Gain the insight, ideas, and best practices to address your mobile and cloud challenges to ensure your organization comes out a winner in the mobile and cloud revolution.

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Mobility and Cloud in Action: Driving Enterprise Transformation

Mobility is catching fire in the enterprise. Private, public and hybrid clouds are becoming pervasive.

The use of mobile and cloud together is revolutionizing how IT services are provisioned and consumed, as leading organizations are beginning to create new and indispensible IT services that drive a real competitive advantage.

In this revolution, IT can lead, follow or get out of the way.

The new Gartner Catalyst Technical Forum on Mobility & Cloud will give you the insight, and practical recommendations to address your mobile and cloud implementation challenges. It will help you build and evolve the right architecture and infrastructure to unleash the full benefits in cost, productivity, agility and user experience.

Join us in September for one day of intense learning that will help your organization come out a winner in the mobile and cloud revolution.

Discover

- How to meet the demand for mobility and cloud services
- What is the impact of mobility on technical architecture and development
- How to create effective mobile governance and BYOD policies
- How to develop and mature your cloud adoption strategy
- How to select and manage the relationship with multiple public cloud providers
- How to better provision and manage computing and storage capacity
- How to survive the next major outage of your cloud provider
- When to build your private cloud and how far to go
- How to limit the risks from cloud and mobility

Meet the Analysts

**Michael Disabato**
Research VP

Research area: Wireless and mobility
Focus areas: BYOD policy; mobile device management; mobility management; mobility architecture; wireless infrastructure

**Kyle Hilgendorf**
Research Director

Research area: Data center and cloud
Focus areas: Cloud computing; evaluating public cloud providers; cloud architecture

**Eric Knipp**
Managing VP

Research area: Application platforms
Focus areas: Web application design; building mobile applications; migrating applications to the cloud

**Eric Maiwald**
Research VP

Research area: Security and risk management
Focus areas: Network security controls; network access control (NAC); mobile security; virtual firewalls; next generation firewalls

**Alessandro Perilli**
Research Director

Research area: Data center and cloud
Focus areas: Cloud management; private cloud; server virtualization

Analyst One-on-Ones

Get answers to your specific issues with a 30 minute private meeting with an analyst of your choice. (Subject to analyst availability.)
## Agenda at a Glance

**WEDNESDAY 25 SEPTEMBER 2013**

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<th>Time</th>
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<td>07:00 – 17:30</td>
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| 08:15 – 09:15   | **Welcome and Opening Keynote: Service the Customer Through Cloud and Mobility Technology**  
Eric Maiwald     |
| 09:15 – 09:30   | Break                                                                     |
| 09:30 – 10:15   | **TRACK 1**  
Mobility: Driving Transformation  
Michael Disabato  
**TRACK 2**  
How Enterprises Architect and Use Private and Public Clouds  
Kyle Hilgendorf  
**Workshops / Roundtables**  
09:30 – 10:40  
Workshop: Selecting the Right Mix of Security Controls to Mitigate Mobility Risk  
Eric Maiwald   |
| 10:15 – 10:45   | Refreshment Break in the Solution Showcase                               |
| 10:45 – 11:20   | Building Your Mobile Application Road Map  
Eric Knipp  
Finding the Private Cloud Sweet Spot, When to Build and How Far to Go  
Alessandro Perilli |
| 11:20 – 11:35   | Break                                                                     |
| 11:35 – 12:10   | Mobility Architecture’s Conflicts and Tradeoffs  
Eric Maiwald  
Your Cloud Will Fail: Design for Availability and Resiliency  
Kyle Hilgendorf |
| 12:10 – 13:35   | Lunch in the Solution Showcase                                           |
| 13:25 – 13:55   | Solution Provider Session                                                |
| 13:55 – 14:10   | Break                                                                     |
| 14:10 – 14:45   | Preparing your Infrastructure for BYOD  
Michael Disabato  
How Four Enterprises Changed Architecture and Development for Cloud  
Eric Knipp     |
| 14:45 – 15:00   | Break                                                                     |
| 15:00 – 15:30   | Case Study: Mobility Lessons Learned  
Eric Maiwald  
How to Assess Cloud Service Provider Security  
Kyle Hilgendorf |
| 15:30 – 16:00   | Refreshment Break in the Solution Showcase                               |
| 16:00 – 16:35   | The Mobile App Decision: Native, Web, or Something in Between  
Eric Knipp  
Case Study: Cloud Lessons Learned  
Kyle Hilgendorf |
| 16:35 – 16:50   | Break                                                                     |
| 16:50 – 17:30   | How to Create Your Mobile Strategy  
Michael Disabato  
Cloud Orchestration: Client Insights and Best Practices  
Alessandro Perilli |
| 17:30           | Conference Adjourns                                                      |

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Track Sessions

**TRACK 1 Mobility: Driving Transformation**

### Practical Governance and Management for BYOD
Mobile workers often prefer to use their personally owned devices rather than a company issued device. This trend creates many questions for IT organizations around the policies required to manage these devices. This session provides practical mobile governance and management solutions.
- What are the key mobile governance and management issues?
- How do I create a Bring Your Own Device (BYOD) governance policy?
- How do I manage a BYOD policy?

_Eric Knipp_

### Building a Mobile Application Roadmap
The business wants mobile apps and it wants them NOW. IT organizations feel they don’t have the time to do due diligence on what customers really need — if they don’t deliver ASAP, the business will find someone else who can. How IT organizations respond to this challenge will dictate the organization’s long-term success with mobile application delivery.
- What is a mobile application roadmap?
- What issues must you consider when devising the plan?
- How can you deliver rapidly, yet avoid technical debt?

_Michael Disabato_

### Mobility Architecture’s Conflicts and Tradeoffs
At the root of the mobile strategy is the information users need and for which the enterprise needs to manage the risk of disclosure. Ownership of the devices adds another dimension to the problem as users force enterprises into a BYOD policy. This session examines the conflicts and tradeoffs between use case requirements, application architecture, connectivity, and security within mobile architecture.
- How do we architect for employee-owned devices (BYOD or consumerization)?
- How do we protect information on mobile devices?
- How do we create an application architecture to meet business needs?

_Eric Maiwald_

### Preparing your Infrastructure for BYOD
BYOD places expanded demands on enterprise communications, because there is an increased number and greater diversity of devices, and broader user expectations. This session describes how site WLANs, cellular and network infrastructures can be designed to enable employee communications, control carrier costs and still protect the network when BYOD is deployed.
- Avoiding broken applications and dropped calls
- Maximizing performance while controlling communications costs
- Enabling the wide range of devices that accompanies BYOD adoption
- Protecting the business network

_Michael Disabato_

### The Mobile App Decision: Native, Web, or Something in Between
Organizations face many challenges when developing mobile applications, including an unfamiliar technology landscape, a deluge of tools and technologies, and requirements to support multiple incompatible platforms. No single tool, product, or framework will help you achieve your goals for all applications you’ll develop. A structured decision-making framework will help you identify the best set of technologies to build mobile applications. This session answers the following questions:
- How do I decide to build a native app, a Web app or both?
- What frameworks and tools should I use to build mobile applications?
- What mobile application architectural alternatives should I use?

_Eric Knipp_

### How to Create Your Mobile Strategy
Mobility is transforming the enterprise. IT can lead, follow or get out of the way. But how does IT lead? More specifically, how does IT guide the enterprise to create a mobile strategy? This session describes how to create a mobile strategy.
- What is a mobile strategy?
- Who needs to be involved in the creation of the strategy?
- What are the necessary steps to create the strategy?

_Michael Disabato_

### Service the Customer Through Cloud and Mobility Technology
IT is being reshaped by business and employee use of the cloud and mobile technology. While the technologies are unique and challenging, IT must integrate them to provide the necessary services to its business and employee customers. Why? Because leading organizations are beginning to unlock the true value of these technologies by using them in concert to create new, innovative, and indispensable IT services that drive a competitive advantage.
- How does IT remain relevant to the business?
- How can IT respond to new technologies?
- How can mobile and cloud technologies be used to improve service to the customer?

_Eric Maiwald_

### Selecting the Right Mix of Security Controls to Mitigate Mobility Risk
Mitigating security risks for mobile devices requires making choices. Choices determine what devices are acceptable in specific use cases, how malware risk is minimized and how data is protected. In this workshop you will work with your peers on a security architecture for a fictitious organization, exploring alternatives for preventing data loss and reducing malware risk.
- What is the risk on mobile device malware, and what control alternatives are available?
- How can data be accessed on or from a device, what are the risks, and how can this be secured?

_Eric Maiwald_

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**TRACK 2** How Enterprises Architect and Use Private and Public Clouds

**Developing a Cloud Adoption Strategy and Maturity Plan**

Cloud computing is nearing the mainstream adoption era, and IT organizations are being asked to use it for more critical workloads. To date, cloud computing has been adopted in an ad hoc manner, often without any guidance. It is imperative that IT become a broker and develop a solid cloud adoption strategy and maturity plan to govern cloud services and achieve the benefits always promised.

- What are the required people, processes and skill sets needed to develop a cloud strategy?
- How does the IT organization transform from current state to a fully functioning broker of cloud services?
- How does a cloud strategy balance risk mitigation and benefit achievement?

*Kyle Hilgendorf*

**Finding the Private Cloud Sweet Spot, When to Build and How Far to Go**

This session first answers the question of who should build a private cloud and when it's not worth the effort and expense. When it makes to move forward, attendees hear about best practices for unleashing their inner service provider, including guidance on architectural best practices and a reality check on software-defined infrastructure.

- Are private clouds worth the expense and effort?
- Where is the sweet spot? What should be built internally and what should either be outsourced or not built at all?
- What is the best path forward?
- What is the impact of emerging software-defined infrastructure?

*Alessandro Perilli*

**How Four Enterprises Changed Architecture and Development for Cloud**

To take advantage of the opportunities presented by cloud computing, you need to adopt new architectural and development practices that break previous enterprise traditions. This presentation is about four companies who did just that to achieve greater business value in the cloud, and it describes how you can apply the lessons they learned to your own cloud projects.

- How are other organizations reinventing their application architecture and development practices for the cloud?
- How can I apply emerging best practices to my own application development projects in the cloud?

*Eric Knipp*

**How to Assess Cloud Service Provider Security**

Cloud security standards have emerged from the Cloud Security Alliance, the US government FedRAMP and other groups. However, assessing providers takes more than a checklist; it takes an architecture. This presentation covers assessment in the context of real use cases, including hybrid cloud and multiprovider scenarios.

- How do we model cloud risks for the use cases I have?
- How do we develop solution architecture patterns to drive down exposure to failures in the cloud service?
- How do we prioritize assessment criteria and develop questionnaires?

*Eric Maiwald*

**Your Cloud Will Fail: Design for Availability and Resiliency**

Public cloud services fail. Even the most prominent providers are not immune. Savvy customers take infrastructure and application design to extreme levels to ensure availability, resiliency and consistency. This session highlights practical design examples at leading providers, and answers the following questions:

- Why will public cloud services continue to fail?
- How do I design infrastructure and applications in the public cloud that will overcome local and regional outages?
- How can I leverage a multiprovider design to ensure against a single provider issue?

*Kyle Hilgendorf*

**Cloud Orchestration: Client Insights and Best Practices**

This session presents the Gartner for Technical Professionals reference architecture template for private clouds, with a primary focus on the orchestration layer. We will highlight the challenges organizations face in their quest to orchestrate cloud environments, which technical solutions they implement, and what best practices have emerged.

- What are the building blocks of a private cloud management stack?
- How complex is orchestrating the automated provisioning of catalog objects in a cloud environment?
- What solutions do organizations leverage to orchestrate cloud environments?
- What are the technical and governance challenges I should anticipate in preparing to automate my cloud environment of choice?
- Is cloud orchestration worth the effort?

*Alessandro Perilli*

**Cloud Management — Platform Choices**

The cloud management platform (CMP) market is in its infancy because no solution addresses all use cases out of the box. Hence, organizations have to invest in professional services to customize and integrate. The CMP market is also highly dynamic with acquisitions, emerging start ups augmenting existing offerings. Finally, CMP solutions are extremely complex to evaluate, requiring a significant commitment to define a RFI and conduct a POC. All aforementioned issues make CMP selection extremely challenging. This roundtable will discuss best practices in qualifying and evaluating CMP solutions.

*Moderator: Alessandro Perilli*

**Adopting Public Cloud: Which Obstacles Exist for You and How do You Overcome Them?**

Organizations are deploying public cloud solutions but a number of obstacles still exist such as hidden costs, integration challenges and internal organizational issues. This analyst-user roundtable will discuss the most common, current obstacles and brainstorm solutions to overcome them. Come share your issues, learnings, and best practices. Key questions addressed include:

- What are the most prevalent obstacles to adopting public cloud?
- How have other organizations overcome these obstacles?
- Do best practices exist and what are they?

*Moderator: Kyle Hilgendorf*
Gartner Catalyst Technical Forum on Mobility & Cloud 2013

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HOT TOPICS

• Mobile strategy and architecture
• Bring Your Own Device programs
• Cloud and mobile application design
• Cloud adoption and management
• Private and public cloud orchestration

Who should attend

Technical professionals involved in planning, designing and implementing enterprise mobility initiatives, including:

• Enterprise architects
• Application, solution and technical architects
• Infrastructure and operations roles
• Telecoms and networking leaders
• IT analysts and engineers
• Consultants and mobility and cloud project managers

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