



**Circle of Innovation:
The Data Center Gets Agile**

Gartner Data Center Summit 2008

Data Center 2.0: Balancing Agility and Innovation with Efficiency and Processes

21-23 OCTOBER, RAI CONFERENCE CENTRE, AMSTERDAM

europe.gartner.com/datacenter

CONFERENCE CHAIRS



Andrew Butler
VP Distinguished
Analyst, Gartner



Milind Govekar
Research VP,
Gartner



Andrew Jay
Head of Technology Practice
Group, EMEA, CB Richard Ellis



David Henderson
Technology Strategy Partner & Capability
Development Leader, EMEA
IBM Global Business Services

GARTNER KEYNOTE SPEAKERS



Tom Bittman
VP Distinguished
Analyst, Gartner



Brian Gammage
VP & Gartner
Fellow, Gartner



Rakesh Kumar
Research VP,
Gartner

Gartner.
Data Center
Summit 2008

The Circle of Innovation – the Route to Agility

Introduction from the Conference Co-chairs

Business needs agility and innovation - whether the goal is to enter new markets, launch new products, grow or retain customers, increase revenue or cut costs. Indeed, many businesses accomplish most or even all of these elements. To achieve such diverse objectives IT Infrastructure & Operations (I&O) has increasingly become an integral part of this discussion, particularly as IT and the business process have become inseparable. The agility, availability, scalability, cost and innovation of IT I&O thus have a direct and lasting impact on the business process.

IT infrastructure and next-generation data center technologies are now undergoing innovative transformations. In the future, these new technologies will need to be embraced as vital elements for obtaining competitive advantage in business – especially when enterprises are embarking on extensive new business model innovation. With this change comes innovation to enable agility and rapid response; however these will need to be balanced with ongoing processes to deliver continuous efficiency.

There are many hurdles that IT I&O and Data Center professionals have to overcome in order to deliver this agility and innovation to the business. In the I&O world this means change: transforming Infrastructure & Operations culture, prioritizing and delivering projects (on time and to budget) that enable business growth, implementing best practice process frameworks, and modernizing I&O technology and applications.

The **Gartner Data Center Summit 2008** will equip I&O professionals with state-of-the-art knowledge to help you master the challenges and overcome hurdles, and to help deliver the agility and innovation your business needs. In addition, this knowledge will help you enhance your personal business skills and professional performance, and gain respect from your peers in the wider organization.

To disseminate this knowledge we have four tracks that cover topics of Infrastructure Innovation, Beyond Virtualisation, IT Operations Excellence and the issues that address the wider Data Center Ecosystem of power and cooling, Green IT and Data Center services amongst many other exciting topics.

We look forward to seeing you there!




Andrew Butler
VP Distinguished Analyst




Milind Govekar
Research VP

KEY TOPICS – FOCUS ON YOUR MAIN CHALLENGES

- What are the critical forces affecting data centers today?
- How and why are IT markets set to change?
- What will be the impact of change on IT organizations?
- How should you plan to exploit the industrialization of IT?
- What technologies are redefining the server market?
- How can organizations evaluate the risks and rewards of adopting new technology?
- Which technologies have traction now, which ones later — and which ones never?
- Where should I&O leaders focus their efforts to be highly successful?
- What are the best practices for I&O leaders to improve process, people, technology and business management?
- What are the driving forces of why an enterprise might want to consider a “green” data center?

WHO SHOULD ATTEND?

This event is aimed at those with specific responsibility for their organization's data center, whether as a full-time role, on a project basis or in a supervisory manner.

- Heads of Infrastructure
- Heads of IT Operations
- Heads of Data Center Services
- Data Center Planners
- Storage Planners
- Asset Managers
- C-Level Executives
- IT Directors
- Project Leaders and Managers

We also recommend that teams attend to get an intensive and comprehensive view of the data center.

We offer a number of benefits to teams of 3+ (see back cover for details).

AGENDA AT A GLANCE

Day 1: Tuesday 21 October

- 08:30 – 08:45 Welcome address
- 08:45 – 10:45 Keynote sessions
- 10:45 – 11:30 Panel discussion
- 12:00 – 13:30 Track breakout sessions
- 13:30 – 14:30 Lunch and Solution Showcase
- 14:30 – 18:20 Track breakout sessions
- 18:20 – 20:20 Networking drinks reception

Day 2: Wednesday 22 October

- 08:30 – 13:00 Track breakout sessions
- 13:00 – 14:00 Lunch and Solution Showcase
- 14:30 – 16:00 Track breakout sessions
- 16:00 – 17:30 Keynote sessions

Day 3: Thursday 23 October

- 08:30 - 11:45 Track sessions and workshops
- 11:45 - 12:45 Lunch and roundtables
- 12:45 - 15:00 Track sessions and workshops
- 15:00 – 15:50 Powerhouse/ MagicQuadrant session
- 15:50 – 16:40 Closing keynote

TAILOR YOUR OWN AGENDA IN ADVANCE!

To enable you to build your own personal agenda and select the sessions that are relevant to you, please use our online Agenda Builder to ensure you make the right decisions and get the best value from the Summit.

For details please visit europe.gartner.com/datacenter

The New Tracks for 2008

Four Tracks to help you master the Data Center

In four powerful content tracks, Gartner analysts will present the latest research and advice on how to develop a next generation data center which will drive forward your organization's performance. The Gartner speakers will be complemented by distinguished keynote speakers and senior level case study speakers from leading organizations from throughout Europe.

1 Infrastructure Innovation: The Heart of the Matter

Track Manager: Carl Claunch, VP Distinguished Analyst

Servers remain at the heart of the data center, but the "heart rate" is steadily increasing due to new and changing technologies. These new choices make it more difficult for IT organizations to select the right vendors and technologies for strategic and tactical deployments. This track focuses specifically on the evolution of physical data center infrastructure and technology selection, including emerging trends, storage, servers, client and networking technology, plus related disciplines like mobility, cloud/grid computing and unified communications.

2 Beyond Virtualization: The Wider Implications

Track Manager: Philip Dawson, Research VP

Astute planners realize that the virtualization trends go beyond better tactical exploitation of assets to have major operational, cultural and business process implications. The situation with virtualization today is just another step toward a real-time infrastructure. This track covers all aspects of virtualization in the data center and the infrastructure portfolio. Special focus is given to the journey that virtualization (and its users) are undertaking as use of virtualization becomes increasingly universal and ultimately becomes part of every data center.

3 IT Operations: Breaking the Ties that Bind

Track Manager: Cameron Haight, Research VP

As operations personnel we need to conduct a thorough review, not only of our mission, but also of the people, processes and technologies that will enable us to achieve our business potential. In this track, IT operations attendees will discover the steps to becoming more like a business, learn of the new roles and organizational structure required to operate in a more business-like fashion, and understand how evolving technologies will help to enable new models of operational activity.

4 The New Data Center: Living Organism for the Utility

Track Manager: Claudio Da Rold, VP Distinguished Analyst

New data centers need to be flexible, modular and readily adaptable to changing IT infrastructure and economic cost models. They must learn to behave like living organisms and deliver flexible, utility-like services. Users wishing to design and build new data centers, refurbish established ones or source externally should use this track to gain an understanding of the emerging trends. This track addresses the extended reach of the data center, with a special focus on sourcing practices, data center outsourcing and infrastructure utility offerings, green IT and environmental issues, data center facilities and location, and asset management/licensing.

And a Virtual Track focusing on business continuity and disaster recovery

V Avoiding Disaster: Strategies for 24x7 Availability

Increasingly sophisticated scenario planning, public/private sector coordination and increased focus on legislating business continuity into business operations are being driven by the growing threat of worldwide terrorist attacks, infrastructure failures and natural disasters. Disaster recovery strategies ensure that an effective balance exists between support for key recovery-time-objective and recovery-point-objective targets, and that these support levels can be met by the allocated budget. This track will guide you through all aspects of disaster recovery and business continuity planning using the structure of the four main content tracks.

Keynote and Guest Speakers

KEYNOTE SPEAKERS

Andrew Jay

Head of EMEA Technology Practice Group,
CB Richard Ellis



Andrew is a Senior Director within CB Richard Ellis's (CBRE's) Global Corporate Services team based in London. He is head of the EMEA Technology Practice Group and recognized as one of Europe's leading advisors to the data center and telecommunications industry. Andrew benefits from in-depth knowledge of all aspects of technical real estate including corporate data center dynamics. Andrew is also responsible for the unique research provided by CBRE into the Global Carrier Neutral Data Centre market and is a regular speaker at conferences focusing on data centers.

David Henderson

Technology Strategy Partner & Capability
Development Leader, EMEA,
IBM Global Business Services



David Henderson is responsible for developing Information Technology (IT) strategies for multinational organizations, ensuring the integration of IT into the planning, design and implementation of transformational change programs. David also designs and implements IT transformations, embracing the governance, organization and processes needed to maximize the IT contribution to business value. His day-to-day work therefore deals with the boardroom agenda for IT, focusing on alignment of business and IS&T agendas, assessing business value generated by IT and increasing the awareness of IT's potential contribution to achieving business objectives. Based on the depth and currency of this experience, David takes a keen interest in observing and commentating on directional and leadership IT issues.

Tom Bittman

VP Distinguished Analyst, Gartner



Thomas Bittman is a vice president and distinguished analyst with Gartner Research, where he is the Chief of Research for Infrastructure and Operations. Tom is also the lead analyst responsible for server virtualization and real-time infrastructure architectures. Tom has led the industry with research about the need for more-automated, virtualized and self-managed IT infrastructures. He has helped most leading industry vendors develop strategies and products, helped clients develop strategic plans for their IT infrastructures, and worked with them to virtualize their server infrastructures.

Brian Gammage

VP & Gartner Fellow, Gartner



Brian Gammage is a vice president and Research Fellow with Gartner, where he works in the Infrastructure and Operations area as part of the Client Computing research team. His areas of specialization include the development of client computing architectures and technology. Brian is also a leading expert on the development and application of virtualization technology within client computing. Although covering a wide range of activities and technical disciplines, he has specialized in computing hardware and has 20 years of experience in the PC industry.

Rakesh Kumar

Research VP, Gartner



Rakesh Kumar is a vice president in Gartner Research, where he specializes in large-scale enterprise computing strategies. With more than 18 years of experience, Rakesh is a recognized leader in data center architectures, infrastructure, high availability and operational processes. Rakesh is also leading the research in Data Center power and cooling issues and is an established authority in environmental and green IT strategies. Rakesh joined Gartner with the acquisition of META Group, where he was senior vice president and co-research director (EMEA). In this position, he drove changes in the European research organization and was instrumental in delivering META Group's leading Operations Excellence transformation program.

END USER CASE STUDIES

To bring practical experiences from the field - successes, challenges and war stories - a series of end user case studies will form part of the agenda. Here are some of the highlights:

Implementing a Server Infrastructure Based on an Application Framework

Luc Gregoir, Senior Architect Server and Storage Infrastructure, Eurocontrol

Moving from Disaster Recovery Centers to Business Continuity Centers

Osman Veysel Erdag, Network and Security Manager, Ulker

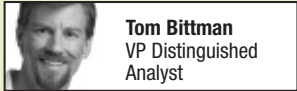
Flexible Capacity in a Mainframe Environment

Ton Van Der Starre, IT Manager, ADP

For further case studies and details on the presentation, please visit europe.gartner.com/datacenter.

Meet the Gartner Analysts

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 60,000 Gartner clients worldwide. The value of this resource, combined with our deep analysis of technology vendors, is unrivalled. The Gartner Data Center Summit brings a level of experience and expertise that you simply cannot get anywhere else.



Tom Bittman
VP Distinguished Analyst

"Virtualization is rapidly becoming an imperative for most IT organizations – to reduce costs and increase flexibility. However, the virtualization markets are still maturing, so business models are in flux, and rapid return on investment is critical."

Focus Areas: IT Infrastructure Strategies, Server Virtualization



Stewart Buchanan
Research Director

"Virtualization may help your current hardware refresh, but can it help with future hardware requirements? Will virtualization chargeback ease or complicate your financial planning?"

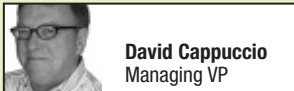
Focus Areas: Software Asset Management, License Compliance and Investment Lifecycle Planning, Green IT - Asset Lifecycle Management and Asset Disposal; IT Asset Management, IT Modernization, Cost Management, Budgeting and Chargeback; Vendor Contract Negotiations for Software, Storage and Professional Services; Strategic Vendor Management and Negotiations



Will Cappelli
Research VP

"As IT and business processes are becoming increasingly interdependent, any disaster that strikes IT will have a big impact on the business. Thus disaster recovery is not optional but mandatory."

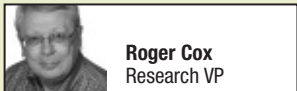
Focus Areas: Network Management, Application Management, Configuration Management Database (CMDB) and Availability Management



David Cappuccio
Managing VP

"Data Center technologies are going through an evolutionary change due to significant increases in power densities and cooling requirements for high end server platforms. Additionally Green IT initiatives around the world are forcing data center managers to refocus their efforts around not only IT efficiencies, but energy efficiencies as well."

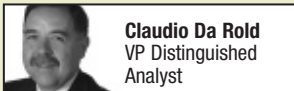
Focus Areas: Data Center Design, Power and Cooling, Green IT, Consolidation



Roger Cox
Research VP

"Few challenges in the IT infrastructures rival the complexity associated with the storage infrastructure. Users must rethink how they will approach the demands of managing disk-based storage that will grow almost 7 times in the next five years."

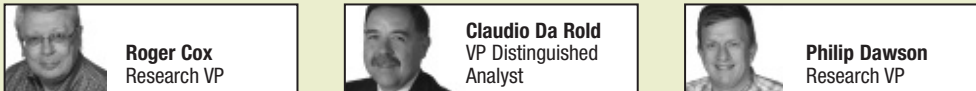
Focus Areas: Storage System Platforms and Technologies for DAS-, SAN- and NAS-based Storage Infrastructures



Claudio Da Rold
VP Distinguished Analyst

"IT as a Service is accelerating: global delivery, industrialization, alternative delivery models, utilities, multisourcing. Be informed to protect yourself - and be able to answer to the tricky CFO question "why don't we buy all this capacity at 15 cents a month?"

Focus Areas: Sourcing Strategy, Data Center Outsourcing, Infrastructure Utility, Alternative IT Delivery Models



Philip Dawson
Research VP

"Clients need to get real about virtualization, its not one size fits all, how and what you virtualize is as important as choosing which vendors and tools- with assisted didactics."

Focus Areas: Virtualization, Server Selection, Operating Systems, Open Source Software



Andrew Butler
VP Distinguished Analyst & Summit Co-Chair

"It is increasingly clear that three "Killer" technology disruptors - multi-core, virtualization and modular architectures - are challenging the old order and will transform the server landscape."

Focus Areas: Blade Servers, Server Selection, Server Virtualization, Server Operating Systems, Server Vendor Strategies

Worldwide Expertise at Your Fingertips – Your Questions on Infrastructure & Operations Answered!



John Enck
Managing VP

"Today's server market is a maze full of treacherous twists and turns – you can easily find yourself on a dead end path."

Focus Areas: x86 Rack/Blade Servers, Active Directory, Windows Server



Brian Gammage
VP & Gartner Fellow

"Virtualization and new application delivery models mean more varied and complex options for client computing. Organizations that previously followed the roadmaps of suppliers must take more control of their destiny."

Focus Areas: Client Computing, Consumerization of IT, Virtualization Technology, Client Application Delivery Models, IT Commoditization



Milind Govekar
Research VP & Summit Co-Chair

"IT Infrastructure and Operations has the biggest budget and the highest visibility. However, just "keeping the lights on" is not enough, Infrastructure and Operations must continuously innovate and provide services - not technology - that are meaningful to the business to help it thrive in a constantly and rapidly changing environment."

Focus Areas: IT Service Management, Application Management, Performance Management & Capacity Planning, IT Operations Management Tool Vendors



Cameron Haight
Research VP

"The early results are in. Server virtualization does generate (sometimes substantial) benefits, but these depend wholly upon the degree of upfront planning - including investing in skills and process re-engineering. So the net is ... plan now or pay more later."

Focus Areas: Server Virtualization Management - Tools, Processes and Best Practices



Rakesh Kumar
Research VP

"Green IT is all about energy optimization in the data center. If you get that wrong, then you may well be wasting a lot of money and potentially harming the brand value of your business."

Focus Areas: Data Center Power and Cooling, Green IT, Consolidation



Scott Morrison
Research VP

"Expanding your business while rationalizing your data centers requires much greater focus on the quality of the infrastructure, who provides it, and the SLAs underpinning it."

Focus Areas: Colocation, Managed Hosting, Network Services, SLAs



Neil Rickard
Research VP

"A converged data center network will save money, space and power, but rushing headlong into the all Ethernet data center could be as disastrous as ignoring the impending change would be wasteful."

Focus Areas: Enterprise Networking Technologies, Products, Services and Sourcing, Enterprise LAN, WAN, Voice and Data Networks, Application Fluent Networking



David Russell
Research VP

"Defining IT Operations processes is important and automating these processes can result in big cost savings and improved agility. However, do not underestimate the organizational challenges of implementing automation."

Focus Areas: Backup/Recovery & Continuous Data Protection (CDP), Virtual Tape Libraries (VTL), Data Deduplication, Storage Resource Management (SRM), Mainframe and Open Systems Tape



David Williams
Research VP

"Server virtualization is helping organizations address a number of issues in the data center, but how to backup and recover virtual machines is an issue that clients all over the world are struggling with."

Focus Areas: Enterprise Software Management

Your access to the Analyst Community

Tackle your toughest challenges – registered delegates are extended the opportunity to book a complimentary, private 30 minute consultation with Gartner Analysts. You can ask questions about the analyst's presentation, or address specific issues you're facing within your organization encompassed by the analyst's area of expertise.



GUEST KEYNOTE SESSIONS

Guest Keynote: The Enterprise of the Future - The IBM Global CEO Study 2008

IBM interviewed over 1,100 CEOs across 40 countries and 32 industries for the Global CEO study, the largest of its kind. CEOs see turbulent change ahead. The Enterprise of the Future will be "hungry for change, innovative beyond customer imagination, globally integrated, disruptive by nature and genuine, not just generous". This keynote presentation explores these five themes and their implications for CIOs, Infrastructure and IT Leaders as they assist CEOs to drive business performance, integrate globally and enable business model changes.

David Henderson, Technology Strategy Partner & Capability Development Leader, EMEA IBM Global Business Services

Guest Keynote: European Data Center Market: Supply and Demand in the Face of Recession

Following on from a strong end to 2007 in the European Data Centre market, the 1st quarter of 2008 showed a significant reduction in demand. This presentation provides an overview of market drivers and considers how the credit squeeze is affecting supply and demand dynamics in the main European data center markets, as well as providing insight into how data center mechanical and electrical services, IT platforms requirements and property interact for data mission critical businesses.

Andrew Jay, Head of EMEA Technology Practice Group, CB Richard Ellis

"The event is a must for data center managers and IT infrastructure managers!"

ICT Architect, La Poste

GARTNER KEYNOTE SESSIONS

Gartner Keynote: The Data Center as a Living Organism

In the past three years, the need for data center space has increased by 5%-10% a year, following a period of no investment. At the same time, pressure to cut IT costs has moved the topology towards large, centrally managed data centers. These developments have resulted in fewer "mega data centers" running out of floor space, housing power hungry equipment, pumping out a lot of heat. Legacy data centers are obsolete, and CIOs aren't fully aware of the issue.

- What are the critical forces affecting data centers today?
- How does a data center function as a living organism?
- What are the steps in getting to a data center as a living organism?

Rakesh Kumar, Research VP, Gartner



Gartner Keynote: The Future of Infrastructure & Operations: The Engine of Cloud Computing



The evolution to real-time infrastructure continues – the same technologies and techniques that will make cloud computing viable are making internal infrastructures more efficient and effective. We discuss the key trends in infrastructure and operations, the roadmap for infrastructure and operations for the next five years, and the role of cloud computing.

- What are the trends impacting the future of infrastructure and operations?
- What is the road map for infrastructure and operations?

Tom Bittman, VP Distinguished Analyst, Gartner

DAY 3 PLENARY SESSIONS

Powerhouse/MagicQuadrant Session: Focus on Powerhouse Vendors: Cisco, EMC, HP & IBM

Various Gartner research methodologies and models exist to aid with vendor selection, including SWOTs and our Vendor Rating process that assesses major vendors across multiple product and service related axes. This presentation focuses on four of the major vendors whose strategies and product portfolios are an influence in most data centers - Cisco, IBM, EMC and HP.

- Strengths, Weaknesses, Opportunities and Threats for Cisco
- Strengths, Weaknesses, Opportunities and Threats for EMC
- Strengths, Weaknesses, Opportunities and Threats for HP
- Strengths, Weaknesses, Opportunities and Threats for IBM

Carl Claunch, Andrew Butler, Neil Rickard and Roger Cox

Gartner Keynote: The Industrialization of IT: Agile Enterprise Edges into the Cloud



IT is changing shape, bringing new challenges for users and suppliers alike. Mass production of data, ubiquitous web access and the drive to accelerate business processes is driving increased interest in economies of scale and raised expectations around utility-type services. These factors combined with a need to cut costs makes the path to industrialization inevitable.

- How and why are IT markets set to change?
- What will be the impact on IT organizations?
- How should you plan to exploit the industrialization of IT?

Brian Gammage, VP & Gartner Fellow, Gartner

Infrastructure Innovation: The Heart of the Matter

The Future of the Server and OS: Disappearing Boundaries?

This presentation will discuss the shape, form, contour and parts of the future server. The session will cover technology enhancements in the next few years, vertical and horizontal scaling trends; including the impact of cloud computing on the server, future of blades and RISC architectures, the context-sensitive OS, the impact of virtualization and vendor competitive dynamics.

- How much change will drive next generation servers and what user benefits will result?
- How will the market and IT procurement absorb a continuing array of innovations affecting lifecycle management and useful life?
- How will the role of the server evolve in the increasingly virtual world of the future?

Andrew Butler, John Enck

Why Multicore Should Worry You

Multicore is a major shift in direction for computer design. In this new era, little is the same. Applications will face shorter lives, development organizations will face a steep rise in recoding projects on existing applications, and operations will encounter new challenges. Learn how to plan for and best manage the new realities of the multicore era.

- Why is multicore a key trend in the processor market?
- What implications of multicore will have the most impact?
- What changes should be made to skills, tools and software to succeed in this new era?

Carl Claunch, Andrew Butler

The Future of the Data Center Network

The data center network is in transition. The all-Ethernet data center is in sight; however this isn't the Ethernet that is currently being deployed throughout the rest of the enterprise. Data center solutions must address the reliability, scale and performance of FibreChannel and Infiniband at the connectivity end of the spectrum. Higher up the stack, the network must become application-fluent in order to transition to the control point of a virtualized data center.

- How should enterprises redesign the physical network in their data center to exploit the full potential of current networking technologies?
- How can enterprises benefit from virtualization of the data center network?
- Which products should enterprises deploy to create the new generation of data center networks?

Neil Rickard

Storage Trends and Disruptive Technologies

Gartner predicts that user spending on external controller-based disk storage hardware will increase 7.7% during 2007 to 2011; storage management software market is growing at 7.4% in this same time frame. Meanwhile, IT hardware budgets are projected to increase only 2.5%. As storage consumes more and more of an organization's overall IT spending it is putting pressure on spending for personnel, facilities, power and cooling, communication, disaster/recovery and professional services costs.

- Which key market trends and applications are fueling data growth?
- Which storage technologies are capable of altering storage total cost of ownership?
- Which vendors are likely to succeed as the market continues to mature and expand?

Roger Cox, Valdis Filks

Windows Server 2008 and Vista: When Should You Care?

Windows Server 2008 is finally here and despite slow adoption of Windows Vista, many enterprises are already looking to the next release of the client operating system (OS) – Windows 7. Microsoft's release cycle continues, so organizations must evaluate when and how they will adopt new OS versions. We examine what Vista and Server 2008 offer you now and how you should plan to adopt them, if at all.

- What are the value propositions of Windows Vista and Windows Server 2008?
- How and when should organizations adopt Windows Vista and Windows Server 2008?
- What other changes in the client/server landscape influence these decisions?

Brian Gammage, John Enck

Changes in Client Computing: New Architectures, New Choices

Virtualization has come to the desktop at multiple levels, promising to make client computing more manageable and secure. New mechanisms for delivering applications to devices offer the prospect of greater flexibility in responding to user demands. The combined impact is a sharp rise in the range of architectural options available for client computing. We describe how client computing technologies are evolving and how to plan your path through this period of rapid change.

- What does virtualization technology do and why should you care?
- How will client computing technology evolve through 2012?
- How should enterprises plan future client computing strategies and deployments?

Brian Gammage

Beyond Virtualization: The Wider Implications

Virtualization Changes Virtually Everything

Virtualization is much more than a technology – it is a fundamental change in your IT architecture; your processes for planning, deployment and management; how your IT staff work, and how IT customers use IT; the agility of IT; how and what you pay for. Technology, processes, culture and business models will all change as you virtualize. Managing these changes effectively are critical.

- What is being virtualized, and when?
- What are the best ways to navigate the virtualization trend effectively?
- How should virtualization be used to accelerate overall IT evolution?

Tom Bittman, Philip Dawson

Virtualization and Cloud Computing: Unlocking the Cloud



At the computing resource layer, virtualization technologies are unlocking software from clients, servers and storage, making alternative delivery models such as cloud computing viable. We examine technologies such as virtual machines, VDI and containers, and discuss how they will accelerate cloud computing alternatives.

- What are the virtualization technologies that will enable cloud computing, and how will they evolve?
- What are the new cloud computing usage models that will develop based on virtualization technologies, and how will they evolve?
- What are the virtualization best practices that will maximize user choices in sourcing alternatives?

Tom Bittman

How to Virtualize Your Complete Server Infrastructure: Trends, Best Practices, and Future

Server virtualization is rapidly becoming the default – most large enterprises have started deployments, and penetration doubles each year. However, as new vendors enter the market, clients must look at sharing models and service for virtualization projects. This also extends for non-x86 virtualized platforms as we see crossover between the two virtual environments.

- How will the server virtualization market evolve through 2012, and how should users select technologies?
- What are the stages and processes of virtualization projects and strategy?
- What services can be shared in a x86 and non x86 infrastructure?

Philip Dawson, Tom Bittman

Virtualization for Disaster Recovery

Virtualization tools and technologies are one of the most valuable additions to the arsenal of the disaster recovery practitioner, delivering a myriad of benefits. Discover how to restructure the disaster recovery (DR) approach and see why virtualization provides faster and more certain recovery. This session covers current capabilities and best practices, while identifying the benefits of future technologies.

- Which virtualization capabilities can benefit disaster recovery?
- How are others using virtualization to improve their DR activities?
- What will the future bring?

Carl Claunch

What's Hot to Virtualize and What Not to Virtualize

Virtualization affects many aspects of the project portfolio. However it is not a one size fits all approach. Vendors often propose a consolidation of all workloads for consistent benefits. This session looks at what workloads can be considered for virtualization and benefits, and also what to do with workloads that cannot.

- What workloads should be virtualized and why?
- What should not be virtualized and why?
- When will some of the issues around this be addressed and what can be done in the interim?

Philip Dawson, Carl Claunch

The Impact of PC Virtualization on Management and Deployment

IT organizations now have a wide range of tools and techniques for delivering applications and operating environments to users beyond the traditional PC model. Application streaming and virtual desktops/blades will play a critical role in expanding IT's ability to deliver legacy applications to both traditional PCs and new types of devices. Technology improvements, product refinement and changes among the vendors are making what were traditionally risky or poorly performing options, increasingly appropriate for a much broader range of users. Management will need to change alongside to ensure that availability and security are not compromised.

- What are the architectures for a "virtualized" client, and where do they make most sense to use?
- What are the management challenges and approaches?

Brian Gammage

IT Operations: Breaking the Ties that Bind

IT Operations Management Scenario: Trends, Directions and Market Landscape

IT operations management professionals live in a constantly changing and complex world, thus challenged to move forward with IT transformation projects towards service and business alignment. This presentation will analyze key trends such as ITIL, process maturity, data center strategies, SOA and virtualization and the impact on IT operations. In addition, we will analyze the existing leaders in IT operations management software and market forces that could change that leadership.

- What trends are impacting IT operations management strategies, investments and actions?
- What are the strategies of the leading IT operations management suppliers?
- What is the future of IT operations management technologies?

Milind Govekar

Putting People First: Organization and Staffing for Infrastructure and Operations

Many IT Infrastructure and Operations groups struggle with how to organize and how to justify their staffing needs. They reorganize frequently in an attempt to overcome specific problems, only to find they are experiencing a whole new set of issues. We will discuss:

- How can IT Infrastructure and Operations be organized to most effectively and efficiently deliver services?
- What strategies and methods can be used to effectively justify staffing size?
- What skill set implications are there when moving to a business-driven process and service-centric Operations group?

**David Williams,
Cameron Haight**

The Realities of Using Workflow Products to Achieve IT Operations Automation

IT Operations Process Automation (aka Run Book Automation) has emerged as a way to automate, through workflows, IT operational tasks across different disciplines in support of IT management processes to increase efficiencies and support critical IT initiatives, such as ITIL, server and storage provisioning, disaster recovery, fault remediation and change management. This presentation analyzes the drivers for RBA, the solutions, vendor landscape and best practices for implementation.

- What are the operational drivers and benefits for RBA?
- What solutions are emerging to meet IT operations requirements for RBA?
- What best practices should be implemented to achieve success with RBA?

David Williams

Do all Roads Lead to the Configuration Management Database (CMDB)?

Configuration management's role in IT operations has broadened from its roots in assuring the right software is installed and configured on PCs and servers. While it continues to discover, manage and execute automated changes throughout the environment, it has evolved as a core technology behind compliance initiatives. Moreover, CMDB is core to all other management disciplines including availability, performance and IT service continuity.

- What is driving all the attention and promise for a CMDB?
- Which vendors are delivering configuration management databases, and what are their functional differences?
- What are the emerging best practices that will enable successful implementations of CMDBs?

Will Cappelli

Networking Beyond the Data Center - Building towards Application Level SLAs

Organizations continue to consolidate their IT environments. They are also increasingly relying on third-party data centers. But the network is also exploding with more connectivity across a wider array of network architectures to branch offices, teleworkers, mobile workers and external parties in the value chain. If not controlled, these two phenomena can place enormous strain on the network and on the data center. We discuss how organizations can leverage the combination in a holistic manner to deliver services.

- What business outcomes should organizations seek when planning the combination of network and data center?
- What networking technologies maximize the benefit of centralizing applications?
- What service approaches should organizations follow to leverage the combination of data center and network?

Scott Morrison, Neil Rickard

Managing the Virtual Server Environment: A Look at Design, Process and People Considerations

Server virtualization provides substantial benefits to IT organizations to reduce costs and improve operational agility. But this virtualization comes with a price – making an already complex IT infrastructure even more challenging to manage. We will look at how server virtualization technology is impacting traditional IT operations disciplines across the key ITIL processes spectrum and offer recommendations of how these practice areas need to evolve given today's new virtual reality.

- How does server virtualization upset traditional operations orthodoxy?
- What operational processes need to adapt to this new environment?
- How will organizational roles and structures need to evolve to meet this challenge?

Cameron Haight

The New Data Center: Living Organism for the Utility

Exploit the Commoditization of IT to Reduce Costs

In today's volatile economic conditions enterprises cannot afford to overspend on IT. Learn how IT commoditization is changing procurement and deployment decisions in servers, networking, PCs, IT services and software. Understand the choices and trade-offs that IT commoditization brings and how appropriate commoditization can reduce costs, give more simplicity and agility in your IT environment.

- How commoditization of IT is reshaping enterprise choices
- How commoditization of IT is impacting hardware and software procurement and deployment decisions
- How to take sustainable advantage of IT commoditization?

Brian Gammage

IT Infrastructure Utility: From Skepticism to Offerings

Marketplace hype, then deep skepticism and now a confused uptake has characterized "IT Infrastructure as a Service". Despite high profile marketing campaigns about on demand, "IT utility" and "in the cloud", real adoption has been slow to start and offerings are quite immature and patchy at best.

- The key trends, drivers and inhibitors for the IT infrastructure utility market
- How to determine the maturity level of an infrastructure utility offering?
- The main checkpoints when entering an infrastructure utility deal

Claudio Da Rold

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IT Consultant, Fife Council

Best Practices in IT Procurement: Negotiating Great Contracts

IT products and services deals are still being specified, even ordered, before contract terms are discussed. No one can negotiate the right price on the right terms after your leverage has been lost. Working with IT Procurement professionals to place and to protect your IT investments more effectively takes teamwork.

- What process should be followed for IT Procurement, even for Open Source Software, and why?
- What terms and conditions should you always try to negotiate in each different type of IT contract?
- What next? Make your contracts work for you as part of a vendor management program

Stewart Buchanan

Data Center Outsourcing in Europe: Market Trends and Providers Magic Quadrant

Data center outsourcing is a viable and satisfactory sourcing option in Europe. However, intense development is occurring on several fronts: consolidation, virtualization, remote management, green IT and infrastructure utility.

- What are the major forces driving the evolution of this market?
- Who are the key service providers for Data Center outsourcing services?
- What benefits and challenges are Data Center outsourcing customers reporting?

Claudio Da Rold

Master the Financial Planning, Purchasing and Management of Virtual Assets

Achieve results - improve utilization and availability, instrumentation and automation - through better financial planning, preparation and ongoing financial management. Develop an appropriate, effective and efficient way to address funding and cost management in a virtual server and storage environment.

- What do you need to take into account when building a business case for virtualization?
- Why is virtualization chargeback important and what does it take to do it successfully?
- How will virtualization affect future budgets and technology purchases and how are you planning to evolve with it?

Stewart Buchanan

Energy Efficient, Low Cost, High Performance Data Centers

Emerging Reality or Just a Dream? Data Center managers have always been asked to do more with less, and the pressure is increasing. The heightened awareness of IT power consumption, increasing use of high performance, high density compute equipment, and pending legislative mandates for data center efficiencies are driving a need to solve all these issues – but at reduced costs. This presentation will present ideas and best practices to solve these problems.

- What emerging trends will have the greatest impacts on data center design and operations?
- What are the critical design considerations and best practices in emerging data centers?
- How can efficiency and scalability be designed into a data center, while keeping costs reasonable?

David Cappuccio

Applying and Delivering Innovation

Following two days of advice and updates on trends in data center technologies and management, we now focus on ways of implementing and delivering innovation within your organization to bring increased efficiency and performance. Your opportunity to put theory into practice!

Asset Disposal: Stop Your Assets Turning into Liabilities!

Rising consumer awareness of green issues is being reinforced by state legislation on the recycling of electronic waste. Do you have enough resources to cover disposal? Demonstrating corporate responsibility is good PR for your organization. Failing to do so can be expensive, in many more ways than you realize. Explore the many ways you can stop this becoming a problem.

- Why is asset disposal such a significant issue?
- What do I need to do to develop suitable policies and processes?
- How can I get the specialist help and support I need to do this properly?

Stewart Buchanan

Build, Lease or Outsource: How Will You Acquire Your Future Data Center Space

Organizations which are consolidating their disparate internal data centers into a smaller number of sites for both cost and performance reasons need to understand when it makes sense to use external facilities and external managed services. Many are choosing to use third parties to house, host or even deliver their application servers. This in turn is creating an imbalance in supply-demand, which is leading to rapid price rises for services.

- What are the key make or buy criteria in deciding whether to retain an internal data center, versus going to a third party?
- What strategies should enterprises adopt for choosing between co-location, managed hosting, and utility-based services?
- What are the new developments in these markets, commercially and from a service perspective?

**Scott Morrison,
Claudio Da Rold**

Getting the Maximum Return on Investment from Mainframe Platforms

Written off by many industry pundits five years ago, IBM has reinvented the mainframe. The pursuit of new workloads has been a critical aspect of the resurgence, while at the same time protecting and nurturing the installed base. The introduction of specialty engines has been a catalyst to the growth, but represents only the first step toward a significant change in architecture during the next five years. The IBM mainframe remains a critical component in the large mission-critical environment, and it will be no less critical in three years.

- What's the short-term and long-term future of the IBM mainframe?
- What role will other mainframe platforms fulfill?
- When will it make sense for current IBM mainframe customers to migrate to the newest product family?

Rakesh Kumar

Making ITIL a Reality: Pitfalls and Strategies

ITIL has become the dominant method to focus on process maturity for IT Infrastructure and Operations groups. Learn how organizations are leveraging ITIL version 3 as a catalyst in transforming to a service-centric IT organization. In this session, we will discuss the pitfalls to avoid and successful techniques to realize benefits in quality, agility and cost.

- What is ITIL (v2 & v3) and how can it serve as a guide to transforming operations?
- What pitfalls should be avoided when implementing ITIL?
- What are the critical success factors and practical methods to maximize return on investment?

Milind Govekar

Deploying and Managing Storage for Virtualized Servers

This presentation examines the issues associated with deploying and managing storage in virtualized server infrastructures. Because server virtualization uses shared resources, careful consideration must be given to external storage connectivity, boot from SAN options as well as data provisioning methodologies. Backup and restore operations represent one of the more challenging issues to be addressed because the interaction of backup from one or more applications may interfere with other applications during their normal operation. At the end of the day, Gartner holds the view that virtualized server infrastructures require users to rethink and re-architect storage related activities.

- What are the best practices in the deployment and management of storage for virtualized server environments?
- How do/will existing and future technologies/products best fit in storage management architectures?

Roger Cox, Valdis Filks



The Data Center gets agile

Improving DR Testing Efficiency and Quality through Best Practices and Virtualization

Effective disaster recovery testing is a key critical success factor for supporting business resiliency. However, as the scope of mission critical business processes, applications and data increases, sustaining the quality of the test process can be a daunting technical and logistical challenge. This session will discuss how the combination of best practices and virtualization technology can help reduce DR testing complexity, cost and logistics.

- What are the key technical and logistical challenges that impact the effectiveness of disaster recovery testing?
- How can the use of best practices improve the quality of DR test results?
- How can server, storage and network virtualization supplement the use of best practices by improving DR test efficiency and lowering testing costs?

Will Cappelli

WAN Optimization: Enabling Consolidation in the Data Center While Assuring Performance

WAN optimization is key to enabling application consolidation into the data center, while assuring acceptable performance. As the trend to incorporate this application level intelligence into networks matures, providers are starting to offer managed services instead of the enterprise being forced to purchase and manage devices. This presentation will examine this trend, the pros and cons of a managed services approach, the maturity of different offers and the new offers likely to arise.

- How can WAN optimization assist in improving application performance?
- What combination of products and services should enterprises use to deliver WAN optimization?
- Which vendors will deliver the best WAN optimization products and services?

Neil Rickard

How to Deploy and Virtualize ERP Infrastructure

As ERP applications have become more and more sophisticated and business critical, the choice of hardware and operating system technology has never been more important. But recent trends, like the promotion of Netweaver and the evolution of Oracle RAC, are driving heterogeneity into what was usually a very homogeneous choice. We examine the application drivers, vendor strategies and best practices for future state ERP deployment.

- What is the process to look at the overall server infrastructure deployment when choosing an ERP system?
- How do you choose the best Application and DBMS server platforms using the Server Evaluation Model (SEM)?
- What are the options and compromises to consider when choosing Windows, Linux or UNIX roll outs for ERP systems?

Philip Dawson, Andrew Butler

Data Protection in a Virtualized World

Organizations struggle with determining and then implementing the best practices for effectively managing data protection to meet the demanding data availability requirements of users, applications and regulations. As organizations implement server virtualization, data protection plans must be put in place to ensure availability; however the best approach is anything but clear. Learn about the many options for protecting these new environments and how to determine what is best for your business.

- What is the current state of the backup/recovery market and vendors?
- What are the new techniques for easing backup constraints?
- What are the options and best practices for protecting a server virtualized environment?

David Russell

A Practical Approach to Integrating Operations Management Tools

Over the past five years, three different technologies have emerged that can, from different perspectives, integrate the very diverse tools that support operations management tasks and processes: MDBs, RBA engines, and Cross-domain ECA platforms. Each of these technologies has its own strengths and weaknesses from an integration point of view. Effective functional choreography will, in fact, require a three-cornered integration strategy based upon contributions from all these technologies.

- What are the different ways in which MDBs, RBA engines, and cross-domain ECA platforms can potentially unify operations management functionalities?
- How are the vendors exploiting the integrative potential of these technologies to harmonize their own portfolios (or not)?
- How can an organization harness these three technologies to create practical integrated framework for operations management?

Will Cappelli

Backup Beyond the Data Center

Data protection for remote office/branch office (ROBO) and PC backup (desktop & laptop) are increasingly becoming issues that storage administrators from organizations of all sizes have to address. This session will examine the different techniques and options that can be used for backup beyond the data center (laptop, desktop and remote and branch office), providing recommendations on when each approach is most appropriate for achieving different types of service levels.

- Why businesses must now backup broader environments
- What are the new techniques and options for backup outside of the data center?
- How to select the appropriate backup approach?

David Russell

The V-Hive: A Review of Virtual Server Management Standards and Technology Providers

The introduction of virtual server technology has led to the discovery that many of the management tools that IT organizations have already invested in may not be able to easily adapt to this new environment. Many new and even existing management technology suppliers are rushing in to fill the gap. In addition, increasingly we are seeing the virtualization providers themselves moving into management as well. This presentation will describe how virtualization impacts current management technology, evolving attempts to standardize virtual server management and highlight the emerging management leaders.

- How does server virtualization impact existing systems management infrastructure?
- How are tools and standards evolving to provide potentially greater virtualization support?
- What should IT organizations do to ensure adequate visibility and control within a virtual environment?

Cameron Haight

PLENARY SESSIONS

Focus on Powerhouse Vendors: Cisco, EMC, HP and IBM

Carl Claunch, Andrew Butler, Neil Rickard, Roger Cox

The Industrialization of IT: Agile Enterprise Edges into the Cloud

Brian Gammage

Please refer to Pages 8-9 for full session descriptions.

WORKSHOPS

On Day 3 we introduce workshops to the agenda. This is your chance to roll your sleeves up and get practical. Longer, more in-depth, interactive sessions give you the chance to apply what you've learnt in Days 1 and 2, applying Gartner research and best practice to your own data center.

Infrastructure and Operations Maturity Model: Your Roadmap to the Real-Time Infrastructure Journey

Most organizations' goal is to achieve the vision of Real-Time Infrastructure, yet many do not know where they are on this journey and what are the next steps to be taken? This workshop will enable participants to understand, contribute and use the IOMM tool to discuss, compare and plan key take-aways of their own I&O maturity from four key aspects: People, Process, Technology and Business Management. Come prepared to share experiences and exchange ideas. This workshop will address the following key issues:

- What is the Infrastructure and Operations Maturity Model (IOMM)?
- How to use the IOMM to assess your own I&O maturity?
- How does your I&O Maturity compare with peers and what are the key steps to implement next?

Cameron Haight, David Williams, Milind Govekar



Virtualization: Get Real

As infrastructure is virtualized, the whole process of virtualization is broadening onto many aspects of the data center. No longer is virtualization focused on just x86 virtualization vendors. It is broadening onto storage network and client based virtualization and cross platform services for virtualization – or heterogeneous virtualization. This workshop looks at many practical aspects of virtualization projects in the portfolio, such as:

- How to share services across virtualization projects
- Defining the virtualization lifecycle and the impact on the portfolio
- A discussion of real virtualization projects

Philip Dawson, Brian Gammage, Tom Bittman

Emerging Trends in Software Licensing and Procurement: A New World Unfolds

Software budgets remain one of the last stubborn areas of budgetary resistance. In other areas, such as hardware and networking, competition, standards and free market economics have improved costs during the past two decades. Even the human staffing line item has seen lower costs by moving selected work offshore. Through it all, software maintains high prices due to high switching costs and the method of commerce known as "software licensing." Due to continuous pressure from enterprises, IT organizations will continue looking for ways to reduce software costs by whatever legal means possible. In addition to internal pressures, market forces will assist IT organizations in driving software costs down. We will examine these key issues in this open exchange and dialog:


- What are the drivers behind mounting pressure on software margins?
- What software purchasing trends will shift the buyer/supplier dynamics during the next five to 10 years?
- Through 2010, what trends will affect the way software will be licensed and priced?

Stewart Buchanan, John Enck, Andrew Butler

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