

# Gartner

## Portals, Content & Collaboration Summit 2007

SEPTEMBER 17-19

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workplace technologies

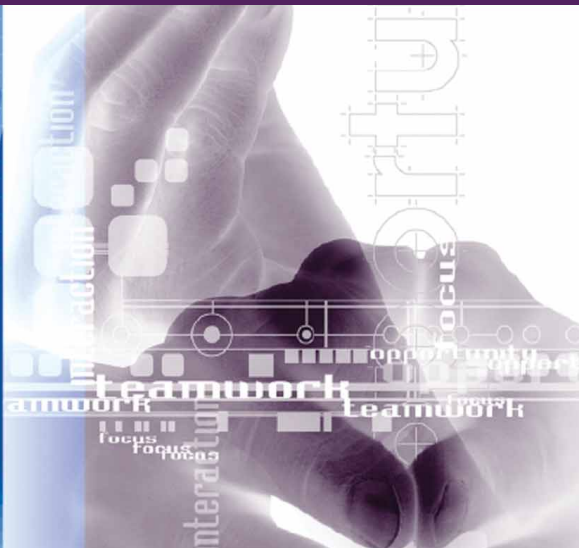
# PORTALS

Content Management

# INNOVATION

# Search

# COLLABORATION



### Maximizing Workplace Performance and Productivity

#### KEYNOTE SPEAKERS



**Andrew McAfee,**  
Associate Professor,  
Harvard Business  
School



**Jakob Nielsen,**  
User Advocate  
and Principal of the  
Nielsen Norman Group

#### CONFERENCE CHAIR



**Tom Austin,**  
VP and Gartner Fellow

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**Gartner**  
Portals, Content &  
Collaboration  
Summit 2007

# Power to the Communities: What's new. What's changing. What's hot.

**This year's Summit is all about increasing the impact and effectiveness of people in your workforce.** Four tracks – plus virtual tracks – will explore best practices and emerging technologies and architectures that will have the highest impact in your workplace.

**A Track A: Business Application of Technology**  
will focus on how to achieve business efficiency and competitiveness by leveraging and maximizing the impact of employees, suppliers, partners, distributors, agents and customers.

**B Track B: Best Practices and Execution**  
will reveal practical cases showing how successful organizations manage cultural, business process, and technology changes to improve the effectiveness and impact of people.

**C Track C: Marketplace Dynamics**  
will make sense of the increasingly complex and volatile marketplace of products, services, delivery models and vendors ... the root cause of market shifts and provider changes ... and how to manage relationships and negotiations with suppliers and providers.

**D Track D: Technologies and Architecture**  
will examine the role of your enterprise architecture strategy in the successful integration and implementation of new technologies ... and how to lay the right architecture foundation to meet demands for flexibility and hyper-connectivity.

**V Virtual Tracks**  
will delve into portals, content and collaboration technologies. Running through the four main tracks are three virtual tracks which focus on the topic areas of portals, content management, and collaboration. If your role focuses specifically on one of these three disciplines, the virtual tracks will help you find the right Summit content.

**P Pre-Summit Sessions**  
Special learning opportunities are available to attendees arriving on Sunday, September 16. These hour-long sessions will firmly ground you in Portals, Content Management and Collaboration basics.

## KEY TOPICS

- Enterprise content management, search, and access
- Increasing portal functionality and interoperability
- Coping with technology discontinuities
- New collaboration technologies and the organizational and cultural changes they bring
- Workplace Competency Centers

## WHO SHOULD ATTEND

- Portals, Content, Collaboration, KM Managers
- Business Intelligence Professionals
- Chief Knowledge and Learning Officers
- IT Security Managers
- IT Architects and Planners
- Applications Integration Managers and Directors

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# Keynote Speakers

## The Challenges of Enterprise 2.0 Adoption

**Andrew McAfee, PhD**

**Associate Professor**

**Technology and Operations Management**

**Harvard Business School**



Andrew McAfee, the distinguished creator of Enterprise 2.0 adoption, is currently involved in the research of how Web 2.0 technologies can be used within the enterprise, and what their impact is likely to be. In his keynote presentation, he will discuss tools that allow for more spontaneous, knowledge-based collaboration. These new tools may well supplant other communication and knowledge management systems with their superior ability to capture tacit knowledge, best practices and relevant experiences throughout a company, and make them readily available to more users. You'll hear his fascinating case studies and the latest survey data. Plus, Dr. McAfee will send you home with a set of ground rules for implementing the new technologies in your enterprise and overcoming the challenges of Enterprise 2.0 adoption.

## Usability and Productivity: Are We There Yet?

**Jakob Nielsen, PhD**

**User Advocate**

**Principal of the Nielsen Norman Group**



Dr. Jakob Nielsen founded the "discount usability engineering" movement for fast and cheap improvements of user interfaces, and has invented several usability methods, including heuristic evaluation. During 12 years of study, he has seen the emergence of the Internet as a mainstream, almost ubiquitous presence in everyday life. In this keynote presentation, he argues that – no matter how much technology develops – there is still plenty of room for improvement. And he will focus on the personalization of the Web as a case in point. Explore with Dr. Nielsen how the ability of Web sites to serve up the content that they guess each of us will find the most interesting is still in its infancy – and what promises the future holds.

## MORE REASONS TO ATTEND:

- **Build new communities of peers, experts and solution providers ...** network throughout the Summit with those who share similar organizational, workplace and strategic issues at Analyst/End-User Roundtables, Power Breakfasts and lunches and Receptions.
- **Caesars Palace in Las Vegas ...** Impeccable service. Luxury. Located right in the middle of the action. Need we say more?

## Gartner Delivers the World's Most Sought-After Technology Research

Virtual worlds, search, content management, portals – these disruptions are putting communities at the forefront. Let Gartner guide you in implementing technology initiatives that drive business innovation. For 25 years, the Gartner team of 700+ analysts has been tracking the implications of technology and advising many of the world's largest and most highly regarded companies. Bottom line, our analysts know portals, content and collaboration from every angle – and will deliver strategic advice you can use.

**"Job Saver! Come with your objectives, bounce them off experts and peers, return to work with a refined set of objectives that improve opportunities for project success."**

Wendy Fite, Chief Application Development Office  
Administrative Office of the US Court

# Analysts

For more than 25 years, Gartner analysts (now 700 worldwide) 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.

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. Gartner Portals, Content & Collaboration Summit brings this experience and expertise directly to you.



**Whit Andrews**

Research VP

Coverage Areas:

Web Services, High Performance Workplace



**Tom Austin**

VP & Gartner Fellow

Coverage Areas:

High Performance Workplace



**Toby Bell**

Research Director

Coverage Areas:

Document and Content Management



**Anthony Bradley**

Research Director

Coverage Areas:

Web Services, Web 2.0 in the Enterprise



**Matthew Cain**

Research VP

Coverage Areas:

Instant Messaging and Collaboration



**Regina Casonato**

Managing VP

Coverage Areas:

Knowledge Management and ECM



**Kenneth Chin**

Research VP

Coverage Areas:

Enterprise Content Management



**Nikos Drakos**

Research Director

Coverage Areas:

Collaboration and Open Source



**Tom Eid**

Research VP

Coverage Areas:

Software Markets, High Performance Workplace



**Mark Gilbert**

Research VP

Coverage Areas:

Information Infrastructure



**David Gootzit**

Research Director

Coverage Areas:

Application Integration & Middleware, High Performance Workplace



**Debra Logan**

Research VP

Coverage Areas:

Regulatory Compliance, Enterprise Information Management



**James Lundy**

Managing VP

Coverage Areas:

Enterprise Content Management



**Jeffrey Mann**

Research VP

Coverage Areas:

Real-time Collaboration



**Gene Phifer**

VP Distinguished Analyst

Coverage Areas:

Web-centric Infrastructure



**David Mario Smith**

Research Analyst

Coverage Areas: High Performance Workplace, Collaboration and Presence



**Ray Valdes**

Research Director

Coverage Areas: Web Services, Internet Platforms

**“The Gartner Portals Conference is key for new implementers as well as experienced, existing owners to learn the basics and what’s new in portal technology.”**

Cheree Ingram, Portal Competency Center Manager  
Carefirst BCBS

Virtual Track Key:

Portals **P** Content Management **CM** Collaboration **C** Case Study **CS**

# Agenda at a Glance

## Sunday, September 16, 2007

	Track A. Business Application of Technology	Track B. Best Practices and Execution	Track C. Marketplace Dynamics	Track D. Technologies & Architecture
2:30 pm - 6:30 pm	Registration and Pre-Summit Sunday Sessions			
4:00 pm - 5:00 pm	<b>S1.</b> Using Virtual Worlds and Games to Improve People Performance and Impact <b>C</b>	<b>S2.</b> Business Intelligence and Information Management Scenario	<b>S3.</b> PCC Summit User Survey Results: Supply Meets Demand <b>P CM C</b>	<b>S4.</b> Knowledge Management in a Connected World <b>CM</b>
5:15 pm - 6:15 pm	<b>S5.</b> Workshop – Business Impact of Virtual Worlds <b>C</b>	<b>S6.</b> A Practical Approach to Using Ajax and Rich Internet Applications	<b>S7.</b> Messaging Trends	<b>S8.</b> How To Select, Deploy, And Exploit Enterprise Search

## Monday, September 17, 2007

7:00 am - 6:00 pm	Registration			
7:30 am - 8:30 am	Breakfast			
8:30 am - 8:45 am	Gartner Welcome and Introduction			
8:45 am - 9:45 am	<b>K1. Transforming Business and Workplace Performance – Technology as the Great Enabler,</b> Tom Austin, VP and Gartner Fellow			
10:00 am - 11:00 am	<b>A1.</b> Exploiting the Merger of Communication and Collaboration	<b>B1.</b> Do's and Don'ts in Portals Planning, Implementation, Governance, Operations & Security <b>P</b>	<b>C1.</b> So Not Done: Search Technology's Strategic Future Will Surprise You	<b>D1.</b> Workplace Technology Architecture <b>P CM C</b>
11:15 am - 12:15 pm	<b>A2.</b> Externally Facing Portals: B2C, B2B and G2C <b>P</b>	<b>B2.</b> Critical Success Factors for Content Management: A Best Practices Panel <b>CM CS</b>	<b>C2.</b> Clash of the Titans (IBM versus Microsoft versus Google versus others)	<b>D2.</b> Real in Real Time: Presence, Conferencing & Voice
12:15 pm - 2:15 pm	Attendee Lunch and Solution Showcase Dessert Reception			
2:15 pm - 3:15 pm	<b>A3.</b> Portals: Not Just Content Anymore <b>P</b>	<b>B3.</b> Say Goodbye to Enterprise Content Management <b>CM</b>	<b>C3.</b> Framework for Investment Decisions	<b>D3.</b> Managing the Information Explosion: Balancing Value & Governance <b>CM</b>
3:30 pm - 4:30 pm	Solution Provider Sessions			
4:45 pm - 5:45 pm	<b>K2. Usability and Productivity: Are We There Yet?</b> Jakob Nielsen, co-founder, Nielsen Norman Group			
5:45 pm - 7:45 pm	Sponsor Solution Showcase Reception			

## Tuesday, September 18, 2007

7:00 am - 6:00 pm	Registration			
7:30 am - 8:30 am	<b>PB1.</b> Power Breakfast	Industry Networking Breakfast		
8:30 am - 9:30 am	<b>K3. The Challenges of Enterprise 2.0 Adoption,</b> Andrew McAfee, Associate Professor, Technology and Operations Management, Harvard Business School			
9:45 am - 10:45 am	<b>A4.</b> Early Workplace Empowered Business Applications Emerge from Stack Vendors <b>CM</b>	<b>B4.</b> Communities: Unleash the Power of Your People <b>C</b>	<b>C4.</b> Surviving the Onslaught of New Products & Technologies	<b>D4.</b> Portals: From SOA to Mashups <b>P</b>
11:00 am - 12:00 pm	Solution Provider Sessions			
12:00 pm - 2:00 pm	Attendee Lunch and Solution Showcase Dessert Reception			
2:00 pm - 3:00 pm	<b>A5.</b> Business Application of Technologies: End User Case Studies <b>CS</b>	<b>B5.</b> Information Governance: Stop Managing Technology and Start Managing Information	<b>C5.</b> How To Keep Google, Sharepoint, Wikis and Every Other Tool Du Jour From Solving Everything <b>C</b>	<b>D5.</b> Portal of the Future; Web 2.0 & Beyond <b>P</b>
3:15 pm - 4:15 pm	Solution Provider Sessions			
4:30 pm - 5:30 pm	<b>A6.</b> Instilling a Collaborative Culture in Both Employees and the IT Organization <b>C</b>	<b>B6.</b> Delivering Pervasive Business Intelligence: Using Portals to Support BI, Dashboards and Analytics <b>P</b>	<b>C6.</b> Marketplace and Provider Management: End User Case Studies <b>CS</b>	<b>D6.</b> Seven Solid Strategies Combining PCC Technology <b>P CM C</b>
5:30 pm - 8:30 pm	Hospitality Suites			

## Wednesday, September 19, 2007

7:00 am - 12:30 pm	Registration			
7:30 am - 8:30 am	<b>PB2.</b> Power Breakfast with the Analysts			
8:30 am - 9:30 am	<b>A7.</b> Collaboration Scenario: From "Them" to "Us" to "We" <b>C</b>	<b>B7.</b> Best Practices and Implementation: End User Case Studies <b>CS</b>	<b>C7.</b> Magic Quadrant Power Session of Portal, Content and Collaboration Markets	<b>D7.</b> Planning for Five Major Mutually Reinforcing Disruptive Discontinuities
9:45 am - 10:45 am	<b>A8.</b> Users vs Lawyers vs IT: Who is Running Your Business	<b>B8.</b> Enterprise 2.0 – Rethinking the Role of Communities, Collaboration, and Alternate Business Models	<b>C8.</b> Wikis and Social Software: Why Your Intranet Should be More Like the Internet <b>C</b>	<b>D8.</b> Emerging Technologies: End User Case Studies <b>CS</b>
11:00 am - 12:00 pm	<b>A9.</b> Exploiting Consumerization and Democratizing Technical Innovation	<b>B9.</b> Solving the Organizational and Political Battles: Workplace Competency Center	<b>C9.</b> Don't Go Alone: New Sourcing and SaaS Delivery Models	<b>D9.</b> Collaboration Inside a Business Ecosystem: Partners, Suppliers and Customers Are Just a Click Away <b>C</b>
12:15 pm - 12:45 pm	<b>K4. Keynote: Research Town Hall</b>			
12:45 pm	Summit Adjourns			

Agenda current as of June 25, 2007. Subject to change.

# Session Descriptions

## Gartner Analyst Presentations Pre-Summit Sunday Sessions

### S1 Using Virtual Worlds and Games to Improve People Performance and Impact

Virtual worlds, simulations, gaming and other immersive technologies can mirror our physical world and model our human behaviors. These immersive solutions are now more visible and attractive in consumer products such as Second Life and there.com. Immersive environments can raise employee skills and performance while increasing their motivation toward knowledge-sharing and team collaboration.

- What are the interdependencies between virtual worlds, computer gaming and simulations?
- How can immersive technologies improve workforce performance and business results?
- How will immersive techniques and tools evolve?

**James Lundy, Managing VP**

### S2 Business Intelligence and Information Management Scenario

Business intelligence, information management and search have emerged as top strategic initiatives for CIOs. However, supporting information access and analysis and performance management is becoming more complex, particularly as organizations seek to integrate unstructured content and information collaboration.

- How should business intelligence and information management leaders relate to the activity cycle?
- What major discontinuities will disrupt the activity cycle?
- How can business intelligence and information management leaders adapt to process, technology, workplace and market changes, and deliver business value?

**Speaker TBD**

### S3 PCC Summit User Survey Results: Supply Meets Demand in the Portal, Content and Collaboration Software Markets.

Technological, delivery and business forces are changing how organizations deploy, and people access and use, software. IT organizations, software vendors and service providers need to understand these ever-changing forces

- Where are the portals, content and collaboration (PCC) software markets today?
- How are they evolving?
- How are organizations investing in PCC technologies?

**Tom Eid, Research VP**

### S4 Knowledge Management in a Connected World

Improved portal, content and collaboration (PCC) 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.

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

**Jeff Mann, Research VP**

### S5 Workshop: Business Impact of Virtual Worlds

Second Life and other virtual worlds bring not only amusement for consumers but a range of business opportunities. In this interactive workshop, explore the options to market, sell and build channels through this new Web-based environment.

**James Lundy, Managing VP**

### S6 A Practical Approach to Using Ajax and Rich Internet Applications

The Ajax phenomenon continues its rapid rate of adoption as a lightweight alternative to heavyweight “smart client” technology. However, Ajax has limitations

- What is Ajax? How does it fit into the context of Rich Internet Applications (RIAs) and smart clients?
- Which vendors provide tools for building RIAs? How will this market evolve?
- How can organizations get maximum value from RIAs and smart clients?

**Ray Valdes, Research Director**

### S7 Messaging Trends

Dynamics in the e-mail market are changing rapidly, creating new opportunities for end-user organizations. New vendors, new provisioning models, new services and new versions of traditional systems have created an e-mail free-for-all.

- What are the pros and cons of commercial Google e-mail services?
- Moving to a managed service model: Will it really save money?
- User segmentation models: Are they ready for deployment?

**Matt Cain, Research VP**

### S8 How To Select, Deploy and Exploit Enterprise Search

Enter this session with one or more problems that information access technology can solve. Leave with a strategy for selecting a vendor with confidence, a timeline for installation, a list of “gotchas” and a way to leverage your experience.

- How can you narrow the vendor selection process?
- What are the distinctions among search vendors?
- How may search technology be exploited?

**Whit Andrews, Research VP**

## Track A: Business Application of Technology

### A1 Exploiting the Merger of Communication and Collaboration

The once separate worlds of communication and collaboration are smashing together and creating opportunities and hardships for end-user organizations. Enterprises must understand the underlying dynamics behind this tectonic shift.

- What is the evolving role of voice services 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?

**Matt Cain, Research VP**

### A2 Externally Facing Portals: B2C, B2B and G2C

While most enterprise portal initiatives traditionally have been limited to business-to-employee portals, enterprises are increasingly looking to portal products to improve relationships with their customers, partners, suppliers and constituents.

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

**Ray Valdes, Research Director**

# Session Descriptions

## Track A: Continued

### A3 Portals: Not Just Content Anymore

While portals started out focused on content aggregation, they have advanced significantly in the areas of application/process integration, and have become, for some, the entry point for SOA.

- How do portals provide a framework for access to applications, creation of composites, and SOA enablement?
- How do portals fit within a content, collaboration and communication architecture, especially for new Web 2.0 applications?
- What roles do portals play in the overall user experience? How is that rapidly evolving?

**Gene Phifer, VP Distinguished Analyst**

### A4 Early Workplace Enhanced Business Applications Emerge from Major Stack Vendors

Workplace enhanced business applications (WEBAs) are an emerging class of solutions that integrate workplace functions like collaboration, presence awareness, unstructured search, messaging, imaging and content management with line-of-business. These solutions continue to evolve, encourage positive end-user behavior and foster interaction.

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

**Toby Bell, Research VP**

### A5 Business Application of Technologies: End User Case Studies

The value of workplace, portal, content and collaboration (PCC) technologies lies in their business use by people, teams and organizations. Hear some creative ways your peers are using PCC technologies to deliver business value.

- What are the best practices?
- What challenges need to be met?
- What are critical success factors?

**Matt Cain, Research VP**

### A6 Instilling a Collaborative Culture in Both Employees and the IT Organization

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

- What can be done about overzealous IT ops and security policies that destroy innovation and productivity?
- How can enterprises get over the “We built it, why won’t they use it” paradox?
- How can IT loosen control without losing control?

**Jeff Mann, Research VP**

### A7 Collaboration Scenario: From Them to Us to We

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?
- What are the business benefits from exploiting social software and unified communications and collaboration technologies?
- How can enterprises manage and benefit from changes in collaboration technology?

**Jeff Mann, Research VP**

### A8 Users vs. Lawyers vs. IT: Who Is Running Your Business?

Users want to collaborate and use Sharepoint. IT wants lower costs and greater efficiency. Lawyers want to oversee everything. Users want Google. IT wants smaller storage on servers.

- How much risk do you face from regulations and case law?
- How much opportunity is there in adopting Web 2.0 and other participatory collaborative technologies?
- How do you manage tradeoffs between agility of collaboration applications and control of content applications?

**Debra Logan, Research VP**

### A9 Exploiting Consumerization and Democratizing Technical Innovation

Many traditional IT responsibilities have evolved to the point where they are outside the scope of what any reasonable organization can sign up for.

- How did IT organizations fall so far behind user and Internet trends?
- How will users (and selected vendors) lead the way for IT organizations?
- Where and how can IT organizations exploit external forces for internal gains?

**Tom Austin, VP and Gartner Fellow**

## Track B: Best Practices and Execution

### B1 Do's and Don'ts in Portals Planning, Implementation, Governance, Operations and Security

Creating and managing a portal is not straightforward. Portals require strong governance, thorough planning, and careful integration into the enterprise infrastructure and applications. Rapid deployment and ongoing cost-effective management and flexibility are also critical.

- What are the cornerstones of effective portal planning?
- What role does portal governance play?
- How do organizations architect portals for flexibility?
- What role does the portal ecosystem play?
- What role does the Portal Competency Center play?

**Gene Phifer, VP Distinguished Analyst**

### B2 Critical Success Factors for Content Management: A Moderated User Best Practices Panel

Many enterprise content management (ECM) projects fail before they get off the ground. In this session, organizations will share best practices for deploying ECM projects.

- What are critical success factors for ECM deployments?
- What are best practices for implementing ECM applications?
- What challenges and pitfalls do ECM project teams face?

**Kenneth Chin, Research VP**

# Session Descriptions

## Track B: Continued

### B3 Say Goodbye to Enterprise Content Management

The end of enterprise content management (ECM) as we know it has arrived. Web 2.0 technologies are changing the content management paradigm, along with hosted and open source models and content enabled vertical applications (CEVA).

- How will content management technologies and architectures mature and change?
- How can organizations leverage Web 2.0 and other emerging technologies in their content management infrastructure?
- What are the approaches to satisfying content management requirements?
- Who leads and who follows in a process-enabled solutions market?

**Toby Bell, Research VP**

### B4 Communities: Unleash the Power of Your People

Communities are unleashing a new form of creativity and interaction inside and outside the enterprise. Enterprises are drawing on community dynamics to refine ideas, increase innovation and support a broader global view. The end result is that we are adopting Web-based applications as a social gathering place.

- How can communities create value to and from information, collaboration and learning ecosystems?
- Which technologies extend the foundation for communities?
- How should enterprises exploit communities to further their organizational goals?

**James Lundy, Managing VP**

### B5 Information Governance: Stop Managing Technology and Start Managing Information

What's your title? What's the name of your work group? Do any of these have the word "information" in them? We've focused too long on technology and not enough on information. Users want documents

and content – finding what they need and having access to the information to get their jobs done.

- What is information governance? How can you start an information governance program in your enterprise?
- What lessons learned from managing structured data can be applied to unstructured information?
- What are the best practices around information governance?

**Debra Logan, Research VP**

### B6 Delivering Pervasive Business Intelligence: Using Portals to Support BI, Dashboards and Analytics Initiatives

Terrific business intelligence (BI) capabilities don't do much good if the information doesn't get to the people who need it, when they need it.

- How do portals deliver BI dashboards to executive audiences and operations personnel?
- What are the strategies of major portal vendors to provide dashboards and analytics?
- What should the relationship be between the portal-like interfaces BI tools offer and your enterprise portal deployment?

**David Gootzit, Research Director**

### B7 Best Practices and Implementation: End User Case Studies

Understanding the best practices your peers use in their efforts to support workplace applications and portal, content and collaboration technologies can save you time and money. Join us for this analyst-moderated session as we explore them.

- What are the best practices?
- What challenges need to be met?
- What are the critical success factors?

**Kenneth Chin, Research VP**

### B8 Enterprise 2.0: Rethinking the Role of Communities, Collaboration, Alternate Business Models and Web 2.0 for the Enterprise

Web 2.0 draws its strength from its freeform nature, sense of community and emergence of the best solution.

- What are key aspects of Enterprise 2.0 that enterprises should focus on?
- When should enterprises bring Web 2.0 models into their internal operations?
- When should you rely on external Web 2.0 developments?
- When should you shun Web 2.0 and Enterprise 2.0 hyperbole?

**Tom Austin, VP & Gartner Fellow, and Anthony Bradley, Research Director**

### B9 Solving Organizational and Political Battles: The Workplace Competency Center

A top challenge is getting the right mix of IT, business and users together to develop a strategy for defining and supporting a high-performance workplace. A Workplace Competency Center (WCC) is an organizational structure that addresses political roadblocks, and implements a strategy to support people and the business.

- What is the benefit of defining a strategy for supporting a high-performance workplace?
- What are the role and critical tasks of a WCC?
- How can it help increase the business value of workplace investments?

**Speaker TBD**

## Track C: Marketplace Dynamics

### C1 So Not Done: Search Technology's Strategic Future Will Surprise You

Information access technology (IAT) continues to spread strategically through applications and content of all kinds of companies. What will power the future search box for enterprise projects?

- How will IAT evolve?
- How will enterprises use IAT in unexpected ways?
- What will users demand of IAT?
- How will a hostile information creation and location "ecosystem" affect search?

**Whit Andrews, Research VP**

### C2 Clash of the Titans (IBM vs. Microsoft vs. Google vs. Others)

Many Gartner clients are focusing their important decisions about collaboration support applications on two powerhouse vendors – Microsoft and IBM.

- What disruptive forces might end the market mastery of the titans?
- What collaboration products and technologies do IBM and Microsoft offer? How do they differ?
- What core inadequacies of the titans threaten their long-term dominance?

**Tom Austin, VP & Gartner Fellow, and James Lundy, Managing VP**

### C3 Framework for Investment Decisions

Our workplace architectural model can help you decide how many suppliers is too many, whether to make or buy, when it's safe to exploit Open Source, and when being safe is too risky.

- How can IT manage costs and still meet specific business needs?
- What are the criteria for deciding whether to buy or build workplace solutions?

**Mark Gilbert, Research VP**

# Session Descriptions

## Track C: Continued

### C4 Surviving the Onslaught of New Products and Technologies

Over the next 12 months, you can expect a veritable onslaught of new products and product upgrades – everything from new portals and content management tools to collaboration support packages.

- What are the trends around how new workplace products and technologies are being introduced?
- What business benefits will new upgrades from major vendors deliver?
- How should enterprises make investment decisions?

**David Gootzit, Research Director**

### C5 How to Keep Google, Sharepoint, Wikis and Every Other Tool du Jour from Solving Everything to Bits

Users pursue their own means for solving the problems IT is trying to deal with, and the results aren't always the best. Keep ahead of these new technologies as they pervade your IT department.

- 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?

**Whit Andrews, Research VP**

### C6 Marketplace and Provider Management: End User Case Studies

Managing marketplace and vendor changes has been a challenge for many organizations. Being prepared for market changes and managing vendors pro-actively can help mitigate these issues.

- What are the best practices for managing marketplace dynamics?
- What challenges need to be met in today's marketplace?
- What are the critical success factors when managing your technology portfolios?

**Mark Gilbert, Research VP**

### C7 Magic Quadrant Power Session of Portals, Content and Collaboration Markets

What does Gartner think of the vendors in the portals, content and collaboration (PCC) and search markets? Hear our analysts' positions – unscripted, unfiltered, unbiased.

- Which vendors understand the direction of the PCC markets?
- Which vendors are executing best on their strategy?
- How will PCC vendors be affected by market consolidation, growth and/or transformation?

**David Gootzit, Mark Gilbert**

### C8 Wikis and Social Software: Why Your Intranet Should Be More Like the Internet

Social networks are crucial in enabling a "grass roots" approach to knowledge and value creation within enterprises. They provide friendly and flexible ways to aggregate, organize and share the value of personal and often hidden knowledge.

- 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 are the best practices in avoiding risks and extracting value from enterprise social networks?

**Nikos Drakos, Research Director**

### C9 Don't Go Alone: New Sourcing and SaaS Delivery Models

Many organizations are using SaaS and hosted service providers to help them integrate technologies and services to support workplace applications.

- What market, technology and sourcing trends are driving interest in SaaS for workplace applications?
- What does the SaaS vendor and solution landscape look like?
- What best practices should enterprises use when considering, selecting and implementing SaaS and sourcing alternatives?

**Mark Gilbert, Research VP**

## Track D: Technologies & Architecture

### D1 Workplace Technology Architecture

When building an architecture for workplace application needs, there are several key elements that no organization can afford to ignore. Enterprise workplace needs differ, so the architectures will differ, but you need to understand the drivers as you plan for a flexible architecture to enable your business success.

- What workplace applications and supported business processes create demand for an architectural planning perspective?
- What does a high-performance workplace architecture look like?
- How will workplace vendors compare in their capability to drive the workplace market?
- What are the strategies for high-performance workplace architectural success?

**David Gootzit, Research Director  
Mark Gilbert, Research Director**

### D2 Real in Real Time: Presence, Conferencing and Voice

Just as collaboration within the enterprise has reached widespread adoption, forward-looking organizations are looking to extend collaboration to the next frontier: beyond the firewall to external partners, vendors and suppliers.

- How is collaboration with external partners, vendors and suppliers different from internal collaboration?
- Which technologies will have the highest impact on external collaboration?
- What are typical partner collaboration user-cases and best practices?

**David Mario Smith, Research Analyst**

### D3 Managing the Information Explosion: Balancing Value and Governance

Users want to collaborate, create content and work on projects. IT wants to minimize costs and run efficient systems. Lawyers want to minimize exposure and risk. Enterprises must make decisions on weighing the needs of their workers in pursuit of profit.

- How much risk do you face from regulations and case law?
- How much opportunity is there in adopting Web 2.0 and other participatory collaborative technologies?
- How do you manage the tradeoffs between agility of collaboration applications and control of content applications?

**Debra Logan, Research VP**

### D4 Portals: From SOA to Mashups

Organizations are adopting Service Oriented Architecture (SOA) at differing rates of speed, but the overall direction is clear: Existing systems are being wrapped with SOA interfaces. Portals play a key role in delivering SOAs, and they also focus on enterprise mashup creation.

- What is SOA, and how are organizations adopting it?
- How can portal technology support SOA initiatives?
- How will portals support enterprise mashups?

**Ray Valdes, Research Director**

### D5 Portal of the Future: Web 2.0 and Beyond

Through a concept called the "portal fabric," the user will become the center of his or her own portal universe.

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

**David Gootzit, Research Director**

# Session Descriptions

## Track D: Continued

### D6 Seven Solid Strategies Combining Portal, Content and Collaboration Technology

A survey of 241 attendees of Gartner's PCC Summit in 2006 found that 70% of companies had deployed some forms of portals, content management or collaboration technologies, and 24% planned to do so within a year. To make sure you leverage these investments, consider seven strategies to successfully combine them.

- 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 portals a good match for enterprise needs?

**Regina Casonato, Managing VP**

### D7 Planning for Five Major Mutually Reinforcing Disruptive Discontinuities in PCC

Software as a Service, consumerization, global-class architectures, Web 2.0 and Open Source have the potential to completely disrupt vendor business models, user deployment models, whole market segments, and key user and vendor business assumptions.

- How long can users wait to protect themselves from or exploit these discontinuities?
- What key business assumptions, business models and industries are at risk?
- Who are the likely winners and losers?

**Tom Austin, VP and Gartner Fellow**

### D8 Emerging Technologies: End User Case Studies

Finding new ways to support users and business needs is an exciting challenge. Discover what new workplace technologies your users may already be bringing into your organization.

- What are the best practices for implementing emerging technologies?
- What are the challenges in implementing emerging technologies?
- What are the critical success factors when implementing emerging technologies?

**Ray Valdes, Research Director**

### D9 Collaboration Inside a Business Ecosystem: Partners, Suppliers and Customers Are Just a Click Away

Forward-looking organizations are looking to extend collaboration to the next frontier: beyond the firewall to external partners, vendors and suppliers.

- How is collaboration with external partners, vendors and suppliers different from internal collaboration?
- Which technologies will have the highest impact on external collaboration?
- What are typical partner collaboration use-cases and best practices?

**Nikos Drakos, Research Director**

## Keynote Sessions

### K1 Transforming Business and Workplace Performance: Technology as the Great Enabler

Information Technology has transformed the structure of business, nature of work, and how people interact with each other. Now it is time for IT to change.

- What overarching trends are revolutionizing IT's role in the workplace?
- How do workplace technologies fit into a larger view of technology and business investment?
- What key steps should IT managers take?

**Tom Austin, VP and Gartner Fellow**

### K2 Usability and Productivity: Are We There Yet?

During 12 years of study, Nielsen has seen the emergence of the Internet as a mainstream, almost ubiquitous presence in everyday life. No matter how much technology develops, there is still plenty of room for improvement, and Nielsen sees the personalization of the Web as a case in point. The ability of Web sites to serve up the content that they guess each of us will find the most interesting is still in its infancy.

**Jakob Nielsen, Principal, Nielsen Norman Group**

### K3 The Challenges of Enterprise 2.0 Adoption

Enterprise 2.0 tools allow for more spontaneous, knowledge-based collaboration. These new tools may well supplant other communication and knowledge management systems with their superior ability to capture tacit knowledge, best practices and relevant experience throughout a company, and make them readily available to more users. Dr. McAfee offers a set of ground rules for implementing the new technologies. First, it is necessary to create a receptive culture in order to prepare the way for new practices. Second, a common platform must be created to allow for a collaboration infrastructure. Third, an informal rollout of the technologies may be preferred to a more formal procedural change. And fourth, managerial support and leadership are crucial.

**Andrew McAfee, Associate Professor, Technology and Operations Management, Harvard Business School**

### K4 Research Town Hall

Join key Gartner analysts for a dynamic and interactive discussion of the top client questions and issues supporting workplace, and portal, content and collaboration applications. We invite audience members to join in during this lively discussion and debate session.

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Microsoft's goals are to help teams and organizations work more productively with each other with integrated tools, manage their business critical content through its entire lifecycle, and access the right information and processes based on the task at hand. At the Gartner Portals, Content & Collaboration Summit, Microsoft will showcase how the 2007 Office system is integrated by design to help people increase individual impact, simplify collaboration, streamline business processes and content management, and improve business insight.

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