguished Analyst



FOCUS AREAS: IT strategic planning; business value of IT; IT governance; IT organizational design; IT cost optimization

## Joe Skorupa

Vice President and Distinguished Analyst



FOCUS AREAS: Data center networking; modernization and consolidation; new market opportunities; communications infrastructure modernization; virtualization; positioning, messaging and competitive procurement



# AGENDA AT A GLANCE

## TUESDAY 19 MARCH

07:15 – 19:45	Registration, Information and Refreshments		
08:30 – 09:10	Tutorial: Software Defined Networking: What Is It and What Does It Mean to You and Your Organization? <i>Joe Skorupa</i>	Tutorial: The IBM Mainframe Platform: On-Going Challenges, New Opportunities <i>Rakesh Kumar</i>	Tutorial: Introduction to the Nexus of Forces <i>Michele C. Caminos</i>
08:45 – 09:45	<b>Gartner Opening Keynote: What Will Happen to IT in the Next Five Years?</b> <i>David J. Cappuccio</i>		
09:45 – 10:00	<b>Welcome to the Gartner IT Infrastructure Operations &amp; Data Center Summit</b> <i>Matthew J. Boon</i>		
10:00 – 10:30	Premier Sponsor Panel <i>Moderator: Matthew J. Boon</i>		
10:30 – 11:00	Refreshment Break in the Solution Showcase — Peer-to-Peer Roundtable Discussions on Showfloor		
	<b>A</b> IT Operations: Delivering IT Operational Excellence and Business Value to the Enterprise	<b>B</b> Technology: Data Center Infrastructure — Achieving Higher Levels of Efficiency and Flexibility	<b>C</b> Impact of Disruptive Forces on the Data Center — Social, Mobile, Cloud and Information
11:00 – 12:00	IT Operations Management Scenario <i>Cameron Haight</i>	Shaping Private Clouds: Transforming Under Pressure <i>Thomas J. Bittman</i>	The Mobile Scenario: Capitalizing on the Opportunities <i>Annette Jump</i>
12:00 – 13:15	Lunch in the Solution Showcase		
13:15 – 14:00	Guest Case Study <i>Check Agenda Builder for updates</i>	Guest Case Study <i>Check Agenda Builder for updates</i>	Guest Case Study <i>Check Agenda Builder for updates</i>
14:15 – 14:45	Solution Provider Session	Solution Provider Session	Solution Provider Session
14:45 – 15:15	Refreshment Break in the Solution Showcase — Peer-to-Peer Roundtable Discussions on Showfloor		
15:15 – 16:15	Top 10 I&O Actions to Build and Manage Hybrid Cloud Environments <i>Cameron Haight</i>	Storage Scenario: Approaching the New Era of Storage <i>Roger Cox</i>	Enterprise Networks in the Era of the Nexus of Forces: Transformed or Irrelevant? <i>Joe Skorupa</i>
16:30 – 17:00	To the Point: Staffing IO for the Future <i>John P. Roberts</i>	To the Point: Pursuing Continual Service Improvement <i>Matthew J. Boon</i>	To the Point: Top Five Action Items for Server Virtualization <i>Thomas J. Bittman</i>
17:00 – 17:45	<b>Gartner Keynote: The Impact of the Nexus of Forces on the Data Center</b> <i>Michele C. Caminos and Matthew J. Boon</i>		
17:45 – 19:15	Networking Reception in the Solution Showcase		

## WEDNESDAY 20 MARCH

07:15 – 17:15	Registration, Information and Refreshments		
08:30 – 09:30	How to Significantly Reduce IT Infrastructure and Operations Costs <i>David M. Coyle</i>	Storm Warning: Microsoft vs. VMware for Cloud Infrastructure <i>Thomas J. Bittman</i>	The Server Scenario 2016: Do You Know Where Your Server Is? <i>Errol Rasit</i>
09:45 – 10:15	Solution Provider Session	Solution Provider Session	Solution Provider Session
10:15 – 10:45	Refreshment Break in the Solution Showcase — Peer-to-Peer Roundtable Discussions on Showfloor		
10:45 – 11:45	The Infinite Data Center <i>David J. Cappuccio</i>	What Are Your Power and Cooling Options for Your Data Center? <i>Rakesh Kumar</i>	Choosing Among Different Client Computing Architectures <i>Annette Jump</i>
12:00 – 12:30	Solution Provider Session	Solution Provider Session	Solution Provider Session
12:30 – 13:45	Lunch in the Solution Showcase		
13:45 – 14:45	DevOps — A Step By Step Approach <i>Cameron Haight</i>	Future Data Centers: Smaller, More Powerful, More Efficient and Less Expensive <i>David J. Cappuccio</i>	Big Data Infrastructure: From Hype to Infrastructure Implementation Reality <i>Roger Cox</i>
15:00 – 15:30	To the Point: Data Center Economics <i>Rakesh Kumar</i>	To the Point: DCIM New Tools to Monitor, Manage and Control Your Data Center <i>David M. Coyle</i>	To the Point: Networking and Mobility Trends for the Next Decade <i>Joe Skorupa</i>
15:30 – 16:00	Refreshment Break in the Solution Showcase — Peer-to-Peer Roundtable Discussions on Showfloor		
16:00 – 17:00	<b>Guest Keynote: Flip! How Counterintuitive Thinking is Changing Everything</b> <i>Dominic Thurbon, Chief Creative Officer and Co-Founder,</i>		
17:00 – 17:15	<b>Summit Closing Remarks</b> <i>Matthew J. Boon</i>		

At the Summit, please refer to the agenda in the event guide provided, for the most up to date session and location information

Workshops	Roundtables
<b>10:45 – 12:15</b> Slash Your Enterprise Network Spend, Welcome to the Buyers Market Moderator: <i>Joe Skorupa</i>	<b>10:45 – 12:15</b> Integrated Infrastructures: Tips and Tricks for Maximizing Success and Minimizing the Risk of Failure Moderator: <i>Errol Rasit</i>
An Update <i>David M. Coyle</i>	
<b>13:15 – 14:45</b> Using Gartner's ITScore to Build an I&O Road Map for Improvement Moderator: <i>David M. Coyle</i>	<b>13:15 – 14:15</b> Best Practices in Data Center Design and Retrofit Moderator: <i>David J. Cappuccio</i>
<b>15:15 – 16:45</b> Desktop Virtualization Moderator: <i>Annette Jump</i>	<b>15:30 – 16:30</b> Leading Your IT Infrastructure and Operations Staff Through the Transition to Cloud Computing Moderator: <i>John P. Roberts</i>
<b>08:30 – 10:00</b> Storage Strategy – Why You Need One and What It Should Include Moderator: <i>Roger Cox</i>	Private Cloud Computing Moderator: <i>Michele C. Caminos</i>
<b>10:45 – 12:15</b> Hybrid Cloud Moderator: <i>Thomas J. Bittman</i>	Virtualization – What Next, More Savings or Invest in Something Different? Moderator: <i>Errol Rasit</i>
<b>13:30 – 15:00</b> Measure Value Through Metrics Moderator: <i>John P. Roberts</i>	Dealing with the Invasion of Consumer Technology Moderator: <i>Annette Jump</i>

ChangeLabs

## AGENDA GUIDANCE

To help you navigate the summit agenda, we've identified track sessions that match your experience level and information needs. Specific categories include:

### MATURITY LEVEL

- F Foundational:** If you are at the early stages of your initiative, or are a newcomer to this space, these sessions will give you the necessary understanding and first steps.
- A Advanced:** If you are an advanced practitioner, these sessions are designed to take your initiative, or understanding, to the next level.

### FOCUS

- T Tactical:** Sessions providing tactical information that can be used straight away, with a focus on "how to", dos and don'ts, and best practices.
- S Strategic:** Sessions focusing on the strategic insight supporting the development and implementation of your action plan.
- V Visionary:** Sessions focusing on emerging trends, concepts, or technologies that will help you with your future planning and decisions.

### PERSPECTIVE

- B Business:** Sessions geared toward business leaders, or IT professionals who need to understand the challenges and opportunities from a business, organizational, or cultural perspective.
- IT Technology:** Sessions that address technical concepts, details, and analysis.

### VIRTUAL TRACKS

- BP Best Practice**
- BV Business Value of IT**
- CC Cloud Computing**
- CO Cost Optimization**
- ET Emerging Technologies**
- M Mobile**
- St Storage**
- Vt Virtualization**

## IT Operations Management Scenario

IT operations management is often an afterthought that follows the deployment of new or emerging technology. However, IT operations management can, in fact, lead the charge for the implementation of new technology and influence successful business outcomes. This presentation highlights key decision points in IT operations management technology, processes, and organizational approaches.

- What current-state IT operations management investments impair future change?
- What investments in IT operations management best facilitate future change?
- What immediate actions should IT take to prepare for the planning horizon?

*Cameron Haight*

BP CO ET

## Top 10 I&O Actions to Build and Manage Hybrid Cloud Environments

Cloud computing has caused a storm in the IT industry and in the business. Data centers and architectures are changing to enable agility and real-time infrastructure, and to drastically lower service delivery costs. Cloud's impact is felt very heavily in the IT I&O organization. We examine these areas of impact and advise on what I&O organizations should do about it.

- What is the impact of hybrid cloud computing on I&O?
- What actions should I&O organizations take to minimize risks and maximize benefits?

*Cameron Haight*

A S BP BV CC ET



## To the Point: Staffing IO for the Future

Business requirements, technology changes such as cloud, and advancements in I&O maturity are changing I&O staffing needs. As competition for talent increases, I&O leaders must understand what skills will be needed and how best to acquire and retain them. This session offers I&O leaders an approach to map talent needs and to view each staffing decision as an opportunity to address current needs while also closing future skill gaps.

*John P. Roberts*

S V B IT BV

## How to Significantly Reduce IT Infrastructure and Operations Costs

IT infrastructure and operations is typically 60% or more of the total enterprise IT budget. Although CIOs and I&O leaders have made significant progress to reduce these costs, intense budget pressures continue. Gartner has identified 10 key areas in which to focus efforts in order to further reduce costs. For most, full implementation of these ideas can reduce I&O costs by about 10% over 12 months — and 25% or more within three years.

- What have Gartner clients accomplished to date in reducing I&O costs?
- What are the major opportunities that remain to reduce I&O costs?
- How should IT prioritize I&O cost reduction opportunities?

*David M. Coyle*

F T BP BV CO

## The Infinite Data Center

The traditional method of data center design and equipment placement has started to shift, and leading-edge companies are realizing that smaller designs or retrofits can accommodate 300% to 500% more computer capacity per square foot. Coupling this with efficient technology use can insure huge growth possibilities in the same footprint for many years.

- What are the emerging trends in extreme data center capacities and designs?

- What kind of capacity can be attained via vertical scalability vs. horizontal?
- What are vendors doing and how will products impact scalability and capacity planning for data centers?

*David J. Cappuccio*

S IT BP CO ET

## DevOps — A Step By Step Approach

Many IT organizations are pursuing cloud-based technology investments, but they're not really addressing the primary problem which is an IT culture that is too complex and inflexible thereby potentially negating the benefits of a cloud approach. In this session we will examine the necessary steps to implementing an effective operations strategy based on the emerging DevOps philosophy which will act to improve your cloud outcomes.

- What are the key steps to the implementation of a DevOps program?
- How can organizations measure the impact of their DevOps initiative?

*Cameron Haight*

S BP ET

## To the Point: Data Center Economics

The economics of the data center model is changing. Increasing complexity in the demand and capacity supply curve coupled with a complex balance of capital and operational expense means that data center managers will have to better understand the financial models.

- What are the key issues for managing the economics of tomorrow's data center architecture?
- What technologies and processes should you be focusing your investment on?
- How is ongoing complexity impacting the economics of the data center?

*Rakesh Kumar*

A S BV CC CO Vt

## Shaping Private Clouds: Transforming Under Pressure

Private cloud computing is one of the hottest infrastructure trends today. IT organizations face eager vendors, immature technologies, cultural barriers, funding challenges, process change and skill issues. Service orientation requires tight alignment with the business, and a shift to delivering and measuring business value.

- What are the trends and challenges associated with private cloud computing?
- How do you create a business case for private cloud computing?
- What are the people, process, technology and business management changes necessary to create private cloud services?

Thomas J. Bittman



## Storage Scenario: Approaching the New Era of Storage

Storage has changed dramatically in the last several years. Previous rules and practices may no longer ensure optimum results as organizations seek improved levels of service, agility and availability of their data. Expanded technology options, emerging vendors, and established vendors that deliver new and acquired solutions all bring choices that must be balanced against risk. In the next five years business requirements will push IT to examine new storage capabilities, architectures and improved management techniques in order to address the ever increasing demands for storage.

- What business trends will affect storage in the next five years?
- What are the pros and cons of the options that will be available for the storage infrastructure of the future?
- How will we manage the storage infrastructure in 2017?

Roger Cox



## To the Point: Pursuing Continual Service Improvement

The most successful organizations are those that focus on an ethos of continual improvement rather than perfection at first pass. Focused on IT operations, this session describes the sound foundations required, some simple, proven techniques and the roles and people required for success.

- Laying the cultural and operational foundations.
- A simple but effective approach to improvement.
- Key roles, skills and capabilities.

Matthew J. Boon



## Storm Warning: Microsoft vs. VMware for Cloud Infrastructure

Microsoft has been the dominant force in infrastructure for years, but virtualization and cloud computing have made VMware a strong challenger. Virtualization and VMware are both becoming prevalent in most Microsoft architectures. The competition for infrastructure management, private cloud, cloud infrastructure and platform as a service will define these two vendors for the next five years.

- How do VMware and Microsoft compare in the market today?
- What trends will define the competition between VMware and Microsoft through 2015?
- What competitive strategies will VMware and Microsoft pursue, and will they be successful?

Thomas J. Bittman



## What Are Your Power and Cooling Options for Your Data Center?

When looking to upgrade or build a new data center, two of the most critical areas to address are power and cooling. Over the past five years, we have seen hype over many new power and cooling technologies. This session examines what power and cooling options make sense for today's data center, what might be feasible in the next five years, and what just won't cut it.

- What power and cooling technologies should you be investing in today?
- What are the power and cooling technologies you should plan to use in the next five years and what will not be feasible for the data center?

Rakesh Kumar



## Future Data Centers: Smaller, More Powerful, More Efficient and Less Expensive

The traditional method of data center design and equipment placement has started to shift, and leading edge companies are realizing that smaller designs, or retrofits, can accommodate 300% – 500% more compute capacity per square foot. This presentation will discuss the trend and show models that validate the concepts.

- What are the trends when building a data center?
- What are the trends with modular designs?
- What are the trends in retrofitting data centers?

David J. Cappuccio



## To the Point: DCIM New Tools to Monitor, Manage and Control Your Data Center

Data center infrastructure management (DCIM) is a hot topic — and one of considerable vendor hype and confusion. This session helps you understand what DCIM really is and why you need these tools.

- What is DCIM and why is it critically important to I&O leaders?
- What can DCIM tools accomplish now — and in the next three years?
- Who are the vendors that participate in the DCIM market?

David M. Coyle



## The Mobile Scenario: Capitalizing on the Opportunities

In 2012, hundreds of new handsets and tablets will appear and new services will emerge, exploiting payment, context, social networking and location-based advertising. Employees will become more like consumers and enterprises will develop and manage applications on a wider range of platforms than ever before. We'll help you turn this complexity into opportunity.

- What will be the key mobile and wireless technology and market trends through 2015?
- How will corporations choose and use mobile technology, services, and tools to support customers and employees?

Annette Jump



## To the Point: Top Five Action Items for Server Virtualization

This short session provides an update on the still-hot server virtualization market (more VMs have been deployed in 2012 than any year before), and discusses vendors, considerations and process change.

- How is the server virtualization market evolving and how do vendors compare?
- What are the latest trends in server virtualization deployment?
- What is the future of server virtualization?

Thomas Bittman



## Enterprise Networks in the Era of the Nexus of Forces: Transformed or Irrelevant?

The Nexus of Forces (NoF) bring about profound changes in how individuals and organizations communicate. The Internet of Everything will generate massive amounts of data that must be collected, analyzed and distributed to a workforce that is increasingly distributed, mobile linked through social as well as organizational contexts. In this world the concept of a hub and spoke enterprise network is obsolete. This session will enable you to transform your network before the Nexus of Forces makes it irrelevant.

- How does the NoF change the demands placed upon the enterprise network?
- How can you adapt your network to increase the benefits of the NoF?

Joe Skorupa



## The Server Scenario 2016: Do You Know Where Your Server Is?

The traditional concept of server will be increasingly irrelevant or subsumed within fabric, cloud and networked virtual resources, including appliances, forcing planners to adapt to new resource acquisition and life cycles. This will challenge all — IT, vendors, channels and service providers with creative new deployment strategies. We will advise CIOs and strategic planners on how to prepare for the impact of this Server Scenario shift.

- How will the “new server” road map evolve?
- How will vendors compete and deliver against the new server road map?
- How can you compare vendor solutions for functional and value-based pricing?

Errol Rasit



## Choosing Among Different Client Computing Architectures

Hosted Virtual Desktops or Server Based Computing? Software Streaming or Application Virtualization? Composite Desktops or Workspace Aggregators? Stay with PCs? These are just a few of the options that most enterprises are encountering with client computing architectures. We describe the applicability of each, as well as how the choices can be used to deliver an optimal end user experience.

- What are the fundamental differences that exist between the various client computing architectures?
- How are client computing architectures evolving over the next five years?
- How should organizations choose the appropriate architecture based on their requirements?

Annette Jump



## Big Data Infrastructure: From Hype to Infrastructure Implementation Reality

Many IT organizations are facing questions about which infrastructures they should put in place to meet new organizational requirements for big data analytics. Questions abound regarding the right infrastructures, and the data management techniques and approaches to take to manage them.

- What technical requirements do big data use cases impose on your data center infrastructure?
- Can you use existing infrastructure (server, storage, networks) to support big data use cases?
- Is cloud a viable option for big data and how can it be leveraged?

Roger Cox

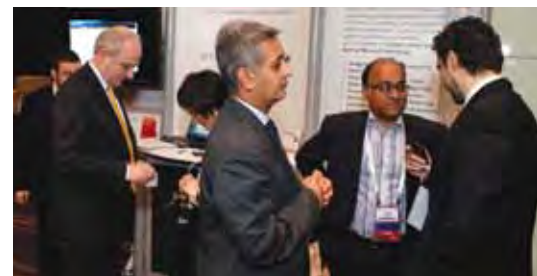


## To the Point: Networking and Mobility Trends for the Next Decade

New demands on enterprise communications require new strategies. Video, mobility, unified communications, virtualization and cloud computing will require us to rethink how networks are designed, built and run. Meanwhile, the vendor landscape has transformed radically. Leading this change requires foresight; merely reacting is not enough.

- How will the demands on enterprise and government networks change in the coming years?
- What are the key strategies for meeting new requirements?
- What are the most critical emerging technologies?

Joe Skorupa



# INTERACTIVE SESSIONS

## Workshops

Workshops provide you with a forum to listen to subject-matter experts, interact with fellow delegates and work together to develop best practices that can be put to practical use after the summit. The workshops provide an opportunity to delve deeply into specific critical topics including markets, technologies and business issues. **Please Note: These workshops are for end-user organizations only. Preregistration is required and attendance is on a first come, first-served basis as numbers are limited.**

### Slash Your Enterprise Network Spend, Welcome to the Buyers Market

Moderator: Joe Skorupa

### Storage Strategy – Why You Need One and What It Should Include

Moderator: Roger Cox

### Using Gartner's ITScore to Build an I&O Road Map for Improvement

Moderator: David M. Coyle

### Measure Value Through Metrics

Moderator: John P. Roberts

### Desktop Virtualization

Moderator: Annette Jump

### Hybrid Cloud

Moderator: Thomas J. Bittman



## Analyst-User Roundtables

Moderated by a Gartner analyst, these roundtables are a great forum for exchanging ideas and hearing what your peers are experiencing around a particular issue. Reserve your spot early as these sessions always fill up quickly.

### Integrated Infrastructures: Tips and Tricks for Maximizing Success and Minimizing the Risk of Failure

Moderator: Errol Rasit

### Best Practices in Data Center Design and Retrofit

Moderator: David J. Cappuccio

### Leading Your IT Infrastructure and Operations Staff Through the Transition to Cloud Computing

Moderators: John P. Roberts

### Private Cloud Computing

Moderator: Michele C. Caminos

### Virtualization – What Next, More Savings or Invest in Something Different?

Moderator: Errol Rasit

### Dealing with the Invasion of Consumer Technology

Moderator: Annette Jump

## Powerful tools to navigate, manage and decide

To get the most out of your Summit experience, we've created a range of tools to help you plan your agenda and manage your goals and objectives of attending.

### WEBSITE

Get the information you need to help you decide to attend, as well as tools to get approval. Visit [gartner.com/ap/datacenter](http://gartner.com/ap/datacenter)



### ONLINE AGENDA BUILDER

A powerful planning tool designed to help you organize, view and select an agenda based on the following options:

- Analyst profile
- Date and time
- Session descriptions
- Schedule analyst one-on-ones
- Schedule a roundtable

Visit the **Gartner IT Infrastructure Operations & Data Center Summit 2013** website and click on **Agenda** or go to [ab.gartner.com/dc8a](http://ab.gartner.com/dc8a).

### GARTNER EVENTS NAVIGATOR



Manage your agenda using your mobile device. This app — compatible with iPhone, blackberry and Android devices — has all the Agenda Builder features to create your personal agenda. Plus, you can send and receive messages to attendees, access all social media channels, participate in session polling and view event announcements.

### JUSTIFY YOUR ATTENDANCE

Our justification Toolkit makes it easy to demonstrate the value of your Summit experience. It includes a customizable letter, cost-benefit analysis, cost optimization highlights, top reasons to attend and more. Find it at [gartner.com/ap/datacenter](http://gartner.com/ap/datacenter)

### CONNECT WITH GARTNER

Connect with the IT Infrastructure Operations & Data Center Summit on Twitter and LinkedIn.



#GartnerDC

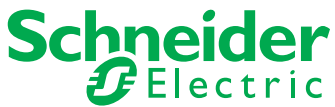


Gartner DC Xchange

# SOLUTION SHOWCASE

Develop a list of technology providers who can meet your particular needs. We offer you exclusive access to some of the world's leading technology and service solution providers in a variety of settings.

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## Solution Showcase Networking Reception

Get to know your fellow attendees, identify who has the same issues, and make new friends and relevant connections during the networking reception.



# REGISTRATION

## 3 easy ways to register

**Web:** [gartner.com/ap/datacenter](http://gartner.com/ap/datacenter)

**Email:** [apac.registration@gartner.com](mailto:apac.registration@gartner.com)

**Phone:** +61 2 8569 7622

## Pricing

**Early-bird price:** \$2,250 exc. GST (before 31 December 2012)  
\$2,325 exc. GST (1 – 18 January 2013)

**Standard price:** \$2,725 exc. GST

**Public Sector price:** \$2,150 exc. GST (before 31 December 2012)  
\$2,225 exc. GST (thereafter 31 December 2012)

## Gartner Event Tickets

We accept one Gartner Summit ticket or one Gartner Catalyst ticket for payment. If you are a client with questions about tickets, please contact your sales representative or call +61 2 8569 7622.

## THE TEAM ATTENDANCE EFFECT: LEVERAGE MORE VALUE ACROSS YOUR ORGANIZATION

Knowledge is the capacity for effective action. Just imagine the impact on your organization when knowledge multiplies. Common vision, faster responses, smarter decisions. That's the Gartner Team Attendance effect. You'll realize it in full when your staff members attend a Gartner event. As a group, they can maximize learning by participating in all the Summit sessions. Plus, they'll leverage the expertise of a Gartner analyst at a private group meeting. Up for discussion: **your team's strategic initiatives and key projects.**

To register a team please e-mail **APAC.TeamSend@gartner.com** or contact your Gartner Account Manager. Please note that teams must be registered at the same time and we can only guarantee availability of team benefits if the team is registered at least three weeks in advance of the event.

### Team Benefits

- Team meeting with a Gartner analyst (end users only)
- Role-based agendas
- On-site team contact: Work with a single point of contact for on-site team deliverables
- Complimentary registrations

### Complimentary Registrations

- 1 complimentary registration reward with 3 paid registrations
- 2 complimentary registration rewards with 5 paid registrations
- 3 complimentary registration rewards with 7 paid registrations



## EARLY-BIRD OFFER

Register by 18 January 2013 and receive:

- \$400 off the standard ticket price
- Access to an exclusive facilitated networking breakfast with some of our top Gartner analysts



## HAVE YOU BEEN TO THIS SUMMIT BEFORE?

Alumni, we recognize your ongoing commitment and loyalty to Gartner. There are a number of benefits available to our returning attendees:

- Personal email communications and event discounts
- Fast-track registration
- Gift bag on arrival
- Invitation to alumni champagne lunch, hosted by Summit chair
- Priority seating at keynote presentations
- Post-event communication with trip report

## MEDIA AND EVENT PARTNERS





# Gartner IT Infrastructure Operations & Data Center Summit 2013

19 – 20 March 2013

Sydney Conventions & Exhibition Centre,  
Sydney, Australia

[gartner.com/ap/datacenter](http://gartner.com/ap/datacenter)



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“ I will definitely be back next year. ”

Australian Rail Track Corporation



## YOUR EVENT REMINDERS

- Register by 18 January 2013 for early-bird savings!
- Build your own agenda online now
- Book a 30 minute One-on-One with your preferred Gartner analyst
- Join our online communities:



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## GLOBAL IT INFRASTRUCTURE AND OPERATIONS EVENTS

- **Data Center Summit**  
9 – 10 April | São Paulo, Brazil
- **IT Infrastructure & Data Center Summit**  
24 – 26 April | Tokyo, Japan
- **IT Infrastructure Operations & Data Center Summit**  
13 – 14 May | Mumbai, India
- **IT Infrastructure & Operations Management Summit**  
3 – 4 June | Berlin, Germany
- **IT Infrastructure & Operations Management Summit**  
18 – 20 June | Orlando, FL
- **Data Center Summit**  
25 – 26 November | London, U.K.
- **Data Center Conference**  
9 – 12 December | Las Vegas, NV

## 3 EASY WAYS TO REGISTER

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