



# Gartner Business Continuity Management Summit 2009

April 27-29, 2009  
Chicago, IL

Transforming Sustainable Recovery into World Class Business Resiliency

**\$200 EARLY BIRD DISCOUNT!**

Register by February 27, 2009  
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Co-located  
**Gartner  
Risk Management  
& Compliance  
Summit 2009**

April 29 – May 1, 2009  
Chicago, IL  
[www.gartner.com/us/risk](http://www.gartner.com/us/risk)



## Conference Co-Chairs



Roberta J. Witty  
Research VP &  
Conference Co-Chair



John Morency  
Research Director &  
Conference Co-Chair

**Gartner.**  
Business Continuity  
Management  
Summit 2009

# In the past year, at least one-third of organizations have put their DR plans into action. How solid is your BCM program?

**Doing more with less is a fact of life in today's business environment. But despite scarce resources, BCM challenges like these still need to be addressed:**

- How can your BCM program make that all-important transformation from sustainable recovery to world-class resiliency?
- Which infrastructure technologies must be implemented and deployed?
- What management processes should you embrace? And how will you get it all done with limited staff, slashed budgets and fewer resources on hand?

Our world-class team of analysts delivers everything you need to make substantive progress on your BCM initiatives. Timely, informed analysis. Tested guidance. A wealth of proven solutions. **And brand-new cost-optimization research that every enterprise should hear right now.**

Consider this must-attend conference your own in-house consultant, ready to help you move your BCM program in the right direction – from recovery to resiliency – and, ultimately, increased competitive advantage.

The conference's three tracks provide actionable content specifically aligned to the BCM implementation lifecycle. In more than 24 sessions, you'll not only interact with Gartner analysts but tap into their unique perspective, honed from front-line experiences with clients who've successfully addressed daunting recovery, continuity and resiliency challenges, including: program management, supply chain management, data center evolution, the effective application and scaling of server virtualization, replication and recovery technology implementation, and more.

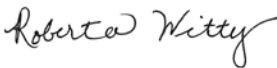
#### **Discover how to:**

- Make BCM a C-suite issue
- Assess your current state of recovery readiness and improve its maturity
- Retool your BCM program to reflect and support a global organization
- Create a new budgeting model for BCM and IT DRM activities
- Make crisis management the cornerstone of your BCM program
- Mitigate risks in design, service and supply chains
- Navigate the public/private emergency preparedness network
- Ensure a stable and available workforce when disaster strikes
- Know which technology trends and investments put you ahead of the curve
- Architect for 24/7 availability
- Leverage virtualization to reduce the cost of disaster recovery while improving its predictability

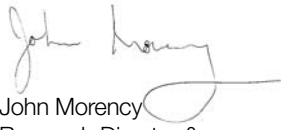
What else is in store? Our latest research findings on the impact of cloud computing and telework on recovery solutions, and newly emerging legal issues affecting BCM. **Plus, we'll put your crisis management skills to the test in a special two-hour Mock Disaster workshop, designed for high-participant interaction and decision-making in real-time.**

**Join us in Chicago this April for Gartner Business Continuity Management Summit and get ready to jump-start some truly cost-effective solutions for your BCM initiatives.**

Sincerely,



Roberta J. Witty  
Research VP &  
Conference Co-Chair



John Morency  
Research Director &  
Conference Co-Chair

**P.S. Business Continuity Management** is just one of an overall risk management strategy. Get the full picture by attending our co-located conference **Gartner Risk Management & Compliance Summit**. See page 15 for details.

# What Will You Learn?

## What Will You Learn?

It's more important than ever to make the right business and technology recovery, continuity and resiliency decisions. And that requires access to the very latest research and analysis.

**At the Gartner Business Continuity Management Summit, you'll gain the know-how to:**

- Engage your senior executives by communicating the business case for BCM
- Improve your DR management maturity in ways that are economical and achievable
- Conduct risk assessments that focus on operational risks with recovery implications
- Credibly budget and report on recovery investments
- Make crisis management the cornerstone of your BCM program
- Learn how to build a robust supply chain recovery program
- Coordinate with government emergency management entities
- Leverage teleworking as a workforce recovery strategy
- Build recovery plans that really work
- Implement recovery technology and processes for cost savings and cost optimization

## New and Notable for 2009

- "Mock Disaster" workshop to assess your DR readiness
- Emerging trends in crisis management
- Standard & Poor's Enterprise Risk Management ratings
- Special case studies on Federal and State Government Disaster Recovery
- How to build your career in Business Continuity Management
- Plus, cloud computing, teleworking, legal issues and more

### Who Should Attend

IT professionals and decision-makers with responsibility for their company's:

- Business Continuity & Resiliency
- Enterprise and Operational Risk
- Continuity of Operations
- Crisis/Emergency Management
- Disaster Recovery
- IT Infrastructure, Network and Operations
- Application Development
- Systems Analysis, Architecture, Administration & Integration
- Electronic Messaging/Communications
- Strategic Planning

### And those in the following business functions:

- Customer Service
- Sales
- Human Resources
- Legal
- Operations
- IT
- Information Security
- Risk Management
- Financial Management



# Meet the Gartner Analysts

For more than 25 years, Gartner analysts have been the trusted advisors to many of the world's largest and most demanding organizations.



**Toby Bell**  
Research VP

Coverage Area: High Performance Workplace



**Ronni Colville**  
VP Distinguished Analyst

Coverage Area: Enterprise Management



**John Girard**  
VP Distinguished Analyst

Coverage Area: Wireless, Mobile, Telework, Security & Privacy



**Greta James**  
Enterprise Architecture

Coverage Area: Enterprise Architecture, Application Development & Integration



**Lydia Leong**  
Research Director

Coverage Area: IT Management, Communications Services, Emerging Technologies



**Bill Malik**  
Research Director

Coverage Area: IT Management



**Dan Miklovic**  
Research VP

Coverage Area: Manufacturing



**John Morency**  
Research Director & Conference Co-Chair

Coverage Area: Security and Privacy, IT Watch



**Dave Russell**  
Research VP

Coverage Area: IT Infrastructure & Operations, Computing Infrastructure Op, Storage I&O



**Donna Scott**  
VP Distinguished Analyst

Coverage Area: Enterprise Management, Security and Privacy, IT Watch, IT Management



**Les Stevens**  
Research Director

Coverage Area: Security, privacy, BCM planning, BIA, Risk Assessment



**Jeff Vining**  
Research VP

Coverage Area: Government, Security and Privacy, IT Watch



**Roberta J. Witty**  
Research VP & Conference Co-Chair

Coverage Area: Security and Privacy, IT Watch

**FACT:** Nov 27, 2008 Insurance & Risk Advisor  
Marsh recommends BCM During Recession

# Keynote Sessions



**Toby Bell,**  
Research VP  
Gartner

## Managing Internet Reputation is a Business Imperative

Reputation management as a discipline often starts with a crisis and becomes an imperative afterwards. Given that reputation risk exposure is increasing as social media adoption reaches critical mass, most enterprises will experience a negative reputation event soon. Despite the high level of interest from business leadership, strategy and technology to manage reputation risk are not defined well enough. One starting point is to let the examples of others serve as a guide. But reputation management should be proactive, too – a function of the effectiveness of both issues and crisis management.

- What is reputation risk?
- What are some sources and scoring measures for reputation?
- What can you learn from recent negative reputation events?
- How can an enterprise leverage technology to help manage reputation?



**Emily Landis Walker,** Former 9-11 Commission Staff Member; Current Dept of Homeland Security Private Sector Advisory Council

## Making BCM a C-Suite Issue Lessons from September 11, 2001 for Private Sector Preparedness that are Not Yet Learned

Emily is currently a member of the Quadrennial Homeland Security Review Committee and the Homeland Security Advisory Council on private sector at the Department of Homeland Security. She has championed the cause of public-private sector preparedness as a volunteer while working in the financial services sector since she left the Commission. Having found herself in the World Trade Center on September 11, 2001, she is keenly aware of the consequences on businesses and has passionately urged for private sector preparedness in global conferences.

Emily Landis Walker will discuss the lessons learned from the 9-11 Commission investigation into the private sector story on 9-11 in the areas of evacuation, communication and continuity of business. She will also talk about the steps that Homeland Security is taking to help the private sector critical infrastructure be prepared in today's environment, and make recommendations for action in corporate structures and plans to ensure that continuity of business and preparedness reach the C-Suite. Her experience on the Commission, in DHS, with the United Nations World Food Programme, and in corporate communications in the Financial sector will highlight many strategic and practical aspects of lessons learned from 9-11: many that are not yet learned by most business continuity planners.



**John A. Challenger,** Chief Executive Officer of Challenger, Gray & Christmas Inc.

## Employment and Workplace Trends in a Post Recession Economy

The current recession, which began in December 2007 and is expected to be the worst economic crisis since the Great Depression, will surely put to rest one-time concerns about looming labor shortages, right? Probably not, according to nationally renowned workplace and employment trends authority John A. Challenger. The recession, if it has any impact at all on long-term employment trends, will only delay the inevitable. In his presentation, Mr. Challenger, CEO of global outplacement and executive coaching consultancy Challenger, Gray & Christmas will address how labor shortages, immigration, globalization, outsourcing and other trends impacting employment and the workplace will be impacted by our current economic situation and what we can expect to see on these fronts in five, 10 and 20 years.



## Mock Disaster Exercise

You'll have an opportunity to participate in an exciting two-hour exercise that will take you through a simulated disaster – the next best thing to being there. All conference participants will take part in this crisis management workshop, and each participant will play a role in helping a fictitious company respond to the disaster. This is a highly interactive learning and practice session, and you will be part of a team that is challenged to make quick, viable decisions as senior managers. Oh – You'll have fun too!

# Track Descriptions

## A Program Management

**A critical success factor for sustainable recovery is program management that is focused on the people, process and technology improvements that are needed to continuously reduce the business impact of disruptive events.** The program management track objectives are to increase awareness of the critical role that program management plays in the recovery lifecycle, present proven techniques for both sustaining and evolving a recovery management program in tough economic times, and discuss the ways in which the Summit attendees and Gartner can and have worked together in both successfully implementing and evolving recovery management programs.

**Topics include:** establishing, baselining and improving recovery programs, using the risk-based BIA as a key program sustainability enabler, innovative usage of private and public partnerships for improving program effectiveness while reducing program cost, and leading edge methodologies for improving recovery test management scope and scale.

## B Recovery and Availability Technology

This track presents the **key technologies identified by Gartner Research as having the greatest impact on recovery service effectiveness and cost.** These include next generation data centers, server virtualization, storage replication high-availability infrastructure design, dependency mapping and cloud computing. You'll hear first-hand from Gartner's front line experts the changes that are occurring in each of these areas, the recovery-specific impact of these changes and their short and long term relevance to recovery and continuity management cost, as well as their impact on the longer term implementation of business operations resiliency.

**Topics include:** The new generation of disaster recovery services and providers, the impact of cloud computing on corporate data center evolution, what's new in Storage Replication & Recovery technologies, improving recovery testing effectiveness through the use of Application Dependency Management and the Configuration Management Database (CMDB), and the impact of server virtualization on the reduction of recovery data center and test costs.

## C Business Resiliency

Business resiliency for the 21<sup>st</sup> century enterprise requires an integrated business operations management program where all parts of the business – strategic and operational, business and IT – are aligned based on sound recovery and continuity decisions made through a formal risk management process. Business resiliency does not emerge from one department and not another. It requires a tightly woven fabric of leadership, information exploitation, workplace design and infrastructure flexibility. Whereas disaster recovery kicks in after catastrophe, **business resiliency is a continuous commitment to designing information access, knowledge systems, communication mechanisms, workplaces and infrastructure in a way that enables individuals, teams, projects, business plans and value chains to resume peak performance quickly after shock or upset.** Business resiliency will be the hallmark of successful businesses, transforming their culture, their governance and their departmental, organizational and business interactions.

**Topics include:** what are the characteristics of a resilient organization, crisis management and communications, supply chain recovery, public/private sector partnership, teleworking as a continuity strategy, legal issues related to recovery, vital records, and continuous availability architecture.

## \$ Virtual Track on BCM Cost-Optimization

In today's uncertain economy, virtually all organizations are expected to optimize costs, scrutinize new investments and become hyper-efficient in everything they do. And your BCM initiatives are no exception. See how to keep them on track in these special sessions focused on the very best ways to optimize costs.



# Agenda At a Glance

## Build Your Own Customized Agenda Online

Use our convenient Agenda Builder tool to create your own personalized Summit schedule before the event. Go to [www.gartner.com/us/bizcon](http://www.gartner.com/us/bizcon)

**\$** Cost Optimization

AGENDA SUBJECT TO CHANGE.

### Sunday, April 26, 2009

3:00pm-6:00pm **Registration**

### Monday, April 27, 2009

7:00am-5:45pm **Registration**

7:00am Breakfast

8:00am **Welcome Introduction:** Conference Chairs Roberta Witty, Research VP & John Morency, Research Director

8:30am **K1. Guest Keynote: Making BCM a C-Suite Issue**  
Emily Landis Walker, Current Department of Homeland Security Private Sector Advisory Council

9:45am **K2. Gartner Keynote: Managing Internet Reputation is a Business Imperative** Toby Bell, Research VP

Track A: Program Management Best Practices	Track B: Recovery & Availability Technology	Track C: Business Resiliency
11:15am <b>A1.</b> Disaster Recovery Economics 101 <b>\$</b>	<b>B1.</b> The Gartner Data Center Scenario: Planning for the Future <b>\$</b>	<b>C1.</b> The Resilient Organization

12:15pm Attendee Lunch and Solution Showcase Reception

2:15pm <b>A2.</b> Case Study: TBA	<b>B2.</b> Case Study: AQR Capital Management, Getting the Most From Your IT Disaster Recovery Technologies <b>\$</b>	<b>C2.</b> Case Study: Visa, Implementing a Global Crisis Management Program
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3:30pm **Solution Provider Sessions**

4:45pm <b>A3.</b> Risk Assessment for BCM: Necessity or Nice to Have?	<b>B3.</b> Best Practices for Continuous Application Availability <b>\$</b>	<b>C3.</b> Resiliency Topic: How to Continually Communicate in a Crisis
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5:45pm **Solution Showcase Reception**

### Tuesday, April 28, 2009

7:00am-6:30pm **Registration**

7:00am Birds of a Feather Networking Breakfast

8:00am **K3. Keynote Presentation: Mock Disaster Workshop**

10:30am <b>A4a.</b> Case Study: FEMA's Public/Private Partnership Program	<b>B4.</b> Developing a Strategy for Data Availability and Protection	<b>C4.</b> Leveraging IT for Supply Chain Risk Management and Recovery
<b>A4b.</b> How to Create and Maintain BCM Plans That Actually Work		

11:30am Attendee Lunch and Solution Showcase Reception

1:30pm **Solution Provider Sessions**

2:45pm <b>A5.</b> Legal Issues in Business Continuity Management Planning, Panel Discussion	<b>B5.</b> Backup Beyond the Data Center	<b>C5.</b> Case Study: CACI
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4:00 **Solution Provider Sessions**

5:15pm <b>A6.</b> Best Practices for Best Business Impact Assessment Results	<b>B6a.</b> Easing Disaster Recovery and Data Center Migrations through CMDB and Dependency Mapping	<b>C6.</b> Telework: A Remote Access Foundation for BCM <b>\$</b>
	<b>B6b.</b> Building Resilient Networks	

### Wednesday, April 29, 2009

7:00am-12:15pm **Registration**

7:00am **K4. Power Player Breakfast: What will be the impact of Standard & Poor's Enterprise Risk Management Ratings?** Steve Dreyer, Standard & Poor's

8:00am <b>A7.</b> Disaster Recovery Exercising Mistakes and Best Practices <b>\$</b>	<b>B7.</b> Enhancing Your Disaster Recovery Architecture with Virtualization <b>\$</b>	<b>C7.</b> Case Study: Long Lines, Tri-State Recovery Lesson from the 2008 Iowa Floods
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9:15am <b>A8.</b> Case Study: Booz Allen, IT Disaster Recovery Exercising <b>\$</b>	<b>B8.</b> Building Resiliency via Co-Location and the Cloud	<b>C8.</b> Enterprise Architecture: Essential for Business Resilience
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10:30am **Solution Provider Sessions**

11:15am **K5. Closing Keynote: Employment and Workplace Trends in a Post Recession Economy**  
John Challenger, Challenger, Gray & Christmas

12:15pm Conference Adjourns

## Track A: Program Management Best Practices

See why management, not technology, is the key to controlling vulnerability to risk.

### A1. Disaster Recovery Economics 101

How much does it cost to maintain and improve your organization's disaster recovery capabilities? What exactly are these costs, can they be reduced over time and, if so, how? This session will discuss the cost structure of disaster recovery and business continuity management, what organizations in different vertical industries are spending on it and the evolving data center technologies, program management methodologies and next generation services that offer the promise of reduced management costs while still addressing the recovery needs of the business.

**John Morency**

### A2. Case Study: TBA

### A3. Risk Assessment for BCM: Necessity or Nice to Have?

Risk assessments are intended to identify threats and vulnerabilities and select controls. Are they really necessary for BCM or is the BCM risk assessment different? This presentation looks at different approaches to risk assessment and offers guidance on how best to conduct a risk assessment for BCM.

- What is a BCM risk assessment?
- How do you conduct a BCM risk assessment and what are the deliverables?
- What are the available methods and tools for BCM risk assessment?

**Les Stevens**

### A4a. Case Study: FEMA's Public/Private Partnership Program, Suzanne Novak, Executive Vice President

### A4b. How to Create and Maintain BCM Plans That Actually Work

Creating and maintaining pragmatic and actionable business continuity plans demand a level of skill, expertise and experience that many organizations lack. In many cases, the plans end up as valueless paper exercises. Although business continuity requirements for individual enterprises are unique, and a variety of different approaches may be legitimately employed, there is a common set of steps to follow when planning for business continuity.

- Why are business continuity plans difficult to develop?
- What methodologies and best practices can be used to maintain your plans?
- How can technology help with BCM plan development?

**Roberta Witty  
Les Stevens**

### A5. Legal Issues in Business Continuity Management Planning

Have you ever thought about the legal liability issues involved with protecting your workforce from a pandemic, from the exercise of eminent domain powers by the government against YOUR property and assets in connection with governmental responses to a disaster, from the demolition of your property without compensation because it presents a public nuisance, from loss of revenue due to government "shut down" orders, from not having a readily accessible set of vital records available during and after a crisis. This panel of legal advisors and operational consultants will discuss how ignoring such legal issues in your disaster recovery planning efforts can fatally undermine your organization's long-term recovery. You will learn how to integrate legal considerations into the operational aspects of crisis and business continuity management planning. Additionally, the panel will address the potential liability to organizations (both public and private) resulting from failure to engage in adequate disaster recovery planning and properly protecting vital records.

**John Morency, Kenneth W. Taber; Nicholas Benvenuto; Bruce Radke**

### A6. Best Practices for Best Business Impact Assessment Results

The BIA is most probably the most important aspect of the BCM planning process as it provides the foundation on which recovery requirements and objectives are built. What are the best practices for ensuring that the outputs from the complicated process are meaningful?

**John Morency**

### A7. Disaster Recovery (DR) Exercising Mistakes and Best Practices

Having an effective recovery strategy and set of IT DRM plans is essential to ensuring recovery in times of crisis. Exercising IT DRM plans is a "must-do" and not a "would-like-to-do" activity. This session focuses on best practices to ensure your IT DRM exercise program provides the organization with a realistic view of your IT DRM strategy. See how to ensure continued success as your own business practices change over time.

- Why are IT DRM exercises difficult to do?
- What is the minimum you can get away with in IT DRM exercising?
- What best practices should you follow to increase IT DRM exercise maturity level?

**John Morency**



**FACT:** 91% of all attendees find it valuable to evaluate vendors on-site during the conference

### A8. Case Study: Booz Allen – IT DR Exercising

Effectively managing disaster recovery time, cost and complexity is a daunting challenge, especially as the scope of mission-critical business processes, applications and data increases. Some organizations have consolidated infrastructure, processes and staffing across multiple organizations, as well as increasing the use of automation. This session explores how this strategy has been implemented at a large multinational organization.

- What are the significant DR testing cost and complexity-specific issues that need to be overcome to improve overall business resilience?
- Why are test organization, process and infrastructure consolidation essential steps for improving the quality of DR testing?
- What time and cost savings have been achieved through DR and QA test organization, process and infrastructure consolidation?

**Lila Behrens, Senior Associate**

### Track B: Recovery and Availability Technology

Get the very latest take on data-center infrastructure technologies addressing your specific challenges

### B1. The Gartner Data Center Scenario: Planning for the Future

IT strategies must adapt to meet the needs of businesses as they grow, transform, comply, merge, acquire and divest. At the same time, IT faces a host of additional pressures ranging from cost and space constraints to green initiatives and business continuity. This presentation provides insight and advice for developing a data-center strategy to meet current and future business requirements, while balancing risk, cost, quality and agility.

- What business and IT trends and requirements are causing enterprises to develop new, long-term data-center strategies?
- What factors and best practices should be considered in developing a data center strategy and architecture?

**Donna Scott  
Dave Russell**

### B2. Case Study: AQR Capital Management, Getting the Most From Your IT Disaster Recovery Technologies, Ismail Coskun, Vice President

### B3. Best Practices for Continuous Application Availability

Downtime of critical IT application services cripples business processes, causing loss of revenues and damaging company reputation. This session focuses on best practices for achieving high levels of IT service availability, including architecting IT services for continuous availability, and investing in best practices to reduce downtime.

- Why is 100% availability an imperative, and how do IT organizations justify the investments to achieve it?
- Which architectural principles reduce unplanned and planned downtime?
- What IT best practices and strategies will enterprises adopt to achieve continuous IT service availability?

**Donna Scott**

### B4. Developing a Strategy for Data Availability and Protection

IT is ever more integral to business processing. As a result, availability and recovery service level requirements have increased dramatically in the last five years.

This presentation provides guidance for developing a comprehensive tier-based data availability and protection strategy, and assesses the pros and cons of alternative technology solutions at each of the tiers.

- How should enterprises develop a strategy and architecture to meet availability and recovery requirements?
- Which technologies will be critical for data protection and replication architectures, and what are the trade-offs?

**Donna Scott  
Dave Russell**

### B5. Backup Beyond the Data Center

Data protection for remote office/branch office (ROBO) and PC backup (desktop and laptop) are increasingly becoming issues that storage administrators across the board have to address. This session examines the different techniques and options to be used for backup beyond the data center (laptop, desktop, and remote and branch office) and provides recommendations on when each approach is appropriate for achieving different types of service levels.

- Why must organizations improve the backup of PCs and remote office systems?
- What are the new techniques and options for backup outside of the data center?
- What effective solutions have organizations implemented?

**Dave Russell**

## Is your organization disaster-proof?

Here's the moment of truth. Test your recovery readiness in real-time.

**Special 2-hour "Mock Disaster" Exercise**



As an attendee to this event,

any sessions you participate in that advance your knowledge within that discipline may earn you **ISACA CPE credits**.



Save \$200 if you register by February 27, 2009

# Sessions

## B6a. Easing Disaster Recovery and Data Center Migrations through CMDB and Dependency Mapping

CMDB is on just about everyone's to-do list. At its core is the ability to model, discover and populate the IT service views. This presentation is designed to help you leverage both your IT service dependency mapping and your CMDB initiatives for disaster recovery and data center migration.

- What are the IT Drivers for leveraging a CMDB and/or IT service dependency mapping for IT DR and BCM projects?
- Which tools and technologies are being used in support of CMDB and IT service DM, and how are they applied to IT DR and BCM?
- How should IT organizations look for IT service dependency mapping tools and or a CMDB to achieve benefits across BCM and IT DR?

**Ronni Colville**

## B6b. Building Resilient Networks

Network resiliency is a function of both network design and operations process. Moreover, the resilience of applications can be augmented by off-loading functionality into the network. Learn about the key technologies and services enabling maximized network performance and availability for applications that matter the most.

- How vulnerable are corporate networks?
- What techniques and technologies can make networks more disaster-proof?

**Lydia Leong**

## B7. Enhancing Your Disaster Recovery Architectures with Virtualization

The rapid advance in virtualization capabilities during the past several years is spurring a similarly rapid move in the methods, strategies and technologies used for disaster recovery. This presentation shows how virtualization can help with IT DR architectures, recovery times, and testing.

- How does virtualization help or impede IT disaster recovery testing, preparation, normal operations, and recovery?
- Which virtualization products, tools, and technologies can improve IT disaster recovery?
- What changes in IT disaster recovery methods and procedures will virtualization bring?

**Bill Malik**



**FACT:** 91% of all attendees from last year would recommend this event to a colleague

## B8. Building Resiliency via Co-location and the Cloud

You can use Internet data center services or even virtualized infrastructure in the cloud to augment capacity for disaster recovery, scale down unexpectedly high loads, and mitigate denial-of-service attacks. Systems and networking capabilities can be provisioned in hours – or even minutes – on a pay-as-you-go basis. Learn which technologies make this possible, determine whether these solutions are right for you, and learn how to source these solutions.

- How can on-demand, external services be used to augment or replace traditional disaster recovery solutions?
- How can on-demand, external services improve the scalability and resiliency of application infrastructure?
- What new risks do on-demand, external solutions introduce?

**Lydia Leong**

## Track C: Business Resiliency

See how vital areas of your enterprise – from workforce to value chains – can resume peak performance quickly, regardless of the disruption.

### C1. The Resilient Organization

Business resilience emerges when business, corporate and IT leaders collaborate across geographical, functional, business and decision-making boundaries to build an organization that can rebound, adjust quickly and resume operations wherever its people, processes and systems are located. A truly resilient business intentionally designs resilience into its business.

- How can businesses build resilience into their structure and operations?
- What management issues drive or challenge business resilience?
- What are the key infrastructure challenges to achieving resilience?

**Roberta Witty**

### C2. Case Study: Visa - Implementing a Global Crisis Management Program, Liz Granger, Director – Global Crisis Management; Global Security, Safety & Crisis Management

### C3. How To Continually Communicate in a Crisis

Organizations often struggle to develop, implement and maintain mass notification plans and systems appropriate for a continuing crisis. This session provides a common set of steps for developing mass notification plans to be implemented in the first 72 hours of a critical incident.

- How do you structure a mass notification plan?
- How do you implement and maintain a mass notification plan

**Jeff Vining**

#### C4. Leveraging IT for Supply Chain Risk Management and Recovery

In today's global economy, it's not just supply chains which are threatened with disruption because of natural disasters or political upheavals. With product engineering and design taking on global dimensions, risks emerge there as well. Likewise, continuity risks exist for service after a sale occurs in today's global economy. Smart manufacturers are using IT to create flexible, adaptive global organizations that are not only competitive, but also able to mitigate business continuity risks.

- What are the business continuity risks in the design, supply, and service chains?
- What can companies do to mitigate the risks in the design, supply, and service chains?
- What is the best way to leverage IT to create an adaptive and flexible organization?

**Dan Miklovic**

#### C5. Case Study: CACI, General Keith Kellogg

#### C6. Telework: A Remote Access Foundation for BCM

Telework provides the means to operate a business without offices and with location independence. Highly complementary to the goals of BCM, it can become a project with which to share funding for emergency access. This session discusses the technology trends, social issues, and management challenges of supporting dispersed workforces in good times and bad.

- What should organizations do to develop a successful Telework program?
- How can the goals for Telework and BCM be combined to create a superior remote access program?
- What practices and guidelines will assure your communications and applications infrastructures are ready for surges in remote access?

**John Girard**

#### C7. Case Study: Long Lines, Tri-State Recovery Lessons from the 2008 Iowa Floods, Deb Hale

#### C8. Enterprise Architecture (EA): Essential for Business Resilience

Through its holistic, strategic approach, enterprise architecture can make a valuable contribution to business continuity planning. This presentation shows how to achieve these synergies in an actionable and pragmatic fashion.

- How does enterprise architecture add value to business continuity planning?
- What questions should you ask to make the most of this contribution?
- What best practices should organizations adopt to unlock this value?

**Greta James**

### Why attend now?

Gartner analysts advise and consult with BCM executives just like you every day. We know the challenges you face in doing more with less. What's more, we have the solutions to keep your BCM program moving forward – without spending hefty consulting fees. **Register today. Call +1 866 405 2511 or go online to [www.gartner.com/us/bizcon](http://www.gartner.com/us/bizcon)**

**FACT:** Only Gartner provides objectives unbiased analysis in research on the issues most pressing in BCM and DR

### Additional Summit Features

- **Complimentary pre-conference tutorials** – get up to speed on important trends – fast
- **“Mock Disaster” workshop** – Test your crisis management skills and know-how to respond and recover when a crisis hits
- **Special case studies on Federal and State Government Disaster Recovery** – get an inside look at what the public sector is doing
- **Explore the latest trends** in workplace, labor and economic issues with Thought Leader, John Challenger
- **Solution Showcase** – your one-stop source for new and existing vendors and marketplace trends
- **Informative Gartner Analyst/User Roundtables** – where everything's up for discussion
- **Gartner Analyst one-on-ones** – consult with the pros for individualized solutions
- **Plus**, peer-to-peer networking opportunities throughout



# Immediate Return on Investment

You require the information and insights that will help you make a positive impact as soon as you return to the office — and continue to shape your thinking throughout the year.

A Gartner Summit is a smart investment in a tough economy. You'll get robust education and access: more than 30 hours of Gartner, Case Study and guest Keynote sessions, up to 7 hours of networking, a one-hour private Gartner Analyst One-on-One session, Gartner Analyst/User Roundtables and 10 hours of interactive and streamlined vendor access and evaluation.

## 11 Solid Takeaways that will Help You:

1. **Justify IT investments** to achieve 100% availability
2. **Achieve time and cost savings** through DR and QA test organization, process and infrastructure consolidation
3. **Add value** to business continuity planning with your enterprise architecture
4. **Develop a strategy and architecture** to meet 24/7 availability and recovery requirements
5. **Develop Best Practices** for your data center strategy and architecture
6. **Conduct a BCM risk assessment** and itemize the deliverables
7. **Develop sources and scoring measures** used for managing business reputation
8. Make the right **vendor/technology purchase decisions**
9. Retool a BCM program to **support a global organization**
10. Know how **virtualization can aid DR efforts** and save you \$\$\$
11. **Enhance your professional value** during volatile times and you'll become a critical asset in any organization

Plus much more...

## The tangible benefits also include:

- Free Web access to conference documentation – all Gartner sessions with speaker notes in presentation format to review and share with your colleagues
- Contacts you make during the event with whom you can stay in touch well after the conference ends
- A “short list” of vendors from our Solution Showcase – easier, interactive and more fun than setting up meetings back at the office



**FACT:** 83% of all 2008 attendees are invested in attending again in 2009

## The Changing Role of Business Continuity & Disaster Recovery Planning – Get Ready for it at this Summit

- Every hour of **computer downtime costs businesses** thousands – to millions – of dollars
- **40% companies** that shut down 3+ days face a complete failure within 36 months
- BCM can help businesses to negotiate their way through current economic difficulties
- Given the current pace of economic and market change a knowledge deficit could compromise an organization's ability to respond and recover in a crisis



# Solution Showcase

In just 2 days evaluate and compare dozens of the latest services and technology offerings

The benefit of visiting the solution provider showcase is the opportunity to meet with multiple vendors in one place saving you hundreds of hours if you were to research tech solutions on your own time. At our exhibit showcase, you'll have the opportunity to become acquainted with solutions providers in a low-hype atmosphere of learning and sharing. Get a handle on what's available in today's market with:

- PRIVATE SOLUTION BRIEFINGS that allow you to ask questions and gain information specific to the challenges your organization.
- HANDS-ON DEMONSTRATIONS of the most compelling solutions
- CASE STUDY SESSIONS on how your peers are using these solutions.

### Interested in Sponsorship?

Contact: Erik Maas, Erik.Maas@Gartner.com, Phone: +1 203 316 6197

## PREMIER



SunGard Availability Services is the pioneer and leading provider of information availability solutions, helping to ensure that 10,000 customers have access to their business-critical information systems. SunGard provides a complete portfolio of Information Availability solutions using nearly 4 million square feet of secure, redundant facilities supported by a 25,000 mile global network, over 25 years of experience and 2,000 expert resources in managed IT, professional and business continuity services. For more information about SunGard Availability Services, visit [www.availability.sungard.com](http://www.availability.sungard.com).

## PLATINUM



For more than 20 years Asigra has stayed ahead of the market with a secure, agentless, scalable and automated backup and recovery solution that aligns the value of data with its storage costs. Asigra's agentless architecture delivers the ideal Information Recovery Management solution for both Public and "Private" Cloud Computing environments. With no agents to install, manage, power and upgrade, Asigra optimizes enterprise data security and source CPU utilization to ensure full TCO realization in virtualization implementations. IT Leaders evolve their environment, without being constrained by their recurring backup challenges, with innovative solutions from Asigra that currently protect over 100,000 sites worldwide. [asigra.com](http://asigra.com)



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## SILVER

- 21<sup>st</sup> Century Software
- Archer Technologies
- Dell MessageOne
- FalconStor Software

- Fusion Risk Management, Inc.
- Global AlertLink™
- Recovery Planner
- Recovery Point Systems

- Rentsys Recovery Services Inc.
- Twenty First Century Communications

## MEDIA PARTNERS & ASSOCIATIONS



# How to Register

Register by  
February 27, 2009 and  
**SAVE \$200!**

## 3 WAYS TO SAVE

### Business Continuity Management Summit

**EARLY BIRD PRICE: \$1,695**

*(applies if credit card payment is received  
by February 27, 2009)*

Standard Price: \$1,895



### BIZ-TECH TEAM UP

BCM is not just a technology initiative. To make it work requires the right partnership with your business people. But are your IT and business teams on the same page? Here's how to ensure they share the same critical vision to business recovery and resiliency. **Register three or more colleagues, including one from the business side of the organizations, and pay only \$1,550 per person.** You must call 1 866 405 2511 to receive this offer. *Discount not valid for Gartner ticket holders and special pricing options.*

### BEST VALUE! SAVE \$695 when you register for both Summits!

#### Combo Conference Pricing Options

Fee includes conference attendance, documentation and planned functions.

#### ATTEND BOTH Gartner Risk Management & Compliance Summit and Gartner Business Continuity Management Summit

**U.S. \$3,095**

OR

**TICKETS (GARTNER CLIENTS)**

**TWO SUMMIT TICKETS **

## 3 WAYS TO REGISTER

**Web:** [gartner.com/us/bizcon](http://gartner.com/us/bizcon)

**Phone:** +1 866 405 2511

**Email:** [us.registration@gartner.com](mailto:us.registration@gartner.com)

### Priority Code

Please help us to better serve your needs by providing the priority code when you register. It's located in the box above your address information on the back page of this brochure.

### Registration Fees

Conference registration fee includes: conference attendance, documentation and planned functions.

### Gartner Clients

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

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### PRIVACY POLICY

Go to [gartner.com/privacy](http://gartner.com/privacy)

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## Hotel/Travel Information

A limited block of rooms has been reserved at The Sheraton Chicago & Towers. As these can only be held until March 30, 2009, we recommend that you contact the hotel as soon as possible. To obtain the group rate of \$239.00 for a single or double occupancy room, please indicate that you are attending the Gartner Summit.

### Sheraton Chicago Hotel & Towers

301 East North Water Street

Chicago, IL 60611

Phone: 1-877-242-2558

• **Air Fare/Rental Car Savings:** For details on travel discount information, go to [gartner.com/us/bizcon](http://gartner.com/us/bizcon) and click on Hotel/Travel.





Co-located with BCM at Sheraton Chicago, Chicago, IL

# Gartner Risk Management & Compliance Summit 2009

Inflection Point for Business Value

April 29 – May 1, 2009  
Chicago, IL  
[www.gartner.com/us/risk](http://www.gartner.com/us/risk)




The **Gartner Risk Management & Compliance Summit** focus is the Inflection Point for Business Value, and will provide attendees with the direction, tools, workshops and program content around how to leverage their Governance, Risk and Compliance program to maximize their business performance.

3 tracks within the comprehensive agenda designed to help guide you through today's tumultuous environment and anticipate how to stay on track for the future.

- A Emerging and Strategic GRC
- B Enterprise and IT Risk Management
- C Continuous GRC

## Attention Financial Services, Legal, and Sustainability and Social Responsibility Professionals

A robust offering of sessions tackles the issues specific to your responsibilities, with the most up-to-date information and solutions now available.

-  **Banks/Financial Services:** addresses how to effectively interconnect elements of risk and performance across the enterprise
-  **General Counsel & IT Legal:** focuses on information governance and e-discovery where the speed and reach of technology outpace corporate policy and jurisprudence
-  **Sustainability & Corporate Social Responsibility:** explores IT's role in reputation risk, corporate social responsibility, and environmental sustainability

## The Changing Role of Risk Management & Compliance

- Regulators are pushing **new, never-before-seen requirements**
- SEC warns **CEOs must keep up compliance programs** despite cost-cutting measures
- Some companies **will spend 10x more** on the IT portion of compliance projects than is necessary
- The financial impact of compliance on midsize businesses is many times (unnecessarily) greater than for their larger counterparts
- The challenges in 2009 will be radically different from the past creating a new urgency

## 11 Solid Takeaways that will Help You:

1. Present a **defensible case for the value** and effectiveness of risk management to executive audiences
2. **Identify the costs and risks** of non-existent or poor governance practices
3. **Establish metrics to assess** the security of outsourcing, SaaS and third-party providers
4. Determine uncertainties that will **affect business models and strategies** for the next 5 years
5. **Embrace corporate social responsibility** while also meeting regulations and profitability goals
6. **Compare your risk management** program to those of your peers
7. Set up a **best-in-class security and risk program** for vendor and partner management
8. **Know which SLAs and Terms & Conditions** related to compliance and security to include in outsourcing contracts
9. **Prioritize risk reduction actions** using Application Portfolio Management (APN)
10. **Cut costs** and reduce risks using Enterprise Information Management
11. **Enhance your professional value** during volatile times and you'll become a critical asset in any organization



Save \$200 if you register by February 27, 2009

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# Gartner Business Continuity Management Summit 2009

Transforming Sustainable Recovery into World Class Business Resiliency



**See Inside.  
Agenda-at-a-glance**



**Business Continuity  
Management  
Summit 2009**

April 27 - 29, 2009  
Chicago, IL  
[www.gartner.com/us/bizcon](http://www.gartner.com/us/bizcon)

**Upcoming Related Events**  
**Risk Management & Compliance Summit**

April 29 – May 1, 2009  
Chicago, IL  
[gartner.com/us/risk](http://gartner.com/us/risk)

**IT Security Summit 2009**

June 28 – July 1, 2009  
Washington, DC  
[gartner.com/us/itsecurity](http://gartner.com/us/itsecurity)

**Identity & Access Management Summit 2009**

November 9 – 11, 2009  
San Diego, CA  
[gartner.com/us/iam](http://gartner.com/us/iam)

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