

Any Device

Any Service

Any Source



Gartner
Catalyst Conference

August 20 – 23, 2012 | San Diego, CA | gartner.com/us/catalyst

Trip Report

Attended by a record number of over 1,500 technologists, **Gartner Catalyst Conference 2012** was held August 20 – 23, at the Manchester Grand Hyatt in San Diego, CA. This trip report provides highlights of the event, as well as a summary of this year’s hot topics, keynote presentations, attendee comments and key conference take-aways, including:

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THEME AND OVERVIEW

Over 1,500 technologists joined the Gartner analyst team in San Diego to explore the complex tactical challenges of the new business reality expressed by this year’s theme: Any Device, Any Service, Any Source. A result of a powerful intersection of mobility, cloud and information technologies, this “many to many” world is making significant promises to end users — and requiring IT organizations to deliver on them as quickly as possible. The newly created 2012 agenda featured topic-focused tracks tagged to help each attendee create a customized agenda based on his or her specific IT role, engagement level and areas of interest — the source of actionable advice, best practices and problem-solving at its best.

Track A: Building the Mobile Enterprise

Track B: Mobility — Apps Everywhere

Track C: IT as the Broker — Operating in the Cloud Era

Track D: Building and Using Cloud Services

Track E: Data — Information Everywhere

Save the date!

Mark your calendar now for Gartner Catalyst Conference, July 29 – August 1, and plan to join Gartner and your professional peers in San Diego, CA.

Join us next year and see why so many IT technologists consider Catalyst Conference an important investment in their success.

Bookmark gartner.com/us/catalyst and check back soon for important event news and updates on the Gartner Catalyst Conference.



THEME AND OVERVIEW (CONTINUED)

Five cross-topic virtual tracks focused on:

- Security and risk management
- Identity and access management
- Infrastructure and operations
- Professional effectiveness
- Emerging technologies

Over three and a half days, today's hottest topics were addressed in analyst sessions, end-user case studies, interactive workshops, one-on-one consultations and roundtable discussions, including:

- Mobile architecture and infrastructure
- Mobile application development, delivery and strategy
- Cloud computing and IT as a broker
- Building and delivering cloud services
- Information everywhere: supporting users, devices and businesses
- Security requirements for new ways of working
- Identity and privacy in a consumer-driven context
- The role of I&O in social media
- Professional effectiveness in the changing IT landscape
- Preparing for and leveraging emerging technologies



“ I have learned more about cloud computing trends in one day than I have in the past year. ”

David Littell, Sr. Manager
Platform Solutions, RCIT





“AHA” MOMENTS

Many Catalyst Conference attendees shared their own personal “aha” moments — insights they found most valuable to strategies, projects and initiatives.

Session: The Path to Becoming an IT Services Organization

“That people entering the industry now and going forward will simply expect self-service, agility, and on-demand IT services. They never had to deal with ‘Traditional IT.’”

- Principal Architect, Microsoft

Session: Mobility Reference Architecture Part 1-Part 4

“Differentiation is in the integration. Mobility is about the people and the daily business process.”

- IT Consultant, Sirius Computer Solutions

“Validation that there isn’t a single process that fits all mobile implementation.”

- Anonymous

Roundtable: Web API War Stories

“I realized that our company can benefit by drawing links between our systems and partners. In the era of big data, drawing links is very important.”

- Senior Software Engineer, Apollo Group, Inc.

Keynote: The Art of Leadership

“My eyes are now open to the need for embracing my creative side more often during waking hours. This will allow innovative ideas to flow freely, thus helping me build ‘emotional commitment’ of stakeholders/executives/peers — challenging the norm and inspiring others. This is how I will achieve my full leadership potential.”

- Data & Information Architect, Unum

“ Gartner Catalyst 2012 has been insightful to trends on professional effectiveness regarding initiatives and mobile device management. I especially find the discussion by Jack Santos to be enlightening, and truly relevant. ”

Tim Schoenhardt, Branch Chief, Infrastructure and Operations, Dept. of Health Services

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KEY TAKE-AWAYS FROM KEY ROLE-FOCUSED SESSIONS

Security and risk management

- Match controls to use case and protection needs to determine whether encryption is appropriate
- Do not rely exclusively on encryption for protection when data must be used or processed by a cloud provider
- Proactively scrutinize encryption technology, especially in the absence of standards, and be alert for advancements

Identity and access management

- Acknowledge that no one family of controls can meet all business expectations and mitigate all risks
- Greater awareness of access-related risk can help identity play a larger, more effective role in information protection
- Enhancing the entitlement catalog is the best place to start

Infrastructure and operations

- Accurately evaluate data center maturity and perform a storage capabilities assessment
- Look for a high degree of API integration with hypervisors, cloud management software and service capabilities
- Look for transparent automation of storage services

“ Great event to connect with industry peers and friends in the security and identity management space. Glad to see the inclusion of cloud and mobility at this event. ”

Jeff Trudeau, IAM Manager,
Sutter Health





TOP 10 SESSIONS AND ANALYST RECOMMENDATIONS

Our most popular sessions provided a valuable look at the realities and requirements of the new “anytime, anywhere” business environment — and provided attendees with real-world recommendations for strategic and tactical success.

Security and Identity Considerations for Mobility

Speakers: Ian Glazer, Eric Maiwald

Recommendations

- Consider your use cases
- Security is a part of the architecture and not the end of the architecture
 - Consider controls within the infrastructure and the application as well
- Consider the risks before assuming you can just put the information on the device
- Match assurance authentication delivery to information risks
 - Do not conflate person-to-app and person-to-device authentication
- Re-examine insufficient connectivity use cases

Client Virtualization: Tales From the Trenches

Speaker: Chris Wolf

Recommendations

- Plan! Plan! Plan!
- Transitioning to client virtualization has a massive impact on:
 - IT processes
 - Application delivery architecture
 - Management tools
 - Security: Data, endpoint, Network Access Control
- Get out of your comfort zone!
- This technology is sticky! A long-term commitment should be expected

Data Mobility and the Information Requirements for Mobile Solutions

Speaker: Lyn Robison

Recommendations

- Use this guidance as an early step in designing mobile solutions
- Early in the design process, discover the data requirements, because these feed into the requirements for mobile hardware, application architecture, network, security, identity and privacy, management and governance

“ This is my first time attending this event and it’s a great event. Great speakers, organizations, and networking. Information I got during the sessions exceeded my expectations. There is a lot to bring back and share with my team. ”

Elena Levin, Sr. IS Auditor,
John Hancock





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TOP 10 SESSIONS AND ANALYST RECOMMENDATIONS (CONTINUED)

- Use a highly iterative design process to arrive at mobile solutions that satisfy business requirements

Mobility in the Age of Consumerization

Speaker: Michael Disabato

Recommendations

- Use application development to drive security and MDM decisions:
 - Web apps, local applications or virtual desktops will deliver applications
 - Base security and MDM decisions on the “footprint” of data and applications on the endpoint
 - The less resident data, the less need for management and control
 - Email and calendar are givens

Creating a Bring Your Own Device (BYOD) Policy

Speaker: Michael Disabato

Recommendations

- Establish a cross-functional mobile governance team
- Perform a thorough due-diligence of the organization’s readiness to launch a BYOD program
- Balance risk, usability, technology and policy
- Understand mobile use cases and match user needs with business goals
- Focus on user needs, wants, and behaviors — remember that one size no longer fits all

Closing Cloud Gaps: Hybrid Cloud Reference Architecture

Speaker: Kyle Hilgendorf

Recommendations

- Review Gartner’s hybrid IaaS architecture, and familiarize yourself with the components and connection scenarios
- Assess hybrid IaaS use cases in your organization:
 - Nascent but very interesting market
- Identify your preferred ISVs, IHVs, and CSPs:
 - Evaluate each for capabilities as they relate to use cases
- Watch closely for maturity



“ Truly enjoyed tracks C and D! Having the PDFs available for the conference helped. The role playing [in the Gartner Keynote] with Drue, Anne and Ramon was thought-provoking and questions-raising. I look forward to the next Catalyst. ”

Julie Cornwell, Manager,
Enterprise Solutions,
The Mentor Network



TOP 10 SESSIONS AND ANALYST RECOMMENDATIONS (CONTINUED)

Calculating Cost per Virtual Machine for an Internal Cloud

Speaker: Nik Simpson

Recommendations

- Appropriate levels of oversubscription for resources are hard to guess, so start conservatively
 - Better to err on the side of caution and increase the level of oversubscription based on real-world usage
- Capacity and performance management components in the internal cloud will make it easier to refine the numbers
 - Without capacity and performance management, determining workable levels of oversubscription will be a matter of guesswork

The Mobile Application Ecosystem

Speaker: Kirk Knoernschild

Recommendations

- Don't look to a single vendor for all your needs:
 - Think about the metaplatform
- Act now! Support your users today, however you can:
 - Focusing too much on strategy now will leave you paralyzed
- Treat B2E and B2C differently
- Develop expertise in HTML5 technologies with an emphasis on user experience skills
- You need some REST — RESTful SOA is, for many organizations, a prerequisite for increasing support to new endpoint devices

When SaaS Collaboration Works ... and When It Breaks

Speakers: Guy Creese, Bill Pray

Recommendations

- Target the popular SaaS applications: Web conferencing, Web analytics, Web content management, email, mobile file-sharing
- Read the fine print: Look at the support forums to understand the current problems
- Mitigate your risk: Pilot the service, don't put everyone on it, and create an exit strategy
- Continually evaluate and adjust: Today's gotcha may be gone tomorrow

“ This is a great event. Content is carefully selected and speakers are very knowledgeable. The Mobile Reference Architecture presented here will help us with our mobile initiative. ”

Ned Bilkic, Solution Architect, Ross





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TOP 10 SESSIONS AND ANALYST RECOMMENDATIONS (CONTINUED)

Data, Data Everywhere and Yes, It's Accessible

Speaker: Joe Bugajski

Recommendations

- Understand the sources, uses, and approaches to a modern data access strategy
- Think about the value hidden in data that is in the cloud, and data from sensors, media and records
- Understand how the business might benefit by accessing and analyzing the data
- Deploy the right people, process and technology in close collaboration with business managers
- Choose the right analytics
- Build a complete analytics system



CONFERENCE HIGHLIGHTS

A few of the many Catalyst Conference features, formats and hot topics that our attendees found most valuable this year:

Private analyst consultations

774 attendees participated in private face-to-face meetings with the Gartner analyst team to drill down on top-of-mind strategic and tactical issues.

CPE accreditation

Attendees took advantage of their Catalyst Conference experience to earn 23 CPE credits from ISC2 and ISACA while on-site.

Gartner for Technical Professionals flagship research

Our 2012 attendees took advantage of in-depth, how-to Gartner for Technical Professionals research to better assess enterprise technologies at a tactical level, develop technical architecture and design, and create a realistic implementation strategy.

2012 EVENT SNAPSHOT

1,500+ attendees

19 analyst-user roundtables

48 analysts

18 workshops

170+ sessions

13 sponsor hospitality suites

17 end-user case studies

25 exhibit kiosks

“ Catalyst Conference is discussing topics that are extremely timely to my pursuit of an internal service-provided infrastructure. ”

Gary Silberquit, IT
Supervisor Enterprise
Storage, Northeast Utilities



KEYNOTES

Monday, August 20

Welcome Address

Gary G. Hein

Gary G. Hein, Group Vice President, Gartner Research, opened the 18th annual Gartner Catalyst Conference with an introduction to the event's three and a half intensive days of analyst sessions, industry guest appearances and peer-to-peer networking opportunities — an insightful look ahead designed to help attendees make the most of their Catalyst Conference experience.

Keynote: Any Device, Any Service, Any Source

Marcus Collins, Paul DeBeasi, Chris Howard, Ramon Krikken, Anne Thomas Manes, Drue Reeves, Jack Santos

In the opening keynote, members of the Gartner analyst team explored the impact and implications of the new “many to many” world, the key message of the conference as a whole. Family, friends, co-workers, and employees, it was noted, are driving an explosion of mobile scenarios as they consume and produce prolific streams of data, seeking to extend their experiences across multiple devices and disrupting traditional IT. What does that mean for technologists? New models for IT delivery promise to mitigate the challenges facing traditional IT, and companies that embrace those new models will be better positioned for emerging business opportunities.

Wednesday August 22

Keynote: The Art of Leadership

Erik Wahl, Artist, Author and Entrepreneur

Creative visionary Erik Wahl took an unorthodox look at the new requirements for leadership in the event's guest keynote presentation. He urged that leaders need to foster a steady stream of disruptive strategies and unexpected solutions to revive stagnant markets and completely reinvent the competitive dynamics of their industries. To thrive in this new era, he pointed out, organizations and institutions, executives and entrepreneurs must continually rethink the habits, process and methodologies that have made them successful in the past, and challenge the conventional wisdom and industry models that have defined their world.



Gary G. Hein



Marcus Collins



Ramon Krikken



Paul DeBeasi



Anne Thomas Manes



Chris Howard



Drue Reeves



Jack Santos



Erik Wahl



ATTENDEE PROFILE



“ I really enjoyed hearing the case study from the investment firm, and their deployment of a mobile client engagement solution. ”

Yanni Shairsky, Sr. Systems Analyst, BAE Systems





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A SPECIAL THANKS TO OUR 2012 GARTNER CATALYST CONFERENCE SPONSORS FOR THEIR VALUABLE CONTRIBUTIONS TO THE EVENT'S RELEVANCE AND SUCCESS



“ The event and sessions are well-synchronized with the latest developments in the IT and business world, providing a comprehensive overview for IT leaders. ”

Narendra Lingegowda,
Sr. Manager, Baxter



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“ Great conference to get up to date trends on the industry. Learned lots in BYOD at the sessions and networking with attendees. ”

Henry Gin, Manager
Business Information,
TransCanada Corp