

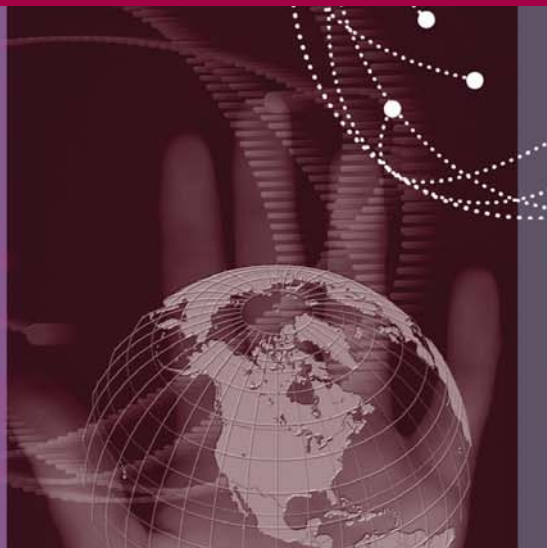
Gartner

Open Source Summit 2007

SEPTEMBER 19-21

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Optimizing the Advantages within the Enterprise

KEYNOTE SPEAKERS



Yochai Benkler,
Professor of Law,
Yale Law School and
author of *The Wealth
of Networks*



Michael Tiemann,
President, Open
Source Initiative



Anthony Wasserman,
Executive Director,
Center for Open Source
Investigation, Carnegie
Mellon West University



Karen Copenhaver,
Partner, Choate Hall
& Stewart

CONFERENCE CO-CHAIRS



Mark Driver,
Research VP, Gartner



Nikos Drakos,
Research Director,
Gartner

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

A **Track A: Optimizing Open Source Investments Today** will focus on optimizing Open Source adoption and management by mainstream IT to achieve the many advantages of investment protection, quality and cost ... and the critical role of careful planning and governance.

B **Track B: Managing the Future Open Source Roadmap** will concentrate on the broad impact of the Open Source model on a growing number of software markets ... and how to keep an eye on the future to make the right preparations today.

Information for each stage of adoption

If you've deployed Open Source in your enterprise you'll want to ensure you maximize its benefits and minimize the risks. Or, if you are now considering OS and need to know how best to proceed, you'll get answers and advice to help you make the best decisions for your projects and enterprise.

KEY TOPICS

- New Open Source business models
- Developing an Open Source IT policy
- Intellectual property rights and patent issues
- Increasing commercialization of Open Source

MORE REASONS TO ATTEND

- Great networking – build your community of peers, experts and Solution Providers
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- Caesars Palace – luxurious and in the heart of all the Las Vegas action

Keynote Speakers

The Wealth of Networks

Yochai Benkler

Professor of Law, Yale Law School

Author of *The Wealth of Networks*



Come explore with Yochai Benkler how information technology permits extensive forms of collaboration that could have transformative consequences for our economy and society. As new motivational structures and behaviors evolve, Dr. Benkler believes an economy in which resources are not owned and outputs are shared is becoming a revolutionary source of new value.

Mastermind Interview: Inside Open Source, From Community to Commerce

Michael Tiemann

President, Open Source Initiative



Michael Tiemann, a true Open Source software pioneer, will discuss today's challenges as IT organizations increasingly turn toward Open Source software for mission-critical solutions. Get his unique perspective on the intersection of Open Source and traditional IT strategies and real-world best practices for optimizing investments.

Best Practices for Open Source Evaluation & Adoption

Anthony Wasserman

Professor and Executive Director of the Center for Open Source Investigation
Carnegie Mellon West University



Dr. Wasserman believes expanding the use of Open Source software within an organization requires significant changes in software evaluation and acquisition policies. He'll discuss how many different groups within the organization are affected and why evaluation frameworks are essential.

Inside Open Source Licensing and the GPL Version 3

Karen F. Copenhaver

Partner, Choate Hall & Stewart



Karen's practice focuses on technology transfer and licensing of intellectual property, particularly in the areas of software licensing and Open Source business models. She'll discuss the overall Open Source licensing model, specifics of some well-known and commonly used licenses and future trends.

Agenda at a Glance

Wednesday, September 19, 2007

	Track OSA. Optimizing Open Source Investments Today	Track OSB. Managing the Future Open Source Roadmap
7:30 am - 6:00 pm	Registration	
1:00 pm - 2:00 pm	Solution Showcase Floor	
2:00 pm - 3:00 pm	OSK1. Gartner Keynote: Open-Source Scenario for 2007: The Risks and Rewards for Mainstream IT	
3:15 pm - 4:15 pm	Solution Provider Session	
4:30 pm - 5:30 pm	OSA1. FrankenSecurity: Building Your Own Security Using All Open Source Parts	OSB1. Open Source in the Workplace: What it Promises and What it Delivers
5:30 pm - 7:30 pm	Networking Reception on the Solution Showcase Floor	

Thursday, September 20, 2007

7:00 am - 7:00 pm	Registration	
7:30 am - 8:30 am	OSPB1. Power Breakfast	Industry Networking Breakfast
8:30 am - 9:30 am	OSK2. Mastermind Interview: Inside Open Source, from Community to Commerce, OSI President Michael Tiemann	
9:45 am - 10:45 am	OSA2. Inside OS Licensing and the GPL version 3	OSB2. Web 2.0: The Open Source Connection
11:00 am - 12:00 pm	OSA3. Open Source Communications	OSB3. PANEL: User Experiences: Current Positions, Future Directions
12:00 pm - 2:00 pm	Lunch & Dessert on the Solution Showcase Floor	
2:00 pm - 3:00 pm	Solution Provider Session	
3:15 pm - 4:15 pm	OSA4. The Open-Source Vendor Scorecard for 2007	OSB4. Enterprise Architecture and Open Source: Opposing Forces or Not?
4:30 pm - 5:30 pm	OSA5. Systematic Use of Open Source: Business Cases, Governance Structures and Best Practices	OSB5. Planning a Third Generation Linux Enterprise
5:30 pm - 6:30 pm	OSK3. The Wealth of Networks, Yochai Benkler	
6:30 pm - 8:30 pm	Hospitality Suites	

Friday, September 21, 2007

7:00 am - 12:30 pm	Registration	
7:30 am - 8:30 am	OSPB2. Power Breakfast: Cool Open Source Tools, Emerging Technologies and Start-up Vendors	Breakfast with the Analysts
8:30 am - 9:30 am	OSA6. Measuring Open Source Market Influences	OSB6. OS and Business Processes: The Final Frontier
9:45 am - 10:45 am	OSA7. Best Practices for Open Source Evaluation and Adoption	OSB7. Open Source and Database Management Systems—A Disruptive Market Force
11:00 am - 12:00 pm	OSA8. Open Source In the Datacenter: Inside the Integrated Open Source Stack	OSB8. Commercial Open Source: Beginning of the End or End of the Beginning?
12:15 pm - 12:45 pm	OSK4. An Open Source Town Hall: A Conversation With Your Gartner Analysts	
12:45 pm	Summit Adjourns	

Agenda current as of June 26, 2007. Subject to change.

Session Descriptions

Gartner Analyst Presentations

Track A. Optimizing Open Source Investments Today

OSA1 FrankenSecurity: Building Your Own Security Using All Open Source Parts

Delve into the current state of Open Source security and discover why many enterprises and agencies are now using open source while still paying for security products.

- Are there enough Open Source security products?
- How secure are they?
- How badly could you get hacked on Day One if you use Open Source security?

Greg Young, Research VP

OSA2 Inside Open Source Licensing and the GPL Version 3

Open Source software is defined by its license. The challenge: There is no single license but an entire family of licenses that differ dramatically. We'll discuss the Open Source licensing model and examine specifics of well-known and commonly used licenses.

- What are the future trends in the licensing model?
- What challenges drive the evolution of the next generation of Open Source solutions?

Karen F. Copenhagen, Partner, Choate Hall & Stewart

OSA3 Open Source Communications

Few enterprises look into Open Source alternatives to commercial enterprise applications. The public sector is ahead of the game, paving the way for exploitation of Open Source and forcing commercial software vendors, system integrators and service providers to re-think their strategies.

- How is the public sector at the forefront of a tectonic shift in the way software is procured, developed and deployed?
- How will this change the vendor landscape?

Rachna Ahlawat, Research Director

OSA4 The Open-Source Vendor Scorecard for 2007

A great number of IT technology providers now leverage Open Source within their own product and services offerings. Vendors, ranging from pure-play start-ups to established industry veterans, now rely on Open Source for competitive advantage.

- What are some of the industry's most influential vendors, both large and small?
- What are their Open Source strategies?

Mark Driver, Research VP

OSA5 Systematic Use of Open Source: Business Cases, Governance Structures and Best Practices

Open Source is playing an increasing role in mainstream IT efforts. Today many organizations are successfully executing Open Source adoption, management, and development strategies.

- How to build a business case?
- What governance structures are successful?
- What are best practices for optimal return on investment at minimal risk?

Nikos Drakos, Research Director, and Mark Driver, Research VP

OSA6 Measuring Open Source Market Influences

Open Source can potentially impact a great number of software markets and industry segments. Overall market share influence of open source is difficult to ascertain, particularly in areas where it is emerging as a mainstream technology choice.

- What is the Gartner Dataquest quantitative assessment of Open Source influence in key markets?
- What are future trends?
- What key business models drive these economic dynamics?

Laurie Wurster, Research Director

OSA7 Best Practices for Open Source Evaluation and Adoption

Expanding the use of open source software requires significant changes in software evaluation and acquisition policies. Evaluation frameworks should consider functionality, available support and documentation, the difference between open source offerings and community-based open source projects, and the quality of the software and its development process.

- How can you determine if an Open Source component is suitable for its intended use?
- How do proprietary and Open Source alternatives compare?
- How must internal IT processes adjust?
- What are the legal issues?

Tony Wasserman, Executive Director, Carnegie Mellon West University

OSA8 Open Source in the Data Center: Inside the Integrated Open Source Stack

The success of technologies such as Linux is expanding the role of Open Source in Data Center infrastructures and services including application servers and databases.

- Why is the use of Open Source growing within the Data Center?
- Why is it becoming the foundation of many aspects of back-office software infrastructures?

Mark Driver, Research VP

Track B. Managing the Future Open Source Roadmap

OSB1 Open Source in the Workplace: What It Promises and What It Delivers

Companies are starting to evaluate products for collaboration, messaging, content management, and enterprise portals. Open Source principles that encourage participation and engagement are valuable to improving workplace productivity and effectiveness.

- What are the trends?
- What are strategies for maximizing the benefit of Open Source and minimizing the risk?

Nikos Drakos, Research Director

OSB2 Web 2.0: The Open Source Connection

Next-generation Web systems using advanced dynamic languages such as PHP, Python, and Ruby are going mainstream. New techniques to leverage composite application design promise to revolutionize how Web applications are designed, constructed, and maintained.

- Find out how AJAX technologies are pushing the barriers of Web user interfaces
- What Open Source innovations are behind these trends?
- What are the Open Source roots of the Web 2.0 phenomenon?

Ray Valdes, Research Director

OSB3 PANEL: User Experiences: Current Positions, Future Directions

Open Source is playing an increasing role in mainstream IT efforts. Today many organizations are successfully executing Open Source adoption, management, and development strategies. In this session, we'll look at key success stories and discuss best practices and future plans for optimal return on investment at minimal risk and cost.

Nikos Drakos, Research Director

Session Descriptions

Track B: Continued

OSB4 Enterprise Architecture and Open Source: Opposing Forces? Or Not?

How should enterprise architects be leveraging Open Source within the enterprise? When properly positioned within the enterprise, Open Source can provide a flexible and cost effective platform for delivery of business value.

- What is the enterprise architecture perspective on the Open Source?
- What are the risks and the payoffs of deploying Open Source?
- How and when can Open Source be leveraged?

Anne Lapkin, Research VP

OSB5 Planning a Third Generation Linux Enterprise

Linux is maturing into a mission-critical infrastructure. Planners, architects and business managers must prepare for the "Linux-ready enterprise." Discover the latest frameworks, models, SWOTs, support strategies and roadmaps.

- What is the future of Linux in a mission-critical enterprise?
- How should organizations plan for the Linux-ready enterprise?
- Who will drive the growth and development of Linux technologies and innovations?

George Weiss, VP Distinguished Analyst

OSB6 Open Source and Business Processes: The Final Frontier

SOA design, evolving intellectual property mandates and vendor licensing strategies are creating a perfect storm where users will be required to better define commodity vs. value-add business processes. Open source software models will become a factor in redefining existing customer-supplier relationships in the IT industry and driving new "co-operation" initiatives.

Brian Prentice, Research Director

OSB7 Open Source and Database Management Systems – A Disruptive Market Force

Today, Linux DBMS platforms are being certified for major applications and gaining in maturity and credibility.

- Is OSS infrastructure finally becoming a disruptive force?
- Is Linux finally a mission-critical DBMS platform?
- What is the reality of OSS DBMSs in today's production environment?
- How should organizations prepare for and use OSS infrastructure?

Don Feinberg, VP Distinguished Analyst

OSB8 Commercial Open Source: Beginning of the End or End of the Beginning?

"Commercial Open Source" would appear to be an oxymoron. The spectrum of proprietary vs. open source vendor models is coming into clearer focus and customers should be aware of how this is developing.

- What are the nuances of commercial open source vendors?
- Will vendors or users benefit?

Brian Prentice, Research Director

Keynote Sessions and Power Breakfasts

OSK1 Gartner's Open-Source Scenario for 2007: The Risks and Rewards for Mainstream IT

Open Source has met the mainstream. But, like many aspects of technology, the Open Source model has its own risk factors. Successfully managing these challenges is key to maximizing potential rewards.

- What is a broad view of the Open Source model?
- What are its recent past and current challenges?
- What are future scenarios?

Mark Driver, Research VP

OSK2 Mastermind Interview: Inside Open Source, From Community to Commerce

In this keynote session we'll discuss today's challenges as IT organizations increasingly turn toward Open Source software for mission-critical solutions. We'll pay special attention to the intersection of Open Source and traditional IT strategies and discuss real-world best practices to optimize investments.

Michael Tiemann, President, OSI

OSK3 The Wealth of Networks

Yochai Benkler discusses the ways in which information technology permits extensive forms of collaboration that may potentially have transformative consequences for our economy and society. As new motivational structures and behaviors evolve, an economy in which resources are not owned and outputs are shared is becoming a revolutionary source of new value.

Yochai Benkler, Professor of Law, Yale Law School

OSK4 An Open Source Town Hall: A Conversation with Gartner Analysts

Gartner analysts will address attendees' key questions in a "town hall" conversation at the close of the Summit. Each analyst will also summarize key action points from their own research agendas that attendees can take home for immediate results.

OSPB1 Power Breakfast

OSPB2 Power Breakfast: Cool Open Source Tools, Emerging Technologies and Startup Vendors

What new and emerging tools, technologies and vendors has Gartner identified as worthy of note? Some of our most senior analysts will explore potential shooting stars of tomorrow. Interesting, provocative, stimulating, disruptive and sometimes disappointing — they just might make your day soon. We'll explore a range of invention and innovation sure to delight both the inner geek and technology maven.

Nikos Drakos, Research Director

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