

Gartner

Enterprise Networking Summit 2007

EARLY BIRD SAVINGS

Register with credit card
by October 15 and save \$200

December 10-12, 2007 Gaylord Opryland Resort Nashville, TN gartner.com/us/net

Gartner tackles your biggest networking and communications challenges

This conference will provide the insight to allow you to:

- Build and maintain a current network strategic plan
 - Solve your most pressing operational challenges
 - Ensure your network is available and running 24/7 and even through a disaster
 - Successfully design and implement IP telephony and unified communications solutions
 - Keep your network budget under control
 - Secure your network
 - Mobilize your company
- And much more

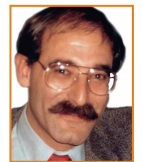
KEYNOTE SPEAKERS



William Clark
Research Vice
President, Gartner



Martin Gutberlet
Research Vice
President, Gartner



Dr. Andrew Lippman
Creator and
Head MIT Media
Lab's Viral
Communications
Program

CONFERENCE CO-CHAIRS



Bob Hafner
Managing Vice
President, Gartner



Eric Paulak
Managing Vice
President, Gartner

Gartner
Enterprise Networking
Summit 2007

Gartner
Enterprise Networking
Summit 2007

DECEMBER 10-12
GAYLORD OPRYLAND RESORT & CONVENTION CENTER
NASHVILLE, TN



Q & A with Bob Hafner and Eric Paulak, Conference Co-chairs

Q. Why a conference focused specifically on enterprise networking?

A. A network to an enterprise is like a spinal cord to a human being. You can't live without it. As your operation becomes increasingly intertwined and dependent on your network, it becomes vital for it to run at peak performance. Ensuring your network is available and running – now and in the future – is a key theme of this conference.



Q. What makes Gartner's approach to enterprise networking different?

A. The content is based on Gartner research – which is often composed of conversations with real customers about real problems. It is analyzed by senior industry analysts who understand customer problems and industry issues and know the vendors as well as the technology. Since last year's conference, there have been literally hundreds of research notes published, trends uncovered and predictions made. This conference will reflect this research and make sense of it.

Q. How will this year's conference be different from last year's?

A. The agenda will reflect the dramatic changes that have occurred in the networking marketplace in just the last six months – everything from the many mergers and acquisitions to Microsoft's and IBM's serious entry into the unified communications and telephony space. We've added an additional track of sessions, so there is 33% more content than last year. This gives us the ability to broaden the scope of subjects – like data center networking, the role of video, global networks and also present more detail on some of the topics you asked us to, like unified communications, disaster backup, network management, organizational issues, network security, mobility, and much more.

Q. How can I justify attending this conference?

A. From a purely financial perspective, it is not uncommon for those who attend this conference to uncover ways to save 5-10% of their networking costs. As you know, this could be in the tens of millions of dollars. Of course, you'll take away new ideas, real-life suggestions and leading-edge concepts you can use immediately to plan, design, implement and operate your mission-critical network. **Last – but hardly least – by attending and taking part in this education process, you'll make yourself immediately more valuable to your enterprise.**

Save \$200! Sign up by October 15 with credit card to receive your early bird discount. Visit gartner.com/us/net



Four tracks. Everything you need to know to plan, design, implement, operate, and move your network forward.

A Planning Networks

What are the latest service and technology trends and directions? How will they impact your networking strategy? This track will review and assess the market's evolving complexity, and look at promising opportunities on the horizon. From these sessions, you'll take away a solid understanding of the future on which you can base your strategic plans, and technology and service assessments.

B Designing Networks

How will new technology and services fit into the new corporate network? This track will provide the context you need to move your networks forward – along with corporate-specific design and migration strategies to get you there.

C Implementing Networks

How do you successfully install and use new network services and technologies? This track focuses on how to maneuver through the challenges and realities of a successful implementation. Highlighted throughout the presentations will be case studies of companies that have already faced the challenges of these new technologies and services, along with their best practices.

D Operating Networks

How can you ensure your mission-critical network remains available and running? This track analyzes the ever-difficult operational and personnel issues you deal with day-to-day. These sessions will provide insight, as well as tools, for addressing old and new problems in new, more effective ways.

Special features:

- Four complimentary pre-conference tutorials
- SANS Institute pre-conference workshop on networking security (separate registration and fee apply)
- Four content tracks
- 32 sessions
- Four keynote presentations
- 12 Gartner analysts
- Top solution providers
- Analyst one-on-ones and analyst-user roundtables (Gartner clients only)

WHY ATTEND?

You'll learn how to:

- Design a network today that will meet your future business needs
- Benefit from new applications enabled by unified communications
- Make your existing applications run better and more profitably
- Secure your network
- Negotiate the best deal with managed service providers
- Capitalize on emerging technologies and leading-edge applications

WHO SHOULD ATTEND?

Every executive and IT professional involved in voice applications and data communications planning, design, implementation, or operations should attend, including:

- CIOs and other senior IT executives
- VPs, directors, and managers of network management
- Data or networking communications executives, directors, and managers
- Voice or telecommunications executives, directors, and managers
- System architects, planners, or consultants
- Network architects, planners, or consultants
- Network security architects, planners, or consultants
- IT operations leaders and management
- Network operations leaders and management
- Systems operations leaders and management
- Contact center and other group leaders
- Business and product line leaders
- Help desk and technical support leaders

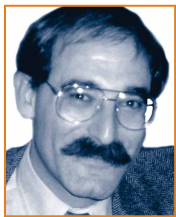
If you're in IT, you'll gain a better understanding of technology, how it's changing, and where it's going, so you can build a better network.

If you're on the business side, you'll get the latest news and views surrounding networking technologies and strategies needed to run your business at peak performance.

Keynote Guest Speaker

Architectures for Creative Communications and Community Invention

Dr. Andrew Lippman
Creator and Head, MIT Media Lab's Viral Communications Program, Co-director, MIT Interdisciplinary Communications Futures Program



Dr. Andrew Lippman is the founding associate director of MIT's internationally influential Media Laboratory. In his keynote discussion, he'll focus on community invention and the enabling architectures for it. Today's youth were born into a technology that is more a tool for invention than a one-shot product – they re-invent our offerings at will and bypass

the ones that can't be molded. Dr. Lippman will help you meet the challenge of providing technology, products and services that encourage this malleability. His views on technical and social architectures will be timely and invaluable. You'll walk away knowing how to create a work environment where that home-brew attitude reinvigorates your enterprise and keeps your employees engaged.

Special Pre-Conference Workshop from SANS Institute

Security Strategies for Segmenting your Network
Presented by **Chris Brenton**
Sans Institute, Consultant (Fellow)

Attackers have become far savvier at payload based attacks and reverse tunnel connections. The result is that perimeter security is less capable of mitigating modern attacks against corporate assets. The talk will focus on integrating security directly into the network fabric. The strengths as well as the limitations of internal firewalling, network access control as well as host based intrusion prevention will be discussed in detail.

Separate fee of \$495 applies.

Gartner Keynote Speakers

Context Oriented Architecture: Building the Foundation for Universal Personalization

William Clark
Research Vice President, Gartner



The Internet has transitioned from the Connect-me Internet at its inception to the current Share-something Internet (Web 2.0). William Clark sees a further migration to the Know-me Internet over the coming years. The delivery of moment-of-need information, like presence and location, will add another dimension to the technologies and architectures that will need to be built. Key communications and access methods will assist in this transformation, and will be discussed.

The Future of the Communications Industry

Martin Gutberlet
Research Vice President, Gartner



In this engaging session, Martin Gutberlet will describe key telecommunications industry drivers and challenges, illustrate opportunities for investors and buyers of networks, and provide a unique view of the U.S. Telco market. He will describe the challenging blend of stress and opportunities key industry stakeholders face. You'll learn how traditional network carriers and new players – such as Google – are shifting the basis from competition about pure access, to content, entertainment and advertising, and how innovation is leading to new business models.

Worldwide Expertise at your Fingertips!

Your Questions on Enterprise Networking Answered

For over 25 years, Gartner analysts have been the trusted advisors to many of the world's largest and most demanding organizations. No one sees the implications of technology so clearly, so consistently. Gartner analysts draw constantly from the real-life challenges 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. Gartner Enterprise Networking Summit brings a level of experience and expertise that you simply cannot get anywhere else.



Ted Chamberlin,
Research
Director

"With the consolidation of network service providers, many clients bemoan their lack of apparent leverage against their carriers. That is not the case. IT service providers, virtual network operations and systems integrators all will provide enterprises with managed and outsourced network services. Don't pass up the opportunity to level the playing field."



William Clark
Research VP

"Context Oriented Architecture provides a viewpoint to effectively open up today's Enterprise Architectures to voice-based applications and the challenge of supporting up to six different styles of mobile computing."



Debra Curtis
Research VP

"New technologies can help automate some tasks, reducing the pressures on the overworked network management staff, but it's vital to simplify the environment to be able to gain these efficiencies and economies of scale."



Ken Dulaney
VP Distinguished
Analyst

"Wi-Fi is ready to take another turn upward with the advent of 802.11n technology. It is important that networking organizations develop a strong understanding of this technology – as the age of the all-wireless office creeps up on us."



Bern Elliot
Research VP

"Contact center and unified communications solutions have entered a phase of rapid evolution, and both customer and business expectations are evolving with them. There is both opportunity and risk in how companies address these present needs and in how they prepare themselves for future changes."



Mark Fabbi
VP Distinguished
Analyst

"Networking is no longer about connecting the dots. If you're not having a noticeable positive impact on those sitting at the end of the 'wire,' you're not doing your job."



Martin Gutberlet
Research VP

"The Communications industry is driven by technical buzzwords such as Fixed-Mobile Convergence, which have little meaning for a corporate user. It is up to the enterprise to explore the business value behind networking technologies."



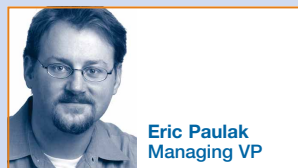
Bob Hafner
Managing VP

"Too many companies continue to do linear thinking in networking – add more bandwidth or upgrade Ethernet. We want companies to address problems by doing things differently, not just faster and more expensively."



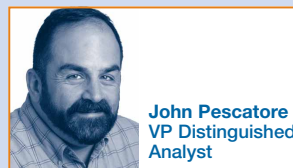
Michael King
Research
Director

"Wireless networking technologies can no longer be implemented tactically or in a piecemeal fashion it demands that a strategic, calculated approach be taken...and ignoring it is not an option."



Eric Paulak
Managing VP

"High availability networks are still built around making data centers and large business locations more redundant. With over half of employees working remote at least part time and everyone remote in a disaster, it's time to rethink what high availability and redundancy should look like."



John Pescatore
VP Distinguished
Analyst

"The network is still the first place we can address new threats, and still the only place we can protect all endpoints at once – but only if we build security into the network from the start."



Jay Pultz
VP Distinguished
Analyst

"There's a misperception that networking is just moving bits thru pipes. Networking is really IT services, software, and applications. As such, networking isn't its own separate world; it must be closely tied to the rest of corporate IT, and the business."



Ray Wagner
Managing VP

"There's obvious synergy between the network and the identity layer, but not much real integration yet."

"Wonderful blend of strategic and tactical advice. Every session held several good ideas that I can use in my company. Great ROI!"
Senior Manager, AutoDesk

In 32+ sessions, Gartner tackles your biggest networking and communications challenges

Take a look at the session locator below to identify the most relevant Summit sessions for the challenges you are facing – and what you will learn:

Challenge: How to create an overall network architecture plan

- **Examine how the Internet and enterprise networks will evolve, and how to plan for these changes:** Building the Foundation for the Next-Generation “Know-Me Internet” (K1) and The Future of Communications Architecture: Preparing for the “Know-Me Internet” (C5)
- **Learn how enterprises should design networks to support future architecture:** Building a Global Network (C3) and The High-Performance, On-Demand Network (B2)
- **Make a plan for building a highly functional and secure network:** Does Your Network Understand Your Application? Application Fluent Networks (B4) and Network Access Control and VoIP Security: Not Easy, But Worth It (D5)
- **Improve your operational capabilities:** Network Behavior Analysis: Optimizing Network Security, Operations, and Application Availability (T3) and Improving Network Operations: Simplify, Automate, and Evolve to a Services Mindset in the Network Management Organization (D2)

Challenge: How to keep your network budget from spiraling out of control

- **Explore how companies are planning on making networking or communications acquisitions:** The Vendor Influence Curve: Achieving IT and Business Alignment (B1)
- **Examine how networks should be designed to make the most efficient use of expenditures:** You Are Wasting Money in Your Network: Where You Should Be Spending It! (C1)
- **Discover how to avoid expensive network implementations using best practices:** Networking Case Studies: Experiences from the LAN to the WAN (C6)
- **Assess operational and hidden costs, and effectively plan your network budget:** The Real Cost and Real Value of Your Network (D3)

Challenge: How to prepare for the impact of unified communications on your business

- **Get a grip on the market and vendors and their capabilities, so you can begin the planning process for UC:** Unified Communications: The Battle for Mindshare (C2)
- **Address how to design UC implementations that support both the fixed and mobile worlds:** Fixed and Mobile as One: Bringing All the Voice Worlds Together (C7)
- **Delve into how other companies have implemented UC to improve productivity and revenue:** Cool Comm Apps: Communications-Enabling Your Business (B3)
- **Find out how to implement the latest operational strategies for UC and other infrastructure in your network:** Network Management: Tools of the Trade, Trends and Best Practices (D6)



At a Glance

DECEMBER 10-12, 2007 GAYLORD OPRYLAND RESORT NASHVILLE, TN

Sunday, December 9

1:00pm	SANS Institute Pre-Conference Workshop: Security Strategies for Segmenting your Network (Separate registration and fee apply)		
4:00pm	Pre Registration		
	Pre-Conference Tutorials		
4:15pm	T1. Use Gartner's Networking Maturity Model to Rate Yourself and Prioritize Challenges	T2. What Networking People Need to Know About Applications Architectures	
5:30pm	T3. Network Behavior Analysis: Optimizing Network Security, Operations and Application Availability A	T4. The Wireless Office – Are We Ready to Build It?	

Monday, December 10

7:00am	Registration			
7:00am	Continental Breakfast			
8:00am	Welcome and Introductions			
8:15am	K1. Gartner Keynote Address: Context Oriented Architecture: Building the foundation for Universal Personalization A William Clark, Research VP, Gartner			
	Track A Planning Networks	Track B Designing Networks	Track C Implementing Networks	Track D Operating Networks
9:30am	A1. Gartner Mobile Scenario A	B1. The Vendor Influence Curve: Achieving IT and Business Alignment	C1. You Are Wasting Money in Your Network – Where You Should Be Spending it!	D1. Aligning Networking, IT and Business Needs: Best Practices
10:45am	Solution Provider Sessions & Case Study Presentations			
11:45am	Attendee Lunch and Sponsor Showcase			
2:15pm	A2. The Future of Network Security A	B2. The High-Performance, On-Demand Network	C2. Unified Communications: The Battle for Mindshare	D2. Improving Network Operations: Simplify, Automate and Evolve to a Services Mindset in the Network Management Organization A
3:30pm	Solution Provider Sessions & Case Study Presentations			
4:45pm	A3. WLAN and Broadband Wireless Strategies	B3. Cool Comm Apps: Communications – Enabling Your Business	C3. Building A Global Network	D3. The Real Cost and Real Value of Your Network
5:45pm	Solution Showcase Reception			

Tuesday, December 11

7:00am	Networking Breakfast			
8:00am	K2. Keynote Address: Architectures for Creative Communications and Community Invention A Dr. Andrew Lippman, Creator and Head of the MIT Media Lab's Viral Communications Program and Co-director of MIT's Interdisciplinary Communications Futures			
9:15am	Solution Provider Sessions & Case Study Presentations			
10:30am	A4. Can Your Network Support You in a Disaster? Here's How to Prepare for It	B4. Does Your Network Understand Your Application? Application Fluent Networks A	C4. Open Source Communications: Disrupting the Model A	D4. Losing Your Fear of Those Little Handhelds at the End of Your Network
11:30am	Attendee Lunch and Sponsor Showcase			
1:30pm	Solution Provider Sessions & Case Study Presentations			
2:45pm	A5. The Role of Video	B5. AT&T or Google: Who Should Be Your Next Phone Company?	C5. The Future of Communications Architectures: Preparing for Universal Personalization A	D5. Network Access Control and VoIP Security: Not Easy, But Worth It A
4:00pm	K3. Keynote Address: To be announced. Visit gartner.com/us/net for updates.			
5:00pm	Sponsor Hospitality Suites			

Wednesday, December 12

7:00am	Breakfast with the Analysts			
8:00am	A6. The Data Center Network: The Heart of Your Business A	B6. The Evolution of the Contact Center A	C6. Networking Case Studies: Experiences from the LAN to the WAN	D6. Network Management: Tools of the Trade, Trends and Best Practices A
9:15am	Solution Provider Sessions			
10:00am	A7. The Future of the Network Manager: Where Do You Go From Here?	B7. Remote Access: Connections to Everyone – With or Without Wires!	C7. Fixed and Mobile As One: Bringing All the Voice Worlds Together	D7. Four Identity Networking Case Studies A
11:15am	K4. Keynote Address: The Future of the Communications Industry Martin Gutberlet, Research VP, Gartner			
12:15pm	Gartner conference adjourns			

A Sessions with the "A" icon are more advanced in their content.

AGENDA AS OF AUGUST 16, 2007 AND SUBJECT TO CHANGE.

Register today at gartner.com/us/net **7**

Reference Guide

Interact with Gartner analysts – and get your specific questions answered.

- **Track session Q&As:** Every session includes an opportunity to ask the presenter your top question.
- **Analyst-user roundtables:** Up to 12 Gartner clients get together to share strategies, challenges, insights and best practices on a pre-assigned topic.
- **Analyst one-on-one meetings:** Gartner clients meet with a Gartner analyst to get highly qualified advice specific to your company or projects as well as answers to your toughest questions.
- **Analyst breakfast:** Join our onsite analysts for an informal breakfast discussion.

Hear what industry experts and luminaries have to say.

- **Keynote presentations:** Today's leading thinkers, writers and business leaders address the big picture and share their insights.
- **General sessions:** Analysts present new research, address common challenges, and examine today's latest best practices.
- **End-user case studies and panels:** Those responsible for some of the biggest and most complex implementations in the business join us to share the details on their biggest successes and most powerful "learning experiences."

Get the latest information on networking technologies from top solution providers.

- **Hospitality suites:** More than a bottle of water or a good cup of coffee, hospitality suites put you together with representatives from top solution providers.
- **Solution provider sessions and case studies:** Learn about the most compelling new solutions being implemented, and get a tell-all report from the field.
- **Sponsor showcase gatherings:** You've heard the hype, you've seen the ad. Now find out what it's really about when solution providers take the stage.

Network with peers, share experiences, and get their take on the latest issues.

- **Attendee networking breakfasts:** Each table has a vertical industry assignment. Choose the one that best matches yours, and find out what your peers have to say about shared issues in that arena.
- **Communal lunches:** Every afternoon, attendees gather for casual conversation – the kind of exchange that often leads to valuable insights.

Session Descriptions

SANS Institute Pre-Conference Workshop*

Security Strategies for Segmenting your Network

Attackers have become far savvier at payload-based attacks and reverse tunnel connections. The result is that perimeter security is less capable of mitigating modern attacks against corporate assets. The talk will focus on integrating security directly into the network fabric. The strengths as well as the limitations of internal firewalling, network access control, and host-based intrusion prevention will be discussed in detail.

Chris Brenton, SANS Institute

* separate fee and registration apply

Pre-Conference Tutorials

T1. Use Gartner's Networking Maturity Model to Rate Yourself and Prioritize Challenges

Improvement begins with an honest and thorough assessment of where your networking organization is today. Gartner's Networking Maturity Model (NMM) baselines you against best practices in four critical dimensions, and relates networking maturity to overall infrastructure and operations maturity.

- What is the Gartner NMM?
- How should companies assess themselves within the scope of the NMM?
- How should enterprises prioritize their NMM weaknesses?

Jay Pultz

T2. What Network People Need to Know About Applications Architectures

Network planners must understand the world of application architecture. Learn how architects apply service-oriented architecture (SOA), Web Services, and application streaming techniques to solve a wide variety of scalability, reliability, and response requirements, and how these techniques impact the network.

- What are the primary application architectures?
- How will they affect the network?
- How can companies ensure synergy between applications and networks?

William Clark

T3. Network Behavior Analysis: Optimizing Network Security, Operations, and Application Availability

Network Behavior Analysis (NBA) systems provide continuous global visibility into network activity to enable improved network and security operations. We'll highlight how NBA solutions fit into network environments, reduce the time to troubleshoot network and security issues, and provide critical planning information.

- What is NBA?
- How does NBA impact security, network, and applications availability and performance?
- How should companies use NBA to improve network and security operations?

Ray Wagner

T4. The Wireless Office: Are We Ready to Build It?

Mobility is on the rise and vendors are making promises. We'll assess the reality and challenges of building a completely wireless office – coverage, power, desk phones, desktops PC, laptop – and problems you'll face when everything can move.

- Which technologies are involved in building the wireless office?
- What should enterprises do to prepare for the wireless office?

Michael King

Session Descriptions

Keynote Sessions

K1. Context Oriented Architecture: Building the Foundation for Universal Personalization

The Internet has transitioned from the Connect-Me Internet at its inception to the current Share-Something Internet (Web 2.0). Gartner believes communications and applications technologies will migrate to Context Oriented Architecture (COA) over the coming years. The delivery of moment of need information, like presence and location, will add another dimension to the technologies and architectures that will need to be built. Key communications and applications infrastructure will assist in this transformation and will be discussed.

- How will the Internet and applications migrate to a Context Oriented Architecture over the coming years?
- What key communications and applications infrastructure will assist in this transformation?

William Clark

K2. Architectures for Creative Communications and Community Invention

Lippman talks about community invention and the enabling architectures for it. As Alan Kay said: "Technology is anything invented after you were born." Today's youth were born into a technology that is more a tool for invention than a one-shot product – they re-invent our offerings at will and bypass the ones that can't be molded. Our challenge is to provide technology, products and services that encourage this malleability, and to create working environments where that home-brew attitude reinvigorates an enterprise and keeps the employees engaged. Given the trend towards supercomputers in pockets that rival those of large banks and insurance companies and wired and wireless networks to tie them all together, we have to consider both the technical and social architectures that will make them work.

Dr. Andrew Lippman, Creator and Head MIT Media Lab's Viral Communications Program

K3. To Be Announced

Visit gartner.com/us/net for updates.

K4. The Future of the Communications Industry

Key stakeholders in the global communications industry face challenges and opportunities. Traditional network carriers – and new players such as Google – are shifting the basis from competition about pure access to content, entertainment and advertising. Innovation is leading to new business models. We'll cover the challenges and opportunities, and provide a fresh view of the U.S. Telco market.

- What are the principal drivers of change in the telecommunications industry?
- How will evolving consumer and business demands alter the entire industry's value chain?

Martin Gutberlet

Track A: Planning Networks

A1. Gartner Mobile Scenario

Every organization needs a corporate wireless strategy. The mobile scenario provides insight into key business and technology trends that will define the future of mobility.

- What will be the key mobile and wireless technology trends through 2012?
- How will network operators, device manufacturers and software companies address enterprises with wireless products and services?
- Which mobile and wireless solutions will deliver the greatest value?

Ken Dulaney

A2. The Future of Network Security

Network threats evolve; the countermeasures must keep pace. Intrusion Prevention is providing better security without burdening IT resources. New combination security platform appliances will provide unified management of multiple systems at wire speed. We'll present magic quadrants and describe the best solutions.

- What will network security safeguards look like in the next few years?
- How are network threats evolving?
- What new security products will emerge? How will existing ones change?

John Pescatore

A3. WLAN and Broadband Wireless Strategies

The wireless LAN market is reaching maturity. We'll discuss the progression of wireless LAN technology, emerging WiMax technologies, security, management and architectures.

- What are the top wireless technologies in networking?
- What are best practices when building new wireless networks?
- Which wireless technologies and services should enterprises use to build their networks, and why?

Michael King

A4. Can Your Network Support You in a Disaster? Here's How to Prepare for It

The constant fear of disaster has been a wake-up call. Most companies have back-up data centers, but no, or poor, back-up communications plans. We'll outline how to develop a network recovery plan, what carriers can and cannot do, how to ensure the new network meets business needs, and what future technologies may help.

- How vulnerable are corporate networks?
- What network technologies will make networks more disaster-proof?
- How should corporations ensure a disaster plan works?

Eric Paulak

A5. The Role of Video

IP has given the Video Communications market a new lease on life. We'll review services – including usage-based telepresence, next-generation integrated desktop video, mobile video conferencing, and new disruptive consumer technologies – which present cost-saving opportunities, security threats, and best practices for different user scenarios.

- What does the roadmap for advanced IP video communications services look like?
- What are the trade-offs, compromises and workarounds when video-enabling the workforce?

Martin Gutberlet

A6. The Data Center Network: The Heart of Your Business

The data center network is in transition. Data center solutions must address the reliability, scale and performance of FibreChannel and Infiniband. And the network must become Application Fluent to transition to the control point of a virtualized data center.

Session Descriptions

Track A: *continued*

- What networking technologies should be in the data center?
- What impact will the data center network have on the rest of your network?
- What strategies will maximize the effectiveness of the data center network?

Mark Fabbi

A7. The Future of the Network Manager: Where Do You Go From Here?

This session focuses on what network managers need to be doing NOW to succeed. Learn how to develop a longer-term view, reduce Total Cost of Ownership (TCO), and automate person-power-intensive network management processes.

- How can you manage networking and communications services delivered to the business?
- Where should you focus infrastructure upgrade initiatives?
- What are the opportunities to reduce network and communications costs?

Jay Pultz

Track B: Designing Networks

B1. Vendor Influence Curve: Achieving IT and Business Alignment

The Vendor Influence Curve (VIC) helps enterprises assess their relationship with vendors and think differently about how IT decisions are made. Avoid making IT decisions using faulty age-old practices – and missing opportunities to enable the business.

- What is the VIC? Why should organizations care about it?
- How should organizations use the VIC to their advantage?
- What are the business implications of adopting the VIC?

Mark Fabbi

B2. The High Performance, On-Demand Network

The network is going all IP, but there are dozens of paths to get there. We'll look at current network architectures and their maturity, and the best migration path for enterprises.

- What are the current and future trends driving network migrations?
- What will the network of the future look like?
- Which vendors are going to take enterprises to that network of the future?

Eric Paulak

B3. Cool Comm Apps Communications-Enabling Your Business

The current generation of communications allows enterprises to directly integrate communication functions with applications. Enterprises must now target processes and functions they wish to improve. We'll provide a framework for identifying and implementing these changes.

- What are the characteristics of successful communications-enabled business applications?
- What are examples and case studies of successes?
- How should companies identify and deploy these?

Bob Hafner

B4. Does Your Network Understand Your Application? Application Fluent Networks

Enterprises are struggling with delivering acceptable application performance as data and servers are being centralized. New Application Fluent network technologies provide services required to make browser-based and SOA application environments work better.

- How have application architectures changed and impacted network design?
- How should you design your network to ensure application performance?
- What vendors will lead the evolution to the Application Fluent network?

Mark Fabbi

B5. AT&T or Google: Who Should Be Your Next Phone Company?

Enterprises put their future viability in the hands of their network provider; many times, it's the cheapest vendor they can find. Who should enterprises trust? We'll examine which vendors can meet enterprise needs, today and in the future.

- Which services do enterprises require?
- Should companies have a single vendor or a multi-vendor environment?
- Which service providers are best positioned to deliver?

Ted Chamberlin

B6. The Evolution of the Contact Center

The Internet, VoIP, mobility, and speech recognition have irrevocably changed contact centers and customer expectations. Success will require both technology and business process change. We'll address universal queuing, alternative service delivery models, work-at-home agents, predictive analytics, and reorganization.

- How are contact centers' technology and practices evolving?
- How will customer interaction methods and patterns change?
- Which approaches and practices will be most effective?

Bern Elliot

B7. Remote Access: Connections to Everyone – With or Without Wires!

Enabling nomadic and mobile capabilities may give end users more power, but "do-it-yourself" solutions can be costly and not improve productivity. We'll look at how to enable remote working, ensure productivity, and actually control costs.

- How should organizations implement and support mobile working solutions?
- What role will new remote access and mobility strategies and technologies play?
- What are leading products and services for controlling remote access and mobility?

Eric Paulak

Session Descriptions

Track C: Implementing Networks

C1. You Are Wasting Money in Your Network: Where You Should Be Spending It!

Last year, we identified \$100 billion of waste. We'll look at how those opportunities have changed, assess new network waste to avoid, and identify where the money should be spent.

- Which technologies or services are wasting your network budget?
- Where should your network dollars be spent?
- What should enterprises do to prepare?

Bob Hafner

C2. Unified Communications: The Battle for Mindshare

Voice communications is continuing to change, and new alternatives to IP PBXs are already evolving to replace them. Enterprises must rethink their delivery of voice, video, data, and collaborative applications, and design architectures and organizations capable of supporting them.

- What are the business advantages of unified communications and collaboration?
- Which solutions and approaches are most successful?
- How should enterprises evaluate, select, and justify these solutions?

Bern Elliot

C3. Building a Global Network

Collaboration between employees independent of their location, technical discontinuities and centralized sourcing will force many enterprises to rebuild large portions of their network. Companies must build a communications architecture that addresses the coming changes, such as IP telephony, Video, Unified Communications, mobility and business-specific requirements.

- What will be the building blocks for LANs and WANs?
- How will new services impact network architecture design?

Martin Gutberlet

C4. Open Source Communications: Disrupting the Model

Open Source is an increasingly viable alternative to closed models. Software built around VoIP and SIP provide a disruptive alternative to existing LANs, Routers, IP-PBXs, and messaging.

- How does Open Source change the value proposition for communications systems?
- What solutions are available, how real are they, and where are they best used?
- What legal, licensing, management, and policy issues must be considered?

Bern Elliot

C5. The Future of Communications Architectures: Preparing for Universal Personalization

Communications architectures were re-written in the last 20 years as thinking of them as pipes were overlaid with the "Internet cloud" and applications infrastructure.

- What is the third wave of innovation on the way?
- How are discontinuities in distributed computing, social software, mobile and unified communications causing it?

William Clark

C6. Networking Case Studies: Experiences from the LAN to the WAN

We'll look at case studies of large company network implementations that used an innovative solution – anywhere from the LAN to the WAN.

- What are best practices in the deployment of WAN technologies?
- What are best practices in the deployment of LAN technologies?
- What are best practices in the deployment of wireless technologies?

Michael King and Ted Chamberlin

C7. Fixed and Mobile as One: Bringing All the Voice Worlds Together

There are many channels for voice. But users want all of them to look like a single logical connection. We'll examine how to bring all these together today and tomorrow.

- What are the technologies and services for building fixed and mobile converged networks?
- Which vendors will help enterprises build and migrate to converged fixed and mobile networks?
- How will companies architect fixed and mobile converged networks?

Bob Hafner

"A very positive experience... got interesting perspectives on Fixed-Mobile Convergence, which is a critical subject these days.... I would definitely come to another Gartner event."

Scott Alvarez, Senior Manager, Technical Marketing, Competitive Intelligence, Avaya

"A mountain of valuable information in just a few days."

Lieve Rombouts, Estee Lauder

Session Descriptions

Track D: Operating Networks

D1. Aligning Networking, IT, and Business Needs: Best Practices

IT infrastructure will be radically different in five years. What disciplines do you need in networking to transition to this new infrastructure, and what is the role of the network? Get strategic guidance here.

- How should networking groups work with business units?
- Where are the opportunities between network and business units?
- What are best practices when aligning business and network strategies?

Jay Pultz

D2. Improving Network Operations: Simplify, Automate and Evolve to a Services Mindset in the Network Management Organization

The management team of the network operations group needs to structure the organization and establish strategies to efficiently use tools and successfully operate the network. It also needs to evolve to a services mindset that actually contributes to the business.

- How are network organizational structures and staffing levels evolving?
- What are strategies for improving efficiency and reducing operational costs?
- What are best practices for building a services mindset?

Debra Curtis

D3. The Real Cost and Real Value of Your Network

We'll provide you with the framework to cost your network and provide insight into how these costs will change with new technologies.

- How should organizations measure the cost of networks?
- How should they measure the value of networks?
- What are benchmarks and best practices for building networks?

Ted Chamberlin

D4. Losing Your Fear of Those Little Handhelds at the End of Your Network

You have to understand trends in mobile devices and strategies to gain control over technologies that straddle electronics and fashion.

- How will handheld devices evolve and mature?
- How will major hardware and software platform providers fare during the next five years?
- What items must be addressed in any mobile policy?

Ken Dulaney

D5. Network Access Control and VoIP Security: Not Easy, But Worth It

We'll evaluate security issues related to Voice over IP (VoIP), and separate hype from reality. Network Access Control (NAC) allows network managers to establish network access policies. But, the process is fraught with challenges.

- What are the architectural approaches to NAC and VoIP security?
- How can NAC and identity management work together?
- What should companies implement as part of their NAC and VoIP security strategy?

John Pescatore

D6. Network Management: Tools of the Trade, Trends and Best Practices

Managing the network requires tactical tools of the trade and strategic advice for network managers who are shifting to a business service model.

- What emerging technologies and business pressures drive enterprise network management?
- Which vendors, products and technologies will shape the network management market?
- What are people and process best practices for aligning network management with business needs?

Debra Curtis

D7. Four Identity Networking Case Studies

Review how early adopters have merged IAM technology and networking technology to better protect key applications and sensitive data. Learn how four organizations used "identity networking" to enable guest networking, forensic analysis, auditing, and server isolation.

- What is Identity Networking?
- What are best practices when merging IAM and networking technologies?

Ray Wagner

Analyst-User Roundtables

Analyst-User Roundtables* are small gatherings of six to 12 people selected to discuss a pre-assigned topic, moderated by an analyst. They offer a great way to hear what your peers have to say about the problem keeping you up at night.

* Analyst-User Roundtables are available to Gartner clients only.

Global Service Provider Strategies Martin Gutberlet

Early Experiences in Unified Communications Bern Elliot

Network Behavior Analysis Trends and Strategies Ray Wagner

WAN Optimization and Application Acceleration Strategies Mark Fabbri

The Challenges of Mobile Devices Ken Dulaney

Network Access Control (NAC) Best Practice John Pescatore

Network Managers: Addressing the Most Challenging Priorities Jay Pultz

Network Systems Management Best Practices Deb Curtis

"It was amazing to hear how other companies face similar challenges."

Alvin Smith, Marriott International, Inc.

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Gartner Enterprise Networking Summit: How to Justify Your Attendance in 2007

Budgets are tight and, increasingly, IT and business professionals must prove the value of educational conferences before attending. We've pulled together information that will help you demonstrate how attendance at the Gartner Enterprise Networking Summit supports your organizational goals. We have created the agenda in a way that allows you to customize the event contents to meet your personal and professional needs.

- **Achieve hard dollar savings:** Walk away with recommendations and advice that can save you 5-10% on network services and hardware – equal to millions of dollars for many organizations.
- **Move your network forward:** We'll guide you through each distinct step as you plan, design, implement and operate your network – from mobile devices all the way through data centers. This year, our scope is broader and there are 33% more sessions – on relevant topics like network design, network management, security and unified communications.
- **Learn best practices:** The best conversations you'll ever have with other enterprise networking professionals will occur at this conference. Gain lessons learned and advice on your specific environment in peer interactions and in One-on-Ones with Gartner Analysts and intensive Analyst/User Roundtable discussions.
- **Spend your money where it counts:** Get a vendor-neutral unbiased assessment of technologies that provide little or no benefit – and those that create true ROI – in the analyst-led session: You're Wasting Money in Your Network – Where You Should Be Spending It.
- **Create a long-term strategy & plan:** Prepare for the next phase of the Internet with strategic insight only Gartner can provide. Get high-level advice for evolving your enterprise and communications architectures to meet the challenges ahead while avoiding tactical errors in Context Oriented Architectures Building the Foundation for Universal Personalization and The Future of Communications Architectures: Preparing for Universal Personalization.
- **Solve REAL problems:** We've placed the very issues that keep you up at night on the front burner with case studies of what other organizations have found work or doesn't. The case studies include how to keep costs low, keep the network running 24/7, prepare for disasters, manage change faster, gain control over mobile devices and beef up network security safeguards.
- **Be a stronger contributor.** Find out what you need to be doing now to succeed in your current and future roles. We'll round out your skills in key areas and share organizational strategies that will make you more valuable – and more of a relevant asset – to your organization.
- **Further your education:** Read all the books and trade journals you want. But the best enterprise networking education you can get is at this conference. Over 32 sessions, plus case studies presented by leading Solution Providers, will ensure you have the right information on time and at hand when you need it.

“With tight budgets, limited headcounts, and an increasing demand for IT services, it's important to be sure you're doing the right things, for the right reasons, at the right time.... It appears that we're headed in the right direction, and even ahead of the curve in some areas.”

Roger Kirouac, Chief Information Officer,
Department of Defense Education Activity

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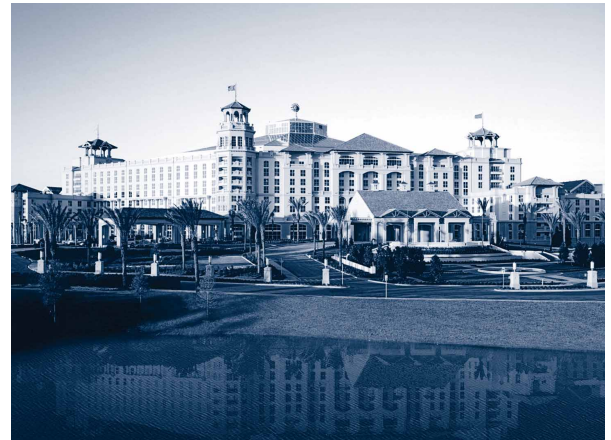
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