



Gartner Portals, Content & Collaboration Summit 2008

Innovate, Consolidate and Advance

Collaboration:
Beyond 'Back & Forth'

10-11 SEPTEMBER 2008, ROYAL LANCASTER HOTEL, LONDON
europe.gartner.com/pcc

KEYNOTE SPEAKERS



Tom Austin
VP & Gartner
Fellow, Gartner



Carol Rozwell
VP Distinguished
Analyst, Gartner

GUEST SPEAKER



Professor Tara Brabazon
Professor of Media
Studies, University
of Brighton

CONFERENCE CHAIR



Debra Logan
VP, Distinguished
Analyst, Gartner

Gartner
Portals, Content
& Collaboration
Summit 2008

Innovate, Consolidate and Advance

Introduction from the Conference Chair

Today's business environment demands innovation. Success in the marketplace depends on creating distinctive solutions that focus on customer intimacy and business efficiency. Citizens expect governments to deliver services using the latest technologies for maximum efficiency and convenience. Both businesses and governments expect their IT operations to help deliver this unique and hard to replicate value against ever higher consumer demands.

The tools and technologies of portals, content, collaboration seem ideally placed to fulfill this agenda. The theme of **Gartner's Portals, Content & Collaboration Summit**, *innovate, consolidate* and *advance*, will help business and IT leaders understand how these technologies will lead to bottom line contribution, efficient services and better IT infrastructure.

Innovation must be balanced with good governance. While management want to unleash the collective intelligence of their people, and profit from their creativity, they fear the legal, regulatory and reputational consequences. Without governance, creativity turns to chaos.

Advancing your business strategy depends on the value proposition of portal, content and collaboration technologies. The beauty of these technologies is – or seems to be – low cost, with the promise of democratizing innovation. It is especially tempting during economic downturns to succumb to these mantras without understanding the logic or the financial reality behind them.

IT should not stop the tide of user controlled content management, social networking technologies and demands for more personalized portal-driven access to all kinds of information. Yet at the same time, these user-driven technologies DO create risk and cost, making it impossible to consolidate or modernize your application portfolio.

The Portals Content and Collaboration conference is a concentrated Gartner experience that will show you how to balance individual creativity with the need for team organization, cost control with value creation and the seemingly limitless world of Web 2.0 with increasingly limited resources. From using blogs to create customer intimacy to deploying content management systems to satisfy the needs of lawyers and regulators, we will give you what you need to succeed in powering creativity and managing risk.

With a keynote by the author of "*The University of Google*", Professor Tara Brabazon, this summit will change the way you think about end users and their needs, forever.

The **Portals, Content and Collaboration Summit** will give you the information you need to embrace change while managing risk. The balance between the two has never been so important. Googling will give you what everyone else already knows. Gartner will give you the advantage of knowing what most others don't, as it applies to YOUR business.



A handwritten signature in black ink that reads "Debra Logan". The signature is written in a cursive, flowing style.

Debra Logan
VP, Distinguished Analyst, Gartner

BENEFITS OF ATTENDING

No other summit packs so much value into two days, to help you:

- **Empower your teams and knowledge workers** – to make better decisions – faster
- **Improve your firm's productivity and strategies** – with collaboration tools that drive innovation
- **Learn when and when *not* to introduce technology into team processes** – measure the business impact of collaborative tools
- **Hear the visionary keynotes** from Gartner analysts and industry experts
- **Up-to-the-Minute Gartner Insights:** enhance your knowledge with the latest analysis
- **Tackle your toughest challenges** – in complimentary One-on-One sessions with Gartner analysts and Analyst/User Roundtables
- **Share Best Practices with like-minded peers** – from a variety of industries and countries
- **Meet Key Solution Providers;** evaluate offerings from leading vendors at the Solution Showcase
- **Enhance your knowledge** with the opportunity to take away documentation from the conference sessions to your office and share your learning with your colleagues.

WHAT WILL THE SUMMIT COVER?

- **Choosing and deploying state-of-the-art** portal, content, collaboration and Information Access technologies
- **Alternative delivery models** for PCC technologies
- **Governance policies and practices** for portal, content and collaboration systems
- **Knowledge Management** to support work and improve business performance
- **Using Web 2.0 technology** and participation paradigms to facilitate innovation and create bottom line impact
- **Measuring business impact** as you bring systems, technologies and management best practices together
- **Practices and behaviors** that work on the web and that may or may not work in an enterprise
- **Where technology helps** and where it hinders workplace effectiveness
- **How to organize and staff PCC projects** and ongoing information governance efforts
- **Finding and utilizing expertise** within your company
- **Business process improvement** for cost control
- **Getting more value** from existing technology investments

WHO SHOULD ATTEND?

The Summit is aimed at IT, Marketing and Business executives and project managers planning or managing portals, content management or collaboration initiatives in both the private and public sectors.

- Chief Knowledge Officers
- Enterprise Architects
- Enterprise Content Managers
- Enterprise Collaboration Managers
- Portal Architects
- Chief Learning Officers
- R&D Directors
- Retrieval & Search Application Managers
- E-Communications Managers
- Presence Application Managers
- Application Development/Integration Managers
- Employee Relations Managers
- Web Masters, Information Architects
- Librarians/Cybrarians
- Marketing Programs Managers
- E-Business Directors
- Internet Strategy Director
- E-Government Services Manager
- Solution providers and consultants – involved with portals, content management or collaboration projects



The New Tracks for 2008

In three new tracks, plus four virtual tracks, 11 Gartner analysts will present the latest research and advice on how to maximize your return from Portal, Content & Collaboration technologies. The Gartner analysts will be complimented by distinguished keynote speakers and experienced case study speakers from a variety of industries.

1 **Innovate: Enabling Agility with New Solutions**

The portal, content, collaboration and information access market space includes vendors who have been around since the advent of commercial computing, those who have dominated the desktop since the dawn of the PC era, along with those that exemplify Web 2.0 and social software. Many were and are the pioneers of alternative software delivery models, like software as a service, alternative programming paradigms, like Open Source and new infrastructure alternatives, like Cloud Computing. Choosing the right vendors, the right mix of vendors and the best new (and best of breed) vendors in this space is not an easy task. This track provides the answers.

2 **Consolidate: Benefiting from Architecture and Governance**

Enterprise architecture is a discipline that is used to manage technology and applications. Information architecture is a set of disciplines that allows user participation in the lifecycle management of its work product. Both are complex and because they always involve delivery to masses of end users, fraught with both political and technical difficulties. In this track you will learn how to govern your portal infrastructure at a technology level and how to manage your content at a workgroup level. Information governance includes policies, templates, processes and rules for working together.

3 **Advance: Creating Value in a High Performance Workplace**

The kinds of technologies and systems covered in this conference have a huge impact on the day to day activities of those who use them. People need to change the way they work in order to get the full benefit. Users need to participate in all phases of the work, from system design to implementation to maintenance. If one word summarizes how you can innovate and advance your business, that word is 'Participation'. This track will give you the knowledge and vision you need to creating the ethos of full participation without creating multiple systems, de-focused projects and more collaboration sites than there are users.

V **Virtual Tracks: Portals, Content Management, Collaboration & Business**

For those delegates who are focusing on specific application oriented projects, we have created four virtual tracks. These relate to the three core technologies of the conference, Portals, Content & Collaboration. Plus a virtual track that focuses on business issues surrounding portal, content and collaboration projects.



Meet the Analysts

Worldwide Expertise at Your Fingertips – Your Questions on PCC Technology 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 clients worldwide. The value of this resource, combined with our in-depth analysis of technology vendors, is unrivalled. Gartner's Portals, Content & Collaborations Summit 2008 brings a level of experience and expertise that you simply cannot get anywhere else.



Tom Austin
VP & Gartner
Fellow, US

"IT has dramatically changed how people work and socialize and how people work and socialize has a dramatic impact on business and its use of IT."

Focus Areas: High Performance Workplace, Collaboration, Cloud Computing, Google Apps, Social Process Support and Enterprise 2.0



Toby Bell
Research VP, US

"Orchestrating the ideal combinations of people, process, and content to better comply or compete can rarely be done best in isolation. Discovering "common practices" delivered as solutions can yield big business benefits. Now."

Focus Areas: Technology and strategy around optimizing the intersections of the highest value people, process, and content to deliver business benefits



Regina Casonato
Managing VP, Italy

"Portal collaboration, content management and search technologies are on every workplace and touch everyone in the enterprise. The ROI can be found in cost reduction, productivity increases and new business opportunities."

Focus Areas: Content Management, Enterprise Information Management, High Performance Workplace, Knowledge Management



Nikos Drakos
Research Director,
UK

"Replacing a 'restricted access by default' policy with 'open unless there is a case to restrict' when provisioning collaborative workspaces increases risk but at the same time also increases unplanned contact and information diffusion."

Focus Areas: Collaboration Technologies and Open Source Software



Mark Gilbert
Research VP, US

"In 2007, 50% of Gartner's client base was experimenting with basic content services, but questions still remain around what its strategic role should be. Plan to make use of ad hoc tools like those Microsoft and IBM provides, in conjunction with your existing ECM systems."

Focus Areas: Information Infrastructure issues and technologies, including content management, document management, document imaging, workflow and records management technologies



Andy Kyte
VP & Gartner
Fellow, UK

"IT organizations must move away from the accidental architecture of serial acquisition towards a planned architecture of life-cycle management."

Focus Areas: Applications Strategy, Applications Governance, Applications Portfolio Management



Debra Logan
VP, Distinguished
Analyst, UK

"You need to understand the unique challenges associated with content, collaboration, portals and social software and factor them into the decision on when and how to proceed with initiatives to obtain maximum business benefit."

Focus Areas: Enterprise Information Management, Information Governance, e-Discovery, Records Management, Enterprise Content Management



Mick MacComascaigh
Research Director,
Germany

"Converting your Web content management solution into vehicle for competitive advantage is possible. Linking your WCM efforts with your business objectives is the first step."

Focus Areas: Global Lead Analyst for Web Content Management. Broader focus includes Enterprise Content Management



Jeffrey Mann
Research VP,
Netherlands

"Many of the new possibilities from social software and new media are undoubtedly fun. Making them useful and manageable will be more of a challenge."

Focus Areas: Collaboration Strategy, Social Software, Team Collaboration, Knowledge Management, Web Conferencing



Carol Rozwell
VP Distinguished
Analyst, US

"Irrespective of economic conditions, organizations seek creative solutions to vexing problems. Creating the right environment for learning, collaboration and innovation is essential."

Focus Areas: Best practices for using technology to enhance learning, collaboration, social networks and innovation



Ray Valdes
Research Director, US

"A platform is a promise – a promise of functionality, stability, longevity and the opportunity for a viable ecosystem."

Focus Areas: Internet Platforms and Web Services

"This Summit has given me key input into our upcoming strategy work in the PCC area – in particular the One-on-One sessions were very good value."

Bjarte Walaker, Enterprise Architect, Yara International

GARTNER KEYNOTE SPEAKERS

Tom Austin

VP & Gartner Fellow



Tom Austin, Vice President, has been a Gartner fellow for a decade. He is the integrative agenda manager for High

Performance Workplace (HPW) related research. HPW deals with business strategies and technologies that enable or enhance them, notably approaches that augment key, business-critical human behaviors such as discovery, innovation, teaming, leading, learning and relating to one another. Collaboration, social process support and Enterprise 2.0 are some of his specialties. His scope is much broader, however, including, for example, information and content management and analytics. Mr. Austin is responsible for work on the intersection between five key mutually reinforcing disruptions that are reshaping the industry (consumerization, Web 2.0, global-class systems, software as a service and open-source software), and he drives Gartner's "Maverick" research incubator program.

GUEST SPEAKERS

Professor Tara BrabazonProfessor of Media Studies,
University of Brighton

Tara Brabazon is Professor of Media Studies at the University of Brighton U.K., Visiting Professor of Edge Hill University U.K., and a

Fellow of the Royal Society for the encouragement of Arts, Manufactures & Commerce. Tara was a finalist for the 2005 Australian of the Year and also the 2005 Telstra Businesswoman of the Year in the Community Service category.

Tara is the author of eleven books including "The University of Google" and over one hundred refereed articles and book chapters, alongside journalistic works.

Carol Rozwell

VP, Distinguished Analyst



Carol Rozwell is a Vice President and Distinguished Analyst on Gartner's Collaboration and Social Software team. Ms. Rozwell

explores best practices for using technology to enhance learning, collaboration and social networks. Prior to her current assignment, Ms. Rozwell focused her research on technology and standards for R&D productivity in life sciences. She joined Gartner during the e-business frenzy and helped clients electrify their business processes. She brings to her role extensive practical experience as an implementer of buy-side and sell-side e-commerce systems that is augmented by positions in marketing, consulting and strategic alliance management.

Atle Skjekkeland

Vice President, AIIM



Atle Skjekkeland is Vice President of AIIM – the community that provides education, research, and best practices to help organizations find,

control, and optimize their information. Mr. Skjekkeland is well known in the industry as a thought leader and industry expert. He has a practical hands-on approach to Enterprise Content Management (ECM), and is one of the most known ECM trainers in the world. Mr. Skjekkeland has extensive industry experience, and holds an MSc (Business) from the Norwegian School of Economics and Business Administration in addition to AIIM's ECMs, ERMs, EMMp, E2.Op, IOAs, and MIT designations.

AGENDA AT A GLANCE

TUESDAY 9 SEPTEMBER

PRE-EVENT TUTORIALS

(Separately payable)

13.30 Registration Opens

14.00 – 18.00 Tutorial Workshops

WEDNESDAY 10 SEPTEMBER

07.30 Registration Opens

09.00 – 09.15 Conference Opening

09.15 – 12.30 Plenary Sessions

12.30 – 13.40 Lunch & Solution Showcase

13.40 – 18.00 Track Breakout Sessions

18.00 – 20.00 Networking Drinks Reception in the Solution Showcase

THURSDAY 11 SEPTEMBER

08.30 – 12.00 Track Breakout Sessions

10.30 – 12.00 Gartner Analysts & Solution Provider Sessions

12.00 – 13.00 Lunch & Solution Showcase

13.00 – 15.40 Track Breakout Sessions

16.10 – 17.30 Plenary Sessions

17.30 Conference Close



PRE-SUMMIT TUTORIALS

Tuesday 9 September, 13.30-18.00

Are you new to the world of Portals, Content & Collaboration and need to get up to speed? Or are you an experienced practitioner but want a refresher on the latest issues? Jump-start your Summit experience with our tutorial workshops.

The four pre-summit tutorial workshops will be limited in size, providing a highly interactive session where you'll learn from Gartner analysts and industry experts as well as your peers. This is a great way to get a head-start on networking with international delegates.

Enterprise Content Management: Best Practices for Selection, Implementation and Use

Whether the goal is to meet increasingly complex regulatory requirements or to gain faster access to information, planning is the key to any successful Enterprise Content Management (ECM) implementation. This presentation demonstrates a practical approach to implementing ECM programs and projects, recommending processes for strategy, information governance, information analysis, IT infrastructure details and after-implementation management.

- Understand the main ECM tools and instruments
- Identify new roles, responsibilities and organizational structure to provide governance and management
- Recognize the steps involved in sustaining ECM after-implementation

Atle Skjekkeland, Vice President, AIIM

How To Select Deploy and Exploit Enterprise Search

Learn the basics of relevancy strategy, the critical questions to ask yourself and your vendor, and how to determine your needs for search platforms and projects. Discover what to do to make the most of your choice.

- What "homework" should enterprises do before embarking on search vendor selection?
- What are the material differences among search engine vendors?
- How should enterprises best leverage the search engine products they have selected?

Toby Bell, Research VP, Gartner

Getting Started with Business Process Management

Business process management (BPM) continues to gain attention from CEOs and CIOs because of its promise to not only improve operational performance results, but also transform business operations. Despite this potential, most organizations struggle to identify and scope their first initiative. Gartner's BPM Maturity Model provides guidance for becoming a process-managed enterprise.

- How should users assess organizational readiness for BPM?
- Who should initiate BPM and what does a plan for getting started look like?
- What are the critical success factors to long term success with process management?

Regina Casonata, Gartner

Staff Smart: The Ultimate Organization Chart For the Collaborative Enterprise

Determine the skills and roles necessary to support your portal, collaboration strategy and content management efforts. Get proper job descriptions and discover tactics you'll need -- such as a PCC competency center -- to get those people working productively to advance your efforts.

- How can you develop the appropriate skill sets for collaborative, portal and content management projects?
- How can you locate and manage the proper workers for this aspect of your enterprise operations?
- How can you develop a staff that will adapt to future necessity?

Debra Logan, Gartner

"I found the PCC Summit very informative and educational. I was impressed by quality of content and presentations. I feel that the knowledge gained at this summit will benefit my organization and help us achieve our PCC implementations in the future. Thanks again for a great Summit."

Srdjan Bakovic, Technical Solutions, Cancer Research UK

PLENARY SESSIONS

Gartner Opening Keynote **The Art of Innovation and the Science of Survival**

As consumer-grade becomes the new industrial strength, technology decisions become far more complex. IT is trapped in the revolving door of shifting organizational priorities, facing a need to innovate despite institutional inertia and inattention. Meanwhile, some CEOs see IT as an impediment to strategic change and the multigenerational workforce has placed seemingly conflicting technology demands on the enterprise.

- How much of what we learned about technology adoption over the decades still applies and where are the old rules no longer applicable?
- How can IT balance pressure for new technologies in the face of ever-expanding responsibilities, risks and generations of systems?
- Where should IT consolidate technologies to drive down cost versus embracing heterogeneity to provide for agility?

Tom Austin and Carol Rozwell, Gartner

Guest Keynote **Fundamentalism of the Mind — Google and the Future of Thinking**

Google and other Web 2.0 technology vendors have sought to invest their platforms with almost mystical powers. Critical thinking is in danger of being replaced by faith in the Google ranking and the wisdom of crowds has superceded the judgement of experts. Google has been described as “the closest thing to an Oracle that the world has ever seen.” The consequences of displacing secular logic, rationality, and debate with an investment in new technology will pay some unfortunate dividends in the future.

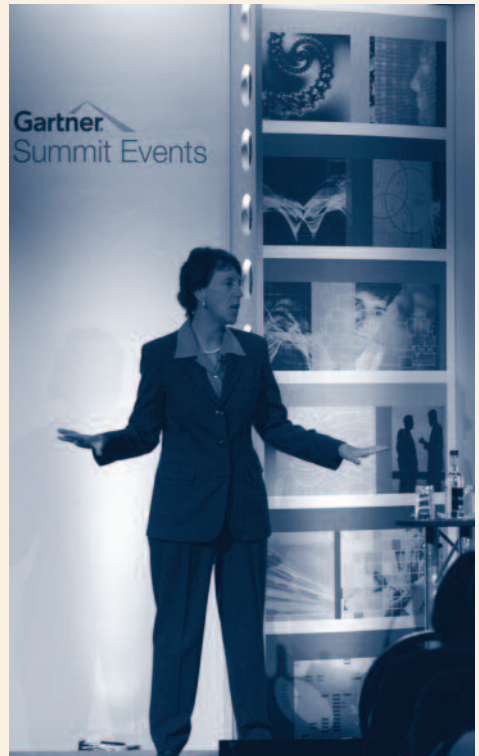
Ms. Brabazon will explore new ways of thinking about literacy and the scaffolding of knowledge. Her aim is to reclaim the useful and important from both the uncritical celebration of “the new” and the careless discarding of “the old.”

Professor Tara Brabazon, Professor of Media Studies, University of Brighton

Digital Natives Panel **Let Us Use Google — Digital Natives Speak About The Web 2.0 World**

The first generations of digital natives – those who have grown up with Google – are entering the workforce. We can expect to see profound changes in the way technology is used inside our enterprises. Or can we? What is the view of digital natives on current and future technology? In this panel, we ask the digital natives to speak for themselves about their future in the workforce, Google and everything related to the role of technology in their lives.

Panel of students from the University of Brighton



“Being on the threshold of implementing collaboration & portals this event made clear what my options are, by doing so saved me time & money, much more than the expense of the entrance fee for the summit.”

Alex Husslage, Manager .NET, Cordares Diensten B.V.

END-USER CASE STUDIES

To complement Gartner research, advice and direction, the Gartner Portals, Content & Collaboration Summit will feature end-user case studies from countries across the EMEA region, covering different industries and topics.

These case studies will address practical and real-life experiences of the end-user community, to provide you with insight into lessons learned and pitfalls to avoid.

For more complete overview, please check our Summit website, europe.gartner.com/pcc

Volvo: E-Mail Overload, E-Mail Anxiety: One Company's Attempt to "Fix" E-Mail

Survey work at Volvo Cars concluded that e-mail was the number one source of e-anxiety, with users frustrated by the way e-mail was used and abused. With full management support, Volvo undertook a significant effort to understand, and resolve core user e-mail issues. Using social networking, user training and deskside coaches, Volvo achieved significant results. This presentation describes the Volvo approach and shares results:

- Methods to employ to survey users and gain consensus
- How to collect, document and interpret end-user results
- How to offer targeted training based on trial and error processes

Bart Verplanken, Project Manager and Petter Halling, Director Interactive Communications, Volvo Car Corporation

Statens Vegvesen: How to Tame Cats? An Offensive Program To Get Control of Unstructured Information in a Dispersed Organisation

Norwegian Public Roads Administration is responsible for the planning, construction and operation of road networks, ferry operations, vehicles requirements and driver licensing. Users have experienced difficulty in record keeping. This case study will describe the implementation of a strategy that shall:

- Enable internal and external users to store, retrieve and share relevant information in a straightforward, secure and efficient manner
- Give the organization control of the information, with high data quality and low user effort
- Allow the user to do what they know best, with little knowledge of underlying systems

Bjørn Kummeneje, Program Manager, Enterprise Information Management, Statens Vegvesen.



Credit Suisse: Supporting the Front Line of Financial Services at Credit Suisse

Relationship management is key to the success of Credit-Suisse bankers. As a globally distributed financial services company, Credit-Suisse is using portal based collaboration to share knowledge, help employees to support clients and build business. Learn how 'portalizing' client and relationship management tools are helping them to build their global brand.

Bert-Jan Van Essen, Director Program & Project Management, Global Front Products, Credit Suisse

INNOVATE: ENABLING AGILITY WITH NEW SOLUTIONS

SharePoint: Everything You Need to Know

CON

SharePoint makes rabbits look ineffective at proliferation. Manage its explosive impact to your benefit through best practices, strategic planning and technologically adept tactics. Emerge with action items and road maps for how best to exploit this ineradicable opportunity.

- What is SharePoint's Strategic Direction?
- How should enterprises manage their SharePoint installations for efficiency and effectiveness?
- What are the security issues unique to SharePoint?
- What are the best practices for setting policies related to SharePoint?

Mark Gilbert

Enterprise 2.0 – Ready for Prime Time?

B

AIIM's study of 441 end users earlier this year found that a majority of organizations recognize Enterprise 2.0 as critical to the success of their business objectives, but that most do not have a clear understanding of what Enterprise 2.0 is. This presentation summarizes AIIM's research from all perspectives including technology, business drivers and market dynamics.

- Evolution and definition of Enterprise 2.0 technologies
- Frameworks and concepts
- Worker models for Enterprise 2.0
- Risk and control vs collaboration and innovation
- Assessing organizational readiness
- Best practices for implementing Enterprise 2.0

Atle Skjekkeland, AIIM

Portal of the Future: What's Beyond Web 2.0?

POR

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

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

Ray Valdes

Ideation Best Practices: Tap the Talent

B

Innovation is top of mind for many organizations despite the economic downturn. They know they need to move beyond the hype and engage the talent inherent in their organizations. As companies get serious about innovation, they often establish an ideation program for idea generation. But unless they plan ahead, they will get trapped by five common pitfalls. This session will explore the best practices employed by organizations that have established successful idea generation – ideation – programs.

- What are the five pitfalls of ideation?
- What technologies are available to support the ideation process?
- What are the best practices of successful ideation programs?

Carol Rozwell

Making It Work: Top 10 Tactics To Realize ROI From Portals, Content and Collaborative Projects

B

Capture that elusive "+" sign in calculations of ROI for portals, content and collaboration projects with these strategies for cutting costs, speeding time to market and addressing what enterprises really need to do to make the most of their limited budget and head count.

- Where are content management, collaboration features and portal a good match for enterprise needs?
- What lessons have we learned from managing structured data that can be applied to unstructured information?
- What can we learn from the use of social software on the public Internet?

Regina Casonato

Best Practices for Creating Learning Communities

COLL

The frenzy over Web 2.0 and social software is disrupting traditional approaches to learning. In this presentation we will introduce the concept of the social learning platform and explore what it means to companies that want to tap into the collective intelligence of their employees and increase the organization's capacity to learn.

- What is the impact of Web 2.0 on learning?
- How will corporate learning systems vendors respond to this challenge?
- What are the best practices for creating effective learning communities?

Carol Rozwell

CONSOLIDATE: BENEFITING FROM ARCHITECTURE AND GOVERNANCE**Portals and Mashups – Put the Power of SOA in Your Users' Hands**

Enterprises perceive mashups as a means to achieve many of SOA's end-user benefits, just as they saw portals as a way to gain access to web-era functionality. Understand how portals refract the benefits of SOA and mashup construction into an end-user experience and architectural reality that will save money and achieve business benefit.

- What is SOA, and how are organizations adopting it?
- How can portal technology support SOA initiatives?
- How will mashup strategies support portals and SOA?
- What is the business benefit of combining portal and mashup strategies?

Ray Valdes

Enterprise Content Management: Architecture & Governance

Enterprise content management is experiencing a generation of innovation stemming from new users with new expectations exploiting new technologies. Take a long view of your strategic content future and learn how open source, Web 2.0 and software as a service will pervade your content strategy.

- What does the future hold for enterprise content management?
- What approaches can organizations take to satisfy their content management requirements?
- How can organizations best leverage Web 2.0 and other emerging technologies in their content management infrastructure?

Mark Gilbert

Google in Your Company: What You Need to Know

Hundreds of enterprises have already inquired of Gartner whether they should invest in Google-based approaches. Hear the intimate details of whether, when and how you might invite Google to be your next strategic vendor.

- What is Google's strategic direction?
- Which Google applications are ready for you?
- How ready are you for Google applications?
- What are your key steps forward for evaluating and investing in Google?

Tom Austin

Managing and Integrating Multiple Portals through Effective Governance and Smart Technology Choices

Failing to govern equals failure. The multiple-portal world demands mature, deliberate planning for information and application architecture in order to serve business, legal and IT needs. Establish a successful future for your portals and workers through effective governance and management now.

- How will enterprises best address turf wars, platform wars, resource constraints and change management in their portal efforts?
- What are the cornerstones of effective portal planning, and what role does portal governance play?
- What implications do portals have for compliance and other regulation-sensitive aspects of business?

Debra Logan and Mark Gilbert

Magic Quadrant Megasession: Know Your Vendors

Paddle through all the magic quadrants relevant to the strategies and products you'll be hearing about all week as analysts describe what makes leaders, challengers and visionaries in multiple markets.

- 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?

Jeffrey Mann, Mark Gilbert, Tom Austin

Information Management: Five New Job Titles Your IT Department Needs

Compliance, litigation, green IT and information management are hot topics in IT today. But wait! Haven't we known this for a while now? Yes, but we have not solved the problems we face, because we think technology is enough. It's not. You need people, but they are not IT people as you know them. Learn who they are, what they do and where to find them.

- What disruptive trends are IT organizations facing in the next five years and how will these impact hiring and staffing decisions?
- What new roles must be created to maintain an effective and relevant IT organization?
- Where will today's IT manager's find the skills and human resources they need to staff the IT organization as it evolves over the next five years?

Debra Logan

ADVANCE: CREATING VALUE IN A HIGH PERFORMANCE WORKPLACE**Enterprise 2.0: The Business Side of Web 2.0**

Web 2.0 draws its strength from its freeform nature and its sense of community. The best emerge only to be supplanted, perhaps, by even better alternatives. The Web is both a source of emergent phenomena and a font of experimental, entrepreneurial zeal fed by new business models. This presentation identifies:

- What are the key aspects of Enterprise 2.0 that enterprises should focus on to raise business performance?
- When should enterprises bring Web 2.0 models into their internal operations?
- When does it make more sense to rely on external Web 2.0 developments?
- When should enterprises shun Web 2.0 and Enterprise 2.0 hyperbole?

Tom Austin

Wikis, Social Networks, Content Mashups and the Next Generation of Strategic Web-Oriented Collaboration Tools

Wikis and a new generation of authoring and collaboration tools represent a new way to create content and interact with others. This presentation examines this emerging set of technologies and demonstrates how enterprises can leverage them to improve the flexibility of workplace tools and the efficiency of workers. We identify:

- Learnings from successful collaboration support on the public internet
- Drivers and inhibitors in enterprise adoption of web-oriented workplace tools
- The likely evolution of technology and products for Web-oriented collaborative work
- Best practices in leveraging Web-oriented collaboration

Nikos Drakos

Bring Facebook, Wikipedia and Del.icio.us In-House: Better Insight With Enterprise Social Software

Enterprise social software (such as wikis, social network analysis, social tagging and bookmarking, and decision markets) increasingly will provide an additional means for your organization to collect, analyze and understand input on its most important decisions and processes. This session describes the evolution of social software and how to use it for competitive advantage.

- How can we apply lessons from consumer social networking sites in an enterprise context?
- What are the business benefits from exploiting social software and collaboration technologies?
- How will collaboration support evolve through 2015?

Jeffrey Mann

12 Register today at europe.gartner.com/pcc

Turn Your Web Content Management into a Marketing Engine

Competitive advantage is the destination and content is the key to the marketing engine that will get you there. Learn about how you can tune this engine by combining a Web content management solution with your current marketing efforts. This presentation provides an overview of the technology and market trends with WCM together with the best practices Gartner recommends to help you achieve your business and marketing objectives.

- What emerging technologies and architectures will play an important role in the evolution of content management toward broader information management?
- What key market trends are changing the landscape of content management (PCC and BILM)?
- What best practices can users follow to maximize their success with content management?

Mick MacComascaigh

How to Apply Web Site Analytics to Optimize Online Channel Marketing

Just buying tools or services is never enough. Making good decisions about a company's online channel and maximizing its business value requires technology, dedicated people and disciplined processes. Why do some organizations succeed while others fail? This workshop explores different stages of process maturity and best practices for improving the engagement of Web visitors. Participants should come prepared to share tips and experiences.

- What value are organizations getting out of the application of Web analytics?
- Which best practices are important for improving online channel business performance?
- How should an organization select Web analytics technology?

Toby Bell

Content-Enabled Vertical Applications Can Meet Three Categories of Business Needs

Vendors are trumpeting their solutions strategies for content-enabled vertical applications. Business analysts and IT architects concerned about solution definitions, buying strategies, and vendor qualifications and architectures should review three categories of CEVA to find the best fit for their enterprise.

- What is CEVA and how can components of ECM and BPM = ROI?
- What are the three levels of CEVA and how do you find the right solutions for your enterprise?
- How can a managed approach to buying point solutions yield immediate and strategic results?

Toby Bell

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"The Summit gave an overview in an efficient way into the trends in PCC and allowed me to validate and adjust our PCC strategy."

Koen Blanquart, Business Solution Manager, Telindus



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"It was very beneficial for me to see alternative software & solutions to ECM & Web Content Management, as well as hearing trends & risks to give me new ideas to do a much more successful job tomorrow."

Asa Ringstrom, Program Manager, IS O&BS, AstraZeneca

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23-24 September 2008, London

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21-23 October 2008, Amsterdam

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Gartner Business Intelligence Summit
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Gartner CRM Summit
3-4 March 2009, London

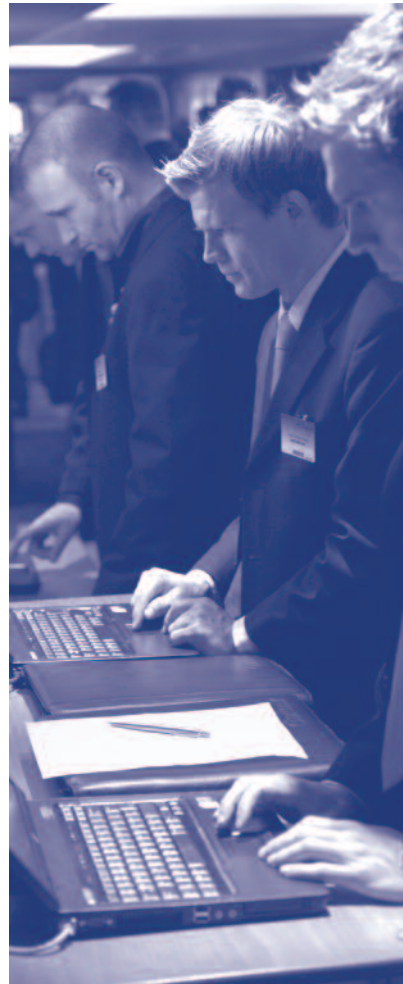
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