



Portals, Content &
Collaboration
Summit 2008

How to Register

Web: gartner.com/us/pccfall

E-mail: gartner.events@gartner.com

Phone: 1 866 405 2511

REGISTRATION FEES:

Early Bird Price: \$1,695

Early Bird Combo Price: \$2,595
(a savings of \$1,195)

(for Gartner Portals, Content & Collaboration Summit
AND Gartner Web Innovation Summit)

Standard Price: \$1,895

Standard Combo Price: \$2,795

GARTNER EVENT TICKETS

We accept Gartner conference tickets as full payment. If you are a client with questions about tickets, please contact your sales representative.

HOTEL AND TRAVEL INFO

Make your hotel reservations directly with the **Hyatt Century Plaza** at the same time you register for the summit.

Hyatt Regency Century Plaza

2025 Avenue of the Stars
Los Angeles, CA 90067
Phone: 1 310 228 1234

Register by July 25 for \$200 Early Bird Discount.

Call 1 866 405 2511 or visit gartner.com/us/pccfall

PRESORTED
STANDARD
U.S. POSTAGE
PAID
GARTNER

Get the insights you need to revitalize your portals,
content and collaboration strategies and reignite your
organization's productivity.

Gartner®

56 Top Gallant Road P.O. Box 10212 Stamford, CT 06904-2212 USA

Priority Code:



Portals, Content & Collaboration Summit 2008

SEPTEMBER 17-19, 2008
LOS ANGELES, CALIFORNIA
gartner.com/us/pccfall

Early Bird Discount

Register by July 25 and save \$200
Call 1 866 405 2511 or visit
gartner.com/us/pccfall

Revitalize your information strategy.
Reignite enthusiasm.
Reengage for effectiveness.

Innovate • Consolidate • Advance • Motivate

Keynote Guests



Larry Sanger, Ph.D.
Wikipedia Co-founder and
editor in chief of *Citizendium*



Michael B. Johnson
Innovation and Collaboration
Software Chief, Pixar

Revitalize your content and information strategies.

Realize faster, better interactions.

Powerful interactions begin with a spark. Now, more than ever, innovation and competitiveness are dependent upon a dynamic exchange of information between employees, suppliers and customers. Are your workplace initiatives fueling those connections?

Reignite your approach at **Gartner Portals, Content & Collaboration Summit**: the most comprehensive coverage of workplace technologies, direction and best practices anywhere. You'll find the holistic strategies and pragmatic solutions you need to rationalize your information investments and advance your enterprise's productivity.

- **If your organization is at a crossroads** between making workplace technologies "work" and determining whether to upgrade or replace them, we'll show you how to foster agility and new thinking.
- **If economic challenges are increasing your budget pressures**, we'll reveal how to consolidate multiple portals and repositories to control costs and improve results.
- **If you're concerned about consumer-oriented tools** coming into the workplace, we'll illustrate how to create high-performance workplaces where the right people can change attitudes to get real value out of technologies while protecting the enterprise.
- **If your end users have been reluctant to adapt** to workplace technologies because of a proliferation of portals and daunting interfaces, we'll explain how to design and motivate for success.

The bottom line: there isn't a be-all, end-all solution. What you need is a keen understanding of your options and a revitalized approach. Move forward at **Gartner Portals, Content & Collaboration Summit**.

ADVANCE performance

Event Features

- Four tracks and more than 40 sessions
- End-user case studies
- Solution provider sessions
- Pre-conference tutorials
- Analyst one-on-one meetings
- Analyst-user roundtable discussions
- Onsite peer networking opportunities
- Registered attendee online community
- Co-located with Gartner Web Innovation Summit for a great combined learning experience

Hot Topics

- Emerging collaboration trends: exploiting social software
- Enterprise content management
- Social networks
- Information governance
- Changing roles for effective leaders
- Portals, content and collaboration
- Web conferencing
- E-mail management

CONSOLIDATE access

What's New

Based on attendee feedback from our last Summit, we've added our first-ever Innovation Panel in which the CEOs of open innovation network organizations will share their insights on:

- How to look for innovation
- How to transfer ideas and vet them
- How to deal with intellectual property issues

We'll also dig deeper into key topics such as:

- How to structure and manage governance programs
- The future of enterprise search as a solution to the content maze
- Scenarios addressing the economic downturn

Who Should Attend

CIOs, CTOs, VPs, directors and managers from:

- Portals, content, knowledge management and collaboration
- Enterprise and information architecture
- Application integration and development
- Business and new product development/R&D
- Operations/planning
- Marketing, sales and customer service
- General counsel, compliance/legal
- Purchasing

INNOVATE solutions

Benefits of Attending

- **Establish sensible, sustainable practices** that deliver value to your information-driven projects
- **Combine next-generation strategies** with familiar means of productivity without losing sight of solid practice
- **Find effective ways to balance user freedoms** with the need for standards and procedures
- **Leverage existing assets** to increase productivity by improving portals and Web infrastructure, and increasing adoption rates with better user interfaces
- **Focus on projects with the best opportunity** to generate revenue or reduce costs through better business process
- **Realize the full potential of your collaboration technologies** to reduce costs, improve efficiency and interact with partners, suppliers and customers
- **Streamline your content maze** with new approaches to content management that identify and capture the value of your assets, simplify processes, improve access and reduce costs
- **Button up your governance strategy** with the latest best practices for regulatory compliance, business transparency, reporting and preparing for litigation demands
- **Get the latest insights on emerging issues** such as Web-oriented architecture, context-driven architecture and big Web platforms and products

Back by Popular Demand

These top-pick sessions are better than ever to help you make the right choices:

- Sharepoint: Everything You Need To Know
- Portal of the Future: What's Beyond Web 2.0?
- Enterprise 2.0: The Business Side of Web 2.0
- You Ain't Got No Alibi: Good User Interface Drives User Adoption
- Bring Facebook, Wikipedia and Del.icio.us In-house: Better Insight with Enterprise Social Software

Keynote Sessions

Gartner Keynote



Carol Rozwell
VP & Distinguished Analyst



Tom Austin
VP & Gartner Fellow

The Art of Innovation and Science of Survival Wednesday, September 17, 8:30 am

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, CEOs see IT as an impediment to strategic change and the multi-generational workforce has placed seemingly conflicting technology demands on the enterprise.

Keynote Guests



Larry Sanger, Ph.D.
Wikipedia co-founder and
editor in chief of *Citizendium*

A New Vision for Online Knowledge Communities: Collaborative Governance of User-Created Information Wednesday, September 17, 11:00 am

The most interesting unexploited opportunity of Web 2.0 is to combine the collaborative creative energy of millions of contributors with high quality and high relevance. Developing sheer *quantities* of information in interactive forums was the Big Exciting Problem 10 years ago. The Big Exciting Problem now is developing *quality* information. How do communities create enormous amounts of highly relevant, high quality content? This is a much more difficult problem to solve. It is one that not as many online projects will be able to solve, but those that do will wear the crown of being "trusted sources."

Best known as a founder of Wikipedia and editor in chief of the expert-guided encyclopedia Citizendium, Larry Sanger has focused his life work around the theory of knowledge.



Michael B. Johnson
Innovation and Collaboration
Software Chief, Pixar

Building Tools, Telling Stories, Making Movies at Pixar Studios Thursday, September 18, 8:30 am

Michael Johnson leads the team which designs, develops and supports the pipeline for film development, story and editorial at Pixar. His work focuses on lowering the barriers of communication and collaboration between departments. His team created tools and applications which transformed film production at Pixar and helped Pixar win seven Oscars.

Dr. Michael B. Johnson heads Pixar's Moving Pictures Group in the Studio Tools Division. His work highlights how collaborating on research between creativity and innovation at Pixar has resulted in some of the world's greatest animated feature films. Prior to Pixar, he worked for NCSA, Thinking Machines, IBM and MIT's Media Lab.

Gartner Portals, Content & Collaboration Summit features compelling content organized along four rich tracks.

A

INNOVATE — Enable Agility with New Solutions

For those who are charged with managing technology innovation, you'll learn where innovation begins, how to avoid common pitfalls and what conditions are required for it to flourish.

B

CONSOLIDATE — Benefiting from Architecture and Governance

A difficult economy is forcing IT project delays and driving interest in alternative delivery models. Consolidating multiple, disparate portals and repositories can help control costs, increase efficiencies and uncover resources for best-of-breed investments.

C

ADVANCE — Creating Value in a (High-performance) Workplace

Discover how to derive maximum business value from current and future investments. We'll also discuss the issues resulting from new Web technologies and user-generated content that require new roles and processes, and outline the roles required for a high-performance workplace.

D

MOTIVATE — Driving Organizational Effectiveness

User engagement is essential to gain acceptance and realize business value from technology investments. Learn which approaches and change strategies will deliver the greatest value.

Session Spotlight

Open Innovation Network Panel
Thursday, September 18, 2:00pm

Explore the use of open innovation networks as a means to tap into collective intelligence.

See insert for complete session description.

For complete agenda details, visit gartner.com/us/pccfall

Register by July 25 for **\$200 Early Bird Discount**



Gartner
Portals, Content &
Collaboration
Summit 2008

SEPTEMBER 17-19, 2008
LOS ANGELES, CALIFORNIA
gartner.com/us/pccfall

Agenda at a Glance

Experience the most comprehensive coverage of workplace technologies, direction and best practices that you'll find anywhere through unbiased Gartner analyst presentations, guest keynotes, real-life case studies, interactive panels and solution provider sessions.

Monday, September 15

Gartner Web Innovation Summit begins –
see page 10 for details on attending this Summit

Tuesday, September 16

12:00pm Pre-registration for Gartner Portals, Content & Collaboration Summit
5:30pm Pre-conference Tutorials

Wednesday, September 17

7:00am Registration/Attendee Breakfast
8:15am Welcome & Introduction
8:30am Gartner Keynote Session
9:45am Track Sessions
11:00am Keynote Session: Larry Sanger, Ph.D.
12:00pm Attendee Lunch & Solution Showcase Dessert Reception
2:00pm Track Sessions
3:15pm Solution Provider Sessions & Case Studies
4:30pm Track Sessions
5:30pm Solution Showcase Reception

Thursday, September 18

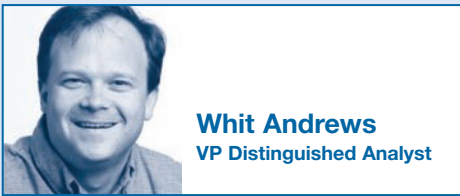
7:00am Registration
7:30am Vertical Industry Networking Breakfast
8:30am Keynote Session
9:45am Solution Provider Sessions & Case Studies
11:00am Track Sessions
12:00pm Attendee Lunch & Solution Showcase Dessert Reception
2:00pm Track Sessions
3:15pm Solution Provider Sessions & Case Studies
4:30pm Track Sessions
5:30pm Hospitality Suites

Friday, September 19

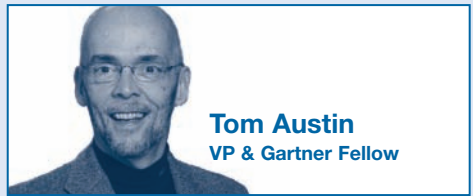
7:30am Breakfast with the Analysts
8:30am Track Sessions
9:45am Solution Provider Sessions & Case Studies
10:30am Track Sessions
11:30am Keynote Session
12:30pm Conference Adjourns

Meet the Gartner Analysts

For over 25 years, Gartner analysts have been the trusted advisors of many of the world's largest and most demanding enterprises. No one sees the implications of technology so clearly. Gartner analysts draw from the real-life problems and solutions experienced by more than 45,000 Gartner clients worldwide. The value of this resource, combined with our deep analysis of technology vendors and unbiased opinions, is something you just can't get anywhere else.



Focus Area: Information access technologies, including enterprise search, the information access technology Magic Quadrant, and coverage of digital asset management



Focus Area: High-performance workplace, collaboration, social process support and Enterprise 2.0, Cloud Computing and Google Apps



Focus Area: Content-enabled vertical applications (CEVA), business process management, enterprise content management and solutions where people, process and information value is accelerated for the benefit of business buyers



Focus Area: Service-oriented architecture (SOA), Web-oriented architecture (WOA) and the enterprise employment of Web 2.0 technologies, including enterprise mashups and social software applications



Focus Area: E-mail, instant messaging and collaboration theory



Focus Area: Software, collaboration technologies and open source software



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



Focus Area: Enterprise portal market, vendors and deployment issues and the impact of Web 2.0 on enterprise Web deployments

Analysts



Focus Area: Application strategy and management, knowledge and intellectual capital management, innovation management, collaboration and business value of IT



Focus Area: Enterprise Information Management, information governance, e-Discovery, records management and enterprise content management



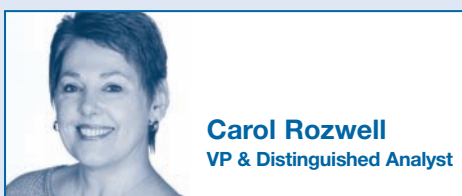
Focus Area: Virtual environments, general collaboration topics and e-learning



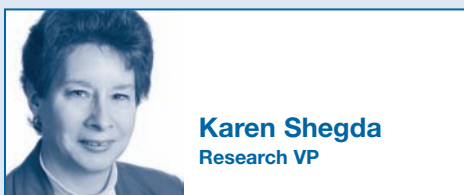
Focus Area: Collaboration strategy, social software, team workspaces, Web conferencing and knowledge management



Focus Area: Web-centric infrastructure software, including Web architectures, intranets, extranets, e-business infrastructures, portals, Web Services, Web business models, Web 2.0 and Cloud Computing



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



Focus Area: Document Imaging, document management and enterprise content management software; basic content services, SharePoint for document/content management



Focus Area: Instant messaging and presence, Web conferencing, team collaboration, productivity and product selection



Focus Area: Internet platforms, Web development, user experience design, social platforms, portal technology and Cloud-based development tools.

65% of the Fortune 1000 and 80% of the Global 500 consult us before making their technology decisions.

MOTIVATE involvement

Why Gartner?

Better decisions every day.

Our aim is to help you make more confident decisions, every day. We work with you by researching, analyzing and interpreting the information technology industry — vendors, technologies, business processes — within the context of your individual role in your organization.

Our interactions with **60,000 clients, representing 10,000 distinct organizations worldwide**, enable us to make connections, understand patterns and discover trends no other research firm can envision.

The difference between success and failure.

When applying IT to business problems and opportunities, partnering with Gartner can mean the difference between success and failure. We are trustworthy, candid and objective, and we take our independence very seriously. Our unique, actionable insight will profoundly affect your business outcomes in positive and lasting ways in any of the following:

- strategic planning
- business alignment
- provider selection
- implementation planning and execution

Your indispensable partner.

44,000 technology and business professionals from around the globe benefit from the information, insight and networking opportunities at our 62 annual events; we are the world's leading IT conference provider.

Constant interactions with clients around the world enable us to challenge conventional wisdom, understand patterns and discover trends no one else can envision. You get the right information at the right time from people you trust. Before committing to projects, all types of clients, in all types of roles, consult us for insight that can make the difference between a successful IT investment and one that fails.

Ask the Chairs – an event blog

Get a regular dose of industry knowledge and market intelligence in the Gartner Portals, Content & Collaboration Summit blog.

<http://blog.gartner.com/blog/askWhit.php>



Summit 2008
Profiting from Web 2.0,
SaaS and Cloud Computing

SEPTEMBER 15-17, 2008
LOS ANGELES, CALIFORNIA
gartner.com/us/webinnovate

Extend your content value by starting out with our **Gartner Web Innovation Summit: Profiting from Web 2.0, SaaS and Cloud Computing**, September 15–17, a co-located event.

Gartner will reveal what Cloud Computing is and how to use it to your advantage. You'll gain actionable insights into the growing social and business aspects of the Web, with emphasis on Web 2.0 and Software as a Service (SaaS). Overall, you'll discover future trends and innovations as well as best practices, vendor and product selections and tactical decision frameworks.

The agenda was developed entirely based on the feedback of your peers and features more than 35 sessions in four tracks:

- **Web 2.0 and Beyond** – How to address the growing set of technologies and tools and make them work in your organization
- **Pushing the Web in the Enterprise** – How to support and manage the challenges of this new wave of applications and tools
- **Cloud Computing** – How to understand the way it works, what is (and isn't) ready for prime time and incorporating services from the Cloud
- **Making SaaS and the Cloud Work** – How to integrate Cloud-based services and processes, source solutions and manage providers

In addition to covering the hot topics requested by your peers at past events, the Summit features dynamic keynote guests such as **Clay Shirky**, author of *Here Comes Everybody: The Power of Organizing Without Organizations*. An NYU professor of new media and the Internet, Shirky offers powerful insights into the way groups are using the Internet.

Preliminary Planner for Gartner Co-located Events

GARTNER WEB INNOVATION SUMMIT: Profiting from Web 2.0, SaaS and Cloud Computing
September 15-17
gartner.com/us/webinnovate

- Cloud Computing
- SaaS
- Web 2.0 workplace technologies: blogs, wikis, social networks, tagging tools, mashups, Ajax and RIA
- Integrating SaaS
- Evolution of Web security
- New Web business models
- Web analytics
- Web digital marketing

CONCURRENT SESSIONS
September 17

Joint Keynote Guest:
Larry Sanger, Ph.D.
co-founder of *Wikipedia*

- Portal of the future
- Mastering business innovation
- The corporate side of Web 2.0
- Consumerization
- Web analytics

GARTNER PORTALS, CONTENT & COLLABORATION SUMMIT
September 17-19
gartner.com/us/pccfall

- Emerging collaboration trends: exploiting social software
- Enterprise content management
- Social networks
- Information governance
- Changing roles for effective leaders
- Portals, content and collaboration
- Web conferencing
- E-mail management

Sponsors

At our exhibit showcase, you'll have the opportunity to get acquainted with over 45 exhibitors in an atmosphere of learning and sharing. Get a handle on what's available in today's market with:

- **Private solution briefings** tailored to the needs of your organization
- **Hands-on demonstrations** of the most compelling solutions
- **Turnkey exhibits** showcasing products and services
- **Solution provider case study sessions** on how others are using these solutions

PREMIER SPONSOR

IBM

IBM, the leader in portal and collaboration software, offers an enterprise portal solution with the complete portal services necessary to deliver a single point of secure and personalized interaction to applications, content, business processes, and people for an irresistible Web 2.0 user experience. IBM's products are built on open standards to enable business flexibility and help speed time-to-value.

ibm.com/websphere/portal



PLATINUM SPONSORS

AT&T

AT&T Inc. is a premier communications holding company in the United States and around the world. AT&T is a recognized world leader in providing IP-based communications services to businesses, and a leader in providing wireless, high speed Internet access, voice services and directory publishing and advertising services.

<http://www.att.com>



Coveo

Coveo has radically simplified the delivery and deployment of platform-class Information Access solutions for accessing critical information located anywhere across the enterprise. Winner of numerous industry awards, Coveo's G2B™ Information Access solutions deliver top-level security, unparalleled accuracy, and consumer-style ease of use. Our fully functional solutions are free to try, with continuing, uninterrupted use through a simple licensing activation. Implementation takes less than 24 hours, and includes "black-belt" level customer support even during the initial free trial period. For more information, or to try Coveo G2B solutions free, contact our Sales department at 1.800.635.5476.

<http://www.coveo.com>



SILVER SPONSORS

ASG

Mainssoft Corporation

RWD Technologies

Tandemseven

Vivisimo, Inc.

Xythos Software

EMC

EMC Documentum content-enabled solutions help organizations solve business problems specific to their function or industry. With a content-enabled solution, organizations can streamline and automate processes, capture and integrate unstructured content into business processes, and properly retain and archive information. Designed to shorten deployment cycles, EMC Documentum content-enabled solutions help you achieve maximum value in minimum time.

www.emc.com



Vignette

Vignette's Web Experience Platform helps some of the world's premier Web sites manage and deliver content. With this platform, Vignette's customers can improve their content-driven business processes and deliver any content, to both internal and external audiences, anytime, anywhere and to any device making the Web experience personal, social and multi-channel. For more information about Vignette's products and solutions and their demonstrated value to organizations in virtually every industry visit www.vignette.com or call 1 888 608 9900.

<http://www.vignette.com>



KIOSK

Near-Time

Sponsorship Opportunities

Rob Whitehurst (Companies A-M)
1 203 316 1733 or rob.whitehurst@gartner.com

Dylan Williams (Companies N-Z)
1 203 455 0498 or dylan.williams@gartner.com