

Big Data • Mobile Architecture • Cloud • Security and Risk • Business Intelligence • Identity Management • Data Center

# Harness the Power of IT Convergence

## Keynote Speakers



**Drue Reeves**  
Vice President and  
Distinguished Analyst,  
Conference Chair



**Harper Reed**  
Hacker; Engineer;  
Chief Technology Officer,  
Obama for America  
2012 Campaign

July 29 – August 1, 2013 | San Diego, CA | [gartner.com/us/catalyst](http://gartner.com/us/catalyst)

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

David Littell  
Senior Manager,  
Platform Solutions, RCIT

# Mobile, Cloud, Big Data and Social — Harness the Power of IT

## From the desk of Drue Reeves:

Mobility, big data, cloud computing and social collaboration are foundational technologies that are reshaping IT and creating new business models. Individually, these technologies are valuable, but when used in concert, they are powerful.

Combined together, these technologies offer an unprecedented opportunity to create business and IT services that drive clear, competitive advantages. In fact, many organizations are already using these technologies both to gain business insight and to react faster to that intelligence. And the pace is quickening.

**If you don't have a strategy in place for leveraging mobility, cloud computing, big data and social collaboration, then you're likely already behind your competitors.**

This year at Catalyst, we'll take an in-depth look at these disruptive technologies — and the evolving role of IT in enabling that change. Our aim is to help you adopt these technologies quickly and easily, implement replicable best practices and build solutions that combine these technologies into a competitive advantage.

2013 is set to be a pivotal year for mobility, big data, cloud computing and social collaboration with savvy organizations moving from the evaluation stage to the execution stage. The opportunities are endless and the challenges can be formidable, but not insurmountable. I hope you'll join us at Gartner Catalyst Conference 2013, in San Diego, CA, July 29 – August 1. I'm confident you'll come away with a strategy for your critical initiatives, resolutions for complex issues and the knowledge necessary to spearhead crucial investment decisions.

**Drue Reeves**  
Vice President and Distinguished Analyst,  
Conference Chair

## Gartner for Technical Professionals flagship research

Gartner for Technical Professionals provides in-depth, how-to research for your project teams to help them assess new technologies at a tactical level, develop technical architecture and design, evaluate products and create an implementation strategy that supports your enterprise's IT initiatives. Catalyst conference sessions are delivered by Gartner for Technical Professionals analysts and feature flagship content that is unique to this research, including:

- Gartner for Technical Professionals Reference Architecture, a decision-making framework that provides a blueprint for IT systems
- Field research methodology, which summarizes patterns, findings and key insights on the basis of extensive interviews with IT professionals
- Solution Path, a “deconstruction” tool that breaks complex problems into simple, sequential steps and identifies the most relevant field research or reference architecture component for every phase of a project

### At Catalyst, you'll find:

- Seven agenda tracks, delivering the information you really need
- An ideal balance of strategic insights and tactical how-to's
- A wealth of replicable best practices and success stories
- Personal consultations with world-renowned Gartner for Technical Professionals analysts
- Peer-to-peer interaction, case studies and idea exchange
- Unique insights and experiences from industry thought leaders

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## Gartner keynotes



**Drue Reeves**  
Vice President and Distinguished Analyst, Conference Chair



**Harper Reed**  
Hacker; Engineer; Chief Technology Officer, Obama for America 2012 Campaign



### Gartner Keynote: Harness the Power of IT Convergence

There can be no doubt that mobility, cloud computing, big data and social collaboration are reshaping IT and ultimately the way we conduct business. Although each of these technologies presents unique challenges, integrating them has now become an imperative for every technology professional. By using them in concert, leading organizations are beginning to unlock the true value of these technologies, creating new, innovative and indispensable IT services that drive a competitive advantage. In this keynote, Conference Chair Drue Reeves, chief of Gartner Research, explores the value of these emerging technologies individually and their convergence, which IT organizations must use to develop thought-leading IT services that meet the ever-changing demands of today's complex business environment. Mr. Reeves will be joined onstage by Harper Reed, Chief Technology Officer of the Obama for America 2012 Campaign, President Barack Obama's re-election campaign, along with other end users who will give real-world examples of IT convergence in action.

“ The convergence of mobility, cloud and big data offers enormous competitive differentiation possibilities. Missing this movement is the equivalent of missing the Internet itself. ”

**Drue Reeves**  
Vice President and Distinguished Analyst, Conference Chair

## Guest keynotes



**Mike Rayburn**  
Guitar Virtuoso

### What If ... ?

In a tight economy (or any economy), you need the most from your people. You need innovation. You need each associate to reach beyond and become and create and generate more than they (or you) ever thought possible. You need transformation. Mike Rayburn, a world-class guitarist and stand-up comedian, uses his guitar and comedy to teach three simple, powerful tools you can use immediately and forever to access your unrealized potential, to look at old things in a new way and to leap beyond your perceived limitations.



**Rob High**  
IBM Fellow, Vice President and Chief Technology Officer, Watson Solutions, IBM Software Group

### Mastermind Interview

Rob High is an IBM Fellow, Vice President and Chief Technology Officer, Watson Solutions, IBM Software Group. He has overall responsibility to drive Watson Solutions' technical strategy and thought leadership. As a key member of the Watson Solutions leadership team, Mr. High works collaboratively with the Watson engineering, research and development teams across IBM.

## Meet face-to-face with a Gartner analyst

Gain targeted advice on your toughest challenges. Discover the best way to move forward on critical work issues you're currently facing at a one-on-one meeting with a Gartner analyst. Your take-away: actionable solutions that speak specifically to your situation. As a Gartner conference attendee, you are entitled to two private, 30-minute consultations with an analyst of your choice. These sessions are a great way to reinforce lessons learned and how-to recommendations presented throughout the conference. As our event attendees tell us, analyst one-on-one sessions in themselves are worth the price of admission (preregistration required).

### APPLICATION DELIVERY

**Danny Brian**  
Director



FOCUS AREAS: Presentation layer technologies: HTML, JavaScript, Flash, Silverlight; Web application frameworks; user experience design; agile development practices; multichannel Web applications and responsive design

**Eric Knipp**  
Managing Vice President



FOCUS AREAS: Application development; programming languages; mobile applications; cloud application platforms; Web APIs; horizontal portals; cloud application architecture; PaaS

**Anne Thomas Manes**  
Vice President and Distinguished Analyst



FOCUS AREAS: SOA and application architecture; application overhaul; application governance; mobile applications; cloud application architecture

**Sean Kenefick**  
Director



FOCUS AREAS: Application development; SDLC; software testing; DevOps; application and integration platforms

**Kirk Knoernschild**  
Vice President



FOCUS AREAS: Application development; application platforms; programming languages; enterprise mobile application platforms; software development process

### CLOUD COMPUTING

**Chris Gaun**  
Senior Analyst



FOCUS AREAS: IT efficiency and server consolidation; IT infrastructure hardware competitive positioning (servers and cloud IaaS); cost of ownership (COO) pricing analysis

**Alessandro Perilli**  
Director



FOCUS AREAS: Private cloud and virtualization management; self-service provisioning; orchestration; performance and capacity management; cloud management platforms

**Kyle Hilgendorf**  
Director



FOCUS AREAS: Public and hybrid cloud computing; IaaS; SaaS; cloud providers; hybrid IT; cloud strategy; cloud adoption; cloud design; co-location

**Drue Reeves**  
Vice President and Distinguished Analyst



FOCUS AREAS: Cloud computing; virtualization; infrastructure; data protection; data center modernization and consolidation; compute; storage platforms; IT cost optimization

“ 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



# Meet the Analysts

## COLLABORATION AND CONTENT

**Ken Agress**  
Director



FOCUS AREAS: VoIP, mobile unified communications and collaboration; communications markets; contact centers; PBXs; telephony; voice of the customer

**Mark Cortner**  
Director



FOCUS AREAS: VoIP; video and telepresence; unified communications and collaboration; digital multimedia; mobile unified communications; unified communications as a service (UCaaS); enterprise telephony

**Bill Pray**  
Vice President



FOCUS AREAS: Software as a service (SaaS); email; unified communications; instant messaging; Web conferencing; mobile

**Larry Cannell**  
Director



FOCUS AREAS: SharePoint and Yammer; enterprise social software; social networking; voice of the customer

**Guy Creese**  
Vice President



FOCUS AREAS: Microsoft Office; productivity suites; SharePoint; software as a service (SaaS); mobile and collaboration

**Craig Roth**  
Managing Vice President



FOCUS AREAS: Portals; SharePoint (governance, adoption, migration); attention management (information overload)

**Elden Nelson**  
Principal Analyst



FOCUS AREAS: Communication and influence; social media

**Darin Stewart**  
Director



FOCUS AREAS: SharePoint; content management; ECM; search; semantics; metadata; taxonomies and ontologies

## DATA CENTER

**Gunnar Berger**  
Director



FOCUS AREAS: Client virtualization; application virtualization; server-based computing

**Richard Jones**  
Managing Vice President



FOCUS AREAS: Server and desktop virtualization; cloud computing; data center outsourcing; business continuity planning; disaster recovery; high availability; Linux server operating systems; data center modernization and consolidation

**Chris Wolf**  
Vice President



FOCUS AREAS: Private and hybrid cloud; server and client virtualization; data center modernization and consolidation

**Matthew Brisse**  
Director



FOCUS AREAS: Enterprise/cloud storage; storage virtualization (HW/SW/SHVD); storage acceleration (SSD and software); storage RFP analysis; data deduplication; backup and archive; fabric/protocols; software-defined storage

**Simon Richard**  
Director



FOCUS AREAS: Data center networking; network virtualization; software-defined networks (SDNs)

**Werner Zurcher**  
Director



FOCUS AREAS: Enterprise storage; strategic planning for storage; application and data protection; disaster recovery; storage virtualization; storage efficiency; archiving; storage resource management; storage tiering; data deduplication; data center modernization and consolidation; cloud storage; storage for virtualization; high availability; IT cost optimization; big data challenges; cloud backup

**Nik Simpson**  
Director



FOCUS AREAS: Data center modernization and consolidation; data center and private cloud cost modeling; server platforms; RISC/Unix to x86 migration; operating systems; Windows 7 deployments; infrastructure, application and data protection; IT cost optimization; disaster recovery

## DATA MANAGEMENT

**Marcus Collins**  
Director



FOCUS AREAS: Data management organization (DMO); business analytics; big data; database security and activity monitoring; data integration (ETL); data integration (federation); database architecture; database products; data modeling; database administration and monitoring

**Carlie J. Idoine**  
Director



FOCUS AREAS: Design, implementation and communication of an enterprise business intelligence strategy and comprehensive BI program; evaluating and managing the enterprise BI and analytics software portfolio; business needs analysis; BI tool and process support; custom solution analysis; design and development; training development and instruction

**Douglas Laney**  
Vice President



FOCUS AREAS: Business analytics solutions and projects; performance management; data-governance-related issues

**Jamie Popkin**  
Vice President



FOCUS AREAS: Business analytics; text analytics; sentiment analysis; business intelligence; analytic applications; e-discovery; data modeling

**Lyn Robison**  
Vice President



FOCUS AREAS: Data governance; enterprise information management (EIM); mobility (data aspects); data quality; master data management (MDM); database architecture

**Mei Selvage**  
Director



FOCUS AREAS: Data integration (ETL); data integration (federation); metadata management; data services; data quality

**Svetlana Sicular**  
Director



FOCUS AREAS: Data governance; enterprise information management (EIM); data management organization (DMO); text analytics; sentiment analysis; big data; data quality

## IDENTITY AND PRIVACY

**Ian Glazer**  
Vice President



FOCUS AREAS: Identity and access management; identity and access governance; authorization; privacy; access certification; role management; privacy; user provisioning; information protection; identity and the cloud; identity and mobility

**Trent Henry**  
Vice President



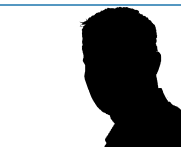
FOCUS AREAS: Authentication; identity assurance; identity and mobility; PKI; information classification; information protection

**Kevin K. Kampman**  
Senior Director, Consulting



FOCUS AREAS: Directory services; SharePoint and identity; Microsoft and identity management; role management; user provisioning

**Nick Nikols**  
Director



FOCUS AREAS: Privileged account management (PAM); directory services; identity and the cloud; user provisioning

**Lori Rowland**  
Managing Vice President



FOCUS AREAS: Identity and access management; user provisioning; identity and access governance; access certification; role management; identity and access management program governance; compliance

**Mary E. Ruddy**  
Director



FOCUS AREAS: Federation, Web access management (WAM) and enterprise single sign-on (eSSO); identity standards; OAuth; OpenID Connect

**Heidi L. Wachs**  
Director



FOCUS AREAS: Privacy; information protection; IT policy; identity and privacy in higher education; user provisioning

## PROFESSIONAL EFFECTIVENESS

**Mike Rollings**  
Vice President



FOCUS AREAS: Strategic planning; transformation; innovation; contextual strategy; IT management; professional effectiveness; organizational and behavioral change; communication and influence; cross-discipline effectiveness (e.g., enterprise architecture, IT portfolio management, governance); marketing IT

**Jack Santos**  
Vice President



FOCUS AREAS: Strategic planning; IT management; professional effectiveness; organizational and behavioral change; communication and influence; cross-discipline effectiveness (e.g., enterprise architecture, IT portfolio management, governance); healthcare IT strategy; business/IT integration; marketing IT, transformation, innovation

## WIRELESS AND MOBILITY

**Jim Berenbaum**  
Director



FOCUS AREAS: Mobile cellular in-building solutions; wireless LAN integration

**Paul DeBeasi**  
Vice President



FOCUS AREAS: Mobile enterprise strategy; wireless LANs; mobile endpoint independence; mobile architecture; bring your own device (BYOD)

## SECURITY AND RISK MANAGEMENT

**Anton Chuvakin**  
Director



FOCUS AREAS: SIEM, log management; PCI DSS compliance; vulnerability management; cloud security; denial of service mitigation; threat management and data loss prevention (DLP)

**Mario de Boer**  
Director



FOCUS AREAS: Information security; endpoint and host security; risk management; endpoint protection platforms; antivirus; mobile device security; secure file sharing; social media security; disk and file encryption; Web application firewalls

**Erik T. Heidt**  
Director



FOCUS AREAS: IT risk management; IT GRC; application security and cryptographic controls; cloud risk management; cloud security

**Ramon Krikken**  
Vice President



FOCUS AREAS: Mobile application security; cloud security and encryption; application security; database security; encryption, data masking, and tokenization; SOA security; security monitoring and analytics; security and risk metrics

**Eric Maiwald**  
Vice President and Distinguished Analyst



FOCUS AREAS: IT risk management; network security (firewalls, network intrusion prevention, network intrusion detection, network behavior analysis); mobile device security, mobile strategy

**Philip S. Schacter**  
Managing Vice President



FOCUS AREAS: Network identity and policy systems; remote access security; security architecture; security governance; tablet security

“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

Technology practitioners, architects, engineers, those involved with strategy related to technical matters, as well as technical professionals within the IT organization who report to a senior member in any of the roles listed below:

- Application delivery
- Collaboration and content management
- Data center
- Data management
- Identity and privacy
- Network and telecom
- Mobility
- Security and risk management
- Infrastructure and operations

Join more than 1,500 of your professional peers at Gartner Catalyst Conference 2013 to exchange knowledge, share experiences, formulate plans and finalize crucial investment decisions.

## Team Attendance Program: Leverage more value across your organization

Knowledge creates the capacity for effective action. 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 you attend a Gartner event as a group.

### Team benefits

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

### Complimentary registrations

- 1 for every 3 paid registrations
- 2 for every 5 paid registrations
- 3 for every 7 paid registrations

For more information, email [us.teamsend@gartner.com](mailto:us.teamsend@gartner.com) or contact your Gartner account manager.



## Seven comprehensive tracks

<p><b>A Making Mobile Work</b> Mobility is transforming the enterprise, and IT can lead, follow or get out of the way. This track will prepare IT to lead its mobility initiatives.</p>	<ul style="list-style-type: none"> <li>• Enterprise architectures</li> <li>• BYOD strategies</li> <li>• Information security</li> <li>• Mobilizing business apps</li> </ul>
<p><b>B Cloud Services: Moving Past Partial Commitment</b> Many IT organizations already use cloud services in limited fashion. This track guides organizations past partial cloud commitment and into cloud services for wide-ranging, critical applications and solutions.</p>	<ul style="list-style-type: none"> <li>• Adoption strategy</li> <li>• Risk management</li> <li>• Delivering cloud applications</li> <li>• Hybrid cloud scenarios</li> </ul>
<p><b>C Making Employees Productive in a Cloud and Mobile World</b> Today's workspace is multifaceted, in terms of devices, delivery models and applications. This track describes this new world and offers recommendations on how to both leverage and manage it.</p>	<ul style="list-style-type: none"> <li>• Architectures that work</li> <li>• Socializing business apps</li> <li>• Tablets in the workplace</li> <li>• Multidevice security</li> </ul>
<p><b>D Transforming Virtual Data Centers to Private Clouds ... or Not!</b> Sessions begin by answering the question, "Should I even bother building a private cloud?" and then explore specific use cases where private clouds are worthwhile along with best practices for moving forward.</p>	<ul style="list-style-type: none"> <li>• Unleashing your inner service provider</li> <li>• Virtualization</li> <li>• Software-defined networking and storage</li> <li>• Modernizing high availability and disaster recovery</li> </ul>
<p><b>E Information Protection, Identity, Security and Beyond</b> This track explores the identity, security, risk and privacy management capabilities required to provide access to, ensure proper use of, and protect enterprise information.</p>	<ul style="list-style-type: none"> <li>• Practical information protection</li> <li>• Managing threats and attacks</li> <li>• Modern identity and access management</li> </ul>
<p><b>F Big Data and Business Analytics</b> Big data is driving rapid changes in infrastructure, analytics and business strategies. This track will focus on the key issues that must be addressed when migrating big data and analytics initiatives into production environments.</p>	<ul style="list-style-type: none"> <li>• What big data enables</li> <li>• Impact of data science</li> <li>• Mobile data architectures</li> <li>• Evolution of analytics</li> </ul>
<p><b>G Radical Thinking: Unconventional, Innovative Recommendations for IT</b> This track enables IT professionals to position themselves as innovative, out-of-the-box thinkers with suggestions and goals that could have a major impact on their organizations.</p>	<ul style="list-style-type: none"> <li>• Fragile to agile</li> <li>• Post-agile development</li> <li>• Smart swarms and brain grids</li> <li>• Unstructured big data</li> </ul>

## Hot topics by track

## Our cross-topic virtual tracks include:

### Application Development

Enterprise application development is experiencing a renaissance. The emergence of cloud technologies, the renewed interest in SOA and APIs to deliver multichannel applications, and the demand to support agile business change are sparking new growth in application development. Architects and developers alike must quickly get up to speed on technology, architectural and methodology options to deliver compelling business applications. The Application Development track focuses on key issues that teams must address to efficiently deliver custom-built applications to the diversity of endpoints in a timely manner. This track explores:

- Developing applications for multichannel delivery to desktops, mobile devices and beyond
- Selecting optimal development frameworks
- Improving your development methodology in the face of a volatile technology climate
- Using new approaches in software architecture
- Leveraging cloud and social computing in your custom-built applications

### Business Continuity

External forces such as cloud and mobility combined with increased demand from the business for greater agility and always-on availability have fueled new approaches to traditional business continuity practices. The Business Continuity track highlights how you can best leverage modern and emerging high-availability and disaster recovery practices to improve application and data availability while also improving recovery time objectives in the event a disaster strikes.

### Marquee Sessions

The Marquee Sessions track consists of high-energy, can't-miss presentations on the most critical topics addressed within each track.

### Professional Effectiveness

Sessions in the Professional Effectiveness track are designed to help you take charge of your own professional effectiveness and career. Sessions are focused on the non-technical parts of your job — cross-functional trends, strategic planning, business focus, soft skills, management skills, and persuasion, influence and collaboration techniques. As an IT practitioner, in-depth knowledge and expertise of key technical skills are important, but understanding context and being able to communicate to managers, and peers, are essential areas for your success. Understand broader technical issues and strategies, along with how they can impact your organization, your job and your career.

## Earn CPE credits

As an attendee to this event, any session you participate in that advances your knowledge within that discipline may earn you CPE credits from the following organizations:

(ISC)2 (CISSP, CAP, SSCP or CSSLP)

ISACA (CISA, CISM and CGEIT)

For details please visit [gartner.com/us/catalyst](http://gartner.com/us/catalyst).

## SESSION TYPES

### Analyst one-on-ones

Meet privately for 30 minutes with a Gartner analyst who specializes in the IT topic of special interest to you. Seating is limited and preregistration is required.

### Analyst track sessions

Leveraging the latest Gartner for Technical Professionals research, analyst track sessions provide real-world information to help you drive successful results.

### Analyst-user roundtables

Roundtables are forums for exchanging ideas and hearing what your peers are doing around a particular issue. Seating is limited and preregistration is required.

### Guest end-user case studies

Selected end users reveal their personal challenges, issues and lessons learned.



## Actionable advice, best practices and peer-to-peer collaboration

### Hands-on workshops

Presented by Gartner analysts, workshops offer an opportunity to drill down on specific how-to topics in a small group setting. Preregistration is required.

### Interactive panels

Group speaker sessions consist of a Gartner moderator and guest speakers from end-user organizations who examine a topic, trend or technology from multiple perspectives.

### Guest end-user case studies

Go behind the scenes as selected end users reveal their personal challenges, issues and lessons learned through powerful case studies. Bring your questions to the interactive Q&A that follows.

### Enhanced vendor interaction

This year, throughout the conference there will be more sessions that allow you to hear directly from solution vendors within the tracks that are of most interest to you.

### Topical and role-based tracks

There is a mix of topical tracks for cloud, mobile and big data, and more role-based tracks, which include security, identity management and data center management.

### Planning next steps

At the close of the conference, we will wrap up each track with an action-planning and next-steps session that will deliver a 60-day action plan that you can take home and begin implementing immediately.

“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**  
Senior Manager, Baxter

## Intensive learning. Actionable insight. Invaluable take-aways.

For every IT professional with a stake in today's new mobile environment, Gartner Catalyst Conference 2013 is a must-attend event, offering technologists these important benefits:

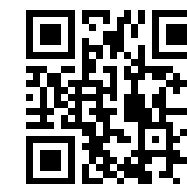
- A valuable opportunity to validate ideas and formulate plans
- Peer-to-peer interactions that help resolve issues and build relationships
- Unexpected insights that contribute to powerful “aha” moments
- A venue to evaluate and compare technology and service providers
- An enlightened view of where IT is going and how to prepare
- The leadership skills required for an increasingly complex IT ecosystem



### Access your agenda with Gartner Events Navigator mobile app to:

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- Integrate social media into your event experience
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## SESSION TYPES

### Mastermind interviews

Forward-thinking C-level industry leaders are featured in these interview-style sessions.

### Networking breakfasts

These unmoderated discussions are organized by topics or industry.

### Panels

Gartner analysts and guest speakers examine a topic, trend or technology from multiple perspectives.

### Theater presentations

In these short sessions, delivered in an open-air theater, leading solution providers demonstrate their solutions and capabilities.

### To the Point sessions

A Gartner analyst provides top concepts, key trends or a quick overview of a particular topic, in a “to the point” format.

### Vendor debates

Leading vendors debate hot topics, moderated by Gartner analysts.

### Workshops

Presented by Gartner analysts, workshops provide the opportunity to drill down on specific how-to topics in a small-group environment. Preregistration is required.

# Agenda at a Glance

Agenda as of May 2, 2013, and subject to change

## Sunday, July 28

3:00 p.m.	Preregistration
4:00 p.m.	Catalyst Conference Orientation
5:00 p.m.	Power Networking Forum

## Monday, July 29

7:00 a.m.	Registration										
	Breakfast										
8:00 a.m.	<b>K1.</b> Gartner Keynote: Harness the Power of IT Convergence <i>Drue Reeves, Vice President and Distinguished Analyst, Conference Chair; Harper Reed, Hacker, Engineer, Chief Technology Officer of Obama for America 2012 Campaign</i>										
8:50 a.m.	<b>K2.</b> Welcome Address <i>Gary G. Hein</i>										
9:00 a.m.	Technology Demonstrations Showcase Opens										
	<b>Track A</b> Making Mobile Work	<b>Track B</b> Cloud Services: Moving Past Partial Commitment	<b>Track C</b> Making Employees Productive in a Cloud and Mobile World	<b>Track D</b> Transforming Virtual Data Centers to Private Clouds ... or Not!	<b>Track E</b> Information Protection, Identity, Security and Beyond	<b>Track F</b> Big Data and Business Analytics	<b>Track G</b> Radical Thinking: Unconventional, Innovative Recommendations for IT	Workshops	Workshops	Analyst-User Roundtables	Analyst-User Roundtables
9:30 a.m.	<b>A1.</b> How to Implement a BYOD Program That Works! <i>Michael Disabato</i>	<b>B1.</b> Developing a Cloud Adoption Strategy and Maturity Plan <i>Kyle Hilgendorf (Shared with Track D)</i>	<b>C1.</b> iPads in the Enterprise: What Works, What Doesn't <i>Bill Pray</i>	<b>See B1.</b>	<b>E1.</b> Beyond Join, Move, Leave: Implications of the Modern Identity Life Cycle <i>Ian Glazer</i>	<b>F1.</b> What Big Data Enables: Internet of Data, Ideas, Things and People <i>Marcus Collins, Svetlana Sicular</i>		<b>W1. Workshop:</b> Gearheads' Guide to Your Future IT Career <i>Mike Rollings, Jack Santos, Jamie Popkin (9:30 – 11:00 a.m.)</i>	<b>W2. Workshop:</b> Designing Mobile Apps Using Web Technologies <i>Kirk Knoernschild (9:30 – 11:00 a.m.)</i>	<b>AUR1. Analyst-User Roundtable:</b> Risk Appetite and Tolerance Levels — Document, Communicate and Use <i>Mario de Boer (9:30 – 10:30 a.m.)</i>	<b>AUR2. Analyst-User Roundtable:</b> Picking the Right Mobile File Sync Solution <i>Guy Creese (9:30 – 10:30 a.m.)</i>
10:15 a.m.	Networking Break										
10:25 a.m.	<b>A2.</b> One Week Inside The MDM Test Lab: Lessons Learned <i>Eric Siegel</i>	<b>B2.</b> Guest Interview: VMware in the Hot Seat — Gateway to Your Cloud Future or Bridge to Your Legacy Past? <i>Raghu Raghuram, Executive Vice President of Cloud Infrastructure and Management, VMware; Chris Wolf (Shared with Track D)</i>	<b>C2.</b> How to Increase Employee Productivity in a Mobile World <i>Craig Roth</i>	<b>See B2.</b>	<b>E2.</b> What About Everyone Else? Managing Nonemployee Identities <i>Lori Rowland, Mary E. Ruddy</i>	<b>F2.</b> Big Data Use Case Study <i>Harper Reed, Entrepreneur, Engineer and CTO for Barack Obama's 2012 Re-Election Campaign</i>				<b>AUR3. Analyst-User Roundtable:</b> Is Self-Service Dead? <i>Ken Agress (11:00 a.m. – 12:00 p.m.)</i>	<b>AUR4. Peer Roundtable (11:00 a.m. – 12:00 p.m.)</b>
11:10 a.m.	Networking Break										
11:20 a.m.	<b>A3.</b> Lightning Round: Tough Questions for MDM Vendors <i>Mike Disabato, Eric Siegel</i>	<b>B3.</b> The Battle for Cloud Hill: A Public vs. Private Debate <i>Alessandro Perilli, Kyle Hilgendorf (Shared with Track D)</i>	<b>C3.</b> Windows, Web, Mobile and BYOD: Controlling the Chaos <i>Chris Wolf</i>	<b>See B3.</b>	<b>E3.</b> San Diego Identity Standards Smackdown <i>Pat Patterson, salesforce.com; Pam Dingle, Ping Identity; Paul Madsen, Ping Identity; David Brossard, Axiomatics.com; Kelly Grizzle, SailPoint; Moderator: Ian Glazer</i>	<b>F3.</b> Emerging Role of the Data Scientist and Art of Data Science <i>Doug Laney</i>					
12:05 p.m.	Attendee Lunch										
12:35 p.m.	Technology Demonstration Area Dessert Reception and Theater Presentations										
1:35 p.m.	<b>A4.</b> Guest Case Study	<b>B4.</b> Guest Case Study <b>(Shared with Track D)</b>	<b>C4.</b> Skills and Competencies for the Changing IT Career <i>Mike Rollings</i>	<b>See B4.</b>	<b>E4.</b> Adaptive Access Control: Holy Grail, Snake Oil or the Next Big Thing? <i>Trent Henry</i>	<b>F4.</b> Panel: The Big Debate — Clash of the Elephants <b>M</b>		<b>W3. Workshop:</b> Understanding and Customizing Gartner's Private Cloud Cost Model <i>Nik Simpson (1:35 – 3:05 p.m.)</i>	<b>W4. Workshop:</b> How to Determine Whether Your SaaS Provider Is Up to Snuff <i>Bill Pray (1:35 – 3:05 p.m.)</i>	<b>AUR5. Analyst-User Roundtable:</b> BYOD Programs — Successes and Failures <i>Michael Disabato (1:35 – 2:35 p.m.)</i>	<b>AUR6. Analyst-User Roundtable:</b> Using iPads in the Enterprise <i>Elden Nelson, Mark Cortner (1:35 – 2:35 p.m.)</i>
2:30 p.m.	Solution Provider Sessions										
3:00 p.m.	Networking Break										
3:10 p.m.	<b>A5.</b> Mobilizing Business Applications <i>Anne Thomas Manes</i>	<b>B5.</b> Saving Privacy in the Public Cloud <i>Heidi L. Wachs (Shared with Track D)</i>	<b>C5.</b> Architecting a Microsoft Mobile Strategy for Non-Microsoft Devices <i>Guy Creese</i>	<b>See B5.</b>	<b>E5.</b> Detecting Advanced Malware and the Attacks That Keep Us Awake at Night <i>Ramon Krikken</i>	<b>F5.</b> Data Mobility and the Right Mobile Data Architecture <i>Lyn Robison</i>		<b>W5. Workshop:</b> Building a Public IaaS Cost Model <i>Chris Gaun (3:20 – 4:50 p.m.)</i>	<b>W6. Workshop:</b> Do Mobile Apps Help or Hurt Customer Service? <i>Ken Agress (3:20 – 4:50 p.m.)</i>	<b>AUR7. Analyst-User Roundtable:</b> IAM Outsourcing — How Far Should You Go? <i>Mary E. Ruddy (3:10 – 4:10 p.m.)</i>	<b>AUR8. Analyst-User Roundtable:</b> Management Practices for Work at Home and Mobile Employees <i>Jack Santos (3:10 – 4:10 p.m.)</i>
3:55 p.m.	Networking Break										
4:05 p.m.	<b>A6.</b> Guest Case Study	<b>B6.</b> Five Practical Steps to Securing Data in the Public Cloud <i>Ramon Krikken</i>	<b>C6.</b> SharePoint 2013 for Content Management: Should You Move to It? <i>Darin Stewart</i>	<b>See F6.</b>	<b>E6.</b> Top 7 Most Effective Incident Detection and Response Practices and Tools <i>Anton Chuvakin</i>	<b>F6.</b> Architecting Big Data Storage: Extracting Value From Chaos <i>Matt Brisse (Shared with Track D)</i>				<b>AUR9. Analyst-User Roundtable:</b> Zoning and the Virtual Data Center <i>Eric Maiwald (4:35 – 5:35 p.m.)</i>	<b>AUR10. Analyst-User Roundtable:</b> MDM Platform Roundtable — The Good, the BYOD and the "Ugh"-ly <i>Eric Siegel (4:35 – 5:35 p.m.)</i>
4:50 p.m.	Networking Break										
5:00 p.m.	<b>A7.</b> To the Point: Improve Your Mobile Apps With Web API Management <i>Eric Knipp</i>	<b>B7.</b> To the Point: How to Assess Cloud Service Provider Security <i>Erik T. Heidt (Shared with Track D)</i>	<b>C7.</b> To the Point: Exchange 2013 and Lync 2013 — Should You Move to Them? <i>Bill Pray, Mark Cortner</i>	<b>See B7.</b>	<b>E7.</b> To the Point: Deception-Based Security is Baaaaack! <i>Anton Chuvakin</i>	<b>F7.</b> To the Point: Big Data Security, Privacy and Ethics <i>Ramon Krikken, Ian Glazer</i>					
5:30 p.m.	Technology Demonstration Area Evening Reception and Theater Sessions										

## Tuesday, July 30

7:30 a.m.	Registration										
	Networking Breakfast										
8:30 a.m.	<b>A8.</b> How to Use Containers to Secure Sensitive Information <i>Eric Maiwald (Shared with Track E)</i>	<b>B8.</b> How Four Enterprises Changed Architecture and Development for Cloud <i>Eric Knipp</i>	<b>C8.</b> Guest Case Study	<b>D1.</b> Finding the Private Cloud Sweet Spot: When to Build and How Far to Go <i>Chris Wolf</i>	<b>See A8.</b>	<b>F8.</b> Business Analytics Can Transform Your Business <i>Marcus Collins, Jamie Popkin</i>		<b>W7. Workshop:</b> National Strategy for Trusted Identities in Cyberspace — What NSTIC Means to Business <i>Ian Glazer, Jim Sheira, U.S. Department of Commerce (8:30 – 10:00 a.m.)</i>	<b>W8. Workshop:</b> How to Build a Modern Federation Architecture for a Cloud, Mobile and Social World <i>Mary E. Ruddy (8:30 – 10:00 a.m.)</i>	<b>AUR11. Analyst-User Roundtable:</b> IT Careers and IT Roles <i>Mike Rollings, Jack Santos (8:30 – 9:30 a.m.)</i>	<b>AUR12. Analyst-User Roundtable:</b> When Users Complain — Fixing Mobile Incidents <i>Eric Siegel (8:30 – 9:30 a.m.)</i>
9:15 a.m.	Networking Break										
	Technology Demonstration Area Opens										
9:25 a.m.	<b>A9.</b> Are Your Users Sick of Typing Passwords on Mobile Devices? Give 'Em SSO Now! <i>Trent Henry (Shared with Track E)</i>	<b>B9.</b> Guest Case Study: Cloud Native Applications — What Changed? <i>Adrian Cockcroft, Director, Architecture, Netflix Inc.; Kyle Hilgendorf (Shared with Track E)</i>	<b>C9.</b> Mastermind Interview: Mark Templeton, Citrix <i>Chris Wolf</i>	<b>D2.</b> Cloud Orchestration: Client Insights and Best Practices <i>Alessandro Perilli</i>	<b>See A9.</b>	<b>F9.</b> Getting Value From All Your Data: Analytics on Structured and Unstructured Data <i>Carlie J. Idoine</i>					
10:10 a.m.	Networking Break										
10:20 a.m.	Solution Provider Sessions										
	Networking Break										
10:50 a.m.	Attendee Lunch										
11:00 a.m.	<b>A10.</b> To the Point: Why You Should Love Mobile Device Security <i>Mario de Boer (Shared with Track E)</i>	<b>B10.</b> To the Point: DevOps vs. ITOM — Rightsize Your Management and Control in the Public Cloud <i>Kyle Hilgendorf</i>	<b>C10.</b> To the Point: How Do I Build Multichannel Web Applications With Great UX? <i>Danny Brian</i>	<b>D3.</b> To the Point: Privileged Account Management for Private Cloud and IaaS Environments <i>Nick Nikols (Shared with Track E)</i>	<b>See A10. and D3.</b>	<b>F10.</b> To the Point: Bridging the Gap Between Rich and Poor: Integrating Structured and Unstructured Data <i>Mei Selvage</i>					
11:30 a.m.	Attendee Lunch										
12:00 p.m.	Technology Demonstration Area Dessert Reception and Theater Presentations										
1:00 p.m.	<b>A11.</b> Building Your Mobile Application Road Map <i>Anne Thomas Manes</i>	<b>B11.</b> Continuous Delivery and the Cloud <i>Sean Kenefick</i>	<b>C11.</b> Integration Unlocks Greater Value From Your SaaS <i>Eric Knipp</i>	<b>D4.</b> Rethinking Your Hypervisor Choice: Can You Replace VMware? <i>Chris Wolf</i>		<b>F11.</b> Question Answering and Cognitive Systems <i>Jamie Popkin</i>		<b>W9. Workshop:</b> Create or Refresh Your SharePoint Statement of Governance <i>Craig Roth (1:00 – 2:30 p.m.)</i>	<b>AUR15. Analyst-User Roundtable:</b> Addressing Privacy Risks in the Public Cloud <i>Heidi Wachs (1:00 – 2:00 p.m.)</i>	<b>AUR16. Analyst-User Roundtable:</b> Building the Identity Ecosystem — The IDESG, Its Purpose and You <i>Ian Glazer (1:00 – 2:00 p.m.)</i>	
1:45 p.m.	Networking Break										

**M** Marquee Session: Can't-miss, high-energy presentations focused on the most critical topics addressed within each track

# Agenda at a Glance

Agenda as of May 2, 2013, and subject to change

## Tuesday, July 30 (continued)

Track A	Track B	Track C	Track D	Track E	Track F	Track G	Workshops	Workshops	Analyst-User Roundtables	Analyst-User Roundtables	
1:55 p.m. Solution Provider Sessions											
2:25 p.m. Networking Break											
2:35 p.m. <b>A12.</b> Mobile and Agile: Hand in Glove <i>Sean Kenefick</i>	<b>B12.</b> Your Cloud Will Fail: Design for Availability and Resiliency <i>Kyle Hilgendorf</i>	<b>C12.</b> Attacking the High Costs of Desktop Virtualization <i>Gunnar Berger</i>	<b>D5.</b> SDN and Network Virtualization: Bridging the Private and Public Cloud <i>Simon Richard</i>		<b>F12.</b> Guest Case Study					<b>AUR17. Analyst-User Roundtable:</b> Building the Identity Ecosystem — The IDESG, Its Purpose and You (Repeated session) <i>Mary E. Ruddy (2:35 – 3:35 p.m.)</i>	<b>AUR18. Analyst-User Roundtable:</b> Practicing Mindfulness — A Way to Improve Your Effectiveness <i>Qua Veda, CIO Strategy Office, Intel Corporation; Mike Rollings (2:35 – 3:35 p.m.)</i>
3:20 p.m. Networking Break											
3:30 p.m. <b>A13.</b> The Mobile App Decision: Native, Web or Something in Between <i>Kirk Knoernschild</i>	<b>B13.</b> The Role of Enterprise Identity in Public and Private Clouds <i>Nick Nikols (Shared with Track E)</i>	<b>C13.</b> The Rumble in the Jungle: Debating the Necessity of Virtual Desktops <i>Simon Crosby, CTO, Bromium; Ruben Spruijt, CTO, PQR; Gunnar Berger</i>	<b>D6.</b> Defending Your Virtual Gates: Security and SDN <i>Eric Maiwald (Shared with Track E)</i>	<b>See B13. and D6.</b>	<b>F13.</b> Understand What's Happening NOW: Real-Time and Embedded Analytics <i>Marcus Collins</i>		<b>W10. Workshop:</b> Practical Security Metrics <i>Ramon Krikken (3:30 – 5:00 p.m.)</i>	<b>W11. Workshop:</b> Implementing a Social Security Number Remediation Plan <i>Heidi Wachs (3:30 – 5:00 p.m.)</i>			
4:15 p.m. Networking Break											
4:25 p.m. <b>A14.</b> To the Point: How to Test Today's Mobile Apps <i>Sean Kenefick</i>	<b>B14.</b> To the Point: Public Cloud Storage Management — Taming Complexity and Cost <i>Matthew Brisse</i>	<b>C14.</b> Guest Case Study	<b>D7.</b> To the Point: Private Cloud in a Can — Do You Want One? <i>Nik Simpson</i>		<b>F14.</b> To the Point: How to Deliver Self-Service Business Analytics <i>Carlie J. Idoine</i>						
4:55 p.m. Networking Break											
5:25 p.m. <b>K3.</b> Keynote What If ... ? <i>Mike Rayburn, Guitar Virtuoso</i>											
6:10 p.m. Hospitality Suites											

## Wednesday, July 31

7:00 a.m. Registration										
Networking Breakfast										
8:00 a.m. <b>K4.</b> Mastermind Interview Keynote <i>Rob High, IBM Fellow, Vice President and Chief Technology Officer, Watson Solutions, IBM Software Group</i>										
8:45 a.m. Technology Demonstration Area Open										
Networking Break										
9:15 a.m. <b>A15.</b> Use Intelligent Trade-Offs for an Awesome User Experience <i>Eric Maiwald, Paul DeBeasi (Shared with Track E)</i>	<b>B15.</b> Guest Case Study: Retrospective — Enabling Redbox Canada Through Public Cloud Adoption <i>Saad Rehmani, Redbox</i>	<b>C15. Securing File Synchronization and Sharing in the Enterprise</b> <i>Mario de Boer (Shared with Track E)</i>	<b>D8.</b> Modernizing Business Continuity and DR Using Virtualization and the Cloud <i>Werner Zurcher</i>	<b>See A15. and C15.</b>		<b>G1.</b> From Fragile to Agile Architecture <i>Kirk Knoernschild</i>	<b>W12. Workshop:</b> Cloud Risk Manifesto <i>Erik T. Heidt (9:15 – 10:45 a.m.)</i>	<b>W13. Workshop:</b> Shifting IAM Design Principles and Adjusting Your Capabilities Architecture <i>Homan Farahmand (9:15 – 10:45 a.m.)</i>	<b>AUR19. Analyst-User Roundtable:</b> Managing and Securing Enterprise-Owned Mobile Devices <i>Phil Schacter (9:15 – 10:15 a.m.)</i>	<b>AUR20. Analyst-User Roundtable:</b> Leveraging Metadata to Improve Content Management and Search <i>Darin Stewart (9:15 – 10:15 a.m.)</i>
10:00 a.m. Networking Break										
10:10 a.m. <b>A16.</b> BlackBerry Alternatives: A Migration Strategy for the Mobile Enterprise <i>Mike Disabato</i>	<b>B16.</b> Hybrid Cloud: Making It Work for SaaS Communication and Collaboration <i>Bill Pray</i>	<b>C16.</b> Forget MDM: Infusing Custom Mobile Applications With Security and Identity <i>Ramon Krikken</i>	<b>D9.</b> Impact of Software-Defined Storage: Sleeping Giant or Marketing Hype? <i>Matthew Brisse</i>	<b>See C16.</b>		<b>G2.</b> Smart Swarms and Brain Grids: Mobility for Real-Time Collective Intelligence <i>Lyn Robison</i>				
10:55 a.m. Networking Break										
11:05 a.m. <b>A17.</b> How to Create A Mobile Strategy <i>Paul DeBeasi</i>	<b>B17.</b> Devising a Cloud Exit Strategy: Proper Planning Prevents Poor Performance <i>Drue Reeves (Shared with Track E)</i>	<b>C17.</b> Socializing Business Applications <i>Anne Thomas Manes</i>	<b>D10.</b> Don't Waste Money on High-Redundancy Data Center Infrastructure <i>Richard Jones</i>	<b>See B17.</b>		<b>G3.</b> Guest Case Study: Radical Work Practices That Drive Innovation <i>Qua Veda, CIO Strategy Office, Intel Corporation</i>				
11:50 a.m. Attendee Lunch										
12:20 p.m. Technology Demonstration Area Dessert Reception and Theater Presentations										
1:20 p.m. <b>A18.</b> Guest Interview: How Amgen Created Their Mobile Plan <i>Gary Hagen, Principal Architect and Senior Manager, Amgen; Paul DeBeasi</i>	<b>B18.</b> Cloud Backup Is Gaining Ground: How Should Enterprises Leverage It? <i>Werner Zurcher</i>	<b>C18.</b> SharePoint 2013 and Yammer: A Glimpse at the Future of Office? <i>Larry Cannell</i>	<b>D11.</b> Sizing Up Cloud Management Platforms: Microsoft vs. VMware <i>Alessandro Perilli</i>			<b>G4.</b> Post-Agile Software Development <i>Adam Pisoni, Co-Founder, General Manager of Engineering, Microsoft Office Division, Yammer</i>	<b>W14. Workshop:</b> Securing the Remote and Mobile Workforce <i>Phil Schacter, Trent Henry (1:20 – 2:50 p.m.)</i>	<b>W15. Workshop:</b> The Future of the Web Is Event-Driven <i>Danny Brian (1:20 – 2:50 p.m.)</i>	<b>AUR21. Peer Roundtable (1:20 – 2:20 p.m.)</b>	<b>AUR22. Peer Roundtable (1:20 – 2:20 p.m.)</b>
2:05 p.m. Networking Break										
2:15 p.m. Solution Provider Session										
2:45 p.m. Networking Break										
2:55 p.m. <b>A19.</b> When and How Should I Move to 802.11ac? <i>Jim Berenbaum</i>	<b>B19.</b> Using Public Cloud for Disaster Recovery: Good Choice or Megadisaster? <i>Richard Jones (Shared with Track D)</i>	<b>C19.</b> Improving Organizational Effectiveness With Social Software: What Works, What Doesn't <i>Ken Agress</i>	<b>See B19.</b>	<b>E8.</b> When Encryption Won't Work: Implementing Practical Information Protection <i>Erik Heidt</i>		<b>G5.</b> Why Your Next IT Job May Not Include "IT" <i>Mike Rollings, Jack Santos</i>	<b>W16. Workshop:</b> How to Architect Your Mobile Strategy <i>Paul DeBeasi, Eric Maiwald (2:55 – 4:25 p.m.)</i>	<b>W17. Workshop:</b> Applying the Gartner Hybrid-Cloud Networking Maturity Model <i>Simon Richard (2:55 – 4:25 p.m.)</i>	<b>AUR23. Analyst-User Roundtable:</b> Best Practices in Applying Enterprise Collaboration and Social Software <i>Larry Cannell (2:55 – 3:55 p.m.)</i>	<b>AUR24. Federal Roundtable (2:55 – 3:55 p.m.)</b>
3:40 p.m. Networking Break										
3:50 p.m. <b>A20.</b> Don't Fly Blind! Measuring (and Improving) End-User Performance <i>Eric Siegel</i>	<b>B20.</b> Which Cloud Providers Can Host My Applications? Enterprise IaaS Comparison <i>Chris Gaun</i>	<b>C20.</b> Do You Really Need a Productivity Suite on the iPad? <i>Guy Creese</i>		<b>E9.</b> Stop that Leak! Finding, Watching and Controlling Where Your Data Goes <i>Anton Chuvakin (Shared with Track F)</i>	<b>See E9.</b>	<b>G6.</b> The Web Browser: The Only App Platform You'll Ever Need <i>Danny Brian</i>				
4:35 p.m. Networking Break										
4:45 p.m. <b>A21.</b> How To Prepare Your Communications Infrastructure to Support BYOD <i>Jim Berenbaum</i>	<b>B21.</b> Contracting for Cloud Services <i>Thomas Trappier, Director of Software Licensing, UCLA</i>	<b>C21.</b> Top 3 Social Media Lessons for IT Pros <i>Elden Nelson</i>		<b>E10.</b> Guest Case Study	<b>See G7.</b>	<b>G7.</b> Big Content: How to Unlock the Unstructured Side of Big Data <i>Darin Stewart (Shared with Track F)</i>				
5:30 p.m. Hospitality Suites										

## Thursday, August 1

7:30 a.m. Registration										
Networking Breakfast										
8:30 a.m. <b>A22.</b> Making Mobile Work: Action Planning and Next Steps <i>Paul DeBeasi, Moderator; Mike Disabato, Eric Maiwald, Kirk Knoernschild, Jack Santos</i>	<b>B22.</b> Public Clouds: Action Planning and Next Steps <i>Kyle Hilgendorf, Moderator; Drue Reeves, Sean Kenefick, Erik Heidt, Jamie Popkin</i>	<b>C22.</b> Making Employees Productive: Action Planning and Next Steps <i>Guy Creese, Moderator; Mike Rollings, Eric Knipp, Chris Wolf, Larry Cannell, Bill Pray</i>					<b>W18. Workshop:</b> Security Governance for the 21st-Century Enterprise <i>Bob Smock, Gartner Consulting; Kim May, Gartner Consulting (8:30 – 10:00 a.m.)</i>	<b>W19. Workshop:</b> Enterprise Cloud Strategies — Transforming IT Through Disruption <i>Shawn Simon, Gartner Consulting; Karen A. Hober, Gartner Consulting (8:30 – 10:00 a.m.)</i>	<b>AUR25. Peer Roundtable (8:30 – 9:30 a.m.)</b>	<b>AUR26. Peer Roundtable (8:30 – 9:30 a.m.)</b>
9:30 a.m. Networking Break										
9:40 a.m.			<b>D12.</b> Private Clouds: Action Planning and Next Steps <i>Chris Wolf, Moderator; Richard Jones, Alessandro Perilli, Nik Simpson, Matthew Brisse, Werner Zurcher, Simon Richard, Mike Rollings</i>	<b>E11.</b> Identity and Security: Action Planning and Next Steps <i>Ian Glazer and Ramon Krikken, Moderators; Trent Henry, Phil Schater, Jack Santos</i>	<b>F15.</b> Big Data and Business Analytics: Action Planning and Next Steps <i>Marcus Collins, Moderator; Svetlana Sicular, Mei Salvage, Lyn Robison, Carlie Idoine, Jamie Popkin</i>					
10:40 a.m. Networking Break										
10:50 a.m. Popular Session Repeats										
11:35 a.m. Conference Adjourns										

**M** Marquee Session: Can't-miss, high-energy presentations focused on the most critical topics addressed within each track

Sponsors as of April 21, 2013, and subject to change

## DIAMOND SPONSORS



Research In Motion is now BlackBerry. A global leader in wireless innovation, we revolutionized the mobile industry with the introduction of the BlackBerry solution in 1999. Since then, BlackBerry products and services have continued to change the way millions of people around the world stay connected. With the launch of BlackBerry 10, we have re-designed, re-engineered and re-invented BlackBerry. Research In Motion now operates globally under the iconic name BlackBerry.



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.

## PLATINUM SPONSORS



Centrify provides unified identity services across data center, cloud and mobile — resulting in one single login for users and one unified identity infrastructure for IT. Centrify's software and cloud services let organizations securely leverage their existing identity infrastructure to centrally manage authentication, access control, privilege management, policy enforcement and compliance across on-premise and cloud resources.



Layer 7 provides API building blocks for the new open enterprise. The company's products help nearly 300 organizations worldwide open APIs to developer communities, securely connect applications to cloud services, expose internal information assets to mobile apps and bridge departments and partners through SOA style integration.



MaaS360 by Fiberlink simplifies mobile device management (MDM), mobile application management (MAM), and secure document sharing in the BYOD era. Trusted by small businesses, government agencies, universities, and large enterprises worldwide, MaaS360 enables mobile policies that boost productivity, protect employee privacy, and secure sensitive data across smartphones, tablets, and laptops.



Okta is an enterprise grade identity management service, built from the ground up in the cloud and delivered with an unwavering focus on customer success. With Okta, IT can manage access across any application, person or device. Okta helps IT become more secure, make people more productive, and maintain compliance.



Ping Identity is The Identity Security Company. Our identity and access management platform gives enterprise customers and employees one-click access to any application from any device. Over 900 companies, including 45 of the Fortune 100, rely on our award-winning products to make the digital world a better experience.



Quest One Identity Solutions offer a real-world approach to IAM — business focused, integrated with current investments, deployed quickly for fast ROI and flexible enough to meet future security and compliance needs. Dell Inc. (NASDAQ: DELL) listens to customers and delivers worldwide innovative technology, business solutions and services they trust and value. For more information, visit dell.com.



As the market leader for identity virtualization, Radiant Logic delivers simple, logical, and standards-based access to all identity within an organization. The RadiantOne federated identity service enables customized identity views built from disparate data silos, driving critical authentication and authorization decisions for WAM, federation, and cloud deployments.



SailPoint, the industry leader in identity and access management, empowers the world's largest organizations to accelerate business performance, mitigate risk, reduce costs and ensure compliance. SailPoint's innovative IAM suite delivers identity governance, user provisioning and access management to effectively manage user access to applications from the datacenter to the cloud. Learn more at www.sailpoint.com.

## GOLD SPONSORS



AirWatch is the leader in enterprise-grade mobility management and security solutions. Our highly scalable solution provides a real-time view of an entire fleet of corporate and employee-owned Apple iOS, Android, Windows, BlackBerry and Symbian devices. As the largest MDM provider, AirWatch offers the most comprehensive mobility management solution.



Established in 2001, Axway is a global software company with more than 11,000 customers in 100 countries. Axway empowers leading organizations to manage business-critical interactions within and among enterprises. Our award-winning technology spans B2B integration, MFT, API and identity management, and email security—offered on premise and in the Cloud.



AlertEnterprise is revolutionizing Identity and Access Governance while extending Identity and Access Management beyond IT to include Physical/SCADA security for the true prevention of fraud, theft and malicious threats. AlertEnterprise automates compliance for enterprises while simultaneously responding to real or perceived threats in real-time through Situational Intelligence and Incident Management.



Centrix Software provides companies with powerful application and device usage analytics enabling them to streamline and accelerate operating system migrations and deliver optimized transformations to cloud computing models. With a strong focus on enabling self-service for the user, Centrix Software is leading the way on providing the next generation workspace.



Avekxa provides the industry's most comprehensive Business-Driven Identity and Access Management platform, with integrated Identity and Access Governance, Provisioning and Authentication. Avekxa delivers rapid time-to-value, with over 70% of customers going live within four months of purchase, managing the complete user access lifecycle across SaaS and on-premise Applications and Data.



CyberArk Software is a global information security company that specializes in protecting and managing privileged users, applications and sensitive information to improve compliance and productivity, while protecting organizations against advanced external threats. With CyberArk's sophisticated product suite, organizations can more effectively manage and govern data center access and activities.

## GOLD SPONSORS (CONTINUED)



Securely expose the hybrid cloud with cloud security software solutions from Intel. With McAfee aligned security, patented Informatica powered integration, API Management powered by Mashery, and the only no app impact data tokenization solution for PCI & PII scope reduction. Transform how services & sensitive data are exposed as APIs to dev, mobile, & cloud.



Kony's the industry's leading mobile and multi-channel application platform provider. We deliver a suite of customizable, pre-built apps and the KonyOne™ Platform gives your business the confidence to quickly build apps once and deploy everywhere. We deliver a comprehensive mobile application management (MAM) solution for provisioning, deploying, managing and analyzing your apps.



McAfee, a wholly owned subsidiary of Intel Corporation (NASDAQ:INTC), is the world's largest dedicated security technology company. McAfee's proactive and proven solutions and services help secure systems, networks, and mobile devices around the world, allowing users to safely connect to the Internet, browse, and shop the web more securely.



Mobile Labs provides end-to-end mobile application testing solutions for the enterprise. Its primary solution, deviceConnect™, is a private, internal device cloud that enables test teams to securely access and manage mobile devices. The solution utilizes Mobile Labs Trust™ for mobile application test automation and also supports manual testing.



RedSeal Networks is the leader in risk based security management solutions that help prevent cyber-attacks. The RedSeal Platform delivers the industry's most powerful insights into IT network security risk and enables the world's largest enterprises to dramatically cut compliance costs, prioritize vulnerability remediation efforts and reduce IT security risk profiles.



SecureAuth is for any enterprise standardizing user access to enforce identity governance for all mobile devices, cloud-based applications & virtual networks. Hundreds of customers, including Dish Networks, Unisys, Yamaha, Chevron, & GSA trust SecureAuth because it delivers a single, scalable, & cost-effective solution along with its relentless commitment to client success.



Thycotic Software, Ltd. provides password and access management solutions to IT administrators worldwide. Over 60,000 IT professionals use our Identity and Access Management (IAM) tools.

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