

EARLY-BIRD SAVINGS

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Gartner Wireless, Networking & Communications Summit 2010

April 19 – 21 • San Diego, CA • gartner.com/us/wireless

Remote Access Networks Security MOBILE DEVICE MANAGEMENT Unified Communications

Delivering Enterprise Solutions in a Mobile World

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Eric Paulak
Managing Vice President
Gartner Research



Leif-Olof Wallin
Vice President
Gartner Research

- Use mobility to drive business value
- Enable the virtualized data center
- Manage the remote and virtual workforce
- Balance security and productivity
- Make unified communications a reality

Gartner
Wireless, Networking &
Communications
Summit 2010

A GARTNER FOR IT LEADERS SUMMIT

Summit Overview

Hot topics

- Mobile applications
- Mobile and remote working
- Virtual workforce management
- Virtualized data center
- Security and compliance
- Sourcing
- B2C mobile strategy
- Context-aware computing
- Cloud computing
- Consumerization
- Network architecture for the virtual enterprise
- Unified communications

Mobility and networking's most comprehensive event covers all aspects of enterprise communications.

At this pivotal moment in the development of the virtual organization, few topics are more essential to the ongoing success of your enterprise than communications. The already rapid rate of change has accelerated, bringing leading-edge technologies into the workplace even faster than the aggressive predictions of just a few years ago. As vendors morph, sourcing has become more challenging. The consumerization of IT continues, as does our obsession with the next new gadget, social networking and mobile apps—and then there's security. Perhaps the most important shift is the expectation that mobility move beyond a productivity-enabling service to contribute to top-line business growth.

To help you address these challenges, we've expanded the **Gartner Wireless, Networking & Communications Summit** to cover all aspects of communication, including fixed, mobile, voice, data, WAN, LAN, unified communications and collaboration. Join us for two-and-a-half days of intensive learning, and return to the office with a road map for developing the business-aligned enterprise communications essential to success in an increasingly mobile world.

“A great way to get a total immersion in the wireless and mobile outlook.”

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New and notable for 2010

- More best practices sessions—a full track of them
- More long-term planning scenarios to help you deal with volatility and uncertainty
- Greater focus on security and the virtual organization
- Hands-on interactive workshops and pre-event tutorials
- Next-step recommendations in every analyst session
- Recommended related Gartner research with every analyst session
- Advanced and foundational sessions
- New product demonstrations
- Annual pocket power update on mobile devices
- More analyst-user roundtables on your hottest topics
- The majority of research presented this year is entirely new

Benefits of Attending

Gain a new understanding of how to move forward with an enterprise communications strategy that supports core business objectives.

Rapid change requires close attention. Understand the fundamental changes in mobility and how they will affect your business.

- **Measure, demonstrate and articulate the value** of the communications and mobility contribution to the enterprise.
- **Make smart sourcing decisions** in an unstable vendor community.
- **Raise the standard** on business applications for mobile devices.
- **Strike the right balance** between security and productivity.
- **Improve business processes and productivity** with communications, collaboration and social software.
- **Improve how you manage** the remote and virtual workforce.
- **Learn how to simplify** the increasingly complex virtual enterprise.
- **Implement the next generation** of communication architecture.
- **Deliver top-line contributions** to the enterprise via improved customer relationships, new capabilities and a more robust B2C mobile program.

Intensive discussion among peers, detailed user case studies, and direct interaction with Gartner analysts are at the core of this year's expanded Gartner Wireless, Networking & Communications Summit experience. Expect the most in-depth and comprehensive coverage of networking and mobility topics available today.

Definitely **not virtual**

- Ask analysts your questions.
- Engage with industry leaders.
- Talk with others in your role.
- Demo new products.
- Ask vendors your tough questions.

Who should **attend**

IT professionals concerned with:

- Voice and data communications
- Mobile and wireless
- IT architecture and security
- IT infrastructure
- Application development
- Network architecture
- Systems integration and business process management
- Collaboration
- Outsourcing
- Call centers



Meet the Analysts

Relevant expertise for your toughest challenges

For 25 years, Gartner analysts have been the trusted advisors to the world's largest and most demanding organizations. Our team of analysts focused on mobility, wireless, networking and communications field a constant stream of inquiries from thousands of Gartner clients. Their research is grounded in real-world challenges and solutions.

Focus areas: networking and communications services; networking and communications equipment



Steve Blood
Vice President

Focus areas: high performance workplace; security and privacy



Matthew Cain
Vice President

Focus areas: networking and communications services



Ted Chamberlin
Director

Focus areas: mobile applications and development; context-aware computing; industrial and mission-critical computing



William Clark
Vice President

Focus areas: IT operations



Debra Curtis
Vice President

Focus areas: mobile applications and development; context-aware computing; industrial and mission-critical computing



Ken Dulaney
Vice President
Distinguished Analyst

Focus areas: networking and communications equipment



Bern Elliot
Vice President
Distinguished Analyst

Focus areas: networking and communications equipment



Mark Fabbi
Vice President
Distinguished Analyst

Focus areas: tablet PCs; teleworking; mobile workforce



Leslie Fiering
Vice President

Focus areas: mobile security and DLP; wireless IPS and security; mobile device management; teleworking



John Girard
Vice President
Distinguished Analyst

Focus areas: enterprise networks; VoIP; unified communications; context-aware computing



Bob Hafner
Managing Vice President

Focus areas: emerging trends; mobile business



Nick Jones
Vice President
Distinguished Analyst

Focus areas: wireless LAN; mobile applications and development



Michael King
Director

Focus areas: networking and communications services



Robert Mason
Principal Research Analyst

Focus areas: networking and communications equipment



Eric Paulak
Managing Vice President
Conference Co-Chair

Focus areas: mobile and wireless



Philip Redman
Vice President

Focus areas: wireless broadband; enterprise networks; mobile workforce; mobile policy



Robin Simpson
Director

Focus areas: application development and integration; consumer technologies; Web services



David Mitchell Smith
Vice President
Gartner Fellow

Keynote Sessions

Gartner keynotes

Communications Scenario: Networks for the Next Decade—Smart, Virtual and Ever-Present

New demands require new strategies. Video, mobility, unified communications and cloud computing will require us to rethink how networks are designed, built and run. Emerging technologies present new opportunities and create new threats. Meanwhile, the vendor landscape has transformed radically. Leading this change requires foresight; merely reacting is not enough.

Are We Nearly There? The Art of Being There When You Are Not

The virtual world has been quietly maturing for a while, but the travel budget constraints imposed by the global financial crisis have forced us to find new ways to “be there.” From Web conferencing to HD video, gaming to virtual environments, learning systems to collaborative environments, “immersion” is the new watchword.

The Mobile and Wireless Scenario

In 2010 the mobile market will enter a new phase of competition and evolution. Network technologies such as long-term evolution will start to roll out; operator, handset vendor and ecosystem battles will become more intense; and new types of mobile devices and applications will emerge. We’ll offer our most informed predictions.

Infrastructure Trends for the Network Manager

Networking is not a technological island; rather, it is an interdependent system within the broader context of IT infrastructure and operations. In this keynote, we assess how key I&O trends will impact networking, and vice versa. Also, we offer advice on where you, as a network manager, need to focus.



David Willis
Vice President
Distinguished Analyst
Gartner Research



Stephen Prentice
Vice President
Gartner Fellow
Gartner Research




Nick Jones
Vice President
Distinguished Analyst
Gartner Research



Jay Pultz
Vice President
Distinguished Analyst
Gartner Research

Focus areas:
mobile devices




John Pescatore
Vice President
Distinguished Analyst

Focus areas: networking and communications equipment; networking and communications services




Jay Pultz
Vice President
Distinguished Analyst

Focus areas: mobile policy; network service providers; outsourcing; mobile workforce



Leif-Olof Wallin
Vice President
Conference Co-Chair

Focus areas: networking; network service providers; context-aware computing



David Willis
Vice President
Distinguished Analyst

Focus areas: wireless LAN; RFID; ruggedized handhelds



Tim Zimmerman
Principal Research Analyst

Summit Tracks

Why Gartner

Gartner produces the world's leading technology conferences for CIOs, IT leaders and senior executives. Gartner events equip you with the knowledge, insight and advice you need to create the most effective technology strategy and become more successful in your role. Get immediate answers to your pressing challenges through:

- Direct access to the world's leading technology research—stimulating presentations, interactive workshops and one-on-one meetings with Gartner analysts
- Networking and interaction with decision makers from organizations spanning every industry and government sector through our analyst-user roundtable meetings
- Real-life end-user case studies and global best practices
- The latest product demonstrations, hands-on experience and in-depth discussions with product experts from today's leading technology providers and those driving the innovations of tomorrow

Whether you're a Gartner client or not, attending any of our 70-plus global events is simply the most cost-effective and time-efficient way to stay on top of what's current, grow your leadership skills, expand your professional network and accelerate your success.

A

Managing Mobility and Extended Workforces

Almost 60% of employees are doing some sort of remote working today. Yet most enterprises have not implemented effective tools and procedures to ensure security and corporate policy compliance, let alone deliver the most productive mobility solutions. Presentations in this track will showcase the skills, processes and organization needed to successfully manage mobile and remote working.

B

Deriving Value From Unified Communications and Collaboration

Enterprise communications is evolving dramatically and rapidly, with new paradigms and technologies for how enterprises and individuals communicate and interact. The presentations in this track will analyze all the hype and present it in a way that provides clear justifications and road maps for implementing UCC in your enterprise.

C

Evolving Fixed and Mobile Communications Architectures

Fixed and wireless communications architectures have grown independently of each other, but business and end-user demands are driving them together. This track will provide the context you need to design, implement, operate and, where necessary, integrate your fixed and mobile networks based on business-specific requirements.

D

Building Mobile Applications and Platforms

In the next three years mobile application development and platform decisions will increasingly determine an organization's agility. In this track, we explore the continuum of opportunities, architectures and choices directly ahead—from multichannel access gateway functionality to all-in-one packaged approaches to mobile thin client application servers—as well as how to reevaluate platforms and sources to suit leaner times.

Plus:

Best Practices Virtual Track

These sessions are dedicated to best practices covering all the essential mobility, networking and communications topics.

Recommended Agenda for IT Architects

Architecture is fundamental to every topic in mobility and networking. We've identified five sessions across agenda tracks that architects should attend.

Summit Highlights

Experience insight firsthand

Gartner events give you in-person interaction you can't duplicate elsewhere—these informed discussions deepen your understanding and produce invaluable “aha” moments.

More than 36 analyst sessions

Hear the very latest research delivered in person by 23 Gartner analysts, plus four visionary Gartner keynotes.

Four guest end-user case studies delivered first-person

Presented by executives in charge of the projects, end-user case studies give you the unique opportunity to ask questions directly of those involved and benefit from their insight and experience.

Six preconference tutorials

Preconference tutorials get you up-to-speed on essential topics such as cloud computing, enterprise mobility 101, the role of video in the enterprise and ruggedized devices.

Networking with attendees, analysts and sponsors

When it comes to expanding your network and getting real answers to real questions, there's no place like a Gartner event. We design our conferences to facilitate meaningful interaction.

Communications accounts for one third of your IT budget. We can help you deliver more business value for your investment, and demonstrate it.

Foundational and advanced sessions

The agenda includes both advanced and foundational sessions to help you get precisely the information you need most. Look for the denotation on the Agenda at a Glance.

Online access to session presentations

Each of more than 36 analyst sessions presents the latest insight on a key topic for your business. But it doesn't end when the session is over. You have access to all the presentation materials online indefinitely, so you can review key presentations and share them with colleagues back at the office. In addition, every session concludes with a list of action items and recommendations to incorporate into your strategic plan as well as a list of related Gartner research to make further exploration of important topics quick and easy.

Analyst-user roundtables

Participate in a lively exchange of information and ideas with your peers at these popular informal sessions moderated by Gartner analysts. Expand your perspective, learn from others' experiences and make valuable connections across industries. Visit gartner.com/us/wireless for the latest list of topics.

Gartner analyst one-on-ones

Sit privately for 30 minutes with a Gartner analyst specializing in the topic you'd like to discuss. Vet your strategy, ask questions and get input on your next big decision.

20+ leading solution providers, demos and case studies

Meet with today's leading solution providers all under one roof. Get your questions answered and create your shortlist of solution providers.



Agenda at a Glance

For session descriptions and agenda updates, visit gartner.com/us/wireless.

Build your own customized agenda online. Use our convenient Agenda Builder to custom-create your own summit curriculum prior to the event. You can even customize your agenda via your mobile phone and sign up for RSS alerts. Get started at gartner.com/us/wireless.

Sunday, April 18

4:00 p.m.	Preregistration		
	Preconference Tutorials		
4:30 p.m.	T1. The Role of Video in the Enterprise: From Desktop to Telepresence to YouTube <i>Robert Mason</i>	T2. Enterprise Mobility 101: Segment Your Users for Maximum Effectiveness <i>Leif-Olof Wallin</i>	T3. Where to Find the Money to Fund Your Next Communications Project <i>Bob Hafner</i>
5:45 p.m.	T4. The Two Futures of Industrial Computing <i>Tim Zimmerman</i>	T5. Cloud Computing: What's It All About? <i>David Mitchell Smith</i>	T6. Best Practices for Sourcing Mobile Voice and Data Services <i>Ted Chamberlin</i>

Monday, April 19

7:00 a.m.	Registration			
7:00 a.m.	Continental Breakfast			
8:00 a.m.	Welcome Address			
8:15 a.m.	K1. Gartner Keynote: Communications Scenario—Networks for the Next Decade—Smart, Virtual and Ever-Present <i>David Willis</i>			
9:30 a.m.	K2. Guest Keynote: TBA Visit gartner.com/us/wireless for updates			
	Track A Managing Mobility and Extended Workforces	Track B Deriving Value From Unified Communications and Collaboration	Track C Evolving Fixed and Mobile Communications Architectures	Track D Building Mobile Applications and Platforms
10:45 a.m.	A1. Mobile and Remote Working Scenario <i>Eric Paulak</i>	B1. Preparing for the New UCC Paradigm <i>Bob Hafner</i> F	C1. Navigating the Network Management Landscape <i>Debra Curtis</i> F	D1. Creating a Robust B2C Mobile Strategy <i>Nick Jones</i> A
11:45 a.m.	Attendee Lunch and Solution Showcase Dessert Reception			
1:45 p.m.	A2. Best Practices for Delivering Mobile UC Benefits <i>Philip Redman</i> F	B2. Context-Aware Computing: The Importance of Mobile Consumer Application Platforms <i>William Clark</i>	C2. Everyone is a Remote Worker in a Disaster: Is Your Remote Access Program Ready? <i>John Girard</i>	D2. Mobile Enterprise Applications: How Do Your Vendors Rate? <i>Michael King</i>
1:45 p.m.	AUR1. RFID Solutions <i>Tim Zimmerman</i>	AUR2. Best Practices in ITIL <i>Debra Curtis</i>		
3:00 p.m.	Solution Provider Sessions			
4:15 p.m.	A3. Pocket Power: The Annual Update on Mobile Devices <i>Ken Dulaney</i>	B3. Panel: Cisco vs. MSFT—The Battle for Your Communications Spend <i>Bern Elliot, Steve Blood, Bob Hafner, David Mitchell Smith, David Willis</i> F	C3. Improving Application Performance in a Distributed World <i>Mark Fabbi</i>	D3. Mobile Application Development: The Fundamentals of Architecture and Platforms <i>Michael King</i> F
4:15 p.m.	AUR3. Getting Business Value From Social Networks <i>Matthew Cain</i>	AUR4. Best Practices for NAC Implementations <i>John Pescatore</i>		
5:30 p.m.	End-User Case Study 1	End-User Case Study 2	End-User Case Study 3	End-User Case Study 4
6:15 p.m.	Solution Showcase Reception			

Tuesday, April 20

7:00 a.m.	Registration			
7:00 a.m.	Birds of a Feather Networking Breakfast			
8:00 a.m.	K3. Gartner Keynote: Are We Nearly There? The Art of Being There <i>Stephen Prentice</i>			
9:15 a.m.	A4. How to Get an Integrated Mobile Strategy in Place <i>Leif-Olof Wallin</i>	B4. Hosted and Cloud-Based Communications: The Time Is Yesterday <i>Ted Chamberlin</i>	C4. Secure Remote Access for Unsecurable People <i>John Girard</i> F	D4. The Impact of Consumerization on the Mobile Enterprise <i>David Mitchell Smith</i>
9:15 a.m.	AUR5. Telecom Expense Management <i>Philip Redman</i>	AUR6. Improving Networking by Using the Gartner Maturity Model <i>Jay Pultz</i>		
10:30 a.m.	Solution Provider Sessions			
11:30 a.m.	Attendee Lunch and Solution Showcase Dessert Reception			
1:30 p.m.	A5. Top 10 Things You Need to Implement the Wireless Enterprise <i>Tim Zimmerman</i>	B5. Embedding Communications Into Business Processes: Case Studies That Prove the Payback <i>Bob Hafner</i>	C5. E-Mail in the Cloud: Myth and Reality <i>Matthew Cain</i>	D5. What You Need to Know About Mobile App Stores and Ecosystems <i>Nick Jones</i> F F
1:30 p.m.	AUR7. Best Practices for Enterprise Mobility Policies <i>Leif-Olof Wallin</i>	AUR8. Staffing Your Network <i>David Willis</i>		
2:45 p.m.	A6. Best Practices in Mobile Device Management <i>William Clark, Philip Redman</i> F	B6. Maximize Your UC Investments: From Cost Savings Through to Supporting Business Innovation <i>Steve Blood, Bern Elliot</i>	C6. Improving the Network Operations Organization and Network Management Staff Efficiency <i>Debra Curtis</i>	D6. E-Mail, Collaboration and Social Software: Exploiting Markets in Transition <i>Matthew Cain</i>
2:45 p.m.	AUR9. Picking the Right Networking Solution for Remote Workers <i>Eric Paulak</i>	AUR10. Experiences From Video Implementations <i>Robert Mason</i>		
4:00 p.m.	A7. Battle of the Smartphones—Android vs. Apple vs. the Rest <i>Robin Simpson, Ken Dulaney, Michael King, Leif-Olof Wallin</i>	B7. Workshop: How to Build a UC Strategy <i>Bern Elliot</i> A	C7. Workshop: The Cost-Optimized Network—Better, Faster, Cheaper <i>Robert Mason, Tim Zimmerman</i>	D7. Bring Your Own Mobility: Managing Employee-Owned Laptops, Handsets and Services <i>Leslie Fiering</i>
4:00 p.m.	AUR11. Best Practice Workshop: Network Service Sourcing <i>Philip Redman</i>	AUR12. Magic Quadrant Mobile Data Protection <i>John Girard</i>		
5:15 p.m.	A8. Benefits and Best Practices for Managing Mobile and Remote Workers <i>Philip Redman</i> F	B8. How Millennials Will Change The Future of Customer Service and the Contact Center <i>Steve Blood</i> A	C8. How to Use Consumer-Grade Mobile IT Securely <i>John Pescatore</i>	D8. The Fragmentation Opportunity: Mobile Consumer Application Development <i>William Clark</i> F
5:15 p.m.	AUR13. Mobility—Choosing the Right Device and Mobile Services for the Application <i>Ken Dulaney</i>	AUR14. Integrating Wired and Wireless LANs <i>Mark Fabbi, Tim Zimmerman</i>		
6:15 p.m.	Hospitality Suites			

Wednesday, April 21

7:00 a.m.	Registration			
7:00 a.m.	Birds of a Feather Networking Breakfast			
8:00 a.m.	K4. Gartner Keynote: Mobile and Wireless Scenario <i>Nick Jones</i> F			
9:15 a.m.	Solution Provider Sessions			
10:00 a.m.	A9. Office in Your Pocket: Are We There Yet? <i>Leslie Fiering</i> F	B9. Who Needs UCC? Your Handset Is Already Social, Unified and Context-Aware <i>Robin Simpson</i> F	C9. Virtualization and Your Network: From the Data Center to the Mobile Desktop <i>Mark Fabbi</i>	D9. How to Secure Your Applications and Mobile Platforms <i>John Pescatore</i>
10:00 a.m.	AUR15. Mobile Application Workshop: MCAPs and MEAPs <i>William Clark</i>	AUR16. Tactical Guidelines for the Next Steps in WLANs <i>Michael King, Tim Zimmerman</i>		
11:15 a.m.	K5. Gartner Keynote: Infrastructure Trends for the Network Manager <i>Jay Pultz</i> F			

Foundational sessions: **F** Advanced sessions: **A** Best Practices: **F** IT architect: **F**

AUR: Analyst-user roundtables. Registration required.

Agenda as of December 22, 2009

Session Descriptions

Keynotes

K1. Gartner Keynote: Communications Scenario—Networks for the Next Decade—Smart, Virtual and Ever-Present

When the virtual bubble burst many people thought that was the end of it—but a quiet revolution has been taking place. Technology improved, social acceptance and familiarity grew, but it was the abrupt travel constraints following the global financial crisis that finally made the difference. If you wanted to “be there” then you had to find something other than doing it in person. From Web conferencing to high-definition video, from gaming to virtual environments, from learning systems to collaborative environments—immersion is the new watchword. Join us for an immersive journey through virtual environments past, present and future and what they have to offer you.

David Willis, Vice President and Distinguished Analyst

K2. Guest Keynote TBA

K3. Gartner Keynote: Are We Nearly There? The Art of Being There

Business communications systems are not merely evolving, they are being fundamentally reworked. New demands will require new strategies. Video, mobility, unified communications, and cloud computing will require us to rethink how networks are designed, how they are built, and how they are run. Emerging technologies present new opportunities—and create new threats. Meanwhile, the vendor landscape has transformed radically. Leading this change requires foresight; merely reacting is not enough.

- How will the demands on enterprise and government networks change in the coming years?
- What are the key strategies for meeting new requirements?
- What are the most critical emerging technologies?

Stephen Prentice, Vice President and Gartner Fellow

K4. Gartner Keynote: Mobile and Wireless Scenario

In 2010 the mobile market will enter a new phase of competition and evolution. Network technologies such as LTE will start to roll out, operator, handset vendor and ecosystem battles will become more intense, and new types of mobile devices and applications will emerge. This scenario discusses the trends that will define mobility through 2015 and their impact on individuals and corporations.

- What will the key mobile and wireless technology and market trends be through 2015?
- How will corporations choose and use mobile technology, services and tools to support customers and employees?

Nick Jones, Vice President and Distinguished Analyst

K5. Gartner Keynote: Infrastructure Trends for the Network Manager

Networking is not a technological island; rather, it is an interdependent system within the broader context of IT infrastructure and operations. In this keynote, we assess how key I&O trends will impact networking—and vice versa. Also, we offer advice on where you, as a network manager, should focus to be successful over the next five years.

- What key drivers lead to dramatic networking and communications changes by 2015?
- How does networking interrelate with IT infrastructure and cloud computing?
- How should network managers develop a road map to ensure their future success?

Jay Pultz, Vice President and Distinguished Analyst

Track A

Managing Mobility and Extended Workforces

A1. Mobile and Remote Working Scenario

Over 80 million people are now working away from the office at least part-time in the United States. So, it would seem obvious that enterprises should have formal remote working policies and programs that focus on measuring and improving productivity. Yet most don't. This presentation will focus on the best ways to do so.

- What trends will have the biggest impact on remote working and workers over the next five years?
- How can enterprises design, measure and deliver remote working solutions better?

Eric Paulak, Managing Vice President and Conference Co-Chair

A2. Best Practices for Delivering Mobile UC Benefits

Enterprises today are dealing with many complex issues. As the number of wireless users increase in the enterprise, many are looking for ways to support and even integrate mobile phones into enterprise telephony systems. One of the hottest topics for 2010 is unified communications and mobile integration, which will support the business case and drive the uptake of unified communications in the enterprise. This session will look at the key technologies, drivers for adoption, lead vendors and benefits of mobile unified communications, and at best practices for supporting mobile unified communications in the enterprise.

- How will fixed-mobile convergence impact the future of enterprise network services?
- What are the new technologies, how will they evolve and how should you adopt them?
- What are the trends in bundled services, and how will they impact the enterprise market?

Philip Redman, Vice President

A3. Pocket Power: The Annual Update on Mobile Devices

Each year, we provide an update on the continuing evolution of mobile devices, associated technologies and their respective operating systems. This session will ground end users with an understanding of smartphone directions combined with a discussion of the various providers of devices and platforms.

- How will the technology of handheld devices evolve and mature during the next five years?
- Who will be the major hardware and software platform providers, and how will they fare during the next five years?
- How will collaboration capabilities evolve in the enterprise smartphone market?

Ken Dulaney, Vice President and Distinguished Analyst

A4. How to Get an Integrated Mobile Strategy in Place

To mobilize an organization while keeping costs under control, there needs to be an integrated strategy in place that takes people, process and technology into consideration. The scope of the strategy needs to include B2E, B2B and B2C ideally. It's more important than ever to ensure that the necessary frameworks and methodologies are in place to stay in control of security and cost.

- What are the social and technological drivers that have put an increased focus on mobility and remote access again?
- What are the major components of a holistic strategy that need to be in place?
- What are the technical and commercial options to implement the strategy?

Leif-Olof Wallin, Vice President and Conference Co-Chair

Session Descriptions

A5. Top 10 Things You Need to Implement the Wireless Enterprise

Wireless continues to grow as the network connection of choice, but where does it make the most sense to deploy right now? What decisions need to be made about data, VoWLAN to the office, dual-mode smartphones in the office or streaming video to the desktop? This session provides a framework that guides decision process for enterprises to evaluate wired and wireless total cost of ownership, and provides strategic advice on data, voice and video requirements needed to jump-start efforts to address the need for mobility.

- What is the business case and operational drivers for implementing the VoWLAN, dual-mode smartphones or streaming video across WLANs in the enterprise?
- What are the key considerations and challenges that need to be addressed for remote office or teleworker solutions?
- What best practices should be adopted to align WLAN connectivity with business needs?

Tim Zimmerman, Principal Research Analyst

A6. Best Practices in Mobile Device Management

From 2005 to 2009, the majority of enterprises adopted smartphones for the standard phones inside enterprise. From 2010 to 2014, Gartner expects that almost every enterprise mobile employee will have a smartphone that supports e-mail, Internet access and a variety of applications. As enterprises look to support even more complex mobile devices, a growing challenge will be to manage the security, the costs and the applications. This session will look at the key drivers for managing mobility inside the enterprise, the key technologies, the lead vendors and best practices for enterprise mobile device management as part of the whole communications life cycle management.

- What are the key trends in mobile device management?
- Who are the lead providers of mobile device management software or services?
- How should enterprises adopt, implement and manage mobile device management software or services?

William Clark, Vice President; Philip Redman, Vice President

A7. Battle of the Smartphones: Android vs. Apple vs. the Rest

Despite the hype and commercial success, Google's Android and even Apple's iPhone are still only in the early stages of maturation—and Palm has re-entered the fray with a last-ditch effort—the Web OS-based Palm Pre and Pixi. Come to this session to learn about what the business can and cannot accomplish with these platforms in 2010 and beyond—and why enterprise CIOs (and traditional handset vendors!) should care.

- What are the enterprise strengths, weaknesses, opportunities and threats for the new smartphone platforms?
- What can be achieved with these platforms in enterprises today, and tomorrow?
- What are the best practices for minimizing the support load and cost impact of smartphones?

Robin Simpson, Director; Ken Dulaney, Vice President and Distinguished Analyst; Michael King, Director; Leif-Olof Wallin, Vice President and Conference Co-Chair

A8. Benefits and Best Practices for Managing Mobile and Remote Workers

We are now part of a global mobile society and businesses are finding that their employee base continues to increase its mobility as business gets spread across larger geographic areas. In the past year we have seen a number of trends in the way businesses are managing their mobile and remote workers. In an attempt to get employees closer to customers and to reduce traveling, we've seen an increase in the adoption of remote offices and the use of telecommuting. This session will look at the benefits and best practices for managing mobile or more workers including the business case, key technologies to assess, policy development and management of mobile and remote workers.

- What are the key mobile business trends?
- What are the best practices in managing mobile and remote workers?
- What are the key technologies and providers to support managing mobile and remote workers?

Phillip Redman, Vice President

A9. Office in Your Pocket: Are We There Yet?

How many computing/communicating devices do you regularly carry during the day or when you travel? Two? Three? More? And how many more do you have waiting back at your office? The holy grail for all traveling workers is a device will have all the power and features of a full desktop PC in a form as small and convenient as a BlackBerry or an iPhone. The industry isn't there yet, but traditional notebooks are shrinking, input technologies are improving UI and navigation on smaller screens while applications are being virtualized and/or moving to the cloud, reducing dependence on any single device. Smartphones are starting to provide enough functionality to stand alone in some scenarios, and netbooks provide intriguing alternatives to full-sized notebooks. This presentation looks at how the devices we must carry when we travel are changing and their impact on the mainstream office productivity of traveling workers.

- How are notebook and portable device form factors and usage patterns converging with smartphones?
- How are I/O technologies accelerating the process?
- How are user workspace environment provisioning strategies evolving?

Leslie Fiering, Vice President

Session Descriptions

Track B

Deriving Value From Unified Communications and Collaboration

B1. Preparing for the New UCC Paradigm

Enterprise communications is in a period of dramatic and rapid evolution. New paradigms and technologies for how enterprises and individuals communicate and interact are entering the market. IP-PBX vendors like Cisco and Avaya will interoperate with collaboration vendors like Microsoft and IBM. Planners must rethink their organizational structure, strategic vendor relations and business models.

- What will be the key UC technology trends through 2012?
- Which UC solutions will deliver the greatest value to enterprises?
- How should enterprises develop a UC road map?

Bob Hafner, Managing Vice President

B2. Context-Aware Computing: The Importance of Mobile Consumer Application Platforms

As an increasing number of enterprises deploy mobile applications, they are turning to platforms that scale to reach large audiences. This increase in the use of such platforms is juxtaposed against expectations for context-aware functions. Software developers, enterprise architects, telecom planners and project managers extending their mobile commerce capabilities need to understand the role that mobile consumer application platforms (MCAPs) will play in delivering context-enriched services and unifying the platforms.

- What is context-aware computing and why is it important?
- What defines a mobile consumer application platform and what role do such platforms play in context computing?
- Who are the vendors that provide MCAPs and how will they evolve to meet the opportunities and challenges of context-aware computing?

William Clark, Vice President

B3. Panel: Cisco vs. MSFT—The Battle for Your Communications Spend

Microsoft and Cisco are early contenders in the unified communications and collaboration battle. The vendors' strategies and solutions couldn't be more at odds, yet both are gaining huge mindshare with leading enterprises. Here we look at the challenges companies face and how their UCC strategy should be organized to take account of this competition.

- How will Cisco and Microsoft compete in the UCC market?
- How should users choose their vendors in the UCC arena?
- How will the two players integrate?

Bern Elliot, Vice President and Distinguished Analyst; Steve Blood, Vice President; Bob Hafner, Managing Vice President; David Mitchell Smith, Vice President and Gartner Fellow; David Willis, Vice President and Distinguished Analyst

B4. Hosted and Cloud-Based Communications: The Time Is Yesterday

The evolution of virtualization and ubiquitous IP networks has created an ideal environment to migrate communications to hosted and cloud-based models, yet adoption has been meager. Blame can spread around to weak market offerings, poor performance, lack of standards and overhyped solutions, but the maturity gap is beginning to close. Providers like Microsoft, Google and Amazon start to shape the enterprises your architecture and you have two options; ignore it or move hosted/cloud projects from whiteboard to beta status. This session will look at how you choose applications/workloads, providers and support level you need to need get moving.

- How are hosted/cloud/utility communication services defined?
- What use cases are tailored toward hosted/cloud communications solutions?
- What steps can you take to ensure your projects don't fail?

Ted Chamberlin, Director

B5. Embedding Communications Into Business Processes: Case Studies That Prove the Payback

Businesses have begun to communications-enable their business process by integrating voice, IM and conferencing into their business applications to create communications-enabled business processes (CEBP). This can dramatically improve business processes while removing human latency. This session review and quantify the benefits, through case studies, of companies that have communications-enabled their business processes.

- What is a CEBP methodology, and how is it linked to unified communications?
- What are the early examples of CEBP, and what are the business benefits?

Bob Hafner, Managing Vice President

B6. Maximize Your UC Investments: From Cost Savings Through to Supporting Business Innovation

Whenever there's a squeeze on IT budgets it seems the ax cuts deeper into infrastructure and operations, as we have witnessed for unified communications. Yet from our annual CIO report, it's clear UC is well placed to meet the business' top expectations of IT. By organizing investment in UC around the Gartner Cost Optimization Framework, I&O leaders can track programs more effectively and communicate the impact more clearly to the business.

- What is the Gartner Cost Optimization Framework, and how does it apply to unified communications?
- Where should IT leaders focus their investments for cost optimization and business innovation?
- What are the early examples of success, and how should these be communicated?

Steve Blood, Vice President; Bern Elliot, Vice President and Distinguished Analyst

Session Descriptions

B7. Workshop: How to Build a UC Strategy

This workshop provides attendees with a framework and high-level road map for building an enterprise unified communications strategy.

Bern Elliot, Vice President and Distinguished Analyst

B8. How Millennials Will Change the Future of Customer Service and the Contact Center

The contact center has its roots in managing voice-based real-time communications. The Millennial Generation has grown up with PCs, mobiles and the Internet, and has a completely different perspective on communications. This session looks at why companies need to evolve their strategies for contact and how this can benefit all customer segments.

- How is the current contact center model challenged by the Millennial Generation?
- How will contact center technology evolve through 2015?
- How should companies develop their next-generation contact center?

Steve Blood, Vice President

B9. Who Needs UCC? Your Handset Is Already Social, Unified and Context-Aware

Unified communications and collaboration is still a pipe dream for many, due to legacy infrastructure, the complexity of integrating context into enterprise applications and the immaturity of today's solutions. Meanwhile the last 12 months have seen an explosion of mobile operating systems, devices and applications that leverage existing infrastructure and services to achieve many of the goals of unified and integrated communications and social networking directly on the handset. Do we still need special UCC infrastructure?

- What hardware and software features of modern smartphones lend themselves to rich context and UCC, and how will they evolve?
- What are some of the best examples of handset-based rich context and UCC applications today?
- Where do these handset-based capabilities fit in an enterprise UCC and CODA strategy?

Robin Simpson, Director

Track C

Evolving Fixed and Mobile Communications Architectures

C1. Navigating the Network Management Landscape

Many IT organizations have let their network management toolkit dwindle, forcing network engineers to make do with home grown scripts and manual labor. However, the ability to manage the enterprise network as a service for business applications and new business opportunities is mission-critical. For organizations that are refreshing their network management toolkit, this session provides a tactical primer on the tools of the trade, plus strategic advice for network managers to help jump-start their efforts to align with business requirements.

- What emerging technologies and business pressures are driving enterprise network management?
- Which vendors, products and technologies will shape the network management market?
- What people and process best practices should be adopted to align network management with business needs?

Debra Curtis, Vice President

C2. Everyone is a Remote Worker in a Disaster: Is Your Remote Access Program Ready?

Conventional wisdom that work-at-home strategies will function during a pandemic is faulty. Residential Internet bandwidth supply may not support a huge sudden increase in demand. Users may not be trained and remote applications may not scale. Maintaining pandemic WAH operations requires diverse technical and management practices.

- What are the telecommunications carriers doing to ensure that Internet access is available to WAH workers during a pandemic?
- What can organizations do now to improve application delivery and Internet bandwidth for WAH strategies?
- What is the impact on the WAH strategies that are being developed by every organization for pandemic preparedness purposes?

John Girard, Vice President and Distinguished Analyst

C3. Improving Application Performance in a Distributed World

Most organizations treat the boundary between applications and network as a static wall. Unfortunately, this results in frustrated users, application owners and networking staff. Fortunately, the network is equipped with a rich set of services to assist application development and delivery if only the two sides get together early enough.

- How are the challenges changing as enterprises adapt to a more distributed and varied user and data center environment?
- What technologies and solutions should enterprises be deploying to improve application performance?
- What vendors will be key in delivering the most flexible application delivery architecture?

Mark Fabbj, Vice President and Distinguished Analyst

Session Descriptions

C4. Secure Remote Access for Unsecurable People

Companies give control of critical internal systems to users who are not under direct supervision, who are often not employees and may never be seen. Relationships span political boundaries. Enforcement of data protection and SLAs are acts of faith. We take stock of the ways that people and jobs cause unsecurable situations and recommend a survival plan based on risk management approaches rather than a “fix-it” mentality.

- What are the security and privacy challenges that will make people unsecurable through 2015?
- Which technological, managerial and contractual practices will be most effective to maintain business integrity?

John Girard, Vice President and Distinguished Analyst

C5. E-Mail in the Cloud: Myth and Reality

Many organizations have the perception that e-mail is a commodity and that many companies have already moved e-mail to a cloud platform. But it is not that simple. For many organizations, e-mail is distinctly not a commodity, and despite popular perceptions, the migration to cloud mail has been sluggish. But the potential for mass migration to the cloud is huge and the stage has been set for rampant uptake over the next several years, fueled by intense competition between Google, Microsoft, IBM and Cisco.

- What are the market dynamics making e-mail in the cloud a viable option, how will it evolve, and what are the decision making criteria?
- What are the vendor dynamics, hidden costs and options, and real-world experiences with the cloud?
- What are the “gotchas” associated with cloud e-mail, and how can organizations be prepared for the transition to cloud e-mail?

Matthew Cain, Vice President

C6. Improving the Network Operations Organization and Network Management Staff Efficiency

Network management products may provide the tools the network group needs to operate the network, but the management team needs to structure the network operations organization and establish proactive and automated network management strategies to efficiently use the tools and successfully operate the network. The management of this group also needs to get the next level—not just ensuring the network survives but that the network operations team evolves to a services mindset that actually contributes to the business.

- How are network organizational structures and staffing levels evolving?
- What strategies should be used to reduce network operational costs and improve staff efficiency?
- What are the best practices for building a services mindset in the network infrastructure team?

Debra Curtis, Vice President

C7. Workshop: The Cost Optimized Network—Better, Faster, Cheaper

Over the years, network architects have developed standard approaches to designing and procuring their network. However, new market dynamics and a maturing industry have opened up new economic opportunities. It's possible to build a better network at a lower price. Learn how you can join the hundreds of clients that have reduced their infrastructure spend by 30 percent or more.

- How have the economics of the network infrastructure and transport market changed in the past two years?
- How should enterprises reassess their approach to network architecture and refine their processes to save 30% or more of their capital expenses?
- Which vendors are emerging to challenge the large incumbents in infrastructure and networking?

Robert Mason, Principal Research Analyst; Tim Zimmerman, Principal Research Analyst

C8. How to Securely Use Consumer-Grade Mobile IT Securely

The consumerization of IT means that the IT organization is losing control of the hardware, software and services that productive employees will use. IT can no longer say “no” to iPhones, Skype, Google apps, Facebook, Macintosh laptops or LTE. Combined with the growth of financially motivated, targeted threats, this trend is causing major rifts to old, rigid security programs. Here's a methodology for matching the most effective and efficient approach to staying secure while taking advantage of consumer-grade technologies

- What new threats will impact mobile and wireless security programs?
- What are the key security processes, controls and architectures that will be required to deal with the increased exposure caused by the consumerization of IT?
- Who will be the winners and losers in the security marketplace as consumerization drives changes in mobile and wireless security?

John Pescatore, Vice President and Distinguished Analyst

C9. Virtualization and Your Network: From the Data Center to the Mobile Desktop

Virtualization is forcing network architects to rethink how the network is designed and where functions reside in the network. Here we explore the network's role in the virtual data center as well as how virtualization will impact the deployment of advanced services within the network.

- How can enterprises take advantage of new network technologies to re-architect their data center networks?
- How does the increasing use of virtualization technologies impact the network?
- What vendors are in the best position to help enterprise with their data center network requirements?

Mark Fabbj, Vice President and Distinguished Analyst

Session Descriptions

Track D

Building Mobile Applications and Platforms

D1. Creating a Robust B2C Mobile Strategy

This presentation answers the key questions facing any organization with a consumer-facing mobile strategy including: Which services should we mobilize, on which devices, using what technology? Which customers will want mobile services? How will mobile payment, marketing and advertising be exploited? What is the role of partners? How much should we spend? Which success metrics should be used?

- What are the components of a B2C mobile strategy and how many mobile strategies will an organization require?
- How will organizations create, implement, maintain and monitor a B2C mobile strategy through 2015?

Nick Jones, Vice President and Distinguished Analyst

D2. Mobile Enterprise Applications: How Do Your Vendors Rate?

In this session we will rate and analyze all of the major vendors in the mobile application ecosystem, from the operating system and device vendors (Apple, Microsoft, Google, RIM, Nokia) to development tools and application platforms. We will answer questions like, what role will each of these vendors have in your mobile future, how many of them will you have a IT relationship with over the next few years and which will no longer be relevant in the next 2 to 3 years.

- What will be the vendor landscape for sourcing, securing or building mobile applications and systems?
- Which vendors will be most successful at driving the communications, mobile application vision?

Michael King, Director

D3. Mobile Application Development: The Fundamentals of Architecture and Platforms

The role of mobile applications, both internal- and customer- facing have the power to reduce spending and investment, increase efficiency of owned assets and transform the relationship you have with your employees and customers. So why do few of us really understand the best ways to deploy and support them? In this session we will cover the basics of the six styles of mobile architecture, the two different forms of mobile platforms, and the one(s) that are right for your applications and users.

- How will technologies, development platforms and architectures that enable and support mobile applications evolve?
- How can mobile applications be effectively leveraged into business strategies?

Michael King, Director

D4. The Impact of Consumerization on the Mobile Enterprise

In many respects, consumer technologies such as Google, iPods and instant messaging are more innovative and practical than traditional “corporate” technologies. Much of the focus of these innovations are from the mobile space. In today’s challenging economy, companies willing to apply innovative thinking with opportunities to quickly and cheaply deploy solutions can reinvent the way organizations interact with internal and external “customers” and potentially save a lot of money.

- How did IT organizations fall so far behind user and Internet trends?
- How are consumer technologies being used in enterprises today?
- Where and how can IT organizations exploit consumer technologies?

David Mitchell Smith, Vice President and Gartner Fellow

D5. What You Need to Know About Mobile App Stores and Ecosystems

Mobile app stores will be channels for CIOs to deliver consumer-facing applications, hosts for advanced cloud services, sales channels for digital deliverables and new sources of outsourced mobile development. The viability of app stores and ecosystems will determine the winning mobile platforms of the next decade. App stores will also pose some of the greatest security and management challenges the CIO will face through 2015.

- How will mobile app stores and platform ecosystems evolve through 2015?
- What opportunities and threats will app stores and ecosystems pose for corporations?

Nick Jones, Vice President and Distinguished Analyst

D6. E-Mail, Collaboration and Social Software: Exploiting Markets in Transition

E-mail is being replaced by social networking. Microsoft is moving into the voice market, Cisco is becoming an e-mail vendor, Google is offering enterprise collaboration services. Companies are aggressively moving to the cloud for collaboration services. The world of collaboration and e-mail has gone topsy-turvy and there are significant opportunities for organizations to exploit the changing dynamics in this critical market.

- What are implications of the megavendor showdown in this market between IBM, Google, Microsoft and Cisco?
- What are the real benefits and challenges of exploiting social networking for business purposes?
- What is the likely outcome of the clash between social software and e-mail, and the move to the real-time Internet?

Matthew Cain, Vice President



Session Descriptions

D7. Bring Your Own Mobility: Managing Employee-Owned Laptops, Handsets and Services

More sophisticated users in the workforce, a broader array of lower cost devices, rapidly evolving consumer computing options are pushing employee-owned devices into your organization whether you are aware of it or not, and whether you want it or not. Some companies are beginning to embrace BYOC as a way to save money and/or to get out of the business of managing end-user hardware. However, changing ownership doesn't eliminate the problems of security and compliance or even all of the costs. It does create the need for new application and security architectures, new management and expense processes as well as new support models. The growth of employee-owned devices is inevitable. You can either manage the process or be overwhelmed by it.

- How can you decide if BYOC programs are appropriate for your company?
- How will technology facilitate working with non-company-owned computing and communications devices?
- How will enterprise policies need to change to ensure that risks are contained?

Leslie Fiering, Vice President

D8. The Fragmentation Opportunity: Mobile Consumer Application Development

What will be the smartphone OS marketshare for Nokia, Apple, Google, Microsoft, Research In Motion or Palm? Which devices will be more pervasive in a given geography: HTC, Samsung, Sony Ericsson or Kindle? Which technologies should mobile consumer applications be built upon: Java, Flash, HTML5, or Objective C? These vendors and technologies represent some of the most important development, integration and support challenges that enterprises will face in the next decade. This session will look at how enterprises can select the right tools, platforms and architectures to allow them to create compelling services for mobile consumers.

- How will mobile platforms and technologies evolve during 2010-2014?
- What role will fragmentation play?
- What strategies can enterprises take to allow them to create compelling mobile experiences that won't have to be revamped or thrown away in five years?

William Clark, Vice President

D9. How to Secure Your Applications and Mobile Platforms

Mobile applications will be the target of financially motivated attacks as organizations increasingly use mobile devices for critical business processes. For traditional PC platforms and software, technologies such as static and dynamic application security testing, data privacy and obfuscations and application hardening and shielding have been developed to protect critical business applications. Enterprises need to start planning now on how to extend those approaches to mobile applications and platforms.

- What new threats on the horizon will impact the security programs of mobile applications?
- What are the key security processes, controls and architectures that will be required to deal with threats, regulatory pressures and business demands caused by increased mobility?
- Who will be the winners and losers in the mobile security marketplace over the next several years?

John Pescatore, Vice President and Distinguished Analyst

Tutorials

T1. The Role of Video in the Enterprise: From Desktop to Telepresence to YouTube

Video delivers a totally new experience for users—better collaboration, more impactful learning and stronger bonds between people. But there is a critical disconnect: with the growth of YouTube, Hulu and other online video capabilities, business leaders and users think that video should be free. In fact, video can swamp a network, and your budget, if you are not careful. But there are many options available to you: You can build video capabilities in various ways, and there are a wide range of services too. This presentation will look at the ways video is being delivered most effectively on enterprise networks, how video content is being managed effectively, and how the business case gets built.

- What are the key architecture considerations for delivering video applications successfully and repeatedly over your network?
- How can you extend video capabilities outside your borders to customers, partners and suppliers?
- How and when will desktop video and telepresence converge and how can you plan for new video use cases?

Robert Mason, Principal Research Analyst

T2. Enterprise Mobility 101 —Segment Your Users for Maximum Effectiveness

In order to mobilize an organization while keeping costs under control, a balanced strategy is required, which takes people, process and technology into consideration. To ensure that each user category gets the right devices, software, services, training and support to get the job done, they need to be segmented into a number of manageable profiles.

Leif-Olof Wallin, Vice President and Conference Co-Chair

T3. Where to Find the Money to Fund Your Next Communications Project

We have identified billions of dollars that enterprises will spend on technology that they really don't need. This session will assess these unnecessary technologies to see why they're not needed. More importantly we'll identify where the money should be spent.

- Where is money being wasted by companies that continue to use past network design criteria?
- How will new design practices enable you to change the business through better design and investment?

Bob Hafner, Managing Vice President

T4. The Two Futures of Industrial Computing

Traditionally, industrial computing applications have required ruggedized mobile data collection devices, but a new option has emerged. Enterprises can now choose between durable and ruggedized solutions. This session will look at the different capabilities, requirements, usage scenarios and TCO for the two future paths of industrial computing.

- What emerging technologies and business pressures are driving the market toward durable and ruggedized devices?
- What are the key considerations and challenges that need to be addressed to insure that industrial computing applications are aligned with business needs?
- What specific decisions or next steps are needed in order to leverage this trend?

Tim Zimmerman, Principal Research Analyst

Session Descriptions

T5. Cloud Computing: What's It All About?

Cloud computing has become the latest in a series of hot industry terms, and as such, is used in many contradictory ways. Underneath the fog, there are very real trends such as global class architecture, Web platforms, scalable and elastic processing, and the Internet itself that are converging to fuel this phenomenon. The impact will be felt broadly in applications as well as platforms and services.

- What is cloud computing and what impact will it have on the IT market?
- Which cloud computing service markets will emerge and who will be the main providers of cloud services?
- How should companies leverage cloud computing services to support their IT and business strategies?

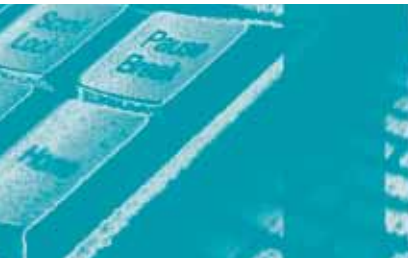
David Mitchell Smith, Vice President and Gartner Fellow

T6. Best Practice for Sourcing Mobile Voice and Data Services

Every year voice and data services move toward an integrated delivery architecture and contract vehicles and 2010 will see more standardized fixed and mobile offerings. Enterprises will need to understand what are acceptable levels of discounting, service levels and contracting terms. This tutorial will provide an update on how tactical skills to negotiate the best current terms and conditions as well as future-proof your deal from pricing instability.

- How will the network service provider market evolve, and how will these affect enterprises' selections of service providers?
- How should enterprises work with service providers with emerging fixed/mobile capabilities?
- Who are best providers to supply fixed and mobile services, and what are the best practices for procuring network services?

Ted Chamberlin, Director



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