

# Gartner Portals, Content & Collaboration Summit 2013

April 29 – May 1 | San Diego, CA | [gartner.com/us/pcc](http://gartner.com/us/pcc)

Engage at the Nexus of Social, Mobile, Information and Cloud

## TRIP REPORT

The Gartner Portals, Content & Collaboration Summit 2013 was held April 29 – May 1 at the Manchester Grand Hyatt Hotel in San Diego. This report summarizes and provides highlights from the event.

### Overview

The 11th annual Gartner Portals, Content & Collaboration Summit drew hundreds of attendees at its new San Diego location to gain a comprehensive picture of what's changed and what's ahead, and the tools, insights and best practices to deliver exceptional user experiences.

This year's summit attendees participated in on-site benefits, heard the latest PCC and analytics presentations from the Gartner Research community on today's most pressing topics, attended workshops run by expert analysts and industry leaders, heard real-life experiences during peer case studies, engaged in analyst-user roundtables and one-on-one meetings with Gartner analysts, and checked out the latest solutions at the Solution Showcase.

The Manchester Grand Hyatt Hotel in San Diego



David Mitchell Smith speaking at Gartner Portals, Content & Collaboration Summit 2013



### SAVE THE DATE

Gartner Portals, Content & Collaboration Summit 2014

May 5 – 7 | JW Marriott L.A. Live | Los Angeles, CA

Be sure to bookmark [gartner.com/us/pcc](http://gartner.com/us/pcc), and check back for 2014 conference updates.

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## Key take-aways

- 1 The Nexus of Forces — mobile, social, information and cloud — is transforming how work and engagement happens.** To successfully manage this disruption, organizations need enterprisewide strategies and best practices for mitigating risks while seizing opportunities for growth, productivity, innovation and business value.
- 2 Engagement is key to success.** Organizations need an engagement action plan for the next 12 months. It should include strategies for driving greater levels of collaboration and participation, delivering superior user experiences and leveraging content for business value.
- 3 Engagement depends on creating exceptional user experiences.** Users expect and demand a consumerized experience across all platforms. Fail to delight them, and engagement plummets. Mobile can increase employee productivity, but only if enterprise apps are intuitive, compelling, friendly and easily accessible.
- 4 The onslaught of unstructured content represents an unprecedented opportunity to improve the business.** New analytics and big data management techniques can tame unstructured content as well as deliver valuable business intelligence, improve business processes, power innovation and accelerate product development.
- 5 Enterprise app stores are the next logical evolution of enterprise software distribution and management.** Among the best consumer user experiences to borrow and adapt to enterprise needs, the app store provides a common, consistent way for users to access and install apps, leave comments and feedback and help each other.
- 6 SharePoint remains the dominant set of building blocks.** Whether you migrate to SharePoint 2013 or not, chances are you'll be dealing with the complexities of integrating SharePoint with other systems and finding ways to maximize its effectiveness well into the foreseeable future.
- 7 Mobile changes everything.** It's time for an enterprisewide mobile and BYOD strategy. BYOD is here to stay — more than 197 millions tablets will ship worldwide this year — and it requires careful governance and new best practices to minimize risk, manage cost and maximize opportunity.
- 8 Game on!** Gamification techniques boost participation and collaboration, making business processes more efficient, responsive and agile. Borrowing these types of proven techniques from the consumer space and adapting them for use within the organization can deliver serious value.

“This is my second time at the Gartner PCC Summit and both times I have found the sessions very engaging. Further, I have used the information learned as a foundation for making investments in current and new technologies in our portfolio.”

Chief Architect,  
2012 and 2013  
attendee

## Keynote sessions

### Emotional Design: Total User Experience

*Don Norman, Co-founder, The Nielsen Norman Group, Best-Selling Author*

It's all about emotion. To the scientist, emotion has many complex facets. In this keynote, Don Norman showed how emotion can be treated as three different components, each having very different implications for design, business and your customers. The visceral level is innate and common across cultures. The behavioral level is learned and different for everyone. Reflection, the highest level, is all about image and memory. Perform badly here, and it can take years to recover.



**Don Norman**  
Co-founder, The Nielsen Norman Group,  
Best-Selling Author

### The Art of Vision

*Erik Wahl, Graffiti Artist, Author, Entrepreneur and Philanthropist*

As the business landscape changes, leaders must foster a steady stream of disruptive strategies and unexpected solutions to stay ahead. To thrive, executives and entrepreneurs need to rethink the habits that have made them successful, and challenge the conventional wisdom and industry models that have defined their world. Through this entertaining keynote, Erik Wahl uncovered new ways to make your organization more creative, innovative and profitable. More so, he helped attendees see the need to become better storytellers, both inside and outside the organization.



**Erik Wahl**  
Artist and entrepreneur

### Engaging at the Nexus of Social, Mobile, Information and the Cloud

*Daryl C. Plummer, Managing Vice President and Gartner Fellow*

The forces reshaping computing were keenly felt at the heart of this conference. Together, social, mobile, content and the cloud force enterprises to rethink how they communicate with and serve employees, customers and constituents. Attendees got a sense of technology's future as they looked at the Nexus of Forces.



**Daryl C. Plummer**  
Managing Vice President  
and Gartner Fellow

### Your Engagement Action Plan for the Coming 12 Months

*Whit Andrews, Vice President and Distinguished Analyst, Conference Chair,  
Daryl C. Plummer, Managing Vice President and Gartner Fellow*

After a whirlwind three days, an ensemble of Gartner analysts sent attendees on their way with key recommendations and action plans for optimal engagements during the next 12 months. The analysts highlighted key recommendations attendees may have missed in other sessions throughout the conference. The result: a road map for how to leverage the Nexus of Forces to optimize engagement among employees, customers and constituents.



**Whit Andrews**  
Vice President and  
Distinguished Analyst,  
Conference Chair

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## Top 5 best-rated sessions

### A5b. To the Point: The Modern Web

*Gene Phifer*

### K1. Gartner Opening Keynote: Engaging at the Nexus of Social, Mobile, Information and Cloud

*Daryl C. Plummer*

### K2. Guest Keynote: Emotional Design: Total User Experience

*Don Norman*

### C6. Cloud-Based Office Systems: Google vs. Microsoft

*Tom Austin*

### C5a. To the Point: Engagification — Applying Gaming Techniques to Increase Social Adoption

*Carol Rozwell*

“The Gartner PCC Summit is as advertised. The agenda is relevant to the current environment as well as to topics on the horizon. The presentations and speakers are effective and the overall experience has been great.”

IT Project Manager,  
Medical Mutual



## Top 10 most-attended sessions

### **B2. Panel: SharePoint 2013 — Advancements and Impact on Portals, Content Management, Collaboration**

*Mark R. Gilbert, Susan Landry, Karen M. Shegda; Moderated by Jim Murphy*

### **B1. The New Enterprise Content Management Scenario**

*Mark R. Gilbert*

### **D3. How Mobile Changes Everything, and What To Do About It**

*Tom Austin*

### **A2. Panel: Designing Apps for the Work People Really Do by Using Information They Need**

*Brian Blau, Mike Gotta, Brian Prentice*

### **B4. The Myths and Realities of Mobile Content Management**

*Karen M. Shegda*

### **D6. Panel: The Mobile Workspace — Connect, Share, Collaborate ... and Collide**

*Mike Gotta, Karen A. Hobert, Ken Parmelee, Daryl C. Plummer*

### **D7. 10 Mobile Apps That Are Changing the World**

*Ian Finley*

### **D5b. To the Point: Mobilizing Your Portal Strategy**

*Jim Murphy*

### **A1. The Five Graphs of the Modern Web**

*Ray Valdes*

### **C4. Disruptive Research From the Gartner Maverick Incubator**

*Tom Austin*

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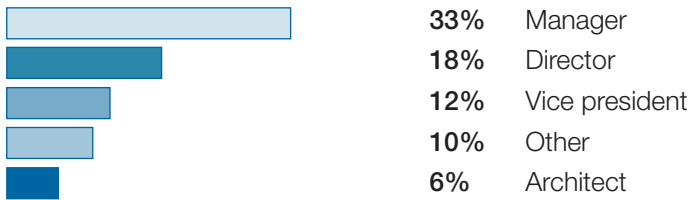
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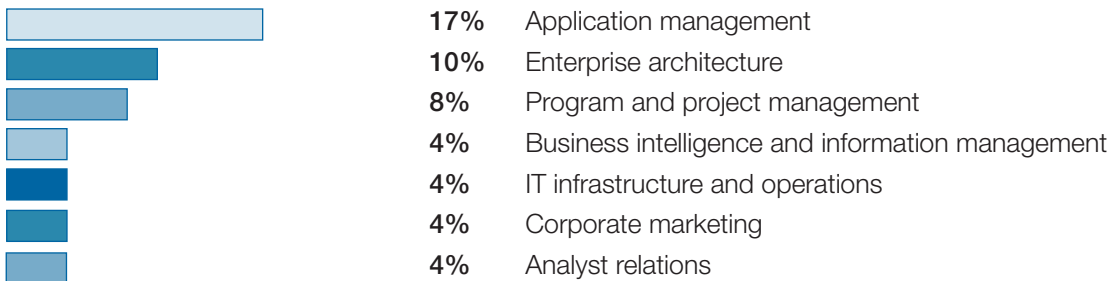
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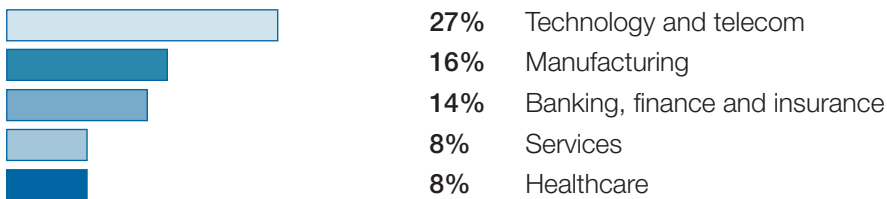
## Top 5 job titles



## Top 7 job roles



## Top 5 industry sectors



“Great keynote this morning by Daryl Plummer, yet even more interesting how other sessions manage to tie in their own sessions to the keynote. Great insight and starting point for developing mobile apps.”

Manager, Specialized Apps,  
Panama Canal Authority

## Thank you to our Sponsors

A special thanks to our 2013 Gartner Portals, Content & Collaboration sponsors for their valuable contributions to the conference's relevance and success.

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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](http://gartner.com).

“It’s my first time at a Gartner event. Everything has been great. We are looking for a different way to interact with our customers and I have already seen many possibilities.”

Business Manager  
IQ Outsourcing



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## PCC EVENTS AROUND THE GLOBE

Portals, Content & Collaboration Summit 2013  
September 16 – 17 | London, U.K.



# Gartner Portals, Content & Collaboration Summit 2014

## The 2014 date is set!

May 5 – 7 | JW Marriott L.A. Live | Los Angeles, CA

Register for this must-attend PCC event at [gartner.com/us/pcc](http://gartner.com/us/pcc) or call 1 866 405 2511

### Register by May 31, 2013, to enjoy:

- Raffle drawing for a complimentary 2014 registration
- \$50 American Express gift card on-site at next year's event
- \$300 discount on standard registration fee

