

Focus. Connect. Lead.

Conference Summary Report: Business Intelligence & Information Management

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 trends, technologies and strategies that will help attendees of the Business Intelligence & Information Management track optimize value from their information assets and accelerate business opportunity for the enterprises in this new era. 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 business intelligence and information management that attendees raised on-site.



“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

Information as an asset

Information is your most valuable enterprise asset. Stop regarding it as just a byproduct or resource. When information is managed as an asset and made available as a service to processes and systems, it becomes possible to create entirely new revenue streams and business models.

The need for reinvention

To harness the power of information as an asset requires new competencies, skills and technology approaches. Be prepared to reinvent and modernize yourself to capture this new opportunity.

The question of ownership

Business intelligence and information management are not solely the purview of IT. Get ready to work and share ownership with the business.

The power of diverse information

Think broadly in terms of types of information. Why? Because diversity of information is the key to doing things that are game-changing. Expand your focus to include unstructured data from places like LinkedIn, Facebook and Twitter as well as data from operational technologies.

Gartner predicts that through 2015, organizations integrating high-value, diverse, new information types and sources into a coherent information management infrastructure will outperform their industry peers financially by more than 20%. The gap between organizations that are leaders in information management practices and those that are not will widen rapidly.

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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“It’s my first time at a Gartner event and I’m really impressed. It’s very well-organized and attendee-centric. The BI & IM track sessions will be very useful for me in my career.”

B. Robidoux, Information Advisor, Hydro-Quebec

Key take-aways

Information leadership

Tremendous opportunities for radical, information-based change exist in most enterprises. Since extending information innovation to the whole business model requires a change in leadership, focus and behaviors, the CIO should aim to become the CDO (chief digital officer or chief data officer).

Big data

Gartner defines big data as high-volume, -velocity and -variety information assets that demand cost-effective, innovative forms of information processing for enhanced insight and decision making. We’re advising organizations to adopt this formalized definition to help them identify those scenarios where they can capitalize on the opportunities for innovation and transformation that big data presents.

Governance

In the era of big data, it’s critical to have strong competencies in information governance. Governance is the assignment of decision rights and the accountability model for taking decisions. The governance model describes who has authority for different decisions and how the different roles interact with one another. It should answer such questions as “How will IT engage with the business?” and “How will information stewards address the needs of different business areas?”

Analytics and data warehouses

Data warehouses will remain part of the core information management infrastructure required for business analytics. However, analytic leaders need to look at supplementing the data warehouse with new information management alternatives. Two key alternatives: data discovery and industry analytic service.

Master data management

Analytics and big data efforts should be anchored in a strong foundation based on master data management.



Things to watch out for

Information: The opportunity for innovation

Don't wait for the business to come and tell you what they need. Be proactive in thinking about how information can materially affect your business in one of these four areas: engagement, operational effectiveness and efficiency, new revenue streams, and regulatory and compliance concerns.

Information management technology landscape

Be on the lookout for new and different kinds of database technologies such as Hadoop, as well as new analytic and database appliances. To better understand what these technologies can do for you, refer to these Gartner research notes: "Who's Who in NoSQL DBMSs," "How to Choose the Right Apache Hadoop Distribution" and "The State of Data Warehousing in 2012." Be aware that our Magic Quadrant on database technologies will be published in the coming weeks.

Modernization

A significant emerging trend is the overall modernization of the information infrastructure. Many Gartner Symposium/ITxpo 2012 attendees are viewing it more strategically than they have in the past. For those who want to pursue modernization and put in place information management technology capabilities in a very reusable way, which can be standardized across the enterprise, we recommend our existing research on the Gartner Information Capabilities Framework: "Information Management in the 21st Century" and "The Information Capabilities Framework: An Aligned Vision for Information Infrastructure." Additional research and toolkits on information infrastructure modernization will be published in the coming months.





What attendees asked about

Big data

Big data was on everyone's mind. Questions ran the gamut from "What is big data all about?" to "What are the opportunities in my particular industry?" to "Which big data-related technologies are my peers deploying?" The surprise: Far more attendees were talking about big data projects than deploying them. In fact, it was the rare organization that was doing anything different, deep or significant. Many are worried about not having the right level of skill in their organizations to ask the right questions, or to identify the right data and then structure and analyze that data to get meaningful answers.

Information management roles

There was much discussion on how to formalize the various key information management roles. Chief among attendees concerns: "How do I get the business leadership to give up the time and resources of key people in the business to play such important roles as information management leader, data steward, a data analyst, etc.?"

Analytics

Another hot topic on-site was analytics. Attendees wanted to know what new kinds of analytic approaches, algorithms and tools were available. Of particular interest: content analytics.

Cost reduction

Attendees also turned their attention to the continued economic uncertainty. Using that as a starting point, they wanted to know how to reduce the cost footprint of BI, analytics and information management. Additional questions were raised about consolidation, gaining efficiencies and the need to replace existing technologies with lower-costs ones such as open source.

Information management as a discipline

Organizations should start thinking about information as a discipline that's comparable to other peer-level disciplines such as applications or business processes. This view upends the historical approach in which data is subordinate to and controlled by applications and business processes. Data should be modeled, governed, leveraged and valued within its own right and not simply within the context of a particular application or business process.

"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.

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



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March 5 – 7
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Cape Town, South Africa
September 16 – 18



Orlando, Florida
October 6 – 10
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Tokyo, Japan
October 16 – 18



Goa, India
October 21 – 23



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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 for more information.

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

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