

Focus. Connect. Lead.

Conference Summary Report: Applications

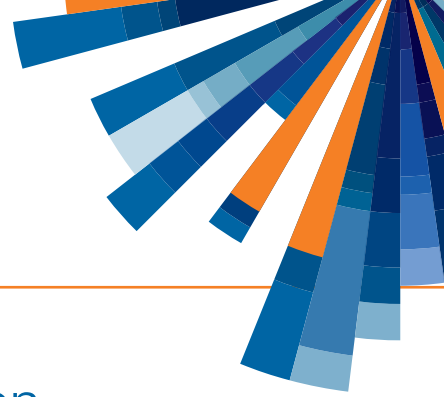
The theme of this year's Gartner Symposium/ITxpo was **Focus. Connect. Lead.** A nexus of four disruptive technologies — social, mobile, cloud and information — is revolutionizing business, changing the enterprise ecosystem and placing greater demands on decision-makers to drive value and deliver positive business outcomes. More than ever, IT leaders must acquire a new ability to **focus** on the issues that matter, **connect** people and ideas and **lead** with creativity and confidence.



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This summary report takes a high-level view of the concepts and strategies designed to help attendees of the Applications track address the business demands and technological innovations forcing organizations toward alternative implementations of their applications, and develop new strategies to manage the applications portfolio. We have highlighted critical take-aways and hot-topic areas that should be on your radar in the coming months, and have provided a brief summary of the key concerns related to applications that attendees raised on-site.



Applications track introduction

Applications are the reason for all IT infrastructures. Yet, the nexus of forces — social, mobile, cloud and information — is dramatically changing the application landscape and forcing application development leaders to become more effective as innovators in information management and analytics. What's more, modern applications organizations must be prepared to take the enterprise user experience more seriously. Your charge: to deliver capabilities that address the deepening expectations of end users. Keep in mind that these expectations have already been impressively met in the consumer world, against which your efforts will be compared and measured. And as more and more types of devices are introduced into the organization, you'll need to develop a strategy that goes beyond mobile development.

Other critical considerations for your organization: the role of the enterprise application store as well as how to handle business applications that blur traditional transactional capabilities with in-process analytics, social capabilities and content management. In the not-too-distant future, all this will be provisioned across a mix of on-premises and cloud delivery options. There's no turning back. We need to stop debating the pros and cons of cloud and move forward.

Legacy portfolios in many enterprises are impacting their ability to leverage the technological innovations that social, mobile, cloud and information offer. For these organizations, modernization — and the significant changes it requires — is the issue that won't go away. It's time to address this challenge among many others as you prepare your organization to evolve and manage applications through to 2020.

“Gartner Symposium/ITxpo has provided a wealth of information and far exceeded my expectations as a first-time attendee.”

L. Jean,
Data Center Manager,
Triumph Group Inc.

Audience highlights

1,600+ CIOs **350+ sessions**
140 solution providers **4,100+ total attendees** (370 Sym Club members attended three or more consecutive years)
1,200+ organizations
120 Gartner analysts

“I always leave Gartner Symposium/ITxpo smarter than I was when I arrived. I feel like I get a window into the future here.”

T. Davis-Muffett,
Director, Public Sector,
NetApp

Key take-aways

Applications portfolio

Start creating your own scenarios around the end-to-end experience of various user types: employees, customers, suppliers, etc. Be aware that in order to leverage the nexus of forces, you'll need to clean up your current applications portfolios.

As you try to stay ahead of your company's requirements for applications, and maintain a portfolio that continues to deliver business value, you'll want to understand which emerging technologies will most impact the applications portfolio, and how to add new capabilities to your portfolio.

Map your applications to the Gartner TIME model (tolerate, invest, migrate and eliminate). TIME enables you to not only assess all your applications over the course of their life cycle but also identify opportunities to reduce overall IT spend.

Business metrics

Users should examine the key business metrics in reports coming from major business systems and identify those measures expected to improve when a new capability is deployed. By doing so, you'll ensure value is actually tracked and captured rather than left to anecdotal debate.

Cloud services

There's no doubt that cloud computing will become part of your architecture. Focus on modernization approaches and techniques because they will become a critical competency for leveraging cloud for applications. Keep pushing established on-premises vendors for their cloud road maps, proof of viability and case studies.

Missed a session or want to see those “aha” moments again?

All full-conference attendees receive free online streaming of available sessions from the event for one year! High-quality recordings feature synchronized video, audio and slides.

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Key take-aways

Pace-Layered Application Strategy™

Global organizations now recognize that a one-size-fits-all approach to application strategy doesn't work. Many have adopted the Gartner Pace-Layered Application Strategy to deliver better agility in managing their applications. Recognizing that applications are fundamentally different based on how they are used by the organization, the Gartner Pace-Layered Application Strategy creates three application categories to distinguish these application types and help organizations develop more-appropriate strategies for each one:

- Systems of innovation (new ideas)
- Systems of differentiation (better ideas)
- Systems of record (common ideas)

Apps intelligence

Apps intelligence involves a continuous cycle of application improvement incorporating instrumentation, forensic examination, agile development, DevOps and user-centric design. Apps intelligence is a dynamic capability that will lead to ever-improving applications. If you're looking to move toward apps intelligence, start first by building design and continuous delivery capabilities. Look to the cloud and consumer Web for apps intelligence leadership and best practices.

Enterprise app stores

Implementing an enterprise app store is not enough. To get the full benefit, IT should create a competitive market to drive innovation, variety and pricing. This will require a different approach to software procurement. One way to manage the applications in an enterprise app store is to adapt the Gartner managed diversity framework, originally developed for managing mobile devices.

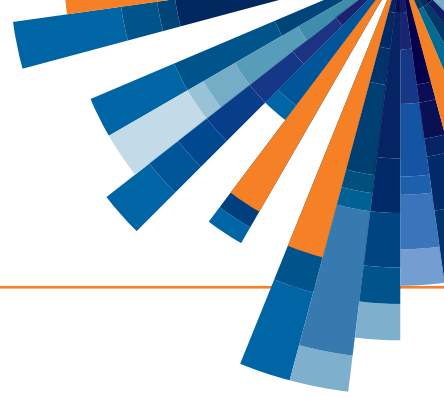
Things to watch out for

Context awareness

One of the new capabilities of the future Web will be underlying context architecture, allowing context attributes to be delivered by context brokers. By 2015, 90% of enterprises delivering consumer-facing applications will use context-enriched services.

“I was impressed with the indepth knowledge of the Gartner analysts during my one-on-ones with them.”

CK Das, Director,
Application Development,
DirectBuy



Things to watch out for

Personal cloud

Personal cloud apps and services will augment the PC as the location where users keep their content; access personal, business and government services; and center their digital lives. Over the next 24 months, we expect to see the personal cloud eclipse the PC as the storehouse for content and give rise to distinct consumer, business and government clouds. As a consequence, new applications for storing, streaming, sharing and connecting consumer data and information will be created.

Nexus effect

Watch for the nexus effect to occur in these three major enterprise areas:

1. **Customer-facing systems**, e.g., mobile and social apps, will be used by customer service or marketing and delivered through the cloud, with extensive analysis of customer information.
2. **Major capital equipment purchases**. When hospitals buy new medical equipment, airlines purchase new planes and utilities upgrade electrical grids, the next generation of equipment often brings much greater volume, velocity and variety of data. This, in turn, provides a tremendous opportunity for analysis, the results of which can be delivered to mobile devices, leveraging cloud capabilities.
3. **Field workforces**. It will be increasingly common for maintenance/repair/operations people, sales reps and delivery people to use their mobile devices to visually document their work, send it to the social network of coworkers via the cloud, and then analyze that data for insights into how to improve performance or output. (Look in the coming months for Gartner research and toolkits on how mobility can better support field workforces.)

Additional hot topics that should be on your radar in the coming months include transformation of current infrastructures such as rebuilding legacy codes; outsourcing inessential applications and maintenance; consolidation of tools and technologies; adoption of new languages; and better understanding of the user experience (UX).

“Gartner Symposium/ITxpo continues to challenge the minds and ideas of IT professionals, and creates opportunities for innovation and business advancement.”

A. Marin, Director, TPC Group



What attendees asked about

Mobile application development strategy: What's the best way to move forward for the organization? The demand for new applications, especially from business partners, is continuing to grow, and the complexity surrounding mobile apps development is not abating.

Pace-Layered Application™ Strategy: How can this be used to introduce innovation into the application portfolio?

Chief data officer (CDO): What, how and when should this new enterprise office/position be created? Should the role be given a different, less confusing name?

Big data: What's the best way to build analytics programs for big data? What types of knowledge and skills are required for the analysis?

Modernization: What are the key costs, risks and drivers of application modernization?

Leadership: Attendees wanted more information regarding the organizational aspects of developing innovation leadership for AD leaders, CIOs and project managers. Should they organize by technical discipline or line of business?

“The [nexus] forces challenge us to think about shadow IT and how to engage those stakeholders, as well as embrace these technologies within the enterprise in a safe and scalable fashion.”

C. Steinberg, CIO, Nassau BOCES



Mark your calendar

Help shape Gartner Symposium/ITxpo 2013

Planning for Symposium/ITxpo 2013 is already under way, and your input is critical. If there is something you'd like to share with us regarding any aspect of the event — an idea or suggestion that may have occurred to you since you completed your evaluation form — please email daniel.winterbottom@gartner.com.

Thank you for your feedback, and we look forward to seeing you again next year at a global Gartner Symposium/ITxpo 2013 event:



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5 – 7 March
New location!



Cape Town, South Africa
16 – 18 September



Orlando, Florida
6 – 10 October
Takes place two weeks earlier next year!



Tokyo, Japan
16 – 18 October



Goa, India
21 – 23 October



Gold Coast, Australia
28 – 31 October



São Paulo, Brazil
4 – 6 November



Barcelona, Spain
11 – 14 November

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