

Gartner®
SYMPOSIUM ITXPO® 2012

5 – 8 November • Barcelona, Spain
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THE
CIO
PROGRAM
at Gartner Symposium/ITxpo 2012

The World's Most Important
Gathering of CIOs and Senior IT Executives





“Today’s business challenges are pulling IT in multiple directions, taxing every CIO’s ability to find ways of working that drive effectiveness and efficiency.”

Mark P. McDonald
Group Vice President and Gartner Fellow
Gartner Executive Programs



Tina Nunno
Vice President and
Distinguished Analyst
Gartner Research



Focus. Connect. Lead.

As **mobile, cloud, social and information** technologies converge — and new business opportunities emerge — CIOs are being asked to lead the IT organization in complex, new ways. Enterprise growth is vital. Customer relationships are key. And innovation — delivered in a context of efficiency, flexibility and cost reduction — must be visible everywhere.

The CIO Program at Gartner Symposium/ITxpo 2012 provides C-level leaders with the insight and information they need to understand and act on the powerful forces at work in today's business and technology environment. In a dedicated track built around CIO priorities, attendees:

Focus on strategic new ways to amplify enterprise strategy, eliminate internal distortions, enhance the customer experience, elevate operational capabilities, drive innovation and seize competitive advantage.

Connect with CIO peers in an exclusive program within the larger Gartner Symposium/ITxpo experience that includes Gartner Workshops, CIO Analyst/User Roundtables, lunch Keynotes and special CIO-focused analyst and Executive Program partner-led sessions designed specifically for CIO attendees.

Lead the way to new opportunities and increased IT value with a greater sense of mastery and empowerment, ensuring a solid foundation for the technology future. Learn how to expand your role on the executive team as a source of insight, creativity and visible business value, and take your strategic 12-month plan to the next level.

Join us for four intensive days with Gartner analysts, industry thought leaders and your CIO peers. The CIO Program at Symposium/ITxpo is a learning experience unmatched by any other IT event — and a key contributor to strategic success. On behalf of the entire Gartner analyst team, we look forward to seeing you in Barcelona.



Mark P. McDonald
Group Vice President and Gartner Fellow
Gartner Executive Programs
CIO Program Track Manager



John Mahoney
Vice President and Distinguished Analyst
Gartner Research
CIO Program Track Manager

Benefit from Gartner expertise and the collective wisdom of your CIO peers

The CIO Program at Symposium/ITxpo 2012 yields leading-edge strategies, valuable lessons and actionable insights you can use right away.

Exclusive CIO Program features and formats

Open dialogue, debate and discussion are an important part of the CIO Program experience. This year's program offers expanded opportunities to meet with the Gartner analyst team and interact with other CIO attendees in an exclusive CIO-only setting, including:

Workshops. Collaborate and problem solve with a small group of Gartner analysts, Gartner Executive Program partners and fellow CIOs on the topics of greatest interest to you.

Executive Briefings. Following concise executive-style briefings on key topics, attendees self-select the topics for a deeper dive in subsequent workshops and sessions.

Lunch Keynotes. Sit down with fellow CIOs for special luncheon presentations that feature invited guests.

CIO Lounge. Network with other CIO attendees and stay connected to the office in a fully equipped work and meeting space reserved for CIOs.

CIO Thought Leadership Sessions. Senior executives from leading technology providers present their strategies and visions for the future geared to addressing CIO issues and opportunities.

To qualify to attend, see page 11.


An agenda created specifically for CIOs

The CIO Program 2012 agenda reflects direct input from our Gartner Symposium/ITxpo alumni, Gartner analyst/client engagements, our annual CIO Agenda Survey and feedback from a select group of CIOs on our Advisory Board with whom we consult throughout our planning process. The result is targeted, relevant content that addresses the interests, challenges and needs of every CIO attendee.



As a qualified attendee of the CIO Program at Gartner Symposium/ITxpo 2012, you will experience the best of both worlds — a specialized CIO-focused agenda and a small-group learning environment — all within the larger Symposium/ITxpo context.





Gartner Symposium/ITxpo 2012 keynotes

View the latest
CIO Program keynotes
and speakers at
[gartner.com/eu/
symposium/cio](http://gartner.com/eu/symposium/cio)

Gartner Analyst Opening Keynote

Presented by the Gartner analyst team, our opening keynote sets the stage for the new demands of IT leadership, challenging decision makers to achieve greater **focus** on key strategies and technologies, **connect** people with empowering information and ideas, and **lead** the way to unlimited IT possibility.

Mastermind Keynote Speaker



Karl-Erich Probst
Chief Information Officer, BMW

Guest Keynote Speaker



Frans Johansson
Chief Executive Officer, The Medici Group

Gartner Symposium/ITxpo 2012 highlights

Session guide

Maverick sessions

Designed to stimulate creativity and spark new ways of thinking, our 2012 Maverick sessions explore how key trends and topics can be leveraged to contribute to strategic enterprise transformation and competitive advantage.

Strategic Initiatives track

Combining the latest research and analysis, cutting-edge problem solving and tactical best practices, the 2012 Strategic Initiatives track examines effective new ways to approach, manage and sustain successful enterprise IT in today's changing business environment.

Negotiation Clinics

Tailored by vendor and by industry, these popular clinics offer Gartner insight and peer best practices to help position you well for your next contract negotiation or renegotiation. Contract clinics require pre-registration and are available to end users only.

Scenarios

Scenarios reveal the Gartner view of where a role, market or topic will be in a prescribed time frame.

Analyst/User Roundtables

Moderated by Gartner analysts, roundtables serve as ideal forums for exchanging ideas with your peers around a particular issue. Seating is limited and preregistration is required and are available to end users only.

Solution provider sessions

Gain insight on the latest products and services directly from vendors through client case studies and real-world examples.

Theater presentations

Brief, analyst-led theater presentations on the ITxpo exhibit floor focus on a Hype Cycle, Magic Quadrant or MarketScope related to the Marketplace.

To the Points (formerly Net IT Outs)

Gartner analysts provide top concepts, key trends or quick overviews of particular topics, in a condensed, 20-minute format.

CIO Workshops

Small-scale, interactive, analyst-facilitated workshops drill down on specific topics with an actionable "how to" focus. These workshops are for CIOs or equivalent only, and pre-registration is required and are available to end users only.

Track sessions for specific roles

Leveraging the latest Gartner research, these role-based sessions focus on providing real-world information that will help you make better decisions and drive results.

- Applications
- Business Intelligence & Information Management
- Business Process Improvement
- Enterprise Architecture
- Infrastructure & Operations: Data Center, Server, Storage and IT Operations
- Infrastructure & Operations: Mobile, Client Computing and Communications
- Program & Portfolio Management
- Security & Risk Management
- Sourcing & Vendor Relationships

ITxpo

Join more than 130 of the world's leading solution providers on the ITxpo exhibit floor to discuss, test-drive and explore the next wave of technology firsthand. ITxpo features include: Emerging Technologies Pavilion, Learning Lab, Gartner Magic Quadrant theater sessions, networking receptions, solution provider sessions and meetings, and ITxpo theaters.

Meet the analysts and executive partners

Our CIO-focused analyst and executive partner team is uniquely qualified to address the special issues, challenges and concerns of our CIO Program attendees — 19 global experts with unrivalled depth of knowledge and an independent point of view.



Dave Aron
Vice President and
Gartner Fellow
Gartner Research



Alexa Bona
Vice President and
Distinguished Analyst
Gartner Research



Barbara Gomolski
Managing Vice President
Gartner Research



Richard Hunter
Vice President and
Distinguished Analyst
Gartner Research



Hung LeHong
Vice President
Gartner Research



Jorge Lopez
Vice President and
Distinguished Analyst
Gartner Research



John Mahoney
Vice President and
Distinguished Analyst
Gartner Research



Mark P. McDonald
Group Vice President
and Gartner Fellow
Gartner Executive
Programs



Leigh McMullen
Director
Gartner Research



Mary Mesaglio
Vice President
Gartner Research



Simon Mingay
Vice President
Gartner Research



Diane Morello
Managing Vice President
Gartner Research



Tina Nunno
Vice President and
Distinguished Analyst
Gartner Research



Kurt Potter
Vice President
Gartner Research



Stephen Prentice
Vice President and
Gartner Fellow
Gartner Research



Mark Raskino
Vice President and
Gartner Fellow
Gartner Research



Ansgar Schulte
Director
Gartner Research



Michael Smith
Vice President and
Distinguished Analyst
Gartner Research



Lee Weldon
Director
Gartner Research

Analyst One-on-One Meetings: Personalized guidance. Objective advice.

The CIO Program at Symposium/ITxpo 2012 offers a valuable opportunity to sit down face-to-face with a member of the Gartner analyst team for up to three private, 30-minute consultations on a topic of special importance to you. To schedule a meeting with the analyst of your choice, go to gartner.com/eu/symposium and click on the Agenda tab for access to Agenda Builder and the Gartner Analyst One-on-One Meeting scheduling tool.



Industry insights

Kick off your Gartner Symposium/ITxpo 2012 experience on Monday with a full day's agenda of analyst presentations, Workshops and Analyst/User Roundtables that explore the challenges, goals and requirements of six different business sectors.

Banking and Investment

Government

Manufacturing

Retail

Insurance

Communication Service Providers

Additional industry-specific content will continue throughout the week.

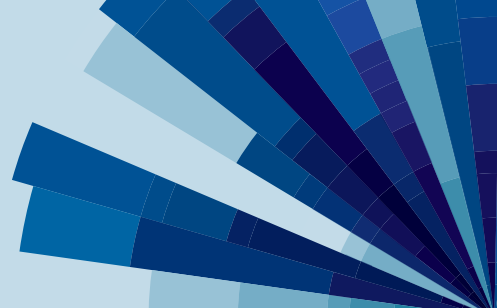
How do you qualify to attend?

CIOs or equivalent-level IT executives who have ultimate responsibility for enterprisewide (or business division) IT decisions and budgets:

- CIOs, CTOs (or equivalent) and business unit/regional CIOs from organizations with revenue of \$1 billion+ (CIO surrogates and business division/regional CIO equivalents may be additionally qualified on their individual IT budget responsibility/control)
- CIOs, CTOs (or equivalent) from organizations with revenue of \$200M to \$999M (applicants may be additionally qualified on their individual IT budget responsibility/control)
- CIOs, CTOs (or equivalent) from not-for-profit and public-sector organizations or agencies with 1,000 employees or more (applicants may be additionally qualified on their individual IT budget responsibility/control)
- Members of Gartner Executive Programs
- CIOs from technology vendors and consultants who are involved exclusively in their organization's internal IT/IS operation



The CIO Program Agenda



Monday 5 November

08:45 – 09:45	Executive Briefing: CIO — Focus <i>Diane Morello, Dave Aron, Kurt Potter</i>
09:15 – 10:45	CIO Program Workshops <ul style="list-style-type: none"> • The Art and Science of Creating IT Service Portfolios and Catalogs • Community of Excellence - Manufacturing • Community of Excellence - Financial Services • Cultivating Innovation and Selling Ideas
10:00 – 11:00	Outside-In Benchmarking: Getting the Right IT <i>Richard Hunter</i>
	Embrace Business Model Innovation and Become the Chief Digital Officer <i>Dave Aron</i>
11:00 – 12:30	CIO Program Workshops <ul style="list-style-type: none"> • Funding Innovation • Defense Workshop: Rising to the Challenge — Aggressive IT Transformation Within Defense • Running IT as a Business — the Financial Perspective • The Next-Generation CIO in Higher Education
12:30 – 14:00	CIO Lunch Keynote <i>Professor Donald Sull, Professor of Management Practice, London Business School</i>
14:00 – 15:15	Welcome Address and Gartner Analyst Opening Keynote <i>Gene Hall, Peter Sondergaard, Mary Mesaglio, Chris Howard</i>
15:45 – 16:45	Stealth Governance for CIOs <i>Tina Nunno</i>
	Roundtable Talent at the Edge: Which Leading-Edge Practices Will Win the Race for Talent?
	CIO Agenda <i>Mark P. McDonald</i>
15:45 – 17:15	CIO Program Workshops <ul style="list-style-type: none"> • Women CIOs and Senior IT Executives Session: Negotiating with the Software Megavendors • Competitive Advantage and Business Transformation — Building on New IT Opportunities • CIO Time Management
17:00 – 18:00	Strategic IT Spending: Run, Grow, Transform and Beyond <i>Kurt Potter</i>
	Top 10 Strategic Technology Trends for 2013 <i>David Cearley</i>

Tuesday 6 November

08:30 – 09:30	Executive Briefing: CIO — Connect <i>John Mahoney, Mark Raskino, Leigh McMullen</i>
	The Gartner Forbes Board Director Survey 2012: Capitalizing on New Opportunities <i>Jorge Lopez</i>
	The 2013 Gartner Scenario for Senior Executives <i>Dave Aron, Dale Kutnick</i>
09:45 – 10:45	Governance: Diagnosis and Remediation for Your Organization <i>Ansgar Schulte</i>
10:00 – 11:00	The Four Futures of IT and Their Implications for CIOs <i>John Mahoney, Simon Mingay</i>
	Emerging Trends Radar Screen: The View Through 2017 <i>Steve Prentice</i>
10:30 – 12:00	CIO Program Workshops <ul style="list-style-type: none"> • The CIO's Role in Sustainable Enterprise Change • What's Your IQ (Innovation Quotient)?
11:00 – 12:00	What CFOs Need to Know That Only CIOs Can Tell Them <i>Barbara Gomolski</i>
12:00 – 13:30	CIO Lunch Keynote <i>Genevieve Bell, Director of Interaction, Experience and Research, Intel</i>
13:30 – 14:15	Mastermind Keynote Interview <i>Karl-Erich Probst, CIO, BMW</i>
14:45 – 15:45	The Politics of Partnership for CIOs <i>Tina Nunno</i>
	CEO Concerns 2012 and the IT Implications <i>Mark Raskino</i>
14:45 – 16:15	CIO Program Workshops <ul style="list-style-type: none"> • Communicating for Engagement • Using The Retail Strategic Technology Map With Business Leaders • Raising Your Innovation Maturity
17:00 – 18:00	Internet of Everything Scenario: How the Internet of Things, People and Information Will Change Our Lives <i>Hung LeHong</i>
	Top Technology Predictions for 2013 and Beyond: Control Slips Away <i>Daryl Plummer</i>

For the most up-to-date agenda, visit gartner.com/eu/symposium/cio

Wednesday 7 November

08:30 – 09:30	Digitalizing Business <i>Mark P. McDonald</i>
	The Pivotal Role of a CIO Office in the Changing Shape of the IT Organization <i>Lee Weldon</i>
08:30 – 10:00	CIO Program Workshops • The Art and Science of Creating IT Service Portfolios and Catalogs
09:45 – 10:45	New Economic Rules of IT Spending and Staffing Metrics <i>Kurt Potter</i>
10:00 – 11:00	The Four Futures of IT: The IT Engine Room <i>John Mahoney, Simon Mingay</i>
	How Risk-Adjusted Value Management Improves Business Performance <i>Michael Smith</i>
10:30 – 12:00	CIO Program Workshops • IT Capability Competitor Intelligence Workshop • The One-Page Strategy
11:00 – 12:00	Amplifying M&A-D-Related IT Capabilities for Strategic Enterprise Growth <i>Ansgar Schulte</i>
12:00 – 13:30	CIO Lunch Keynote <i>Sandra Navidi, Founder and CEO, Beyond Global</i>
13:30 – 14:15	Keynote <i>Frans Johanson, The Medici Group</i>
14:45 – 15:45	Powering Business Innovation: Key Decisions, New Attitudes and Next Practices in Innovation Management <i>Mary Mesaglio</i>
	CIO Panel “Focus. Connect. Lead”
14:45 – 16:15	CIO Program Workshops • How CIOs and CFOs Can Join Forces to Make M&A More Successful • The One-Page Strategy
17:00 – 18:00	Talent at the Edge: What Leading-Edge Practices Will Win the Race for Talent? <i>Diane Morello</i>

Thursday 8 November

08:30 – 09:30	The Future of the Internet <i>Stephen Prentice</i>
	CIO Program Workshops • Running IT as a Business — the Financial Perspective • IT Capability Competitor Intelligence Workshop
08:45 – 09:45	Roundtable <i>Using IT Cost Transparency as a Platform for IT Transformation</i>
09:45 – 10:45	Managing IT’s Midlife Crisis <i>Leigh McMullen</i>
11:00 – 12:00	Mobile: There Is Still Time to Innovate! <i>Hung LeHong</i>
11:00 – 12:30	CIO Program Workshops • Communicating for Engagement • Mid-Level Management Quest for the Elusive CIO Seat — The Art of Developing Your Individual Development Plan • The CIO’s Role In Sustainable Enterprise Change • Raising Your Innovation Maturity
12:15 – 13:15	Successfully Building World-Class IT Shared Services <i>Simon Mingay</i>
13:15	Event close

Agenda as of 14 September 2012, and subject to change.

 = CIO Program exclusive

CIO lunch keynote speakers

Monday 5 November



Professor Donald Sull

Professor of Management Practice, London Business School

Tuesday 6 November



Genevieve Bell

Director of Interaction, Experience and Research, Intel

Wednesday 7 November



Sandra Navidi

Founder and CEO, Beyond Global

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Cognizant is a global leader in business consulting and technology services. Cognizant's single-minded vision is to work in partnership with you to identify the best combination of strategy, technologies and business processes that are right for your business. Our clients benefit from our unique global delivery model, in-depth industry expertise to help you leapfrog the competition and connect with your customers more effectively than ever before. To learn more about Cognizant, talk to us in the Executive Programs Lounge or visit our booth on the ITxpo Showfloor.



Simply Smarter Communications

The audio endpoint defines your users perception of a Unified Communications deployment. Plantronics communication devices are a vital component in driving a successful and seamless transition to UC voice within your organization, whilst helping to deliver against your implementation ROI goals. Through Plantronics product innovation and integration with all key UC vendors, Plantronics makes virtual interaction and collaboration more effective and productive and the superb audio quality and ease of use encourages user adoption. Visit the Plantronics booth on the ITxpo Showfloor or in the Executives Programs Lounge to experience smarter communications for yourself.



To stay one step ahead of the competition, you need a technology partner that help you innovate your way to success. Terremark is that healthy partner. Terremark is a leader in enterprise-class IT on a global scale. Terremark sets the standard for IT deployments with advanced infrastructure and managed service offerings that deliver the scale, security, and reliability necessary to meet the demanding requirements of enterprises and governments around the world. Don't hesitate to visit the Terremark booth on the ITxpo Showfloor. Terremark is happy to offer healthy fruit juice refreshment at their Juice Bar in the Executive Programs Lounge.

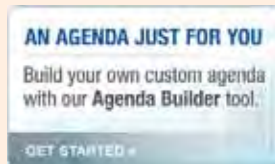


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Join Gartner and your CIO peers in Barcelona

The four days you spend at the CIO Program will have an important impact on your strategic decision making, both right away and in the months and years ahead. **Apply for the CIO Program now at gartner.com/eu/symposium/cio** and plan to join us on 5 - 8 November, in Barcelona, Spain.

Access the CIO Program application when you register for the full conference:

3 easy ways to register for Gartner Symposium/ITxpo 2012 Price: €4,350*

Web: gartner.com/eu/symposium **Email:** emea.registration@gartner.com **Phone:** +44 20 8879 2430

**There is no additional cost associated with the CIO Program when qualification criteria have been met. Applications will be evaluated through registration at gartner.com/eu/symposium/cio.*

Bring your team for maximum coverage and impact

Many of our CIO Program attendees experience Gartner Symposium/ITxpo with their entire team, the best way to ensure full coverage of content presented at the conference as well as to align on key strategies investments and initiatives before you return to the office.

Register as a team and enjoy these special advantages:

Team discounts:	Plus:
5 delegates for the price of 4	Team meeting with a Gartner analyst
10 delegates for the price of 8	
15 delegates for the price of 12	

To register as a team, contact your account executive, or email emea.teamsend@gartner.com or call +44 20 8879 2430.

Gartner Executive Programs members

Take advantage of the complimentary VIP attendance your Executive Programs membership provides. Contact your executive client manager to register today and secure your spot at Gartner Symposium/ITxpo 2012.

Complimentary attendance and related additional benefits are for Executive Programs members only. Should you have any questions regarding eligibility, please contact your Executive Programs service delivery team. Complimentary attendance is not transferable, and no substitutions are allowed. Complimentary attendance includes the full conference fee only and does not include any travel-related expenses.



Team Send policy

Any combination of paid registrations may be used to qualify for complimentary registrations (except for Gartner complimentary registrations). Teams must come from the same organization. This program voids all other team offers and promotions for event attendance. Teams that exceed the largest threshold will qualify for additional complimentary registrations according to the small team size increments. Meeting requests must be made three weeks prior to start of the event. Any requests within three weeks will be based upon availability. Specific analyst and executive or vendor availability or topic coverage is not guaranteed.

Cancellation and substitution policy

Registrations may be refunded or a ticket reactivated if the cancellation is made in writing up to 15 business days prior to the start of the event. Cancellations received within 15 business days of an event or nonattendance will not be refunded and tickets will not be reactivated. Substitution of registrations may be made at any time up to the start of the conference. Sharing of attendee passes is not permitted. This conference is organized by Gartner, which reserves the right, in its sole discretion, to limit or deny access to the conference to any entity or individual. Receipt by Gartner of an application and/or payment does not constitute acceptance. Applications and payments that are not accepted will be returned. For the Gartner Privacy Promise, a full list of rules regarding cancellations, substitutions and exclusions, visit gartner.com/eu/symposium.

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Find out why.

The World's Most Important Gathering of CIOs and Senior IT Executives

INSIDE: 2012 CIO Program exclusive coverage

- New ways for you to connect and problem solve with other CIOs
- Methodologies, frameworks and approaches for your professional growth
- Profound technology impacts that are reshaping the enterprise
- Entrepreneurial thinking and creative strategy direction
- Definitions and guidelines for the future of technology in the enterprise

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