

## Focus. Connect. Lead.

# Conference Summary Report:

## Infrastructure & Operations: Mobile, Client Computing and Communications

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, strategies and leadership skills designed to help attendees of the Infrastructure & Operations: Mobile, Client Computing and Communications track address the trends, technologies and management issues driving next-generation communications — from hosted virtual desktops and context-aware computing to BYO devices and mobile applications to cloud, on-premise and hybrid solutions. 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 mobile, client computing and communications that attendees raised on-site.



**Bern Elliot**  
Vice President and  
Distinguished Analyst

**Role-based conference  
summary reports  
coming soon!**

In addition to these Infrastructure & Operations: Mobile, Client Computing and Communications track highlights, we've created a **Gartner Symposium/ITxpo 2012 conference overview**, plus specific IT role-based and industry-focused summary reports that will be posted on [gartner.com/us/symposium](http://gartner.com/us/symposium) shortly:

- Overview
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## Message from Infrastructure & Operations: Mobile, Client Computing and Communications Track Manager Bern Elliot

Hyperconnected workforces seek pervasive access from their office, home or on the road, across a variety of wired and wireless networks. The 2012 Infrastructure & Operations: Mobile, Client Computing and Communications track delivered new insights into how unified communications and mobile applications offer many options, while driving a greater need to support and manage multiple user devices — PCs, tablets and smartphones, BYOD, thin client and virtualized architectures. All this must coexist with centralized data centers and cloud/hybrid applications. This year's track sessions were designed to help organizations define their communications and client computing environments, and address the disparate needs and ambitions of end users, IT and the business. Hot topics included new directions in mobile device technologies and management approaches, implementing a BYOD policy, adding Skype and Lync to your video network, desktop virtualization, mobile applications development and Windows 8.

## Audience highlights



“I found this conference to be an incredible wealth of nonbiased information that will help me deliver to my customers what they expect — before they expect it.”

K. Hoffman, XaaS Product Manager, SAIC

“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

## Key take-aways

### Consumer vs. enterprise users

Many enterprise IT managers believe that consumer and enterprise users have nothing in common, in terms of requirements, necessary infrastructure and functionality. But in reality, there is a great deal of overlap. That’s why it’s important to focus on similarities rather than differences.

### Forces impacting the UCC market

When focusing on the unified communications and collaboration (UCC) market, be sure to consider these factors that are driving change:

**Consumerization.** As users enter the workforce with increasingly sophisticated computing skills, particularly with collaboration and mobility, organizations are fundamentally altering how they deploy and consume technology.

**Multitasking, multimodal.** Users have become interrupt-driven, doing multiple things at once, often with multiple devices and multiple collaboration modalities.

**Social networks.** Facebook, Twitter, LinkedIn, etc. have changed the way we communicate, the nature of what we consider private vs. public, and how we solicit and consume information from disparate sources.

**Cloud.** Provisioning of mostly consumer Web services from cloud-based platforms has had a fundamental impact on collaboration and communication services; its effect on business is now being felt.

**Contextual deployment.** Understanding where a user is and the situation they are in is changing user behavior and the consumption of communication and collaboration services.

**Mobility.** User preference for all things mobile is impacting how organizations design, deploy, manage and protect corporate assets.

### 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.

Visit [gartnereventsondemand.com](http://gartnereventsondemand.com) for more information.



## Key take-aways

### Windows 8

Don't get distracted by marketing hype. Stay focused on completing Windows 7 PC migrations. Once they're completed, start investigating Windows 8 new features to understand which users would benefit and where ROI would be realized.

### Bring your own device (BYOD)

Before deciding to implement a BYOD program, consider the full ramifications. Review all situations where regulatory, compliance, security and service-level agreements (SLAs) are required. If your company is struggling to audit and control software assets and data backups today, then a BYOD program may make things worse.

### Hosted virtual desktops (HVDs)

HVDs are not a question of if, but when. Start preparing now by determining what you hope to achieve with an HVD in terms of security, compliance, hardware update and lower TCO.

### Mobile strategy

Mobile strategy is a process, not a deliverable — one that must be maintained and refreshed regularly, especially in volatile consumer-facing areas. Organizations need several mobile strategies, such as business-to-employee (B2C) and business-to-consumer (B2E) — and within those categories, subcategories where needed.

## Things to watch out for

### Vendors and delivery models

Flexible delivery models enable users to select the optimal cloud and on-premises mix of communications, messaging and collaboration. But they also pose technical and organizational challenges. As Cisco, Microsoft, IBM, Google, Avaya and others battle it out, enterprises must rethink their vendor relations and business models to leverage the right opportunity.

### Context-aware computing

Context-aware computing offers organizations a game-changing opportunity to analyze contextual information from the user's environment to stage compelling user experiences. But to realize strong ROI requires the developing of an ecosystem enabled by specific data sources and techniques.



“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



## Things to watch out for

### Managed diversity

Enterprises will move from a standards-based approach of controlling mobility to a more flexible framework called “managed diversity.”

### Enterprise app stores

Enterprises must allocate time to develop enterprise application stores as a core competency in managing and securing enterprise tablets and smartphones.

## What attendees asked about

Concern was high in the area of developing a **road map for enterprise unified communications**. Attendees wanted to know the best approach to dealing with existing strategic partners who are now offering an entire solution rather than just one piece of it.

The intersection of **real-time voice** and video with the virtual desktop: What’s up ahead?

**Windows 8:** Should my organization embrace it immediately, or is it best to take a “wait and see” approach?

Attendees noted that when it comes to **mobility**, there is a growing tension between what end users want and what the IT department can securely and effectively deliver. Although this conflict is creating friction, it’s also generating much energy and interest. Everyone is trying to deal with the fundamental issue of mobile device management.

Delegates posed questions on **context-aware computing** and how it can be used to enrich the user experience across mobile, client computing and communications.

“This conference has been helpful on many levels, from the networking to product selection to strategic planning.”

R. Ficoturo, ITPS Engagement Manager, Wawa





## Mark your calendar

**Register now and lock in at 2012 rates — registration rates increase beginning January 1, 2013.**

### 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 [symposium@eventgartner.com](mailto:symposium@eventgartner.com).

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

[gartner.com/symposium](http://gartner.com/symposium)



**Dubai, UAE**  
March 5 – 7  
*New location!*



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



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



**Tokyo, Japan**  
October 16 – 18



**Goa, India**  
October 21 – 23



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



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



**Barcelona, Spain**  
November 11 – 14

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Register by January 18, 2013\*

**March 17 – 19, 2013**

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## The Digital Enterprise and Beyond

Information and technology are at the forefront of changing business demands, requiring CIOs to evolve how they lead IT. Gartner CIO Leadership Forum 2013 focuses on the future digital leadership requirements by covering what CIOs need to:

**Do new:** Create value using new technologies

**Undo:** End obsolete practices, organizational structures, roles and legacy limitations

**Redo:** Refresh management approaches to drive excellence in information and technology

**Not do:** Follow the pack, continue to make best-practice mistakes, attend to false signals and surf dead-end trends

**Due to the exclusivity of this event, attendees must be preapproved to register.**

**Visit [gartner.com/us/cio](http://gartner.com/us/cio) for more information.**

\*Register now and lock in 2012 rates — registration rates increase beginning January 1, 2013.

### Conference Chairs



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



**Heather Colella**  
Director  
Gartner Research