

Gartner IT Financial, Procurement & Asset Management Summit 2012

September 12 – 14 | Orlando, FL | gartner.com/us/itam



Rethinking the Economics of IT

Trip Report

The **Gartner IT Financial, Procurement, & Asset Management Summit 2012** was held September 12 – 14, at the Gaylord Palms in Orlando, FL. This report summarizes and provides highlights from the event.

Overview

Powerful forces — cloud, mobile, social, and information proliferation — are combining to rapidly transform IT, bringing not only formidable challenges but also epic opportunities. The Gartner IT Financial, Procurement & Asset Management Summit 2012 focused on delivering strategies to meet those challenges, including how to move forward now and plan for major changes ahead.

Over three days, more than 600 professionals came together to network, exchange best practices and ideas, hear the latest research from Gartner analysts and listen to case studies presented by those directly involved. Famed explorer Robert Ballard, Ph.D., lent inspiration in his keynote speech, while world-renowned nonverbal-behavior expert Joe Navarro spoke about decoding body-language cues. And many attendees took the opportunity to meet with Gartner analysts one-on-one and in peer-to-peer roundtable discussions, gaining deeper, actionable advice.

All in all, the energy and enthusiasm at this year's event reflected the exciting changes sweeping the industry.

Gaylord Palms Resort and Convention Center



SAVE THE DATE

Gartner IT Financial, Procurement & Asset Management Summit 2013 will be held September 25 – 27 at the Hilton Orlando in Orlando, FL.

Be sure to bookmark gartner.com/us/itam and check back often for 2013 updates!

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Key Take-Aways

- 1 As IT consumption changes, so does the management and funding of IT organizations.** It's time to rethink the economics of IT and what it means for your organization. From the transition to service pricing to ensuring audits remain under control and everything in between, it's imperative to better align IT spending with core business goals and capabilities.
- 2 Watch out for spiking software costs.** Multiple trends may increase your software expenses, including hidden costs in cloud computing, virtualization, consumerization, BYOD and changing software market dynamics.
- 3 It is possible to significantly reduce IT infrastructure and operations expenses without whittling down the value of IT services.** Seven basic cost-cutting actions, from re-examining network fees to containing storage growth, could reduce your costs by 25% or more over the next three years.
- 4 BYOD is here to stay,** but it's not for every company or every employee. Communicate with IT about the risks and challenges associated with BYOD. Evaluate the effect that BYOD will have on licensing costs, financial reporting and governmental regulations to allocate resources accordingly.
- 5 Aligning IT spending around categories of business impact is more important than ever.** Categories, like IT spending, that run, grow or transform the business are a minimum requirement to begin answering questions about the value and usefulness of IT investments. Ultimately, IT spending should be distributed by business capability.
- 6 With so much change happening, battles will be waged.** Understand the power and politics at work, your role in them, when to back away and when to fight the good fight — even if you know you'll lose. Your best strategy? Create supportive coalitions across departments.



“ This event really brings together employees from all aspects [of the organization] and allows everyone to share thoughts, collaborate and engage.

2012 attendee ”

Keynote Addresses

Guest Keynote: Adventures in Deep Sea Exploration — Living the Dream

Robert Ballard, Ph.D., celebrated ocean explorer best known for his 1985 discovery of the wreck of the *Titanic*, gave a dynamic presentation that showcased his recent work in deep water archaeology and the technology of telepresence. His inspiring keynote presentation motivated out-of-the-box thinking and ways to expand one's sphere of influence that was particularly relevant and applicable to this audience dealing with new technologies, dramatic change and a mandate to innovate.



*Robert D. Ballard, Ph.D.
Author and Ocean Archeologist*

Guest Keynote: Nonverbals for Exceptional Organizations

Nonverbal behaviors comprise approximately 60% to 80% of all interpersonal communication, revealing a person's true thoughts, feelings and intentions. Because people are not always aware they are communicating nonverbally, body language is often more honest than the spoken word. Based on his lectures at Harvard Business School, Joe Navarro offered fascinating insights into the importance of nonverbal communication and how it can be applied in our daily lives.



*Joe Navarro
Author and Former FBI Special Agent*

Gartner Keynote: Rethinking the Economics of IT

Setting the stage for a summit rich with big ideas and major change, Gartner analyst Stewart Buchanan discussed the major trends reshaping IT. From software as a service and cloud computing to BYOD, the face of IT is changing — and so are its customers. This transformation will have a lasting effect on how IT is funded and managed, and will alter the course of IT finance, procurement and asset management departments everywhere.



*Stewart Buchanan
Vice President*

Gartner Keynote: Power Politics in the World of IT

More than 30 CIOs around the world weighed in on leadership, power and politics in their job. Tina Nunno's fascinating keynote offered a cool-headed analysis of that survey: What makes a CIO powerful, how to deal with those who wield great power and influence, when it makes sense to play politics and how to know when to come on strong and when to take a back seat.



*Tina Nunno
Vice President and Distinguished Analyst*

Most Well-Attended Sessions

C1. Align IT Investment Levels With Strategy Using Run, Grow, Transform and Beyond
Kurt Potter

B1. IT Asset Disposition: When IT Assets Are Gone but Not Forgotten
Rob Schafer

B2. IT Asset Management Tool: Shake-Up or Shakeout?
Patricia Adams

C4. How to Significantly Reduce IT Infrastructure & Operations Costs
Jay E. Pultz

C3. Chargeback: Making IT Customers Accountable for IT Funding
Stewart Buchanan

B5. Audit Management for the Megavendors: Oracle, Microsoft and IBM
Victoria Barber, Dolores Ianni, Joseph Neapolitan, JoAnn Rosenberger

D1. The Value of IT Procurement
Jane B. Disbrow

A5. Comprehensive Guide to Vendor Management
Helen Huntley

A4. Trends That Will Increase Software Costs
Alexa Bona

A1. The IT Sourcing Executive's Guide to SaaS Sourcing and Contracting
Alexa Bona

B6. Software Licensing and IT Asset Management in a World of Bring Your Own Device
Frances O'Brien

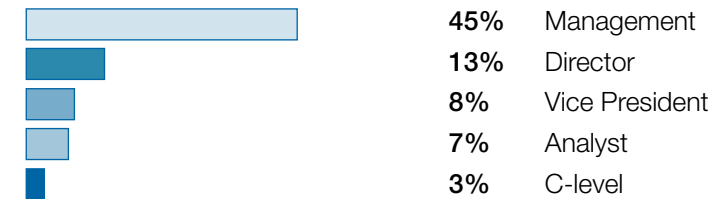
UE4. Case Study: IT Asset Management – Where Do I Start?
David Bauers and Greg Oien, Deluxe Corporation



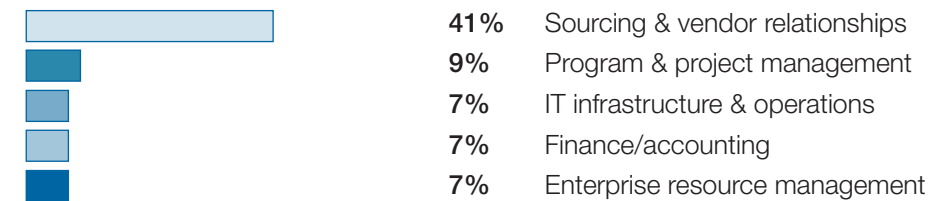
Snapshot of Attendees

Who participated in the 2012 conference?

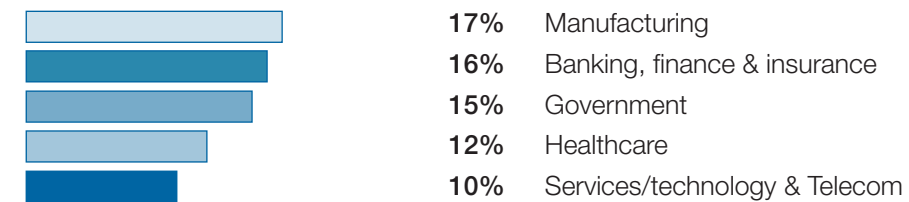
Top 5 Job Titles Represented



Top 5 Job Roles Represented



Top 5 Industry Sectors Represented



Top-of-Mind Concerns (What Attendees Asked About)

- Communicating with IT business leaders
- Cloud contracting and pricing
- Measuring the strategic value of procurement
- Managing IT assets and optimizing costs
- Controlling IT demand against finite resources
- Chargeback and keeping internal customers accountable

“ Having attended this summit for the past 10 years, I appreciate the way it continually evolves to meet the needs of attendees while reflecting the changes and trends in IT. ”
 2012 attendee

“ The summit directly relates real-life information and strategies that help me and my company move in the right direction. The speakers are excellent and motivating. ”
 2012 attendee



Thank You to Our 2012 Sponsors

Throughout the conference, the show floor buzzed with activity as attendees met with solution providers to discuss the latest innovations, services and product offerings. Many thanks to our sponsors for helping make the 2012 summit a lively, informative and rewarding experience.

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Post-Event Resources

Customizable post-event worksheet

Take a moment to complete your own post-event trip report, a valuable resource for future reference and a great way to share with colleagues what you learned. [Click here](#) to access the trip report worksheet.

Learn more with relevant research

Want to learn more about the topics that interest you most? Turn to the end of each session presentation for a list of related Gartner research notes. Select Gartner research is available on demand at gartner.com.

Free to attendees

At the conclusion of the conference, our Web-based **Gartner Events On Demand** is available to full-conference attendees online — FREE — for one year, post-event. Streaming content, synchronized to speaker slides, captures every analyst-led presentation, including Gartner keynotes and select solution provider sessions.

Visit gartnereventsondemand.com to explore, search, listen and learn.



“The one-on-one Gartner analyst meetings and networking discussions were alone worth the price of admission. Great overall experience!”
 2012 attendee

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Gartner IT Financial, Procurement & Asset Management Summit 2013

The 2013 date is set!

Register for this must-attend annual event at gartner.com/us/itam or call 1 866 405 2511

September 25 – 27 | Hilton Orlando | Orlando, FL

Register by October 14, 2012, to enjoy:

- Raffle drawing for a complimentary 2013 registration
- \$50 American Express gift card on-site at next year's event
- \$300 savings on the standard registration fee

DOUBLE UP ON SAVINGS!

The Gartner IT Financial, Procurement & Asset Management Summit is back-to-back in 2013 with the Gartner Outsourcing & Strategic Partnerships Summit.

Save \$895 by registering for both events today.