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Maximising Efficiency to Minimise Cost

Gartner Infrastructure, Operations & Data Centre Summit 2009



Conference Chairs



Matthew Boon
Managing VP
Gartner



Phillip Sargeant
Managing VP
Gartner

Gartner
Infrastructure, Operations
& Data Centre
Summit 2009

5-6 May | Sydney Convention
& Exhibition Centre

gartner.com/ap/datacentre



Introduction from the Conference Chairs

Maximising Efficiency to Minimise Cost

“ This was the first Gartner conference that I have attended. I enjoyed the experience at the conference and look forward to future conferences. ”

IT Manager, Attorney General's Department

The agility, availability, scalability, cost and innovation of IT Infrastructure & Operations have a direct and lasting impact on the business process. Yet, the current economic uncertainty is increasing the pressure on IT departments to reduce costs, increase effectiveness and do more with less. There is a growing need for the IT department to identify, build, and prove value, both internally and externally.

When faced with this pressure, IT departments need more flexibility and foresight to overcome these challenges. IT operations need to be agile and pro-active to ensure that they are maximising efficiency, minimising cost and using change to their advantage.

As CIOs consider their IT budgets for the year ahead, they should ensure IT budget cuts do not impede the business's ability to meet demands during this time of economic uncertainty and also when economic expansion resumes. The Gartner Infrastructure, Operations and Data Centre Summit will give you the information you need to prove and communicate the value of your IT operations and projects to your organisation.

To impart this expert knowledge we have three tracks that cover topics of IT Operations, Infrastructure Innovation, and the issues that address the wider Data Centre Ecosystem of power and cooling, Green IT and Data Centre services, amongst many other exciting topics.

We look forward to seeing you there!

Matthew Boon
Managing VP
Gartner

Phillip Sargeant
Managing VP
Gartner



Benefits of Attending

Learn how to identify, build and prove the value of your IT department

Discover how to become more efficient, minimise cost and use change to your advantage

Hear visionary keynotes

Participate in in-depth discussion forums with your peers

Get the latest independent Gartner research

Access the insight of the leading technology providers

Attack your toughest challenges in complimentary Analyst One-on-One private consultations

Learn from your peers in a series of practical case studies

Summit Structure

Track A:

IT Operations: Breaking the Ties That Bind

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

Track B:

Infrastructure Innovation: The Heart of the Matter

Servers and storage remain at the heart of the data centre, but the “heart rate” is steadily increasing due to new and changing technologies. These new choices make it more difficult for IT organisations to select the right vendors and technologies for strategic and tactical deployments. This track focuses on the evolution of physical data centre infrastructure, emerging trends and the journey that virtualisation is taking as use of virtualisation becomes increasingly universal and ultimately becomes part of every data centre.

Track C:

Data Centres of the Future – Mastering flexibility

Data centres need to be flexible, modular and increasingly adaptable to changing business needs and associated economic pressures. The data centre of the future needs to behave like living organisms delivering flexible, utility-like services to the organisation and customers. This track addresses the extended reach of the data centre with a focus on management practices, green IT, environmental issues and cost containment.

Focus on your main challenges

Over three separate tracks we will focus on the key challenges you’re currently facing including:

- Improving response time, integrity and reliability
- Better asset utilisation through virtualisation
- Cost-effective storage infrastructures
- Sound business continuity and disaster recovery plans
- Real-time infrastructure
- Future of IT operations management technologies
- Supporting more complex applications and their increasing storage needs

Who Should Attend?

Every senior IT and business professional with a role in infrastructure, including:

- CIO’s
- IT Operations Professionals
- IT Directors and Managers
- Data Centre and Consolidated Operations Executives
- Storage Planners
- Continuity Teams
- Data Systems Managers
- Project Leaders
- Asset Managers and Planners
- Facilities Managers



Meet the Analysts

Worldwide expertise at your fingertips

For over 25 years, Gartner analysts have been the trusted advisors to many of the world's largest and most demanding companies. No one sees the implications of technology so clearly, so consistently.

Gartner analysts draw constantly from the real-life challenges and solutions experienced by more than 45,000 Gartner clients worldwide. The value of this resource, combined with our deep analysis of technology vendors, is unrivalled.



Ranjit Atwal
Principal
Research Analyst
UK

Focus Areas: EMEA PC Quarterly Statistics program and forecast.



Steve Bittinger
Research Director
Canberra

Focus Areas: IT management, governance, organisational change, business and technology strategy, process improvement and innovation, large-scale IT infrastructure and operations, and vertical industry issues related to government and higher education.



Matthew Boon
Managing VP
Sydney

Focus Areas: Servers, storage, printers and client platforms, the hardware teams cover trends and analysis of the marketplace with respect to hardware platforms.



Andy Butler
VP Distinguished Analyst
UK

Focus Areas: Market and technology trends for most server technologies (other than mainframes), including operating system evolution, architectures, platforms and vendor strategies.



Debra Curtis
Research VP
US

Focus Areas: Operations management, IT operations management, improving IT management process maturity and end-to-end IT service management.



Simon Haywood
VP & Gartner Fellow
US

Focus Areas: Research on the supply side of the technology and telecom industry, focusing in particular on the future of the industry.



Geoff Johnson
Research VP
Brisbane

Focus Areas: Enterprise communications applications and networking and telecommunications, strategy & policy.



Rakesh Kumar
Research VP
UK

Focus Areas: Data centre architectures, infrastructure, high availability and operational processes, Data centre power and cooling issues and environmental and 'Green' IT strategies.



John Roberts
VP Distinguished Analyst
Melbourne

Focus Areas: Business and IT transformation, IT strategic planning and governance, business value of IT, organisation and management strategies, and process and performance management.



Phil Sargeant
Managing VP
Sydney

Focus Areas: Storage hardware systems and storage management software, his secondary focus is server hardware and server operating systems.



Ken Weilerstein
Research VP
US

Focus Areas: Printer, MFP and electronic output industries.



David Williams
Research VP
US

Focus Areas: IT operations management, fault management, event correlation and analysis (ECA), and run book automation (IT operations process automation).



Stan Zaffos
Research VP
US

Focus Areas: Storage and storage management software.



One-on-One Meetings

Tackle your toughest challenges. Take the opportunity to book a complimentary 30 minute One-on-One meeting with a Gartner Analyst. You set the agenda according to your priorities, and the discussion is tailor made for you. Spaces are limited and appointments are made on a first come first served basis – so book early to avoid disappointment.



Agenda at a Glance

Day 1: Tuesday 5 May

Registration: 07:30 – 08:30

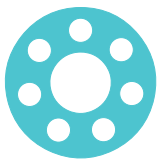
Sessions: 08:30 – 17:45

Networking reception: 17:45 – 18:45

Day 2: Wednesday 6 May

Guest Keynote: 08:30 – 09:25

Sessions: 08:30 – 16:30



Analyst User Roundtables

Back by popular demand!

Analyst / User Roundtables offer end-user delegates the opportunity to join a one hour discussion with a Gartner expert and peers interested in the same topic and facing similar challenges.

Developing Effective Service Level Agreements

Debra Curtis

How to Innovate in a Cost-Contained Environment

John Roberts

Overcoming Data Centre Power, Cooling and Green IT Challenges

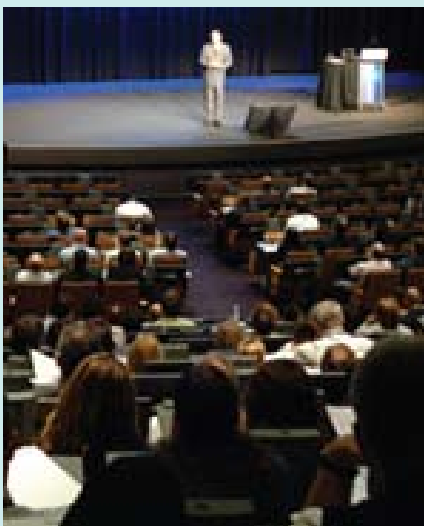
Rakesh Kumar

Implementing Virtualisation Best Practices

Andrew Butler

For more information and booking details, see gartner.com/ap/datacentre

End User Case Study Presentations



In this plenary session you'll learn about the initiatives that organisations around Australia have used to overcome their Green IT, Virtualisation and other challenges. You'll hear your peers talking candidly about the strategies they used, the benefits they achieved and their plans for continued success. Gain practical, first-hand insight into your IT challenges by hearing how your peers have successfully overcome theirs.

Delegate comments from previous end-user case studies:

“Very useful and informative.”

ANZ

“Outstanding – great suggestions!”

Department of Finance & Administration

“An excellent session with many real world implementations of strategies and principles.”

Australian Customs

Conference Program

Track A:

IT Operations: Breaking the Ties That Bind

Gartner Keynote

The Evolving IT Infrastructure Portfolio: New Options for Users, But Will they Care

Matthew Boon, Simon Haywood

There is much focus around the importance of emerging technologies and concepts. Improved business process and efficiency is dependant on these concepts. Organisations are trying to grow their business with reduced IT budgets making leverage of new technologies more critical. Viability in the coming decade is highly dependant on flexible and agile IT, traditional IT design and though process will not achieve desired future business outcomes.

This will address key technology issues relevant to the infrastructure space including; alternate delivery models; green IT; environmental sustainability; virtualisation. We'll provide advice on the increased importance of these areas in tighter times, from a cross sector related point of view in light of financial crisis. Through primary research we will determine whether decisions have taken on greater or lesser impetus and why that is.

“ Great conference with excellent speakers. ”

Manager Melbourne Data Centre, Fujitsu Australia

Cutting IT Budgets: A Survival Guide

John Roberts

Without a clear framework, IT managers are in danger of making suboptimal decisions that may not reduce costs and instead create a hostile service environment. Gartner provides a process for cost optimisation that enables rapid identification and prioritisation of viable options that can deliver quick results.

There is More to IT Service Portfolio Management than just the IT Service Catalog

Debra Curtis

Most IT operations groups have embraced IT service management as a goal for operational excellence. However, many incorrectly focus on the IT service catalog first. We recommend documenting the business-value-based IT service portfolio first, then create the catalog of standard, repeatable services that can be ordered by business customers. Unfortunately, only approximately 10% of IT operations groups are capable of this today. This session will provide insight into the people, process and tool demands for IT service portfolio management and IT service catalogs.

- What is an IT service portfolio, what's an IT service catalog, what's the difference and why should you care?
- What fundamentals must exist from a people, process and organisation perspective?
- How do you leverage tools to manage a portfolio of IT services, create an IT service catalog, and which vendors offer products?

Server Provisioning and Configuration Management: Know Physical and Virtual Differences

David Williams

Configuration management's role data centres continues to broaden provisioning new servers, keeping the current on patches and application updates, to ensuring compliance for both internal and external auditing. As the frequency of changes to servers and software continues to accelerate, IT is tasked with keeping pace with the same or less resources, and always with a



'cost conscience'. Add virtualisation to that mix, and meeting the needs of high availability and agility increase exponentially. This presentation discusses today's configuration management challenges for physical servers, and how virtualisation will affect those and add new ones.

- Why is server provisioning and configuration management a critical process and automation for IT operations?
- How is the vendor landscape changing to address virtual and physical configuration needs for today as well as the strategic integrative requirements?
- What are the best practices and approaches that will provide the best return on value and prepare you for the next 'rev' managing both physical and virtual together!?

IT Operations Management Scenario: Trends, Directions and Market Landscape

Debra Curtis

IT operations management professionals are challenged to transform IT towards service and business alignment while dealing with the increasing change and complexity. This presentation analyses key trends and their impact on IT operations and service management, such as ITIL and process maturity, data centre strategies, SOA and virtualisation. We also analyse the IT operations management software leaders and market forces that could change that leadership.

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

Driving Operational Efficiency and Effectiveness With IT Operations Process Automation

David Williams

IT operations process automation (aka run book automation) has emerged as a way to automate, through workflows, IT operational tasks across different disciplines in support of IT management processes to increase

efficiencies and support critical IT initiatives, such as Information Technology Infrastructure Library (ITIL), server and storage provisioning, disaster recovery, fault remediation and change management. This presentation analyses the drivers for run book automation, the solutions and vendor landscape, and best practices for implementation.

- What are the market drivers and benefits for run book automation (RBA)?
- What vendors and products are emerging to meet IT operations requirements for RBA, and how do you differentiate them?
- What best practices should be implemented to achieve success with RBA?

Business Resiliency: A Proactive Approach for Managing Business Interruptions

Steve Bittinger

Disasters frequently occur and have serious, long-lasting consequences. Organisations must counter and respond to them in a planned, considered manner that ensures organisational resiliency is cost-effective and sustained. This presentation will discuss how business continuity management (BCM) can be used to reduce operating costs, drive revenue, maintain brand and promote community reputation.

- How can BCM be positioned as a leading risk management activity?
- How does an enterprise make the business case for BCM?
- What are the trends and best practices in BCM planning?

Climbing the Maturity Mountain from Event Management to Business Service Management

Debra Curtis, David Williams

Event correlation and analysis (ECA) products help IT operations contend with the deluge of events from the IT infrastructure to improve productivity and reduce troubleshooting time.

IT organisations are under pressure to provide more business-relevant information, thus many are investigating a Business Service Management (BSM) layer to display the status of end-to-end IT services and analyse IT infrastructure events for business impact. However, successfully deploying BSM tools requires considerable maturity in the underlying IT service management processes.

- What new realities and business pressures are driving IT operations groups to investigate ECA and BSM technologies?
- Which vendors, products and technologies will shape the future of ECA and BSM, in light of the numerous acquisitions and market consolidation that has occurred?
- What are the critical success factors and best practices in moving up the maturity mountain from event management to BSM?



Conference Program

Track B:

Infrastructure Innovation: The Heart of the Matter

The Future of Server Virtualisation: Are We (Virtually) There yet?

Andrew Butler

Server virtualisation is rapidly becoming the default – most large enterprises have started deployments, and penetration doubles each year. This extends for non-x86 virtualised platforms as we see increasing crossover between the two virtual environments. But while virtualisation affects many aspects of the project portfolio, it is not a one size fits all approach. We examine the drivers, caveats, vendors and viable workloads that organisations should consider as they strive to stay in control of the virtualisation frenzy.

- How will the server virtualisation market evolve through 2012, and how should users select technologies?
- What workloads should (and should not) be virtualised and why?
- What are the best ways to navigate the server virtualisation trend effectively?

Getting the Maximum Return on Investment from Mainframe Platforms

Rakesh Kumar

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

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

Best Practices Deploying and Managing With Storage for Virtualised Servers

Stanley Zaffos

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

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

Hosted Virtual Desktops Deployment – When, Where and How

Ranjit Atwal

There is a lot of hype around HVD. Understand which business sectors and usage models are driving early adoption and in the longer term what is the ideal planning cycle that encapsulates the trigger points that determines mainstream adoption.

- What factors will change the PC architecture landscape?
- How do alternative deliver models affect the WW client PC forecast?
- What platforms will exhibit growth and which will not?

Best Practices for Managing Data Growth and Reducing Storage Costs

Stanley Zaffos

Stored on corporate storage systems, data is rarely deleted and continues to take up operations time and IT dollars. Furthermore, when the data is actually needed, it is often

impossible to retrieve. This session will outline what needs to be done to weed out duplicate and junk data, how historical data should be stored so it can accessed, and how to cut down the cost of storing it.

- What is driving IT to update its data management policies?
- What are some of the leading offerings that are available to manage data growth?
- What are innovative companies doing today to manage storage growth?

The Future of the Server and OS: Disappearing Boundaries?

Andrew Butler

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

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

Data Replication Architectures for Disaster Recovery

Stanley Zaffos

Choosing the 'right' data replication technology for your business needs is the foundation of all successful business continuity and disaster recovery solutions. This presentation identifies available technologies and the implications of their deployment on the storage infrastructure, organisation and budget.

- What are the strengths and weaknesses of server, network, and storage-system-based solutions?
- What criteria should be used in selecting your replication solution?
- Who will succeed as the replication market grows?



Track C:

Data Centres of the Future – Mastering Flexibility

The Future of the Data Centre Network

Geoff Johnson

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

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

Virtualisation Changes Virtually Everything

Phillip Sargeant

Virtualisation is changing IT architecture, operations, culture and organisation structures. Virtualisation is enabling dramatic change in IT agility – and creating real business value. Virtualisation technologies are unlocking software from clients, servers and storage, enabling cloud computing. Traditional market boundaries are gone, pitting software, hardware, management, network vendors against each other.

- How will virtualisation change IT and business?
- How will virtualisation change technology?
- How will virtualisation change the market?

Infrastructure Hardware – Demystifying the Hype

Matt Boon

Hardware investments today remain as critical and as costly as ever. The hardware environment is getting more complex; the vendors are getting more competitive; and the need for clearer business value is increasing.

This session will provide the insights and forward looking perspectives on key issues related to hardware deployment including: user issues and advice; vendor responses and tactics; technology trends; advice on how to make better informed IT HW decisions; advice on how to beat vendors at their own game.

Print, the Forgotten Cost: How to Cut Spending and Spare Your Data Centre and IT Operations Muscle

Ken Weillierstein

It's not fair! As data centres tighten their efficiency to almost to the breaking point, office printing spending remains fragmented, unmanaged, unmeasured and ignored. Businesses can trim millions on their printing spending, but who will lead the way? You may be tapped for your project, leadership skills and track record. If you are well-prepared to succeed you may earn a say in how the savings are spent.

- How can you trim many months of time and aggravation off of your learning curve?
- What proven, vendor-independent, strategies can cut your spending by 10-30% and also reduce carbon emissions?
- How did others overcome the obstacles they encountered on projects like this one and succeed?

Taming the Data Centre Energy Beast

Rakesh Kumar

One-third of the electricity consumed by your data centre is for cooling, but much of that energy is wasted in the vast majority of data centres. In this presentation, we will demystify data centre cooling, and provide best practices for new data centre construction and retrofits.

- What are the primary causes of inefficiency in data centre cooling?
- What are the best practices for the design of efficient data centre cooling systems?
- How can users retrofit current data centres to reduce cooling costs?

Alternative Delivery Models – Will the Traditional PC Model Survive

Ranjit Atwal

Alternative delivery models require vendors to re-examine the way they deliver products to users. Will these new models challenge the traditional server/client PC model.

- What is the impact of alternative delivery model on the traditional PC market?

The Cloud Computing Scenario

Phillip Sargeant

Cloud Computing has become the latest in a series of hot industry terms and as such, is used in many contradictory ways. Underneath the fog, there are very real trends such as global class architecture, web platforms, massively scalable processing, and the Internet itself that are converging to fuel this phenomenon. Impacts will be felt as related evolve to deal with the changes, both real and resulting from hype.

- How will cloud computing be defined and evolve?
- How will cloud computing affect the strategy and direction of IT and business?
- What vendors, markets and industries will be transformed by the cloud computing phenomenon?

Sponsors

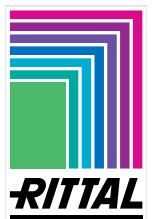
Meet innovative technology and service providers at the forefront of Infrastructure, Operations & Data Centres.

At the Summit we'll help you develop a 'short list' of technology providers who can meet your particular needs. We offer you exclusive access to some of the world's leading technology and service solution providers in a variety of settings. Visit the demonstration forum, attend the Solution Provider Sessions and join in the networking drinks reception for informal relationship-building.

Premier Sponsors



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Sponsors confirmed as of 30 January 2009

Sponsorship & Exhibiting Opportunities

For sponsorship and exhibiting opportunities please email Charlotte Watkins: charlotte.watkins@gartner.com or phone: +61 2 9459 4765



How to Register



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Early Bird Price*
AUD \$2325 incl GST



Standard Price
AUD \$2850 incl GST

* applies if credit card payment is received by 20 March 2009

Hotel Accommodation

Our accredited agency, Info Salons Australia Pty Ltd (ISA), can assist with your accommodation bookings. To take advantage of the Summit rates, visit the Hotel/Travel page on the conference website gartner.com/ap/datacentre or contact ISA for additional information.

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“ It was a great opportunity to learn about future trends and meet up with vendors and colleagues. ”

*Computer Facilities Coordinator,
Griffith University*



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Gartner delivers the technology-related insight necessary for our clients to make the right decisions, every day.



Applications



Business Intelligence &
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and Operations



Security &
Risk Management



Program & Portfolio
Management



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Vendor Relationships

Gartner Events APAC 2009

 **Business Intelligence & Information Management Summit**
24-25 February, Sydney, Australia

 **India CIO Summit**
2-3 March, Mumbai, India

 **Asia CIO Summit**
5-6 March, Singapore

 **Infrastructure, Operations & Data Centre Summit**
5-6 May, Sydney, Australia

 **Applications: Trends & Technologies Summit**
16-17 June, Sydney, Australia

 **Information Security Summit**
15-16 September, Sydney, Australia

Symposium/ITxpo
17-20 November, Sydney, Australia

To receive further information on any of these events, visit gartner.com/events

Event listing correct as of January 2009.

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