

## Focus. Connect. Lead.

# Conference Summary Report

### Dear Symposium Delegate,

*It was my pleasure to welcome you to Gartner Symposium/ITxpo in Dubai this past March. As the Chair of our first Symposium/ITxpo in the region, the event surpassed all my expectations. I hope it did yours as well. I hope you enjoyed, as I did, exchanging views with other delegates, the stunning venue and, of course, the content that Gartner delivered. Please have a look inside this Conference Summary Report for highlights from the event. We are raring to go for 2014, and hope you will join us for an event that builds on this year's successes. All the best in your endeavours. Until 2014...*



**Mary Mesaglio**  
Research VP and  
Conference Chair

2013 marked the inaugural Gartner Symposium/ITxpo in the Middle East, with 400+ CIOs and senior IT executives in attendance. Our agenda aligned four powerful forces — social, mobile, cloud and information — in perspective with the theme of **Focus. Connect. Lead.** Attendees learned how to achieve greater focus on key strategies and technologies, connect people with empowering information and ideas, and lead the way to unlimited IT possibility.



## A post-event interview with Peter Sondergaard, global head of Gartner Research

Watch this video interview with Peter Sondergaard for his key observations and recommendations from all seven Gartner Symposium/ITxpo events held worldwide in 2012. Video highlights include:

### What top concerns and questions did you hear in the many discussions you had with CIOs at this year's Gartner Symposium/ITxpo?

**Infrastructure optimization:** How do I get commoditized infrastructures?

**Mobility:** How do I develop and deploy applications for my organization?

**Cloud has turned into software as a service:** How do I develop specific applications for the cloud and scale them within my enterprise?

**Governance:** Who is responsible for development of both software and products outside of IT?

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“Thanks to Gartner for giving the Middle East the opportunity of getting more information on the best and latest analysis.”

## Video and conference highlights

### What top concerns and questions did you hear in the many discussions you had with CIOs at this year's Gartner Symposium/ITxpo? (continued)

How do I manage infrastructure and overall IT budget in this new world?

How do I optimize contracts with large technology providers, and am I using the right vendors today?

### What were the common challenges or priorities that CIOs faced?

Every budget is becoming an IT budget.

With consumerization and new devices within the organization, we need a new approach that addresses security and the nexus.

All projects need to be customer-focused.

To succeed in this new world as an organization, we need to develop the right leaders.

### What recommendations can you give to help attendees and clients gain the most value from their Gartner Symposium/ITxpo 2013 experience in Dubai?

Look at Events On Demand (see page 3).

Talk to your account executive.

Frequently visit [gartner.com](http://gartner.com) for new research updates.

Mark your calendar for the 2013 global series and save the date for Gartner Symposium/ITxpo returning to Dubai in 2014 (see page 5).

## Conference highlights

Our guest keynotes were the most-attended sessions at Gartner Symposium/ITxpo 2013. Here are the additional top 10 sessions of the event:

### Top 10 sessions

1. CIO Panel Keynote: The Top Challenges
2. The Four Futures of IT and Their Implications for CIOs
3. The CIO Agenda for 2013: Hunting and Harvesting in a Digital World
4. Top 10 Strategic Technology Trends for 2013
5. What Does It Take to Be a Successful CIO?
6. The Mobile Scenario: Understanding Mobile Trends Through 2017
7. Powering Business Innovation: Key Decisions, New Attitudes and Next
8. Internet of Everything Scenario: How the Internet of Things, People and Information Will Change Our Lives
9. The CIO's Guide to Negotiating with the Mega vendors: IBM, Microsoft, Oracle and SAP
10. The Cloud Computing Scenario: Shaking the Foundations of Business, Technology and People





## Keynotes

### Gartner analyst keynote

**Opening keynote:** Peter Sondergaard, Senior Vice President; Chris Howard, Managing Vice President; Mary Mesaglio, Vice President; David A. Willis, Vice President and Distinguished Analyst

### Guest keynotes

Keith  
Ferrazzi



#### Keith Ferrazzi

CEO, Author  
Ferrazzi Greenlight, Inc.

Gabor  
George  
Burt



#### Gabor George Burt

Luminary Keynote Speaker

“I have wasted so many years attending all kinds of seminars, when all I needed was the Gartner Symposium/ITxpo.”



### Events on Demand

As a thank you for your attendance at Dubai Symposium/ITxpo, we are providing you access to over 300 sessions recorded at Orlando Symposium/ITxpo, held in October 2012. Explore, watch, listen and learn from top Gartner analysts and guest speakers.

To access your sessions:

1. Visit: [www.gartnereventsondemand.com/event/sym22](http://www.gartnereventsondemand.com/event/sym22)
2. Log in with your Gartner ID
3. Scroll down to find and select sessions of interest



## Advisory Board

Symposium/ITxpo operates with the advice and input of a number of individuals from end-user organizations, to help guide the content and direction of the event and ensure that the event addresses the needs of the audience. We would like to thank the following individuals for their ongoing advice and support:



- **His Highness Dr. Bandar bin Abdullah al-Mashari al-Saud**  
Director-General  
The Ministry of Interior



- **Mr. Sabri Ali Mohd Yehya A.S.A**  
Chief Information Officer, M/s.  
Emirates Telecommunication Corporation (Etisalat)



- **Mr. Mohamed Akoum**  
VP CIT  
Abu Dhabi Company for Onshore Oil Operations (ADCO)



- **Dr. Saeed M. Al Barwani**  
General Manager, HR and Information Service  
Ducab



- **His Excellency Dr. Mohammed Saleh bin Taher Benten**  
Chairman and President  
Saudi Post Corporation



- **Mr. Talal Al Rahbi**  
Deputy CEO  
Information Technology Authority (ITA)

- **General Bakeer Al-Turki**  
CIO  
The Ministry of Defense

## Audience highlights

135 CIOs

100+ sessions

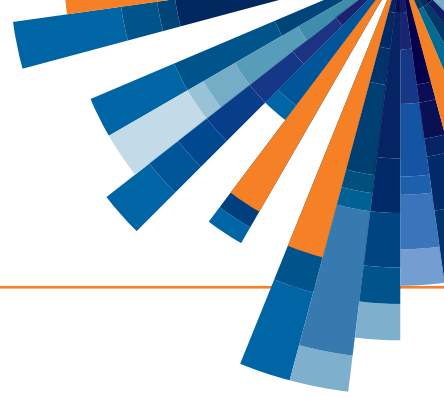
22 solution providers

400+

28 Gartner analysts

total attendees





## Mark your calendar

### Help shape Gartner Symposium/ITxpo 2013

The Symposium/ITxpo 2013 series 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 [symposium@eventgartner.com](mailto:symposium@eventgartner.com).

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

“This event caused a paradigm shift in running IT for both operation and future strategy. A must-attend for CIOs and IT executives.”



**Cape Town, South Africa**  
16 – 18 September 2013



**Orlando, Florida**  
6 – 10 October 2013



**Tokyo, Japan**  
16 – 18 October 2013



**Goa, India**  
21 – 23 October 2013



**Gold Coast, Australia**  
28 – 31 October 2013



**São Paulo, Brazil**  
4 – 6 November 2013



**Barcelona, Spain**  
11 – 14 November 2013

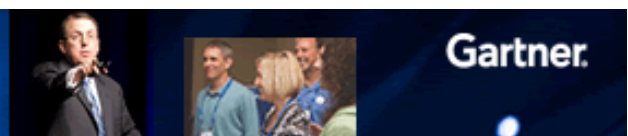


**Dubai, UAE**  
1 – 3 April 2014

**SAVE THE DATE!**

### Plan ahead

[View the full 2013 Gartner Events Calendar](#)



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