



# Gartner Portals, Content & Collaboration Summit 2009

## Post Event Brief

The **2009 Gartner Portals, Content & Collaboration Summit** was held at the JW Marriott Grande Lakes hotel, June 8-10, in Orlando, Florida. The three-day event attracted more than 600 IT professionals and business stakeholders who gathered to learn how to holistically connect the enterprise – people, partners and information – and use workplace technology to drive business value. This report offers highlights and key insights of the Summit, including:

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**“Only conference I need to attend. Unbiased opinion on vendors, latest trends.”**

### Overview

#### How much business value will you get from your workplace initiatives?

That was the question posed by the Gartner analyst team to the Portals, Content & Collaboration Summit delegates – a question that was answered in 40+ in-depth sessions, Analyst-user round tables, workshops, case studies, best practices and One-on-One Analyst sessions. Attendees learned pragmatic ways to manage information in order to reduce costs, boost productivity and fuel innovation – as well as how to demonstrate ROI and successfully partner with business stakeholders. Which IT topics rose to the surface? Social software, portals, SaaS, Cloud Computing Web 2.0 open source resources and new models for Enterprise Content Management, Unified Communications and Collaboration. What challenges were addressed? Cutting costs, speeding time to market and making the most of scarce resources. The Summit experience was all about connecting with the best in the industry – and coming away with the strategies, insights, tools, technologies and peer exchanges that inform sound decision-making.

**Gartner**  
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## Key Summit Takeaways

**What did attendees value most about the Summit? The concrete, real-world, how-to advice they received from the Gartner analyst team, industry thought leaders, practitioners and their peers.**

- 1 Apply social software tools to solve business problems.** Many clients are being challenged by the different ways in which social software may impact business processes. We received overwhelmingly positive feedback both on-site and via Twitter on those sessions that identified specific business-use cases and mapped back to specific social software capabilities. These sessions were instrumental in helping users understand the important differences between social software products and why they are applied in a particular business context.
- 2 Manage your information, not your technology.** Attendees showed strong interest in how to overcome “siloesd” information. Driven by business demands for fast access to accurate information, businesses are clamoring for systems to be more responsive and accurate. The need to invest in information architecture in addition to technical architecture is becoming increasingly apparent to IT.
- 3 Detect and avoid SharePoint’s potential pitfalls.** While SharePoint 2007 adoption continues to be strong, it’s as important as ever to plan properly. For many, SharePoint will be used as an enterprise-oriented information repository and collaboration environment. Many attendees indicated that planning and governance were critical for SharePoint success. The impact of SharePoint on IT has been significant (as to be expected with any enterprise-level initiative). Attendance at our “Can the CIO Survive Microsoft SharePoint?” session was the second-best attended Summit session.
- 4 Get business buy-in for your social software strategy.** Even in the best of times, business justification can be hard for any IT initiative – but a social software strategy also needs to factor in evolving technology, ambiguity in terminology, culture change, increased risk, and uncertain returns. The result is many enthusiastic clients who understand intuitively that business value exists, but who need guidance in how to make a case and start and grow their social software initiatives without damaging their organizations or their careers. Sessions that included business case frameworks, case studies and advice on identifying and cultivating business sponsorship were well attended and enthusiastically received.
- 5 Put Cloud Computing on your PCC radar now.** The session on cloud computing generated exceptionally high interest on the part of attendees. After the session, we had a filled-to-capacity Analyst-user Roundtable where participants talked about what drove their interest in cloud computing services (speed of execution and cost savings, as well as CIO pressure) and what was inhibiting them from acting (concerns around security, regulation, compliance, integration and cross-vendor consistency).
- 6 Align PCC technologies with business vision and execution.** In times of tight budgets and cost-cutting, alignment of IT efforts and business demands becomes more critical than ever. Through consumerization and cloud-based offerings, businesses can in some ways circumvent IT. Therefore, it becomes crucial to team with the business to ensure alignment of technology with overall corporate strategy and architecture.

**“Very productive, helps to validate and challenge assumptions regarding technologies, the insight on the current market and trends.”**



## Keynote Sessions



### Why the Power of the Crowd is Driving the Future of Business

Can a crowd lead your business down a less-traveled path? Can the most difficult problems be solved by anyone, anywhere? **Jeff Howe** thinks so. Howe, *Wired* editor and author of the recently published *Crowdsourcing: Why the Power of the Crowd is Driving the Future of Business*, described the process by which the power of many can be harnessed to compete with – and ultimately beat – organizations that cling to traditional ways of working. Howe explained that crowdsourcing is the perfect meritocracy – a fluid labor pool where age, gender, education, job history and geographical location are no longer relevant. All that counts, he explained, is the quality of the work, and by leveraging the transformative power of today’s technology, success will come from people with diverse, and often unimaginable, backgrounds. How were a bunch of part-time dabblers in finance able to help an investment company consistently beat the market? Why do large organizations openly solicit new product ideas from enthusiastic amateurs? How can a small company employ just a handful of people, yet generate millions of dollars in revenue every year? Howe’s answer: the digital herd is creative, talented and incredibly productive; a human network capable of solving even the most daunting business challenge faster and better than ever before.



### Certain Strategies for Uncertain Times

Summit Co-Chairs **Mark Gilbert, David Gootzit** along with **Tom Austin** kicked off the Summit on Monday morning with a Keynote Session that identified four areas in which companies can – and should – leverage principles of efficiency in order to survive and thrive in a challenging business environment. In order to be viable, they explained, we must continually innovate and evolve. We must obtain better information and

act on it more quickly. We must change how we work by creating and maintaining effective inter-disciplinary teams within and across the organization. The four areas of change cited by the Chairs included social technology used not just in the enterprise but also to engage with customers and partners, innovation in an era of constraint, self-organizing approaches versus tightly-engineered solutions, and how to benefit from disruptive technologies and emerging opportunities. Frameworks were provided that connected strategies across all four uncertainties in order to lay the groundwork for success.

### An Open Research Meeting

The closing session of the Summit featured a lively, unscripted exchange of perspectives, opinions and ideas between analysts and conference delegates on four strategic assumptions selected by the audience. Questions were fielded by the Gartner analyst team via floating microphones, yet the vast majority of queries took the form of audience-generated “tweets.” The greatest debate? If micro-bogging will replace e-mail as our principal form of communication.

1. By 2014, more than half of computer workers will spend less than 40% of their time on company PC’s.
2. By 2011, at least 80% of collaboration platform products will include micro-blogging capabilities.
3. By 2012, at least 50% of enterprises with fewer than 5,000 employees will use SaaS to provide some elements of the high-performance workplace technical architecture.
4. By 2012, at least one-quarter of Twitter content will be spam or generated by robots.



“Very informative. Good choice of topics. Excellent speakers and presentations.”



“A highly valuable opportunity for the industry and experts to reinforce thought leadership, learn and share ideas and take something real back to the office.”



## Observations by the Chairs

Asked to gauge the collective mood of the attendees, the Summit Chairs observed what they described as an “emergence from fear” – the first wave of a new commitment to growth and reinvention. And while attendees appeared to be cautiously upbeat about the future, they also expressed concern about making IT investments without concrete ROI examples and business justification.

**“People are poking their heads out of the bunker. Those who spend money in the right places will be perfectly positioned for success when the turmoil is over.”**

– Mark Gilbert, Research VP, Summit Co-Chair



**“I was pleasantly surprised by the relatively upbeat nature of the attendees. It seems that more and more, people are looking for competitive differentiation through selective high-impact use of technologies rather than remaining solely in a cost-cutting mode.”**

– David Gootzit, Research Director, Summit Co-Chair



## Top Ten Sessions by Attendance

1. Use Portal Best Practices to Implement and Manage Healthy Portals
2. Can the CIO Survive Microsoft SharePoint?
3. ECM Vendor Selection and Implementation Best Practices
4. Collaboration, Content, and Portals in the Cloud: Pie in the Sky or Reality?
5. Enterprise 2.0: Building a Corporate Strategy for Social Applications
6. The Real World of SharePoint: A Moderated User Best Practices Panel
7. The High Performance Workplace: A Guidebook for Managers and Leaders
8. Social Software: Think Big, Start Small, Move Fast
9. Why the Power of the Crowd is Driving the Future of Business
10. The Magic Quadrant MegaSession: Know Your Vendors

“High quality content, high quality people.”



## Pre-Conference Workshop: Lessons Learned from the SharePoint Trenches

An optional Sunday afternoon Workshop was attended by delegates in preparation for the Summit to follow. Led by Errin O’Connor, Founder and CEO of EPC Group, attendees worked collaboratively to define typical organizational challenges and adopt a phased “walk before you run” implementation methodology to help ensure long-term SharePoint success. Some of the issues explored were:

- Getting SharePoint’s “foot in the door”
- Growing your SharePoint pilot
- Championing SharePoint from the inside out
- Getting SharePoint right the first time
- Avoiding SharePoint potholes





## Red Hot Topics: The Top 3

### 1. Social Computing

Social applications are changing the way organizations work – providing user-friendly and cost-effective ways for people to aggregate, organize, collaborate and to amplify the value of personal knowledge and experience. Offering both a sense of community and the potential for rapid innovation, these new social methods are being embraced by enterprises in order to raise business performance and enhance customer relationships.

### 2. SharePoint

Widely acknowledged as the “game changer” in the PCC arena, SharePoint is generating overwhelming interest from CIOs and other IT decision makers. For many, the question is how SharePoint can coexist with enterprise content management (ECM) systems from established vendors – and how to manage SharePoint installations for efficiency, effectiveness and proper governance.

### 3. Cloud Computing

By moving computing from “on-premise” to “off-premise,” Cloud Computing has the potential to significantly reduce costs and operational requirements – yet presents substantial challenges for compliance and customization. Organizations must determine for themselves the risks and rewards of the Cloud model, as well understand its expected short and long-term maturation trajectory.

“The event expanded my understanding of business approach to collaboration and equipped me with skills to enable my organization.”

## Snapshot of Attendees

### Who participated in the 2009 conference?

More than 600 IT and business executives representing all industries. The audience included:

- **Decision makers:** 31% were at the director level or above.
- **Cross-section of industries:** Attendees came from various industries including technology, government, health care, manufacturing, financial services, energy, retail and transportation.
- **Global 1000:** 57% of attendees’ companies had annual revenues in excess of \$1 billion.



## The numbers tell the story:

**97%** of attendees said they would recommend the Gartner Portals, Content & Collaboration Summit to their colleagues.

**88%** of attendees rated the overall Summit experience as “good” or “excellent.”

**89%** of attendees rated Gartner Analyst advice as “good” or “excellent.”



“The conference provides an excellent overview of the current state of PCC and helps drive strategic thought.”



“Information rich, very educational experience. Provided excellent overview of the portal space, where it’s headed, how to jump in, etc.”

## Thank You to Our 2009 Gartner Portals, Content & Collaboration Summit Sponsors

Throughout the Summit, the show floor was buzzing with activity as attendees met with solution providers to discuss the latest innovations, services and product offerings. Many thanks to our sponsors for helping make Gartner Portals, Content & Collaboration Summit 2009 an outstanding educational event for everyone involved.

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### Customizable Post Event Worksheet

Take a moment to complete your own post event trip report, a valuable resource for future reference and a great way to share what you learned with colleagues.

Visit [gartner.com/us/pcc](http://gartner.com/us/pcc) to access the trip report worksheet.