

Gartner

Portals, Content & Collaboration Summit 2007

5 – 6 SEPTEMBER 2007, ROYAL LANCASTER HOTEL, LONDON
europe.gartner.com/pcc

BEYOND PRODUCTIVITY

KEYNOTE SPEAKERS



Catherine Gerth
Nato HQ



Alasdair Ross
The Economist
Intelligence Unit



Andy Kyte
Gartner



Debra Logan
Gartner

KEYNOTE SPEAKER & CONFERENCE CHAIR

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Gartner
Portals, Content
& Collaboration
Summit 2007

Insight and innovation aren't enough.

INTRODUCTION FROM THE CHAIR



Insight, creativity and leadership ought to be enough to drive you to the top of your market. It isn't any more.

Today, if your enterprise's creativity and insight are stuck in yesterday's systems and processes, you're losing ground. Gartner's Portals, Content & Collaboration Summit is here to bring you up to speed.

Our theme, ***Beyond Productivity***, says it all. New means of collaboration, search and access information, plus new ways to structure and manage information mean new levels of efficiency. But making faster decisions is only part of the equation. Your decisions must also be better.

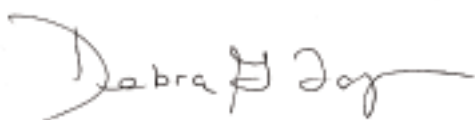
A lot has happened in the world of portals, content, collaboration and information access since the last Summit. Our analysts have been following these changes in technology, best practice and business's alignment with IT very closely. We've packed this year's program with the new ideas, strategies and technologies that are transforming the way knowledge workers act and interact.

Join us for a concentrated Gartner experience and you'll see for yourself the power of Web 2.0, the new social software and other imports from the consumer world. Plus the latest in search, portals, e-Learning, content management, knowledge (management) tools, and content and data analytics.

I'm particularly excited about our line-up of keynotes and case studies, including a look inside the information management behind the high-stakes Milosevic trial and an exclusive analysis of Vodafone's global Intranet, which is actually over 50 intranets united.

Teamwork has never been so vital to your success. The Portals, Content & Collaboration Summit makes sure you're ahead of the curve. Take a look at the program, mark your diary – and secure your place today!

I do hope we see you at the Summit.



Debra Logan
Research VP, Gartner



BENEFITS OF ATTENDING

- **Turbo-charge your teams** – with collaboration tools that drive innovation
- **Empower your knowledge workers** to make better decisions faster
- **Discover effective collaborative strategies**, tactics and technologies
- **Learn when and when *not* to introduce technology** into team process
- **Measure the business impact** of collaborative tools
- **Get the latest Gartner research** on key teamwork & knowledge management issues
- **Learn from the collaboration pioneers** in a series of in-depth case studies
- **Meet the vendors at the Solutions Showcase**, and network with your peers
- **Attack your toughest challenges** in complimentary One-on-One sessions with Gartner analysts and Analyst/User Roundtables
- **Take away the complete event CD** for sharing the knowledge back at the office

WHO SHOULD ATTEND

Every senior business and IT professional with a brief to improve collaboration, exploit information assets and empower knowledge workers, including:

- Chief Knowledge Officers
- Enterprise Architects
- Enterprise Content Managers
- Enterprise Collaboration Managers
- Portal Architects
- Chief Learning Officers
- R&D Directors
- Retrieval & Search Application Managers
- E-Communications Managers
- Presence Application Managers
- Application Development/Integration Managers
- Solution providers and consultants involved with portals, content management, search or collaboration projects.

From across European industries including: financial services, public sector, telecoms services, manufacturing and energy.

Transformation Tracks

Collaboration and knowledge management aren't bolt-on tools, they're new ways of working that link to all people, processes and technologies. Our three new tracks plus four virtual tracks take you straight to the heart of today's most important issues:

1 Meeting Business Needs with PCC Technology

Collaboration is about *doing*. This track focuses on activity cycles that drive teamwork and insight – and the content lifecycles that feed them. How do you envisage, plan, build and use content management, collaboration and information access systems? How do you manage data and content through its lifecycle, from creation, through access and use, and on to archiving and deletion?

2 Execution and Best Practices for Implementation

PCC technologies make a huge impact on day-to-day work. To get the full benefit, people and processes need to change as well – ideally with user participation from system design to implementation to maintenance. In the Best Practices track, Gartner analysts cover everything you need to know to make your PCC implementation successful, even if you've had previous experience of user rejection.

3 Architectures, Technologies and Vendors: Trends & Selection

Enterprises that use an architectural approach to PCC technologies reap the rewards faster. In this track, you'll learn about PCC architectures, a potentially complex maze of overlapping vendor capabilities. Hear our latest research on the vendors who sell Portal, Content, Collaboration and Information Access Technology, with special attention on the megavendors.

V Virtual Tracks: Portals, Content Management, Collaboration & Information Access

Running through the three main tracks are four virtual tracks which focus on the topic areas of portals, content management, collaboration and information access. If your role focuses specifically on one of these four disciplines, the virtual tracks will help you find the right Summit content for you.

KEY TOPICS

- **Choosing and deploying the right technologies** in portals, content, collaboration and information access
- **Managing content** to minimize risk and exploit value
- **Knowledge as an asset** that improves business performance
- **Transforming teams** – using technology to accelerate collaboration
- **Measuring business impact** as you align systems, technologies and management
- **Driving performance** – the best practices and target behaviors
- **The role of technology** – where it helps and where it hurts
- **Distributed decision-making** – better decisions through science
- **Collaboration without boundaries** – across the enterprise, across companies, around the world, continents, divisions & enterprises
- **Business process improvement** – measuring results
- **Leveraging the legacy** – maximizing existing software investments
- **Compliance and E-discovery** – archiving, accessing and deleting information for legal and regulatory compliance
- **The new models** – Wikis, blogs, social software, P2P and beyond

Meet the Gartner Community

For over 25 years, Gartner analysts have been the trusted advisors of many of the world's largest and most demanding enterprises. No one sees the implications of technology so clearly, so consistently.

Gartner analysts draw constantly from the real-life problems and solutions experienced by more than 45,000 Gartner clients worldwide. The value of this resource, combined with our deep analysis of technology vendors, is unrivaled.



Whit Andrews
Research VP

Whit Andrews covers information access technologies, including enterprise search, and maintains the information access technology Magic Quadrant with Rita Knox. Prior to joining Gartner, Mr. Andrews was a senior editor at Internet World magazine for four years, where he covered electronic commerce and the major Web portals. Says Mr. Andrews, "Nothing brings me greater pleasure than giving Gartner's clients the tools and answers they need to out-compete their competitors."



Tom Austin
VP & Gartner Fellow

Tom Austin is an integrative research area lead (RAL) for applications that augment how people work alone and with others. As integrative RAL, Mr. Austin ensures that there is a well-orchestrated focus on the major topics in this area, including the people-side of communication, collaboration, co-ordination and information access, and management. Mr. Austin's work includes business strategies, integration with other applications (such as CRM and supply-chain), product packages (such as Smart Enterprise Suites) and infrastructure.



Toby Bell
Research VP

Toby Bell is responsible for a range of document and content management technologies for the High Performance Workplace group. Some key areas of coverage include vendors and trends in the enterprise content management marketplace, business process management as it applies to enterprise content (content-enabled vertical applications), and content strategy, valuation, mining and analytics.



Matt Cain
Research VP

Matt Cain is Gartner's lead e-mail analyst. His coverage includes instant messaging and collaboration theory. He is the creator of the concept of 'contextual collaboration', which forecasts the marriage of collaboration services and the 'knowledge worker infrastructure', a model for rationalizing a diverse portfolio of user services. Mr. Cain is co-author of 'Strategies in Business Collaboration Management'.



Regina Casonato
Managing VP

Regina Casonato manages the Information Infrastructure research team that focuses on the technologies and processes that support effective enterprise information management. Ms. Casonato covers ECM, record management, web content management, workflow/business process management, data integration, data quality, data warehousing, dbms, metadata management and the Information-Centric Infrastructure. Ms. Casonato is also country leader for Italy.



Nikos Drakos
Research Director

Nikos Drakos, Ph.D., is a research director in Gartner Research, covering collaboration technologies and open source software. Prior to joining Gartner in 1997, Dr. Drakos was a founding member of a pioneering Web development company and was responsible for several high-profile interactive and transactional Web sites for European clients.



David Gootzit
Research Director

David Gootzit is a Research Director for Gartner's application integration and middleware team, where he focuses on the enterprise portal market, vendors, and deployment issues. He is based in Virginia, USA.



Andy Kyte
VP & Gartner Fellow

Andy Kyte is a member of the Applications Strategy and Governance Team. Since 1999 he has been responsible for leading the research into procurement governance, organization, strategies and systems, and to this research thread he has now added Applications Strategy.



Debra Logan
Research VP

Debra Logan covers enterprise content management, records management, knowledge management and worker productivity, intellectual capital and intellectual property topics and compliance as related to documentation and records.



Jeffrey Mann
Research VP

Jeffrey Mann's primary area of coverage is real-time collaboration, especially Web conferencing. He also covers instant messaging, content management, portals and knowledge management. Prior to joining Gartner, Mr. Mann was with META Group, where he served as senior analyst covering e-business, collaboration, content management, portals, knowledge management and compliance.



Karen Shegda
Research Director

Karen Shegda has nearly two decades of experience in tracking and analyzing specific products and vendors in technologies such as document imaging, integrated document management software and document-centric workflow.

One-on-One Analyst Meeting Program: Discuss your issues with our experts

Gartner analysts participating in the Portals, Content & Collaboration Summit will be available to registered delegates for 30 minute One-on-One appointments to ask questions about the presentations, or address specific issues within the analysts area of expertise (pre-event booking via the conference website).

Speakers

KEYNOTE SPEAKERS

Catherine Gerth Head of Archives & Information Management, NATO HQ



Currently Head of Archives and Information Management at NATO HQ Brussels, Ms. Gerth spent 15 years providing information management support to war crimes prosecutions. Starting her career with the Department of Justice in Ottawa, Ms. Gerth moved to the International Criminal Tribunal for the former Yugoslavia in The Hague in 1995. At the ICTY she developed information management strategies and managed IM projects in support of the investigation and prosecution of indicted war criminals, including the prosecution of Slobodan Milosevic. After leaving The Hague, Ms. Gerth provided IM support to the Darfur Commission of Inquiry and in addition to her work at NATO HQ continues to provide ad hoc IM guidance to various human rights and humanitarian law inquiries.

Andy Kyte Vice President & Gartner Fellow



Since 1999 Andy Kyte has been responsible for leading Gartner's research into procurement governance, organization, strategies and systems. He has published extensively on the business trends in procurement, covering eProcurement, eSourcing, Spend Analysis and Vendor Management. As a senior member of the Gartner research community, Mr. Kyte is in great demand as a keynote speaker on the future of business use of IT, having participated in events in 38 different countries over the last eight years. Mr. Kyte joined Gartner in 1997. Prior to joining Gartner, Mr. Kyte was with ICL Retail Systems, where he was involved in applications architecture and design for point-of-sales systems.

Debra Logan Research VP



Debra Logan covers enterprise content management, records management, knowledge management and worker productivity, intellectual capital and intellectual property topics, and compliance as related to documentation and records. She is currently researching topics in enterprise information management, information quality, information assets and liabilities and ediscovery. Ms. Logan is chair of the Portals, Content & Collaboration Summit.

Alasdair Ross Editor, Risk Briefing and Deputy Director, Wire Services The Economist Intelligence Unit



Alasdair Ross has guided development of the Economist Intelligence Unit's operational risk analysis service since its launch, and is presently editor of Risk Briefing, the company's flagship product in this area. His experience and responsibilities give him a strong insight into global economic and political trends, their implications for multinational corporations, and the strategies they use for managing risk. He brings these insights to high-level audiences around the world in an engaging and stimulating manner, bringing complex issues to life in bright and straightforward language.

GUEST CASE STUDY SPEAKERS

Stefan Böcking Head of Web Technology, Vodafone Global IT & Service Operations



Vodafone: The One Vodafone Intranet

Con Goedman Head of Business Information, EP Business Development, Shell International Exploration and Production



Shell: Fundamental Change of Everyday Workflow – Getting Business Users Out of the Application Paradigm and Their Private E-mail Inbox and C:drive

Mary McCall Director of Internal Communications, Dow Jones



Dow Jones: Portals, Content and Collaboration – Communication Comes Full Circle at Dow Jones

Tony Sheehan Group Knowledge Manager & Associate Director, Arup



Arup: PCC Technologies as Enablers for Knowledge Work at Arup

GUEST WORKSHOP LEADER

Atle Skjekkeland, Vice President, AIIM



Atle Skjekkeland is well known in the industry as a thought leader and industry expert with a practical hands-on approach to ECM. Mr. Skjekkeland has several years' industry experience as manager and consultant for solution providers in Europe. In the last few years, Mr. Skjekkeland has helped companies manage their information assets through the development and implementation of training programs in the US,

Scandinavia, Germany, France, Netherlands and the United Kingdom. He is also one of the most experienced and well known ECM trainers in the world.

Mr Skjekkeland is also a General Secretary of the DLM Forum, which is a European Commission initiative for the National Archives in Europe. The DLM Forum is currently supporting the Commission develop Moreq 2 (Model Requirements for Managing Electronic Records).



Conference Program

PLENARY SESSIONS

Gartner Keynote:

Portal, Content and Collaboration Scenario 2007-2012

Andy Kyte and Debra Logan

The Gartner Scenario provides our views on the current state and future directions of the IT industry. Combining this broad industry background with specific PCC knowledge, we'll tell you what your IT and business peers are asking us in 2007. We then share our view of where the IT industry is heading to describe what we believe will be the most frequently asked question clients will pose to us five years from now.

- What economic and business conditions will prevail throughout 2007-08?
- What are your most frequently asked questions in 2007?
- What will be your most frequently asked questions in 2012?
- Which emerging trends will have the greatest impact on the IT industry in general, and portals, content and collaboration specifically by 2012?

Guest Keynote:

Has Risk Disappeared From Our World?

Alasdair Ross, Editor, Risk Briefing and Deputy Director, Wire Services, The Economist Intelligence Unit

We are living through a decade of unprecedented growth in the world economy. China is emerging to join the ranks of the superpowers, bringing with it a tide of low-priced manufactures, and India is not far behind. High prices for oil and other commodities have stoked the coffers of resource-rich exporting countries, adding to the tide of cash that, among other things, has allowed Western consumers to keep on spending. As the good times continue to roll, perceptions of risk have fallen to an all-time low. But is this rosy picture realistic, or have we become too complacent in considering what could go wrong?

Guest Keynote: High Volumes, High Pressure, High Stakes: Managing the Documentation for the Milosevic Trial

Catherine Gerth, Head, Archives and Information Management, NATO HQ

The trial of Slobodan Milosevic was one of the most complex criminal trials ever undertaken. An extraordinary amount of information needed to be captured, managed, analyzed, and presented – and provided to the defendant. The information exceeded the organization's ability to manage it with existing processes and technologies. The accused's decision to defend himself further complicated things – the boxes literally did not fit in his cell. This presentation describes the creation of an eDisclosure portal and how the ICTY worked with vendors to transform its technology and business processes to support eDisclosure.

Gartner Analyst Panel:

Bringing It All Together with Lessons Learned

Whit Andrews, Tom Austin, Toby Bell, Nikos Drakos, David Gootzit and Debra Logan

Meet the Gartner analysts at their best: ad hoc on stage, unfiltered, unbiased and unscripted. A panel of the participating analysts from the PCC community will be wrapping up the conference with a live and interactive research meeting.

Key ingredients of all Gartner Summits are their networking and knowledge-sharing. By the end of the conference, over 45 sessions, 9 roundtables, a showcase of vendor exhibits, numerous analyst One-on-Ones and countless informal networking encounters will have generated a wealth of to-the-minute insight into portals, content, collaboration and information access. In this closing keynote, the panel of analysts will bring it all together for you, sharing their findings and delivering the key messages they'd like you to take away with you. This is also your final onsite opportunity to ask any questions, and challenge the analysts with your own views. A great way to round off your Summit experience.

TRACK 1: MEETING BUSINESS NEEDS WITH PCC TECHNOLOGY

Externally Facing Portals: B2C, B2B and G2C

David Gootzit

Most enterprise portal initiatives have been limited to business-to-employee portals. But enterprises are increasingly looking to portal products to improve relationships with their customers, partners and suppliers. Governments also are leveraging portal technology to provide services to constituents and businesses.

- What are the trends in externally facing portals?
- How should portals be architected to serve both internal and external audiences?
- Should multiple audiences share a single portal instance?

PORT COLL

Early Workplace Enhanced Business Applications (WEBAs) Emerge from Major Stack Vendors

Toby Bell

Workplace enhanced business applications (WEBAs) is a term for an emerging class of solutions that integrates workplace functions (like collaboration, presence awareness, unstructured search, messaging, imaging and content management) with line-of-business applications. Early examples are emerging from Microsoft, SAP, IBM, and Oracle. These combinations that exploit foundation technologies continue to evolve, and can encourage positive end-user behavior and foster interaction.

- How are WEBA implementations emerging and evolving?
- How can clients use WEBAs technologies to optimize the value of Web 2.0, people, process, presence, collaboration and analytics?
- How can clients use different vendor technology offerings to achieve business goals?

PORT CONT COLL IA

Vendor Management is a Critical Business Discipline

Andy Kyte

Over the last 35 years, most major commercial relationships in IT have been dominated by suppliers using powerful (and well rewarded) account executives. As CIOs see that they are becoming increasingly dependent on a small number of strategic suppliers they seek to redress the imbalance by investment in Strategic Vendor Management initiatives. Many of these fail ignominiously; success is possible, but requires patient implementation and strong guidance.

- What is the appropriate level of investment to manage strategic suppliers?
- How should Strategic Vendor Management be organized for maximum value?
- What are the Key Performance Indicators for Strategic Vendor Management?

PORT CONT COLL IA

How To Keep Google, SharePoint, Wikis and Every Other Tool Du Jour From Solving Everything to Bits

Whit Andrews

Users pursue their own means for solving problems which IT is seeking to deal with, and the results aren't always the best. Learn how to co-exist with the next new tools as they pervade your IT department's list of 'to-dos', 'to-stops', and 'to-figure outs'.

- What search-related decisions will lead to simplicity and solid strategy?
- How can search vendors empower or obstruct simplicity and ease-of-use?
- How can the enterprise bring search simplicity and ease-of-use to workers?

CONT IA

Transforming Business and Workplace Performance – Technology as the Great Enabler

Tom Austin

Information technology has transformed the structure of business, the nature of work and how people interact with each other. Now it's time for IT practitioners and the IT industry to change. How we work, where we work, what we work with, who we work for and what we expect in the workplace have all radically changed and technology has played a key role. Four major megatrends have reshaped work. Six more are promising to completely reshape the use of IT in the workplace.

- Megatrends: What overarching trends are revolutionizing the role of IT in the workplace?
- Framework: How do workplace technologies (such as portals, content management and collaboration support) fit into a larger view of technology and business investment?
- Action: What are the key steps IT managers should take based on the emerging revolutionary workplace-related changes?

PORT CONT COLL IA

Planning for Five Major Mutually Reinforcing Disruptive Discontinuities in PCC

Tom Austin

Software as a Service, consumerization, global class architectures, Web 2.0 and open source all have the potential to completely disrupt vendor business models, user deployment models, whole market segments and key user and vendor business assumptions. Additionally, each of these discontinuities feeds off the others. What risks and opportunities do we see for users and providers in each of these areas and what alternative approaches do we believe will finally succeed?

- How long can users wait before acting to either protect themselves from or to exploit each of these discontinuities?
- What key business assumptions, business models and industries are at risk from each of these potential discontinuities and how can users and vendors manage the risk?
- Who are the likely winners and losers in each of the potential major discontinuities?

PORT CONT COLL IA

Virtual Tracks

Look for the following symbols to indicate sessions forming part of the virtual tracks on

Portals **PORT** Content **CONT** Collaboration **COLL** Information Access **IA**

TRACK 2: EXECUTION AND BEST PRACTICES FOR IMPLEMENTATION

Do's and Don'ts in Portals Planning, Implementation, Governance, Operations & Security

David Gootzit

Portals can deliver tremendous value to an enterprise, yet creating and managing a portal is not very straightforward. Portals require strong governance, thorough planning, and careful integration into the enterprise infrastructure and applications. This presentation discusses best practices which will allow rapid deployment of your portals and ongoing cost effective management and flexibility for change.

- What are the cornerstones of effective portal planning, and what role does portal governance play?
- How do organizations architect their portals for flexibility, including multiple portal deployments, and how does the portal ecosystem play a role?
- How do enterprises manage their portal deployments and enhance their portals, and what role does the Portal Competency Center play?

PORT

Instilling a Collaborative Culture in Both Employees and the IT Organization

Jeffrey Mann

New collaborative tools and paradigms offer challenges and opportunities as well as opportunities. Many users – and IT departments – are overwhelmed by the possibilities and end up rejecting or resisting them.

- How enterprises can get over the acceptance paradox: "We built it, why won't they use it?"
- How are overzealous IT operations and security policies destroying innovation, and productivity and what to do about it?
- How and why can IT loosen control without losing control?

COLL

Exploiting the Merger of Communication and Collaboration

Matt Cain

The once separate worlds of communication and collaboration are colliding and it is creating opportunities and hardships for end-user organizations. Enterprises must understand the underlying dynamics behind this tectonic shift to maximize business value and minimize vendor overlap and end-user disruption. The pace of innovation is accelerating, vendor ranks are coalescing, and provisioning options are multiplying.

- What is the evolving role that voice plays as a communication modality?
- Which vendor is best positioned to exploit the merger of communication and collaboration?
- How are communication and collaboration technologies evolving together and separately?

COLL

Wikis and Social Software: Why Your Intranet Should be More Like the Internet

Nikos Drakos

High-value activities such as innovating, collaborating, leading and learning have unique individuals at their center, and they often take place within a social context made up of informal exchanges, brainstorming, exploration and cross-fertilization. Social networks and the technologies that underpin them are crucial in enabling a new grass-roots approach to knowledge and value creation within enterprises. Social software applications, such as wikis and blogs provide user-friendly and flexible ways to aggregate, organize, share and amplify the value of personal and often hidden knowledge and experiences.

- What can we learn from the use of social software on the public internet?
- How are blogs, wikis, social tagging, expertise location, and other social software being used to create business value?
- What products and vendors are most suitable for enterprise social software deployments?
- What are the best practices in avoiding risks and extracting value from enterprise social networks?

COLL **IA**

Information Governance: Stop Managing Technology and Start Managing Information

Debra Logan

What's your job title? What's the name of your work group? Do any of these have the word 'information' in them? As IT professionals, we have focused for far too long on 'technology' and not enough on 'information'. Users care about documents and content, finding what they need, and having access to the information that helps them to get their jobs done. This presentation will help you get to grips with what you need to do to stop managing technology and start managing what really matters: information.

- What is information governance and how do I start an information governance program in my enterprise?
- What lessons have we learned from managing structured data that can be applied to unstructured information?
- What are the best practices around information governance?

CONT **IA**

Knowledge Management in a Connected World

Regina Casonato

Improved portal, content management and collaboration facilities have removed many of the basic technical impediments to using knowledge assets in enterprises. Knowledge management (KM) projects can concentrate on where to target these efforts, and how to manage them effectively.

- How is the role of KM in workplace initiatives evolving?
- What are the best practices for KM success?
- How can you incorporate new PCC technologies in KM projects?

PORT **CONT** **COLL** **IA**

TRACK 3: ARCHITECTURES, TECHNOLOGIES AND VENDORS: TRENDS AND SELECTION

Say Goodbye to Enterprise Content Management

Karen Shegda

The end of enterprise content management (ECM) as we know it has arrived. Web 2.0 technologies are changing the content management paradigm. Hosted and open source CM present enticing business models for reducing the upfront costs, complexity and resource requirements associated with traditional content management implementations. And solutions delivery in terms of content enabled vertical applications (CEVA) will become critical for existing and emerging vendors.

- How will Content Management technologies and architectures mature and change?
- How can organizations best leverage Web 2.0 and other emerging technologies in their content management infrastructure?
- What approaches can organizations take to satisfy their content management requirements? Who lead and who follows in process enabled solutions?

CONT

Collaboration Scenario: From 'Them' to 'Us' to 'We'

Jeffrey Mann

The influence of collaboration extends far beyond what we normally associate with the term. New ways of embedding collaboration in virtually every business process will make it easy and natural to work together with new people in new ways.

- How will collaboration support evolve through 2015?
- How can enterprises manage and benefit from the changes in collaboration technology?
- What are the business benefits from exploiting unified communications and collaboration technology?

COLL

Clash of the Titans (IBM vs. Microsoft vs. Google vs. Others)

Tom Austin and Nikos Drakos

Microsoft and IBM lead the pack in terms of collaboration and content management platforms. Many people are focusing their important decisions on collaboration support applications on these two powerhouse vendors, believing they are the only game in town. In the late 1990s, the battle between the two was primarily focused on email. The competitive roadmap has changed, as has the scope of the battle – it now includes a broad range of capabilities.

- What disruptive trends will impact the workplace titans, Microsoft and IBM?
- What are the collaboration products and technologies that IBM and Microsoft offer and how do they differ?
- What core inadequacies of the titans threaten their long term dominance?

PORT **CONT** **COLL** **IA**

So Not Done: Search Technology's Strategic Future Will Surprise You

Whit Andrews

Information access (search) technology continues to spread strategically through applications and means of examining content of all kinds in companies. Learn what will power the machinery under the search box in the best-prepared future enterprise projects, and how to lead them.

- How will information access technology evolve and how pervasive will it become?
- How will enterprises use information access technology in unexpected ways?
- What will users demand of information access technology? How will a hostile information creation and location ecosystem affect search?

CONT **IA**

Seven Solid Strategies Combining Portal, Content and Collaboration Technology

Toby Bell

A survey of attendees at Gartner's PCC Summit in 2006 found that 70% of companies had deployed some form of portal, content management or collaboration technologies, and 24% of the rest planned to do so within a year. To make sure you leverage these investments in ways that boost the performance of workers and make your company more responsive to customers you should consider seven strategies for effectively combining them. These strategies focus on the synergies between technologies and on gaps in information capabilities.

- When and where should enterprises rely on content features in collaboration tools and vice-versa?
- What is the appropriate relationship between content management and portals?
- Where are content management, collaboration features and portal a good match for enterprise needs?

PORT **CONT** **COLL** **IA**

Portal of the Future: Web 2.0 and Beyond

David Gootzit

The portal of the future will evolve significantly. Through a concept called the 'portal fabric', the user will become the center of their own portal universe. At the same time, the types and methods of client interaction will change dramatically. More and more Web 2.0 features will be leveraged by portal vendors in their product offerings.

- What is the portal fabric and how will it work?
- How will interaction with portals change in the future, and how will consumer use and Web 2.0 affect enterprise strategies?
- What are the features and functions of future portal frameworks, and how will they deliver business value?

PORT

Conference Program



END USER CASE STUDIES

The case studies below are just some of the end-user experiences we'll be bringing you from European organizations leading the way in portals, content and collaboration practice. **Additional case studies to be announced.** Visit europe.gartner.com/pcc for details.

The One Vodafone Intranet

Stefan Böcking, Head of Web Technology, Vodafone Global IT & Service Operations

A case study on Vodafone's global initiative to transform and web-enable all major-owned operating companies by consolidating 50+ local intranets in 16 countries into a single, global communications and collaboration platform. The ingredients for success, lessons learned and benefits achieved are presented covering various dimensions such as governance, processes, technology, services, and usability.

Finally, an outlook is given on how Vodafone's Intranet, which was named as one of the 10 best intranets worldwide by Norman-Nielsen in 2006, will evolve in the context of Enterprise 2.0.

Fundamental Change of Everyday Workflow – Getting Business Users Out of the Application Paradigm and Their Private E-mail Inbox and C:drive

Con Goedman, Head of Business Information, EP Business Development, Shell International Exploration and Production

Today's reality of the everyday business user workflow consists of knowing what applications to use for which (segmented) part of their work activities, and the bulk of their time is spent on private e-mail inbox management and filing on C:drive.

Through the use of community focused portal content pages, applications can be hidden and business users are able to directly (one mouse-click) interact with the relevant information they need. Integrated in the portal is direct access to their project/team collaboration space that makes sharing and common filing implicit in the workflow.

Portals, Content and Collaboration – Communication Comes Full Circle at Dow Jones

Mary McCall, Director of Internal Communications, Dow Jones

This case study will explore the role of portals, content and collaboration technology from the perspective of a communications professional who first worked remotely with no link back to headquarters; who was then charged with building a corporate culture following the formation of a joint venture that combined two fierce competitors and hundreds of people from different cultures; and who then had to repeat the entire process when that small and successful joint venture was returned to one of its large global parents for further growth and expansion.

PCC Technologies as Enablers for Knowledge Work at Arup

Tony Sheehan, Group Knowledge Manager & Associate Director, Arup

Although technology has offered many potential improvements to knowledge work over the last ten years, its impact has often been inhibited by limited user adoption. As an early adopter of knowledge management, Arup's evolving knowledge practices have integrated improvements offered by search, content and collaboration along the way, and this case study discusses the direct impact this has had on the effectiveness of Arup's people and business. Mr. Sheehan will reflect on successes and lessons learned, and explore the continued potential impact technology moving forward.

At a glance schedule

DAY -1: PRE-SUMMIT WORKSHOPS*

Three tracks offer you in-depth, interactive workshops on either collaboration, ECM or EIM. Work with your peers, Gartner analysts and industry experts.

14.30 – 17.30	Workshops
17.30 – 18.15	Plenary Session
18.15	Opportunity to network

DAY 1: SUMMIT

9.00 – 11.30	Keynote Sessions
11.30 – 12.15	Premier Sponsor Panel
12.15 – 13.30	Networking Lunch
13.30 – 18.00	Track Breakout Sessions
18.00 – 20.00	Networking Drinks Reception

DAY 2: SUMMIT

7.30 – 8.30	Analyst Networking Breakfast
8.30 – 12.00	Track Breakout Sessions
12.00 – 13.00	Networking Lunch
13.00 – 16.00	Track Breakout Sessions
16.20 – 17.45	Keynote Sessions
17.45	Conference Close

*See p9 for full details. Additional registration fee payable.

ANALYST/USER ROUNDTABLES

Ever wonder what your peers experience on topics and issues similar to yours? Find out in these one-hour discussions, each focused on a specific conference topic and limited to 10 end-user attendees per session. A Gartner analyst will kick-off and moderate each session and add relevant research and user experiences for an even deeper and more meaningful discussion.

How do I select and deploy an enterprise search engine?

Whit Andrews

What are best practices for deploying basic and process-centric content management tools and governing their use?

Karen Shegda

How can I increase user efficiency in the email inbox?

Matt Cain

What should I do about multiple portals in my organization?

David Gootzit

How and why should I develop an enterprise collaboration strategy?

Jeffrey Mann

What should I do about records retention across data sources?

Debra Logan

Pre-Summit Tutorial Workshops

We've selected three of the topics highest up your agenda as the subjects of our pre-Summit workshops. The workshops, each three hours long, will be limited in size, providing a highly interactive environment where you'll learn from Gartner analysts and industry experts as well as your peers. The afternoon will be rounded off by a plenary session reporting on the findings of each of the groups, and leading you into the main conference agenda. This is a great way to get a head-start on networking with delegates from across Europe.

Choose from one of the in-depth workshops below:

Planning the Collaboration Roadmap

Nikos Drakos & Jeffery Mann

Investment in collaboration resources is a sure way to increase agility, foster cross-geography and cross-business unit relationships, accelerate competitive responses and speed up business cycles. By planning your investments wisely in line with the strategic direction of your business, you'll establish firm foundations for the ongoing success of collaborative working within your organization. We'll focus on how to develop short- and long-term plans for collaboration service implementations.

In this workshop, you'll learn how to:

- Determine the best mix of collaboration suites, best of breed products, and consumer/open source offerings for your organization
- Manage the slew of upcoming upgrades that major vendors are proposing
- Build a five-year plan for managing collaboration services
- Exploit best practice to improve collaborative working within your organization
- How to get started on a new collaboration program – planning the next steps
- Provide decision-makers with better information

PLENARY SESSION:

Setting the Agenda

Debra Logan

Conference chair Debra Logan and colleagues will bring together the key findings from all the workshops, and lead you into the main Summit event. With numbers attending the workshops being limited, this session will also be an ideal forum to raise any questions that you wish to pose in an intimate, collaborative environment. Kick off your networking with your peers and industry experts to give yourself a head start on the main event.

12 Steps to ECM Success

Atle Skjekkeland,
Vice President, AIIM



Whether your goal is to meet increasingly complex regulatory requirements or to gain faster access to your information, planning is the key to any successful Enterprise Content Management (ECM) implementation. Following these 12 steps will help you achieve those goals.

This workshop provides you with a practical approach to implementing ECM programs and projects. You will learn recommended steps and processes for Information Governance, Concepts of Operations, Information Audit, Business Case, IT infrastructure details and After-Implementation Management.

Workshop Objectives:

- Understand the main ECM tools and instruments
- Manage an ECM program consisting of several coordinated projects
- Identify the new roles, responsibilities and organizational structure necessary to provide governance and management
- Understand the "Concept of Operations" as a shared vision of an ECM future
- Plan and execute an Information Survey – what information do we have?
- Develop a Business Case for ECM
- Identify the business requirements of ECM systems
- Develop and implement a Business Classification Scheme
- Understand details of user groups and users
- Recognize the impact of implementing ECM on the organization's IT infrastructure
- Plan Pilot Implementation / Model Office
- Plan roll-out stage of ECM Projects
- Recognize the steps involved in sustaining ECM after implementation and realising the benefits

Our courses follow the Oxford Learning Model with engaging, impactful and live workshops with participative and challenging exercises.

Assess Your Organization's EIM Readiness and Maturity

Debra Logan & Regina Casonato

Many organizations have yet to recognize the importance of managing information at the enterprise level, but those that have realized IT efficiencies and created information assets that contribute to business success. EIM is an organizational commitment to improve the accuracy and integrity of data assets to support business objectives. EIM takes an all encompassing approach, looking at all content and data across the organization, no matter what format it is in, where it resides or who owns it.

Across Europe and in the rest of the world, the drivers, issues and pressures to deliver EIM are growing. In this workshop, you will learn the fundamentals of EIM, and how and when to apply it in your organization. This workshop is suitable for those who are new to EIM and those with some experience. Topics examined in this workshop will include:

- Definitions, roles and organizational structures for EIM
- The issues behind and drivers towards EIM delivery
- Discussion of real-world practical EIM applications in global organizations
- The techniques and technologies to make EIM happen in your company
- A maturity model-based assessment of your organization's readiness for EIM
- Practical suggestions for how to get started with EIM or how to go further if you have a program of information management underway.

WHO SHOULD ATTEND?

These workshops are ideal if you are:

- laying the foundations for a new project and want to avoid the common pitfalls
- looking for guidance on best practice to take you to the next level
- seeking advice on how to overcome certain challenges you are currently facing
- wish to get a 360° perspective from peers and experts on collaboration, ECM or EIM
- enjoy working in a collaborative environment, and seeking personal development

HOW TO REGISTER

The Pre-Summit Workshops take place during the afternoon of Tuesday 4 September.

Registration rate:
€495 + 17.5% VAT

Please see back cover for further registration information.



Sponsors

SPONSORSHIP OPPORTUNITIES

If your organization is interested in sponsoring this event, please contact Lauren Blaxill for further details.

Tel: +44 (0)1784 268387

Email: lauren.blaxill@gartner.com

PREMIER SPONSORS



Autonomy

Autonomy is a global leader in infrastructure software for the enterprise and is spearheading the meaning-based computing movement. Its technology forms a conceptual and contextual understanding of any piece of electronic data including all unstructured information. Autonomy's software powers the full spectrum of mission-critical enterprise applications including information access technology, BI, CRM, KM, call center solutions, rich media management, compliance and litigation solutions and security applications, and is recognized by industry analysts as the clear leader in enterprise search.

www.autonomy.com



Microsoft

Founded in 1975, Microsoft® (Nasdaq "MSFT") is the worldwide leader in software, services and solutions enabling people and businesses to realise their full potential – the People Ready Business. The company's Unified Communications and Collaboration capabilities enable people and organizations to work together more effectively through familiar and pervasive technologies. Its Enterprise Content Management delivers an integrated solution for managing the end-to-end lifecycle of content that easily extends to every end user in an organization.

www.microsoft.com/uk/peopleready

PLATINUM SPONSORS



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BEA Systems (NASDAQ: BEAS) is a world leader in enterprise infrastructure software. BEA delivers the unified SOA platform for business transformation and optimization in order to improve cost structures and grow new revenue streams. Information about how BEA is enabling customers to achieve Business LiquidITy™ can be found on our website.

www.bea.com



FileNet

FileNet - an IBM company, helps organisations make better decisions by managing the content and processes that drive their business. IBM FileNet's Enterprise Content Management (ECM) solutions allow customers to build and sustain competitive advantage by automating and streamlining their business processes throughout their organisations.

www.filenet.com



Quasar Technologies

Quasar Technologies, global provider of RIA solutions, combines ECM and high-end Publishing into one Ajax-based ECP (Enterprise Content Publishing) platform where users connect and work from anywhere in the world in a virtual, high-performance, real-time, collaborative environment where all processes are controlled, streamlined and fully automated throughout the entire cycle.

www.quasar-tech.com

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dialcom is partnering with Global Enterprises to help them achieve competitive advantage by using our Unified Communication and real time Video Collaboration solutions.

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Mainsoft

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www.mainsoft.com



Vamosa

Vamosa is the world leader in content processing. Vamosa's solutions facilitate and ease the pain of complex processes like e-Discovery, content analysis, and content migration.

www.vamosa.com



Vignette

For more than 10 years Vignette has helped organisations improve customer interactions by delivering highly personalised, participatory online experiences.

www.vignette.com

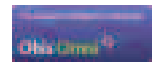


Vivísimo

Vivísimo does search right by combining the simplicity and innovation of consumer search with the flexibility and control of enterprise software.

www.vivisimo.com

MEDIA PARTNERS



How to Register

On-line: europe.gartner.com/pcc
Telephone: +44 (0)1252 771 060
Email: gg@delegat.com

Registration Rates

Summit Only

- Standard Rate: €2,195 + 17.5% VAT
- Early Bird: €1,895 + 17.5% VAT
(payment must be received by 6 July 2007 to qualify)

Summit & Pre-Summit Workshops

- Standard Rate: €2,690 + 17.5% VAT
- Early Bird: €2,390 + 17.5% VAT
(payment must be received by 6 July 2007 to qualify)

Group discount

4 for the price of 3, available on the Standard Rate only.

Gartner Clients

Summit only

Gartner conference ticket

Summit & Pre-Summit Workshops

Gartner conference ticket and €495 + 17.5% VAT

If you have queries about tickets, please contact your sales representative.

Benefits of Booking Early*

- Standard rate payers: receive a €300 discount
- Gartner clients: receive 'Key Issues for ECM, 2007' research note free (published 26 March 2007)
- Fast-Track your entry to the Summit and avoid registration queues onsite
- Book your One-on-One with the analyst of your choice (available from 6 weeks prior to event)

**Payment must be received by 6 July 2007 to qualify*

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Gartner is the leading provider of research and analysis on the global information technology industry. Our goal is to support organizations as they drive innovation and growth through the use of technology.

As in our research, our events help clients make informed technology and business decisions by providing in-depth analysis and actionable advice on virtually all aspects of technology.

Gartner European Events in 2007/08

Application Integration & Web Services Summit
19 – 20 June, Rome

Identity & Access Management Summit
25 – 26 June, London

Portals, Content & Collaboration Summit
5 – 6 September, London

CIO Summit
11 – 12 September, Barcelona

IT Security Summit
17 – 19 September, London

Financial Services Technology Summit
24 – 25 September, London

Enterprise Architecture Summit
26 – 27 September, London

Data Center Summit
22 – 24 October, London

Symposium/ITxpo
4 – 8 November, Cannes

Gartner Strategie & Technologie Konferenz
3 – 4 December, Frankfurt

Business Intelligence Summit
5 – 7 February, Amsterdam

Customer Relationship Management Summit
18 – 19 March, London

Wireless & Mobile Summit
23-24 April, London

Business Process Management Summit
28 – 30 April, London

Symposium/ITxpo
11 – 14 May, Barcelona

Outsourcing & IT Services Summit
2-4 June, London