

Gartner Portals, Content & Collaboration Summit 2013

Engage to Succeed in the Social, Mobile, Digital Enterprise

16 – 17 September

Lancaster London Hotel, London, UK

gartner.com/eu/pcc



GARTNER PREDICTS

“ By 2014, refusing to communicate with customers via social channels will be as harmful as ignoring emails or phone calls is today. ”

View the agenda
on page 4

Engage to Succeed in the Social, Mobile, Digital Enterprise

Hot Topics

- *Creating Exceptional User Experiences*
- *Advancing Social Collaboration*
- *Exploiting Unstructured Content*
- *Optimizing Sharepoint*
- *Ensuring That Your BYOD Programs are a Success*

Delivering business value through improved engagement

Join us to modernize what you've got, understand what's ahead, deliver exceptional user experiences and transform your workplace.

The Gartner Portals, Content & Collaboration Summit 2013, will paint a comprehensive picture of what's changed and what's ahead, and will give you the tools, insights and best practices to deliver exceptional user experiences.

You'll get pragmatic essentials, such as optimizing SharePoint, deriving business value out of unstructured content and crafting new practices to make social and mobile more secure. You'll also get big-picture thinking about portal innovations, the strategic role of engagement, as well as help in making customers and constituents want to use social collaboration and in migrating to mobile platforms.



Nikos Drakos
Research VP and Summit
Chair, Gartner



Attending for the first time?

- Discover how to harness the **business value of mobile** and **incorporate it effectively and safely** for maximum effectiveness
- Understand the **role of engagement as a critical instrument** to transform employee performance and drive marketplace success
- Learn how to meet **user expectations for a consumerized experience** across all platforms (portals, collaboration, applications)
- Gain strategies to tame **unstructured content**
- Learn key motivators for **getting people to collaborate/work together** when they're not compelled to.
- Network with Gartner analysts, your peers and guest speakers to **exchange ideas and best practices**.



Why return?

If you've attended in the past, you can build on that knowledge base with new research and case studies, new Magic Quadrants, leading-edge Maverick sessions and more. Join us at this year's event where you'll find:

- An expanded focus on user experience, driven by enhanced expectations of an increasingly 'consumerized' business user
- New research on The Engagement Initiative and Big Content
- A greater emphasis on innovation, agility plus some maverick thinking on 21st Century Management
- Practical strategies, tactics, guidance and best practices around leveraging the "Nexus of Forces"

Who should attend?

See who's coming to the Summit — visit our website: gartner.com/eu/pcc

Meet one-on-one with a Gartner analyst

Gartner Events give you more than what your normal industry event offers. 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 that you can apply to your role and your organization straight away.

End-User Case Study Sessions

Hear real hands-on "this is how we made it happen" insight, from international organizations whose senior executives are working on the best and most successful PCC initiatives in Europe. The latest case study information will be added to the agenda as it is confirmed at gartner.com/eu/pcc



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.

*Pre-registration is required.
Reserved for end-users.*



AGENDA AT A GLANCE

Agenda correct as of 22 July 2013

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

MONDAY 16 SEPTEMBER

07:30 – 20:00	Registration				
08:00 – 08:45	Tutorial: The Portal Market's Evolution <i>Jim Murphy</i>	Tutorial: Information Governance — Essentials for Managing Risk, Compliance and Retention <i>Ken Chin</i>	Tutorial: Design Considerations for Enterprise Social Networking <i>Mike Gotta</i>		
09:00 – 09:15	Welcome to the Gartner PCC Summit 2013 <i>Nikos Drakos</i>				
09:15 – 10:15	Gartner Opening Keynote: Engage to Succeed in the Social, Mobile, Digital Enterprise <i>Daryl C. Plummer</i>				
10:15 – 10:45	Refreshment Break in the Solution Showcase				
10:45 – 11:30	Guest Keynote: Doing Business in the Digital World — Myths and Realities <i>Jamie Anderson, Author, Adjunct Professor in Strategic Management, Antwerp Management School</i>				
11:30 – 12:00	Panel Discussion				
12:00 – 13:15	Lunch in the Solution Showcase		12:20 – 12:40 Magic Quadrant: Social Software <i>Nikos Drakos</i>		
	Track A: User Experience Platforms and Portals	TRACK B: Governing and Exploiting Content	TRACK C: Social Collaboration	TRACK D: The Mobile Organization	Analyst-User Roundtables
13:15 – 14:15	Reduce Time to Market and Improve UX with a Platform Approach for Websites, Portals and Mobile Apps <i>Gene Phifer</i>	The Future of Web Content Management: Beyond the Web <i>Mick MacComascaigh</i>	The Engagement Initiative: Catalyzing Participation & Collaboration <i>Mike Gotta</i>	Making BYO a Success in Your Organization <i>Nick Jones</i>	Roundtable: iPads in the Enterprise: Best Practices in Mobile Content Management <i>Hanns Köehler-Krüener</i>
14:30 – 15:00	Solution Provider Session	Solution Provider Session	Solution Provider Session	Solution Provider Session	
15:00 – 15:30	Refreshment Break in the Solution Showcase		15:05 – 15:25 Magic Quadrant: Enterprise Content Management and Web Content Management <i>Mick MacComascaigh</i>		
15:30 – 16:00	To The Point: Top Technology Predictions <i>Daryl C. Plummer</i>	To The Point: Content to Go: How Mobile is Changing Content Management <i>Hanns Köehler-Krüener</i>	To The Point: Engagification: Applying Gaming Techniques to Increase Motivation and Improve Teamwork <i>Carol Rozwell</i>	To The Point: Using Mobile to get a Better Return on ERP Investments <i>Nigel Rayner</i>	
16:15 – 16:45	Solution Provider Session	Solution Provider Session	Solution Provider Session	Solution Provider Session	
17:00 – 18:00	Your Next Intranet: The Social Portal <i>Jim Murphy</i>	Technical Insights: What's New in SharePoint 2013 and is it Worth Migrating to it? <i>Hanns Köehler-Krüener and Craig Roth</i>	How the Nexus Enables Agile and Collaborative Business Processes <i>Daryl C. Plummer</i>	Developing, Testing and Delivering Compelling Mobile Applications <i>Nick Jones</i>	Roundtable: Customer-centric Web: How UX, Mobile, Social and Digital Marketing Play Key Roles <i>Gene Phifer</i>
18:00 – 20:00	Networking Reception in the Solution Showcase				

TUESDAY 17 SEPTEMBER

07:30	Registration				
08:00 – 08:30	To The Point: The Modern Web <i>Gene Phifer</i>	Technical Insights: To the Point: Creating an Effective Enterprise Content Management Environment <i>Darin Stewart</i>	To the Point: Socially Enabled Business Applications — Finding, Following and Filtering What Matters <i>Nikos Drakos</i>	To The Point: Engagement Initiatives that Work — A Panel Discussion <i>Sue Landry, Mike Gotta and Ed Thompson</i>	
09:00 – 09:45	Gartner Keynote: Information is the Next Business Opportunity — Are you Ready? <i>Ted Friedman</i>				
09:45 – 10:15	Refreshment Break in the Solution Showcase				
10:15 – 11:00	End-User Case Study	End-User Case Study	End-User Case Study	End-User Case Study	10:00 – 11:00 Roundtable: Creating and Maintaining a Mobile Enterprise Strategy <i>Nick Jones</i>
11:15 – 12:15	Learning from the World's Portal Innovators <i>Jim Murphy</i>	Technical Insights: Big Content: Unlocking the Unstructured Side of Big Data <i>Darin Stewart</i>	Analytics and Collaborative Decision Making: We (and the Machines) Are Smarter Than Me <i>Nigel Rayner and Carol Rozwell</i>	The Next Great Disruption — Smart Machines and their Technical, Business, Economic and Social Impact <i>Tom Austin</i>	
12:15 – 13:30	Lunch in the Solution Showcase		12:30 – 12:50 Magic Quadrant: Horizontal Portals <i>Gene Phifer</i>		
13:30 – 14:30	Customer Experience Business Model Innovation <i>Ed Thompson</i>	The NextGen ECM Goes Social, Mobile and Cloud <i>Ken Chin</i>	Capitalism Goes Social: Management Thinking for the 21st Century <i>Nigel Rayner</i>	Technical Insights: Mobile Productivity Framework: How to Mobilize Key Business Processes <i>Craig Roth</i>	Roundtable: Getting SharePoint and Enterprise Social Networking Applications to Work Together <i>Nikos Drakos</i>
14:45 – 15:15	Technical Insights: To The Point: Making SharePoint Governance Real <i>Craig Roth</i>	To The Point: Information Innovation — The Art of The Possible <i>Ted Friedman</i>	To The Point: Drive Organizational Performance and Teamwork with New Office Workspaces and More <i>Tom Austin</i>	To The Point: What do App Stores Teach us about User Experience? <i>Nick Jones</i>	
15:15 – 15:45	Refreshment Break in the Solution Showcase				
15:45 – 16:15	To The Point: Mobilizing Your Portal Strategy <i>Jim Murphy</i>	To The Point: Using Analytics to Turn Info into Insight <i>Hanns Köehler-Krüener and Carol Rozwell</i>	To The Point: Cloud-Based Office Systems: Google vs. Microsoft <i>Tom Austin</i>	To the Point: Your Sensorfed Life: Personal Surveillance as The New Barter System <i>Mike Gotta</i>	
16:45 – 17:30	Guest Keynote: The Improv Insight — What Can Improvisation Comedy Teach Us About Engagement? <i>Neil Mullarkey</i>				
17:30 – 17:45	Gartner PCC Summit Closing Remarks <i>Nikos Drakos</i>				
17:45	Summit Close				

TRACKS AND KEYNOTES


A **User Experience Platforms and Portals**
Learn how the User Experience platform, a natural evolution of the venerable portal, will help to boost engagement with your nexus applications.


B **Governing and Exploiting Content**
Fresh opportunities are injecting new life into enterprise content management (ECM) and the way organizations derive value from content. Understand how to drive real value from the content “chaos” and hone your strategies to achieve a higher return on information.


C **Social Collaboration**
Collaboration is now mobile, cloud-based, contextual and social. Learn how to optimize your investments, regain the trust of business stakeholders and engage individuals both inside and outside the organization.

D **The Mobile Organization**
By year’s end, the number of smartphones and tablets will exceed the number of PCs. Are you ready for this reality? We’ll examine how mobility is challenging fundamental assumptions about computing, and share the strategies you need to consider now.

V **Virtual Track: Technical Insights**
Looking for the in-depth technical view? We’ve got it covered with our Technical Insights Virtual Track, presented by Gartner for Technical Professionals analysts. Providing in-depth technical research and guidance to help technology implementers advance the initiatives/projects that support the execution of their IT strategy.

 **Gartner Keynote: Engage to Succeed in the Social, Mobile, Digital Enterprise**
Daryl C. Plummer
Managing VP and Gartner Fellow

 **Gartner Keynote: Information is the Next Business Opportunity – Are you Ready?**
Ted Friedman
VP Distinguished Analyst

 **Guest Keynote: Doing Business in the Digital World – Myths and Realities**
Jamie Anderson
Author, Adjunct Professor in Strategic Management, Antwerp Management School, Belgium

BUILD YOUR OWN AGENDA

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 manage your goals and objectives of attending.

ONLINE AGENDA BUILDER

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

- Analyst profile
- Date and time
- Schedule analysts one-on-ones
- Schedule a roundtable
- Session descriptions
- Activities by day

Go to ab.gartner.com/pcce8 to view the full agenda.



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MEET THE ANALYSTS

Gartner analysts draw on the real-life challenges and solutions experienced by clients from 12,400 distinct organizations worldwide

Tom Austin

VP and Gartner Fellow



FOCUS AREAS: Social Process Support; Collaboration; Cloud Email and Collaboration Services; Enterprise 2.0; People-Centered Computing

Kenneth Chin

Research VP



FOCUS AREAS: Content, Collaboration and Social Initiatives; SharePoint

Nikos Drakos

Research Director and Conference Chair



FOCUS AREAS: Social Software; Collaboration; Employee Social Networking; Social Business

Ted Friedman

VP Distinguished Analyst



FOCUS AREAS: Advancing Data Management Maturity; Information Governance and MDM Programs; Information Infrastructure and Big Data Projects

Mike Gotta

Research VP



FOCUS AREAS: Collaboration Strategies and Technologies; Social Applications; Organizational Value of Communities & Social Networking

Nick Jones

VP Distinguished Analyst



FOCUS AREAS: Mobile Enterprise Strategy; IT Strategic Planning; Positioning and Messaging

Hanns Köhler-Krüner

Research Director



FOCUS AREAS: Enterprise Content Management; Web Content Management; Content in the Cloud

Sue Landry

Managing VP



FOCUS AREAS: Content; Collaboration; Social Software and Strategy; Application Strategy and Maturity

Mick MacComascaigh

Research VP



FOCUS AREAS: Web Content Management/Enterprise Content Management; Online Channel Optimization; Content, Collaboration and Social Initiatives; SharePoint

Jim Murphy

Research Director



FOCUS AREAS: Portals; Mashups; Content Management; Collaboration; Search

Gene Phifer

VP and Distinguished Analyst



FOCUS AREAS: Customer Experience Management; Portal and Web Strategies; Cloud Computing; SharePoint

Daryl C. Plummer

Managing VP and Gartner Fellow



FOCUS AREAS: Cloud Computing; SOA and Application Architecture; Application Development; Application and Integration Platforms

Nigel Rayner

Research VP



FOCUS AREAS: Enterprise Applications Suites and ERP

Carol Rozwell

VP and Distinguished Analyst



FOCUS AREAS: Social Business Strategy; Social Media, Social Networks; Collaborative Communities

Ed Thompson

VP and Distinguished Analyst



FOCUS AREAS: Customer Experience; CRM Strategy and Implementation; Enterprise Feedback

Gartner for Technical Professionals (GTP)

Gartner for Technical Professionals provides in-depth, how-to research for your project teams to help them assess new technologies at a technical level, develop technical architecture and design, evaluate products and create an implementation strategy that supports your enterprise's IT initiatives.

Craig Roth

Managing VP



FOCUS AREAS: Portal and Web Strategies; Microsoft Windows and Office SharePoint

Darin Stewart

Research Director



FOCUS AREAS: SharePoint; Content, Collaboration and Social Initiatives

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www.hp.com

PLATINUM SPONSORS



M-Files enterprise content management (ECM) solutions transform how businesses manage, secure and share information with a metadata-driven approach that organizes content based on what it is, rather than where it resides. M-Files can be deployed on-premise, in the cloud or in hybrid environments to improve productivity, quality and compliance activities.

www.m-files.com



Yammer is a best-in-class Enterprise Social Network used by more than 200,000 organizations worldwide—including 85% of the Fortune 500—to foster team collaboration, empower employees, promote organizational connectedness and drive business agility. Yammer has a freemium business model, letting customers see the value before upgrading to the premium offering. Founded in 2008, Yammer is now part of the Microsoft Office Division.

www.yammer.com

SILVER SPONSORS



Accellion provides enterprise mobile file sharing solutions that enable anytime, anywhere access to information while ensuring enterprise security and compliance.

www.accellion.com/uk



AirWatch is a mobile security, device, application, content, email and BYOD management solution designed to simplify mobility in a single, web-based console.

www.air-watch.com



AvePoint is the world's largest provider of enterprise-class governance, compliance, and management solutions for social enterprise collaboration platforms.

www.avepoint.eu



e-Spirit is the manufacturer of FirstSpirit CMS, the content integration platform for creating attractive websites, intranets, collaboration platforms and online shops.

www.e-spirit.com



harmon.ie, the user experience company for the mobile enterprise, provides products that deliver a consistent user experience on mobile devices, the desktop, and the cloud, for a host of social and collaboration platforms from vendors such as Microsoft and IBM.

<http://harmon.ie/>



HighQ is an innovator in secure enterprise collaboration and file sharing and provide solutions to some of the world's leading law firms, investment banks and corporations.

www.highq.com



Hippo CMS is a powerful, enterprise-class solution to deliver personalized Customer Experiences based on Enterprise Agility and Innovation Power.

www.onehippo.com



The award-winning Liferay Portal is the world's leading open source portal platform, with over 85,000 community members and 500,000 deployments worldwide across all industries.

www.liferay.com



Magnolia CMS allows organizations to orchestrate online services, sales and marketing across all digital channels, maximizing the impact of every touchpoint.

www.magnolia-cms.com



83% of knowledge workers lose time to document versioning issues each day! Discover how to get that time back and encourage safe collaboration.

www.perforce.com/product/commons



Qumu, Inc, the leading business video platform provider, empowers organizations to better engage and inspire employees, improve productivity and reduce costs through enterprise video technology.

www.qumu.com



Squiz creates, delivers and manages effective and usable web solutions, enabling organisations to manage and optimise online engagement with their users.

www.squiz.co.uk



Workshare is a leading provider of secure enterprise collaboration applications. Workshare allows individuals to easily create, share and manage high-value content anywhere, on any device.

www.workshare.com

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WHY GARTNER EVENTS

Gartner is the world's leading information technology research and advisory company. Our pivotal advantage: 890 analysts delivering independent thinking and actionable guidance to clients in 12,400 organizations worldwide. The majority from the Fortune 1000 and Global 500.

This extensive body of knowledge, insight and expertise informs all of our 60+ events around the world. You simply won't find this unique quality of content at any other IT conference. Why? Because no one understands the impact of technology on global business like we do.

What's New in 2013?

- New research across dozens of sessions
- New mobile and social best practices
- Maverick strategies on the leading edge
- Guest keynotes to inspire and spark new thinking
- Practical next steps in Technical Insights track
- Magic Quadrants on the latest solutions
- New end-user case studies in success



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