

**Gartner®**  
**SYMPOSIUM ITXPO® 2013**

5 – 7 March • Dubai, U.A.E  
[gartner.com/me/symposium](http://gartner.com/me/symposium)

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

Register by 18 January  
and SAVE \$500



Focus. Connect. Lead.



# Focus. Connect.

## Your source for actionable insight in IT and world-class networking

As the **convergence of mobile, social, cloud and information** extends its reach inside and outside of the enterprise, the IT ecosystem is changing in profound and unstoppable ways. For many organizations, this powerful convergence demands a new approach to infrastructures, delivery systems, processes and practices capable of supporting unforeseen scenarios and addressing the needs of an increasingly user-centric IT world. The **Gartner Symposium/ITxpo 2013** agenda aligns these forces in perspective with a theme designed to help CIOs and senior IT decision-makers in the Middle East drive IT value and deliver the positive business outcomes IT leadership demands.

**Focus.** Deepen your understanding of key IT and business concepts, issues and strategies with a renewed focus on growth, innovation and the customer.

**Connect.** Enable and cultivate dynamic connections among individuals and groups to share and exchange assets, information and ideas.

**Lead.** Convert IT strategy into action with a clear vision of your organization's needs and goals based on insight, trust and contextual understanding.



Join more than 500 CIOs and senior IT executives at the inaugural Gartner Symposium/ITxpo, happening **5 – 7 March in Dubai**. This global conference spans across 7 countries and is held throughout the year, offering the most comprehensive and strategic insight for IT to help drive the business forward. Symposium is designed to provide you with direct access to relevant and actionable new research for the Middle East along with many opportunities to network with highly qualified senior peers across targeted roles and industries.

### Research specific to the Middle East

Sessions will cover these key IT and business focus areas of this region:

- Workforce Management
- Leadership Development
- Infrastructure
- Sourcing and Vendor Management
- Governance
- Mobility
- Business Intelligence
- Security

Industry specific content is also featured throughout the agenda for:

- Government
- Financial Services
- Energy and Utilities

# ct. Lead



Peter Sondergaard,  
Global Head of Research



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# Gartner Symposium/ITxpo Keynotes

The **Gartner Analyst Opening Keynote** will provide a look at the now, the next and the future of IT from a panel of top Gartner analysts, setting the stage for the conference to come. Then **Mastermind and Luminary Keynotes** — innovators and leaders who have helped shape the IT and business worlds — take the stage each day to provide their insight on the challenges and opportunities technology is facing.

## Gartner Analyst Opening Keynote

Presented by Peter Sondergaard and 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.

Visit [gartner.com/me/symposium](http://gartner.com/me/symposium) for Keynote announcements

## Luminary Keynote Speaker



### Gabor George Burt

Gabor George Burt is an internationally recognized expert on innovation, creativity and strategy development. His spheres of expertise help organizations to overstep perceived limitations and to carve out successful growth strategies. Gabor's book *Slingshot* presents a framework for connecting systematic creativity with smart strategy.



## Real World Experience: Networking receptions, extensive analyst and peer-to-peer interaction

Hundreds of senior business and IT leaders will convene at Symposium/ITxpo in Dubai to interact and share their knowledge and objectives. You can network with your peers at several informal networking sessions, including:

- ITxpo Showfloor Evening Receptions
- Participate in 30-minute, one-on-one meetings with up to three Gartner analysts
- Exchange ideas and best practices with your peers during Gartner analyst-moderated analyst-user roundtables



## Meet the 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:

**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

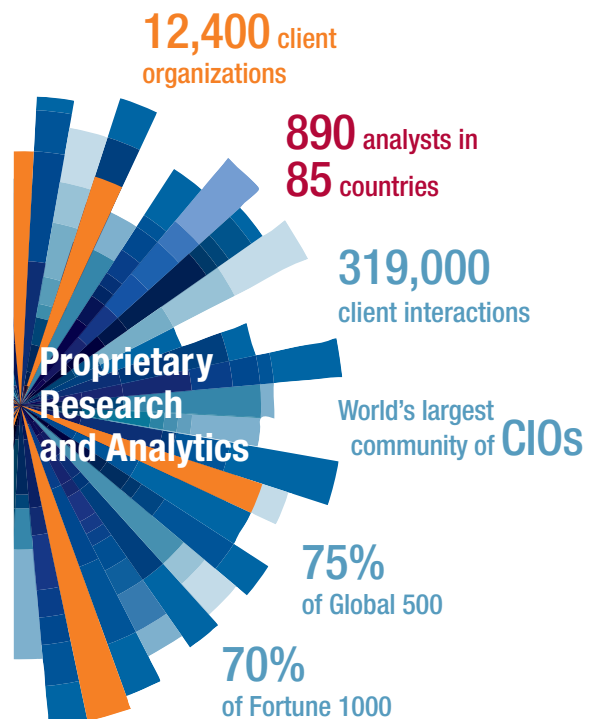
**Mr. Talal Al Rahbi**  
Deputy CEO, Information Technology Authority (ITA)

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

## Strategic depth, comprehensive coverage and an independent point of view — that's the power of Gartner showcased at Symposium/ITxpo in the Middle East

We're known throughout the world for our proprietary research and analytics, disciplined methodologies and actionable advice, and valued for our ability to accelerate initiatives, manage costs, introduce best practices and increase confidence and credibility in IT leadership. Our expertise is a result of collaboration, transparency, objectivity and an ongoing commitment to the success of our clients — and it is the foundation for one of the longest running IT events today. Symposium/ITxpo is what Gartner does best — an intensive three-day immersion in the IT research, information and objective guidance you need to make the right decisions for your organization.

## Gartner Global View



Corporate stats as of November 2012

# Meet the Global Gartner Analysts at Symposium/ITxpo in Dubai



**Peter Sondergaard**  
Global Head of  
Research



**Tapati Bandopadhyay**  
Principal Research  
Analyst



**Mark Beyer**  
Research VP



**Alexa Bona**  
VP Distinguished  
Analyst



**Brian Burke**  
Research VP



**Mim Burt**  
Research VP



**David Cappuccio**  
Research VP



**Carsten Casper**  
Research VP



**David Cearley**  
VP and Gartner Fellow



**Andrea Di Maio**  
VP Distinguished  
Analyst



**Richard Hunter**  
VP Distinguished  
Analyst



**Partha Iyengar**  
VP Distinguished  
Analyst



**Andy Kyte**  
VP and Gartner Fellow



**Debra Logan**  
VP Distinguished  
Analyst



**Biswajeet Mahapatra**  
Research Director



**John Mahoney**  
VP Distinguished  
Analyst



**Jeffrey Mann**  
Research VP



**Richard Marshall**  
Research Director



**Mark McDonald**  
GVP and Gartner  
Fellow



**Mary Mesaglio**  
Research VP



**Naveen Mishra**  
Principal Research  
Analyst



**Alistair Newton**  
Research VP



**Martin Plessow**  
VP Service Delivery



**John Roberts**  
VP Distinguished  
Analyst



**Arup Roy**  
Principal Research  
Analyst

*Gartner analysts subject  
to change. Correct as of  
December 2012.*

# Gartner Symposium/ITxpo 2013 Quick Guide

Make the most of your Gartner Symposium/ITxpo 2013 experience with this Quick Guide — an easy way to learn about the valuable tools created for you pre-event, on-site and post-event.

## Session Types:

### GARTNER ANALYST ONE-ON-ONE MEETINGS

Private meetings that explore your personal IT issues and challenges.

### GARTNER 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 pre-registration is required. (End users only.)

### CIO TRACK SESSIONS

Designed specifically for CIOs, these sessions target key challenges and offer ideas and solutions from Gartner analysts.

### CONTRACT 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. (Pre-registration is required. End users only.)

### EXECUTIVE BRIEFINGS

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

### GARTNER MAGIC QUADRANT SESSIONS

Gartner Magic Quadrant sessions provide unbiased vendor assessment information you need to support your technology acquisition decisions with qualitative analysis on specific technologies and the leading suppliers.

### SOLUTION PROVIDER SESSIONS

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

### TO THE POINT

Gartner analysts provide top concepts, key trends or quick overviews of particular topics, in a condensed, 30-minute format.

### TRACK SESSIONS

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.

### WORKSHOPS

Small-scale, interactive, analyst-facilitated workshops drill down on specific topics with an actionable how-to focus. (Pre-registration is required. End users only.)

AN AGENDA JUST FOR YOU  
Build your own custom agenda with our Agenda Builder tool.

## Agenda Builder

A powerful online planning tool designed to help you organize, view and create an agenda based on the following criteria:

- Session type
- Speaker
- Day
- Track

You can also use Agenda Builder to schedule your Gartner Analyst One-on-One Meeting and book your Roundtables and Workshops.

Visit [ab.gartner.com/symme1](http://ab.gartner.com/symme1)



For the most up-to-date agenda, visit [gartner.com/me/symposium](http://gartner.com/me/symposium)





# THE CIO PROGRAM\*

at Gartner Symposium/ITxpo 2013

Every year, thousands of CIOs incorporate the trends, topics and technologies presented at the CIO Program at Gartner Symposium/ITxpo into their strategic leadership plan. It's an intensive immersion in CIO-focused research and peer-to-peer connections designed to advance the business, amplify enterprise strategy and determine the long-term direction of information technology throughout the organization.

## Join us in March for an enriching CIO Program designed to:

- Stimulate entrepreneurial thinking and creative problem-solving
- Create opportunities for CIOs to interact and problem-solve with their peers
- Investigate methodologies, frameworks and approaches for professional and personal growth
- Alert CIOs to the profound technology impacts that are reshaping the enterprise
- Arm CIOs with leadership strategies and techniques to help their enterprises succeed in a digital world
- Prepare CIOs to define and direct the future of technology in the enterprise

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## **\*For details on how to apply visit [gartner.com/me/symposium](http://gartner.com/me/symposium)**

*The CIO Program is part of the overall Gartner Symposium/ITxpo program. Attendees must qualify and meet the criteria in order to participate in the program; there is no extra cost associated with this program. Gartner Executive Programs members automatically qualify as CIO Program attendees. For registration please contact your Executive Programs service delivery team.*

## SESSIONS

Digitalizing Business

The Four Futures of IT and Their Implications for CIOs

Game Planning for a Business-Outcome-Driven Enterprise Architecture

Powering Business Innovation: Key Decisions, New Attitudes and Next Practices in Innovation Management

The CIO Agenda

What Does It Take to Be a Successful CIO?

Managing Customer Experience — The Next Competitive Frontier

Sourcing in the Middle East

CIO Panel: The Top Challenges

## ANALYST-USER ROUNDTABLES

IT Organizational Design and Skills

How to Scale the Enterprise IT Maturity Path

Aspiring CIOs

Measuring IT Performance

## EXECUTIVE BRIEFING

Getting the Most Out of Your First Symposium Via the CIO Track

## WORKSHOPS

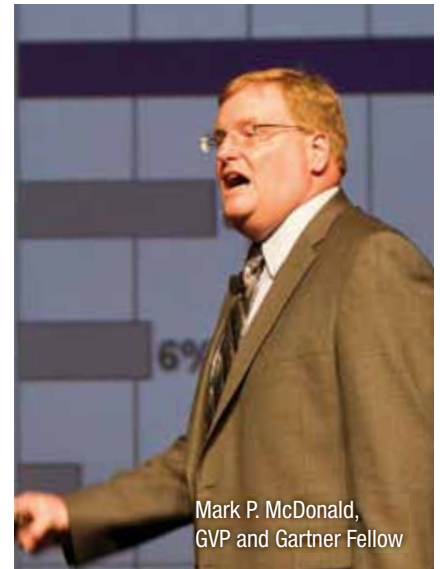
Communicating for Engagement

The Art and Science of Creating IT Service Portfolios and Catalogs

Governance — Diagnosis and Remediation for Your Organization

Sourcing in the Middle East

Workforce Management in the Middle East



Mark P. McDonald,  
GVP and Gartner Fellow

*\*Sessions subject to change.*

## Women's CIO Forum

Mary Mesaglio (Gartner VP & Research Director) will share Gartner's insights on the personal and professional attributes you need to be a world-class CIO in 2013 and beyond. This Forum will explore the critical competencies you'll need to become a successful CIO. We will examine what it takes to succeed, explore your strengths and highlight where opportunities lie.

## Aspirational CIOs

Designed specifically for aspiring IT leaders, this track gives you insight into a CIO's role from business, IT and personal perspectives. In these sessions you'll discover tools and ideas to build your understanding of IT leadership, you'll learn from Gartner analysts, existing CIOs and your peers and you'll gain uniquely valuable preparation for the next step in your professional career.



# Business Intelligence & Information Management

In this track, CIOs and IT leaders gain new insight into how information creates efficiency, fuels innovation and drives business opportunity — and what their organizations must do to develop the right capabilities for an effective information-centric culture. Learn from tried and test methods as well as taking away innovative new ways to harness new data types. Optimize your information infrastructure for efficiency and flexibility, and evaluate new technologies and consider new skills. This track also addresses increased effectiveness in governing information assets as sources of valuable data such as social media, mobile devices and operational technologies continue to emerge and expand.

## SESSIONS

- The Future of Enterprise Content Management: A Road Map for Success
- The Promise of In-Memory Computing: It's Not Just About Speed
- Leveraging Big Data in Analytics With the Logical Data Warehouse
- Intelligent Information Governance
- The Future of Business Analytics
- How to Build the Business Case and Measure the Benefits for MDM
- You Know It's Big Data When ...

## ANALYST-USER ROUNDTABLES

- How Can Data Integration and Application Integration Be Managed and Delivered Synergistically?
- What Are the Main Risks and Failure Modes in an MDM Program?
- Social and Collaboration Initiatives

## MAGIC QUADRANTS

- Data Warehouse DBMS
- Enterprise Content Management
- Business Intelligence Platforms

## WORKSHOPS

- How to Get Started With Master Data Management
- Getting More Value From SharePoint

## EXECUTIVE BRIEFING

- Getting the Most Out of Your First Symposium Via the Business Intelligence & Information Management Track

# Infrastructure & Operations

## DATA CENTER, SERVER, STORAGE AND IT OPERATIONS

In the 2012 Gartner CIO Agenda Survey, developing and managing a flexible, dynamic and connected infrastructure is a top priority for CIO IT strategy — and the focus of this track. Learn what steps to take now for data center modernization, leveraging the nexus of virtualized private/hybrid cloud, fabric-based infrastructure, modern information intelligence and increased operational efficiencies through new organizational dynamics. This track will also provide insights on risk mitigation and emerging security frameworks and tools to consider while embracing disruptive technologies such as mobility, virtualization and cloud. I&O leaders take away new strategies and best practices that cut through the hype of cloud's pull, all while delivering tangible IT agility, quality of service and process efficiency improvements.

## SESSIONS

- The Infinite Data Center: Using Technology and Process to Never Build Again
- Managing Mobile Devices in the Enterprise
- Is the Concept of the Server Obsolete — or in Need of Redefining?
- Ten Steps to Building Private Cloud Services
- Mobile Application Development: Building a Strategy for Multichannel User Experiences
- The IT Operations Management Scenario
- Security 2020: Technology, Business and Threat Discontinuities That Will Reshape Information Security
- Communications track session placeholder
- Top Five Action Items for Server Virtualization

## ANALYST-USER ROUNDTABLE

- Best Practices in Data Center Consolidation

## CONTRACT NEGOTIATION CLINIC

- Infrastructure Outsourcing and Cloud IaaS

## WORKSHOPS

- How to Implement a 'Bring Your Own Device' Policy
- Crafting a Cloud Computing Strategy
- Gartner's ITScore, an Assessment of I&O Organizations' Maturity
- Strategies for Integrating Security and Risk Management into the Business

## EXECUTIVE BRIEFING

- Getting the Most Out of Your First Symposium via the Infrastructure & Operations Track

## ANALYST-USER ROUNDTABLE

- Adopting iPads and Media Tablets to Do Real Work in the Enterprise

## MAGIC QUADRANTS

- x86 Server Virtualization Infrastructure
- I&O security MQ theater placeholder

*\*Sessions subject to change.*

# Strategic Initiatives

This track helps CIOs and IT leaders take advantage of the myriad opportunities that lie ahead. This year, the nexus of forces provides a backdrop for some of Gartner's most cutting-edge advice, including advanced insight into the convergence of social, mobile, cloud and information. In this track, we lay out emerging business scenarios and explore the strategies and mechanics required to drive towards those outcomes. Learn how to achieve more effective focus, harness the power of connections to broaden that focus and lead more effectively into a landscape of tremendous opportunity.

## SCENARIOS

The Mobile Scenario: Understanding Mobile Trends Through 2017

Internet of Everything Scenario: How the Internet of Things, People and Information Will Change Our Lives

The Cloud Computing Scenario: Shaking the Foundations of Business, Technology and People

## SESSIONS

Use Disciplined Vendor Management to Derive More Value From Your IT Suppliers

Application Overhaul: Nine Critical Success Factors for Business Value

The Executive Guide to Application Management

The CIO's Guide to Negotiating with the Megavendors: IBM, Microsoft, Oracle and SAP

## ANALYST-USER ROUNDTABLE

Application Strategy

## EXECUTIVE BRIEFING

Getting the Most Out of Your First Symposium via the Strategic Initiatives Track

## Get Targeted, Industry-Specific IT Insight and Advice

Explore the challenges, goals and requirements of three different business sectors:

- Energy and Utilities
- Financial Services
- Government

## SCENARIO

The Smart Government Scenario: Keeping the Lights On and Making Them Brighter

## SESSIONS

The Empowered Customer, Squared

Developing a Strategy to Manage the Expanding Universe of Digital Technologies in Energy and Utilities

## ANALYST-USER ROUNDTABLES

Government

Financial Services

Energy and Utilities

## WORKSHOPS

Successfully Building World-Class IT Shared Services in Government

Financial Services

Energy and Utilities

*\*Sessions subject to change.*



# Immerse yourself in cutting-edge IT solutions.

Network with solution providers on the ITxpo Showfloor to discuss your strategic goals and requirements, test-drive new devices and applications and explore the next wave of technology firsthand.



## ITxpo hours\*

Tuesday 5 March	10:30 – 20:00
Wednesday 6 March	10:30 – 20:00
Thursday 7 March	10:15 – 16:30



\* Subject to change

## Premier Sponsors



## Platinum Sponsors



## Silver Sponsors



Sponsors as of December 2012, and subject to change.

# Agenda at a Glance\*

## Tuesday 5 March

07:30 – 19:00	Registration, Information and Refreshments
09:00 – 10:30	<b>Royal Host Welcome and Gartner Opening Keynote</b>
10:30 – 11:00	<i>Refreshment Break on ITxpo Showfloor</i>
11:00 – 12:45	Gartner Track Sessions, Analyst-User Roundtables and Workshops
12:45 – 14:00	<i>Peer-to-Peer Networking Lunch and Prayer Time</i>
14:00 – 15:15	Gartner Track Sessions, Analyst-User Roundtables and Workshops
15:15 – 16:00	Solution Provider Sessions
16:00 – 16:30	<i>Refreshment Break on ITxpo Showfloor and Prayer Time</i>
16:30 – 17:45	Gartner Track Sessions, Analyst-User Roundtables and Workshops
17:45 – 18:30	<b>Mastermind Interview Keynote</b>
18:30 – 20:30	ITxpo Networking Reception and Dinner

## Wednesday 6 March

08:00 – 20:30	Registration, Information, Refreshments
09:00 – 10:15	Gartner Track Sessions, Analyst-User Roundtables and Workshops
10:15 – 10:45	Solution Provider Sessions
10:45 – 11:15	<i>Refreshment Break on ITxpo Showfloor</i>
11:15 – 12:15	Gartner Track Sessions, Analyst-User Roundtables and Workshops
12:15 – 13:30	<i>Peer-to-Peer Networking Lunch and Prayer Time</i>
13:30 – 15:45	Gartner Track Sessions, Analyst-User Roundtables and Workshops
15:45 – 16:15	<i>Refreshment Break on ITxpo Showfloor and Prayer Time</i>
16:15 – 16:45	Solution Provider Sessions
16:45 – 17:45	<b>External Luminary Keynote</b>
17:45 – 20:15	ITxpo Networking Reception and Special Evening Event

## Thursday 7 March

09:15 – 10:15	Gartner Track Sessions, Analyst-User Roundtables and Workshops
10:15 – 10:45	<i>Refreshment Break on ITxpo Showfloor</i>
10:45 – 11:15	Solution Provider Sessions
11:30 – 12:30	Gartner Track Sessions, Analyst-User Roundtables and Workshops
12:30 – 13:45	<i>Peer-to-Peer Networking Lunch and Prayer Time</i>
13:45 – 15:00	Gartner Track Sessions, Analyst-User Roundtables and Workshops
15:00 – 16:00	External Speaker Networking Session
16:00 – 16:30	<i>Refreshment Break on ITxpo Showfloor and Prayer Time</i>
16:30 – 17:00	Closing Certificate and Group Photo Ceremony

\*Agenda as of 21 December 2012

# Maximize your event experience by attending as a team

## Team Program

See why hundreds of companies make attending as a team a part of their Gartner Symposium/ITxpo strategy. From the cost-savings benefits to managing the breadth of content, Symposium/ITxpo is an ideal event for leveraging a cross-functional team, rewarding professionals within your organization and fast-tracking new ideas and strategies.

### Team discount:

- 5 delegates for the price of 4
- 10 delegates for the price of 8
- 15 delegates for the price of 12

### Additional benefit:

Team meeting with a Gartner analyst

Register through your account executive or call +44 20 8879 2430 for more details.



## Venue Information

Symposium/ITxpo 2013 will take place 5 – 7 March 2013,  
at the Madinat Jumeirah Hotel, Dubai, U.A.E.



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Gartner Symposium/ITxpo



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# Early Bird: Register by 18 January 2013 and save \$500!

## Pricing

**Early-bird price:** \$3,395 (before 18 January 2013)

**Standard price:** \$3,895 (after 18 January 2013)

**Public sector price:** \$2,895

## 3 easy ways to register

**Web:** [gartner.com/me/symposium](http://gartner.com/me/symposium)

**Email:** [emea.registration@gartner.com](mailto:emea.registration@gartner.com)

**Phone:** +44 20 8879 2430



## Gartner event tickets

1 Gartner summit ticket + \$2,000 = 1 Symposium/ITxpo registration

2 Gartner summit tickets = 1 Symposium/ITxpo registration

If you are a client with questions about tickets, please contact your account manager, 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 participation in Dubai at Gartner Symposium/ITxpo 2013.

\*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. Every Executive Programs member is entitled to one (1) complimentary Symposium attendance per membership year. This offering includes all global Gartner Symposia.

Any additional attendance at Gartner Symposia are subject to a separate charge.

## What does your registration include?

### The registration fee covers:

- Symposium/ITxpo attendance
- Documentation
- Lunch (Tuesday through Thursday)
- ITxpo receptions
- Post-event summary report

### Team Program 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 non-attendance 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/me/symposium](http://gartner.com/me/symposium).



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## Media Partner



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## Early-bird discount!

Register by 18 January 2013  
to save \$500

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