



IT Financial, Procurement
& Asset Management
Summit 2008

OCTOBER 27-29, 2008
SHERATON SAN DIEGO HOTEL & MARINA

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Everything you need to know about the Finance of IT — and more.

Introducing the all new **Gartner IT Financial, Procurement & Asset Management Summit**. In direct response to past attendee requests, Gartner has transformed this Summit (formerly Gartner IT & Software Asset Management Summit) to give you the tools and knowledge to run IT like a business and thrive in challenging economic times. Whether you want to start an IT financial management program, fine tune your existing efforts, leverage procurement best practices or just network with your peers, join us at the Sheraton San Diego Hotel & Marina, October 27-29.

This comprehensive summit has it all:

- 28 sessions based on 4 tracks
- 6 keynotes
- Analyst One-on-Ones
- Analyst/User Roundtables
- Sponsor case studies
- Solution provider sessions
- Peer networking, and more.

Hot Topics

- IT Financial Management
- ROI
- TCO
- Budgeting
- Chargebacks
- Building a Business Case
- Green IT: Impacts on the ITAM World
- SaaS and New Delivery/Procurement
- Vendor Management
- Asset Management Best Practices

Who Should Attend

IT professionals involved in any phase of asset management, including:

- IT financial managers
- Procurement managers
- Technology managers with budgetary responsibility
- Asset managers
- Managers working in resource budgeting, finance, software licensing, contract negotiations, service management, or strategic planning
- Procurement specialists
- Negotiating staff
- Contract administrators and legal staff
- Vendors involved in IT asset management tools and services

Benefits by Role

IT Finance:

- Maximize the financial impact of ITAM
- Ensure the financial picture of the IT organization meets the objectives of the CFO's office
- Learn IT Finance basics and best practices
- Optimize spend and prioritize projects

IT Procurement:

- Organize your procurement efforts to optimize the effectiveness of your IT environment
- Gain knowledge of advanced procurement tactics and strategies
- Recognize what to review in software license agreements
- Improve negotiation skills for "Big 4" software vendors

IT Asset Management:

- Efficiently manage your IT assets while facilitating the organization's overall productivity and effectiveness
- Realize solid business processes for ITAM
- Better manage IT assets from purchase to end of life

Benefits of Attending

- Make better investment decisions
- Forge stronger relationships between IT, Finance and Procurement
- Manage diverse demands with limited resources
- Project future costs for technologies in 2008 and beyond
- Drive IT efficiencies with the latest developments and trends
- Select the right ITAM tools to capture information
- Understand how new technologies and legislation will affect cost and risk models

Team Discount

This Summit will help you collaborate across the three interdependent disciplines of IT, Finance and Procurement in innovative ways. So, forge new partnerships and come as a team. Register five colleagues from the same company at the same time with payment, and the fifth colleague attends free. For details go to gartner.com/us/itam. Discount not valid when using Gartner conference tickets.

Agenda at a Glance

Experience a unique mix of Gartner analyst presentations, guest keynotes, real-life case studies, interactive panels and solution provider sessions. It all adds up to one cutting-edge program agenda.

Sunday, October 26

- 3:00pm Pre-registration
- 4:00pm Pre-conference Tutorials

Monday, October 27

- 7:00am Registration/Continental Breakfast
- 8:00am Welcome and Introductions
- 8:30am Keynote Session
- 9:45am Keynote Session
- 11:00am Track Sessions
- 12:00pm Attendee Lunch & Solution Showcase Dessert Reception
- 2:00pm Track Sessions
- 3:15pm Solution Provider Sessions
- 4:30pm Track Sessions
- 5:30pm Solution Showcase Reception

Tuesday, October 28

- 7:30am Registration/Birds of a Feather/Breakfast with the Analysts
- 8:30am Keynote Session
- 9:45am Track Sessions
- 11:00am Solution Provider Sessions
- 12:00pm Attendee Lunch & Solution Showcase Dessert Reception
- 2:00pm Track Sessions
- 3:15pm Solution Provider Sessions
- 4:30pm Keynote
- 5:30pm Hospitality Suites

Wednesday, October 29

- 7:00am Birds of a Feather
- 7:30am Registration
- 8:00am Keynote Session
- 9:15am Track Sessions
- 11:00am Track Sessions
- 12:00pm Attendee Lunch
- 1:00pm Track Sessions
- 2:15pm Keynote
- 3:15pm Conference adjourns

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Summit Tracks

A

IT Financial Management

The need for sound IT financial management is emerging as a major trend across the IT world. This track is dedicated to understanding the financial side of IT, the challenges of managing diverse demands with limited resources, and best practices in optimizing IT resources across the entire IT customer base.

B

IT Asset Management

Done well, IT Asset Management can provide the greatest competitive weapon: information. Done poorly, it can derail your company's long-term growth strategies. This track translates the lessons learned into definable actions to maximize IT Asset Management efforts.

C

Procurement/Software Asset Management

Without the right tools and processes, your purchasing efforts can turn a seemingly simple acquisition into a complex nightmare. This track is designed with IT procurement professionals in mind, providing the latest procurement strategies, practices and negotiation techniques to help maximize your purchasing dollar.

D

Management/Futures

Effective management of IT assets in the long-term requires an understanding of how new technologies, procurement models, delivery models and legislation will affect existing cost and risk models. Recent economic conditions and environmental concerns also could dramatically change how resources are procured and managed. This track focuses on the latest developments and trends and their likely impacts on IT Asset Management practices.

Why Gartner?

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. 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.

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. Gartner analysts draw constantly from the real-life challenges and solutions experienced by more than 60,000 clients worldwide.



Summit Chair

William Snyder
Research VP

Focus Areas: IT Management, IT Watch, IT Management Strategy



Patricia Adams
Research Director

Focus Areas: IT Management, Enterprise Management



Chris Ambrose
Research VP

Focus Areas: IT Management, IT Services and Outsourcing, IT Watch



Stewart Buchanan
Research Director

Focus Areas: IT Management, Enterprise Management, IT Watch



Frank DeSalvo
Research Director

Focus Areas: IT Management, IT Watch



Jane Disbrow
Research VP

Focus Areas: IT Management, IT Watch, IT Asset Management



Barbara Gomolski
Research VP

Focus Areas: IT Management, IT Watch & IT Asset Management



Robert Handler
VP Distinguished Analyst

Focus Areas: IT Management, EPAS, IT Watch



Jack Heine
Research VP

Focus Areas: IT Management, Financial Justification



Mark Margevicius
Research VP

Focus Areas: Client platforms



William Maurer
Research VP

Focus Areas: IT Management, IT Services and Outsourcing, IT Watch



Richard Ni
Research Director

Focus Areas: IT Management, IT Asset Management



Frances O'Brien
Research VP

Focus Areas: IT Management, IT Watch, IT Asset Management



Kurt Potter
Research Director

Focus Areas: IT Services and Outsourcing, IT Watch



Phillip Redman
Research VP

Focus Areas: Mobile and Wireless Communications, IT Watch



John Van Decker
Research VP

Focus Areas: IT Watch, ERP & Supply Chain Management, Regulatory Compliance



Peter Wesche
Research Director

Focus Areas: IT Management, IT Watch



Debbie Wilson
Research Director

Focus Areas: ERP and Supply Chain Management

Agenda Session Descriptions

Pre-conference Tutorials

T1: Surviving a Software Audit: Avoid Surprises and Costs

Many organizations are unaware of the financial and time impact of a software audit. Most have the required policies and procedures but may still be out of compliance with their license agreements. This presentation covers software vendor audits from a contract viewpoint as well as the areas of organizational risk.

- What are the unexpected reasons an organization may be out of compliance?
- How do you build protections into your license agreement in case of an actual audit?
- What contract issues need to be addressed in future contracts to prevent future non-compliance problems?

Frank DeSalvo

T2: How to Negotiate a Great Contract

Negotiating a contract would seem to be a routine task — but not with the ever-changing technology markets. A license agreement binds an organization to the performance, content and entrepreneurial wisdom of the vendor for many years. Therefore, you must understand the license models, business practices and negotiating levers when negotiating. Learn how to turn routines into tools for success.

- Who should be involved in the negotiations and what process should be followed?
- What are some contract terms and conditions that can cause future, unexpected cost?
- Observations on the measurements for effective negotiations.

Peter Wesche

T3: Develop a Strategic IT Procurement Organization: Roles and Responsibilities

A strategic IT procurement function encompasses sourcing, procurement operations and vendor management functions. Organizations should consider IT spending size, product and services complexity, and overall company culture in relation to their procurement organization structure. An end-to-end and life-cycle view on IT procurement activities is also key.

- What is the role of sourcing and how does it relate to the role of procurement?
- What is the best organization structure for sourcing strategically?
- How should organizations develop sourcing as a strategic discipline?

Richard Ni

Pre-conference Masters Tutorials

MT1: Advanced IT Asset Management

What does the future hold for IT Asset Management? The impacts of SaaS, Cloud Computing, resource and service commoditization, large scale outsourcing and advances in ITAM tools will all impact how organizations manage and control IT Assets.

- Will the need for ITAM increase or decrease in the future?
- What technology advances in ITAM tools will likely have the greatest impact?
- What lessons can be learned from history when technology becomes commoditized?

Jack Heine

MT2: Perfecting the Three Pillars of Vendor Management: Contract, Relationship and Performance

The keys to effective vendor management are managing the commercial terms and conditions of the contracts, keeping vendor relationships aligned with business goals and ensuring vendors meet or exceed performance metrics. This session explores some best practices across all three disciplines.

- How do you define contract, relationship and performance management?
- What is the best model for vendor management?
- How can vendors meet their commitments?

Chris Ambrose

MT3: Using Open Source: How Risky Is IT?

Many organizations are using or considering using Open Source Software, but many organizations still need to develop policies and procedures, and understand the legal implications of its use.

- Why is there an interest in Open Source?
- What are the different license agreements for Open Source, and which are the most restrictive?
- What are the risks of patent infringement in using Open Source?

Jane Disbrow

"This conference is full of informative, well-presented sessions by knowledgeable Gartner analysts."

— Jennifer Osterweil, Sr. Financial Analyst, T Rowe Price

Keynote Sessions

K1: Following the Money: The Collision of IT Procurement, Finance and ITAM in IT

IT organizations are awakening to the importance of finance in technology, but also how an effective IT organization is predicated on the combination of ITAM, Procurement and Finance. This presentation will look at the synergies that cross these disciplines and how IT organizations can become stronger by leveraging all three harmoniously.

- Where is the intersection of ITAM, Procurement and Finance?
- What is the state of the industry and what surprises does the future hold?
- What are the disruptive trends that will affect these disciplines?

William Snyder

K2: Keynote Guest

TBD. For updated information on this session go to gartner.com/us/itam

K3: IP Infringement/Risk Management or Open Source?

TBD. For updated information on this session go to gartner.com/us/itam

K4: ITAM in a Global/Distributed World: Is it Possible?

Envision your company in the global or regionally distributed environment with multiple businesses, affiliates, divisions and associated IT assets. If this scenario sounds familiar, you are in an ITAM delivery and execution state with many far reaching and challenging implications. This presentation will furnish practical and actionable advice on how to handle ITAM in a global environment dealing with assets that are distributed throughout the enterprise.

K5: Summit Town Hall Meeting

This Summit is too short to fully capture the breadth of issues surrounding the ITAM, ITFM and IT procurement disciplines. And, many of the questions we get do not rise to the level of a full presentation, but are significant nevertheless. In the spirit of election year, we are assembling a panel of subject matter experts from across Gartner to field questions from the audience and from e-mail around the following issues.

- What keeps you up at night?
- What is the single most puzzling aspect of ITAM?
- Where is the best organizational location for a procurement organization?

William Snyder

K6: To Sum IT Up

The world of IT is changing, and so must the programs that support IT. This year's Summit expands into areas that carry greater responsibility and higher levels of senior level exposure. In the closing remarks, we will highlight some of the top issues we heard from attendees, summarize key insights from our analysts' presentations and highlight the top three issues that attendees need to focus on when they return to the office.

William Snyder

Session Descriptions

TRACK A: IT Financial Management

A1: IT Portfolio Management: A Key Tool For Effective IT Financial Management

While IT portfolio management is not new, it is now sorely needed. With massive capital invested in interconnected IT investments, failure to manage these investments is akin to picking stocks with a dart and then never monitoring their performance. We will explain how IT portfolio management is applied to the management of IT assets, and provide best practices and examples so that you can use this technique yourself.

- What is IT portfolio management?
- How to use IT portfolio management to optimize your IT assets?
- Best practices and examples.

Robert Handler

A2: Zero to Hero: IT Efficiency in Three Years

IT organizations cannot become efficient overnight. Years of inattention to IT costs and drivers take time to correct, and it takes planning to drive these changes. This presentation highlights the funding, architecture and vendor decisions that organizations can leverage to become efficient in three years.

- What are the key elements in developing a plan to make IT as efficient as possible?
- What information is needed to address the challenges of optimizing IT costs against ever-changing business requirements?
- What are the challenges of different IT funding models, and how can organizations optimize, regardless of the model?

William Snyder

A3: Taking IT Financial Management to the Next Level

There is still a lot of work to be done to improve the allocation, visibility and recovery of IT costs. At the same time, however, new IT delivery models promise to have a significant impact on IT cost structures. This presentation explores how organizations can transform IT Financial Management (ITFM) into a strategic discipline.

- How should organizations define IT financial management?

- What are the business benefits of ITFM?
- How should organizations evolve ITFM to support the changing requirements of business and new IT delivery models?

Barbara Gomolski

A4: Build a Powerful Alliance with Your CFO

There is still a lot of work needed to improve the allocation, visibility and recovery of IT costs. At the same time, however, new IT delivery models promise to have a significant impact on IT cost structures. This presentation explores how organizations can transform IT Financial Management (ITFM) into a strategic discipline.

- What are the benefits of a solid CFO/CIO relationship?
- How can CIOs evolve their relationship with the CFO to generate the most success for the enterprise, the CFO and the CIO?
- What tools help CIOs improve their relationship with CFOs?

Barbara Gomolski

A5: Case Study

TBD. For updated information on this session go to gartner.com/us/itam

A6: Application Budgeting 101

The maturity of applications financial management is relatively low according to Gartner surveys. Many organizations have IT budgeting and financial management processes, but do not effectively link them with application budgeting and financial analysis. The care and feeding of an application will vary greatly during its lifecycle, and many firms are only beginning to understand the need to develop a critical competency in application financial management.

- How to leverage the top 10 application budgeting guidelines as identified by Gartner?
- How to enlist business stakeholders in the financial management of applications?
- What are ways to link application financial management to overall IT performance management and the finance organization's initiatives?

John Van Decker

A7: IT Performance Management Meets Corporate Performance Management

Corporate performance management (CPM) is a very important topic in the Office of Finance. Many firms have begun their CPM initiatives within Finance, but are now looking to move this out into the organization. Now organizations are leveraging technologies to link performance initiatives in IT with enterprise CPM.

- How can enterprises evolve into closed-loop, enterprise-wide CPM organizations?
- What are ways to set metrics and link these to enterprise CPM initiatives?

- How can technologies be leveraged to automate critical CPM processes, such as planning and budgeting within IT?

John Van Decker

A8: Controlling Network Service Costs with Telecom Expense Management

Telecom Expense Management (TEM) is a fast-growing area that helps enterprises organize and manage their escalating wired and wireless telecom costs. There are many companies and products to choose from. This presentation looks at the trends in TEM, provides guidance on evaluating TEM services and highlights key companies providing services in this space.

- What are the key TEM service capabilities and common bundling and pricing practices?
- Who are the main TEM providers and how do you evaluate differentiation?
- What are the key process and technology requirements to integrate into TEM contract development?

Phillip Redman

TRACK B: IT Asset Management

B1: ITAM in a Virtualized World

Financial and contractual implications are often overlooked when tracking constantly moving virtual assets — until a vendor audit occurs. This is compounded by a lack of discovery tools that can efficiently and cost effectively uncover instances and correlate them back to a license agreement. Here we highlight the risks that virtualization poses and offer guidance on how to better manage these assets to be audit-ready.

- What are the ITAM risks associated with virtualized PCs and servers?
- Who are the ITAM and inventory vendors and what are their approaches to virtualization?
- How can ITAM programs support a virtualized environment?

Patricia Adams

B2: Asset Disposition: Stop Assets from Turning into Liabilities!

Rising consumer awareness of green issues is being reinforced by state legislation on recycling of e-waste. Do you have enough resources to cover disposal? Who can help you to discharge your responsibilities? Failing to do so can be expensive, in more ways than you realize. Explore the many ways you can stop this from becoming a problem.

- Why is asset disposal becoming 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

B3: Case Study

TBD. For updated information on this session go to gartner.com/us/itam

B4: Green IT Services ROI and Outlook

Green IT issues are gaining mindshare in IT organizations and have created another reason to invest and optimize IT environments. Data center power and cooling issues, asset disposal and the desire for self regulation have prompted IT organizations to approach new initiatives with a goal to become greener. In response, the IT services industry is expanding capabilities to meet growing demand for green IT services.

- What IT services are available, and how will they fulfill expectations for Green IT?
- What is the quantitative or qualitative ROI for Green IT initiatives?
- What are the market drivers and outlook for Green IT Services?

Kurt Potter

B5: Data Storage: Out of Control or Only Out of Focus?

Storage spending eats up a growing proportion of available IT funding. Of all the challenges likely to break your IT financial controls, data's relentless accumulation and specialist storage technologies make it one of the most difficult. Rising demand for capacity and performance easily outstrip the rate at which storage capacity costs are falling. Your storage team could benefit from some help.

- How can you discover and start to manage enterprise storage assets?
- What does it take to improve return on existing storage investments?
- How can you buy storage better and can this be made any easier?

Stewart Buchanan

B6: Beyond the Hype: Realities and Futures of ITAM and Standards

ISO, ITIL, Capability Maturity and Infrastructure Models: you've heard the terms. But are these standards just hype, or is something really going on here? We will explore the hype, realities and futures of standards and maturity models as they relate to ITAM.

- What are the differing industry standards for ITAM and how do they compare?
- What are the best practices being used by market leaders to implement standards to advance their ITAM programs?
- What steps should ITAM managers take today, tomorrow and into the future to align with these standards?

Frances O'Brien

"The event was extremely informational. The data was relevant, factual and comprehensive."

— Legal Analyst, Software Compliance, Western Union

B7: Creating Business Value with ITAM Tools and Processes

ITAM is still primarily an operational problem, but focus on financial management is gaining momentum. ITAM data is becoming an important part of business service management strategy with the introduction of new technologies and increased focus on aligning IT with business. Asset managers need the tools and processes to respond quickly to business and IT demands. Explore the changes that are occurring, and learn how to nimbly respond.

- What are the emerging trends that will impact ITAM programs?
- How are ITAM suppliers and technologies evolving to support business planning?
- What incremental steps should be taken to yield benefits?

Patricia Adams

B8: TBD

For updated information on this session go to gartner.com/us/itam

TRACK C: Procurement/Software Asset Management

C1: Negotiating With Oracle

Given Oracle's recent (and numerous) acquisition activity, it has more and more customers. Even if you have never negotiated with Oracle, you may be doing so in the near future. This presentation will help you understand some of Oracle's license models, business practices and negotiating levers that will help you negotiate more effectively with Oracle.

- What are the basics you should know about negotiating with Oracle?
- What are the license models for both applications and databases that Oracle is offering customers?
- Where are the areas of contract risk in an Oracle agreement?

Jane Disbrow

C2: Software Audits: Surprises and Cost

Many organizations are unaware of the time and financial impact software vendor audits can have. Though appropriate licensing policies may be in place, there are still many reasons an enterprise may be out of compliance. This presentation covers software vendor audits from a contract viewpoint and the areas of risk to an organization.

- What are the unexpected reasons an organization may be out of compliance?
- How do you build protections into your license agreement in case of an actual audit?
- What contractual issues need to be addressed to prevent future non-compliance problems?

Jane Disbrow

C3: Negotiating the Software Contract

Many software agreements contain problematic clauses that are often not recognized as high risk. This presentation will point out the areas where Gartner has seen the highest levels of risk, give examples taken from actual license agreements and discuss some of the risk areas. This presentation will not be a legal review, but will focus on the business terms and conditions that often cause problems.

- What are the primary areas of risk in a software license agreement?
- How can these risks be reduced?
- What are some examples of contract language and the risks involved with such language?

Jane Disbrow

C4: Microsoft Licensing: Unraveling the Complexity

Microsoft continues to make changes to its software licensing agreements and licensing practices. Understanding the context of these continual changes is vital for determining license entitlements and negotiating good deals. This presentation will help ensure that you are optimizing your ongoing relationship with Microsoft.

- How will changes to Microsoft's software licensing practices affect your licensing costs?
- What issues will you face when negotiating with Microsoft?
- What are the critical success factors for structuring a good deal?

Frances O' Brien

C5: Leveraging Procurement Technology to Empower IT

IT implements, manages and supports a myriad of procurement applications, including spending analysis, E-Sourcing and E-Procurement. This presentation will explore best practices in IT for leveraging general-purpose tools to support sourcing and procurement. It will also explore the creation of Web stores for internal user self-service requisitioning.

- What are the most common procurement applications in use in the enterprise today and how are these tools used?
- How and when should IT leverage sourcing tools and, in particular, reverse auctions?
- How and when should IT leverage E-Procurement applications?

Debbie Wilson

C6: Taming IT Agreements with Contract Management Software

Do you struggle with governance over IT contract terms and conditions? Are the right people reviewing IT contracts before they are signed? Do your IT contracts get lost or renew automatically, before you've had the chance to renegotiate or consider alternatives? If you answered yes to any of these questions, this is a must-attend session.

- When and how do organizations deploy enterprise contract management solutions?

- How similar are IT contracts to other common contract types?
- What are best practices for contract management application implementation?

Debbie Wilson

C7: Building the Sourcing Business Case

Making an IT infrastructure sourcing decision often necessitates approval from the board, which in turn requires a financial analysis of sourcing options. Many times, however, the ROI assessment is difficult to justify, hard to compute and vague regarding the measurable outcome. Learn the details of a best-practice approach to building a sourcing business case.

- What are the dynamics in financial analysis of infrastructure sourcing decisions?
- How is a solid financial business case built?
- What lessons can be learned to achieve high credibility?

William Maurer

C8: The Impact of Virtual Technology on Vendor Licensing

Existing software vendor contracts, pricing models and business policies seem logical, but there are many unexpected changes coming from vendors trying to transition their products into the "virtual" world. It is essential to be able to navigate around some of the potentially detrimental license changes that are surfacing in response to virtual technology trends.

- What general trends and approaches are vendors applying to their software licenses?
- What is the direction of major vendors?
- What do you need to know to avoid undesirable obstacles and changes that are consequential to the shift toward pricing for virtual use?

Frank DeSalvo

TRACK D: Management/Futures

D1: Integrated Workplace Management Systems: A New Breed of Facilities Management Tools

IWMS is a collection of facilities lifecycle management tools that are becoming increasingly popular as organizations are faced with sustainability issues such as carbon footprint reduction, flexible work schedules, rising energy costs and the maximization of existing facilities assets. This presentation addresses issues of interest to both facilities and IT asset managers as they face a world demanding increased accountability for resource conservation.

- What is the scope of IWMS?
- What is the relationship between IWMS and IT Asset Management?
- What are the business values of IWMS that transcend simple cost savings?

Jack Heine

D2: IT Infrastructure Utility: From Skepticism to Offerings

Despite high-profile marketing around on-demand "IT Utility" services, real adoption has been slow and offerings immature. This market update discusses various IT infrastructure utility offerings, and potential successes and failures. IT Asset Managers must understand both the concepts and practical issues associated with the IT utility offerings to ensure that the benefits can be separated from the hype.

- What are the key trends, drivers and inhibitors for this market?
- How can you determine the maturity level of an IT Utility offering?
- What are the main checkpoints when entering an IT Utility deal?

William Maurer

D3: How IT Commoditization Can Reduce Costs

The IT industry is maturing, which means "normal economic rules" are becoming more applicable. Can we learn from previous technologies that have matured to reach the commodity delivery status? Commoditization may be your chance to ensure scarce resources are targeted for maximum effect — on the areas of IT that matter most to your business. What policies and procedures will be impacted in a commoditized "plug-and-play" world of IT?

- How is commoditization of IT reshaping enterprise choices?
- How is commoditization of IT affecting hardware and software deployment decisions?
- How should enterprises take sustainable advantage of IT commoditization?

Mark Margevicius

D4: Managing Enterprise Mobility

IT asset managers are faced with controlling the acquisition, deployment, maintenance and security aspects of mobile computing devices. This presentation addresses the tools and processes that are available and the benefits to using them to manage the needs of mobile users. Specifically included are components of software, policies, IT strategies and guidelines for mobile devices (notebooks, smart phones and cell phones).

- What is the business case for managing mobile devices?
- What tools are available?
- What is the future of device convergence?

Phillip Redman

"This is a great opportunity to meet with peers and industry leaders regarding ITAM. It was great to see I am not alone and to see how common this field is becoming."

— Kim Brown, Asset Management Administrator
Watlow Electric Mfg Co.

D5: The Future of IT Chargeback

Chargeback for IT services continues to be a hot topic as IT organizations seek to justify their ever increasing budgets by linking them directly to the needs of the business. Now nearly all internal IT organizations in some manner compete with external service providers. As IT services and resources become commoditized, how will common chargeback practices change, and what will be the impacts on business unit budgeting, service costs and IT budget justification?

- What are the implications of service commoditization as related to chargeback?
- How will the IT organization balance costs with the need for competitive advantage?
- How will Cloud Computing impact existing chargeback practices?

Kurt Potter

D6: Licensing Business Functions in an IT Services World

Today's solution portfolios are becoming ever more commoditized. Across different vendors, user entitlements and solution orchestration must be accompanied by the appropriate licensing strategy and tools. This presentation will help you understand how to sort the IT services types in procurement, and how to apply the variety of toolsets available to establish the licenses and how to negotiate effectively for an optimized spend.

- What do I need to know about business services?
- What are the preconditions and pitfalls for licensing business functions?
- How do the solution providers support the knowledge transfer for a proper licensing?

Peter Wesche

D7: Ten Key Future Issues Facing ITAM Managers

This presentation identifies Gartner's Top Ten issues that IT Asset Managers need to pay particular attention to in defining future financial and policy requirements. The impacts of issues such as asset ownership, the virtual workforce, commoditization of IT resources and business resumption planning are just a few of the items that must be considered holistically in establishing effective asset management policies.

- What financial issues will have an impact on how assets are acquired?
- How will the virtual workforce impact ITAM policies?
- What megatrends in service delivery will change the ITAM landscape

Kurt Potter, Jack Heine

D8: Case Study

TBD. For updated information on this session go to gartner.com/us/itam

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