



Gartner Outsourcing & IT Services Summit

Value Proposition

Budgets are tight and increasingly IT and business professionals must prove the value of educational conferences before attending. We have developed this document to help you demonstrate how attendance at the Gartner Outsourcing & IT Services Summit supports your organizational goals.

Meet Your Organization's Objectives

The Gartner Outsourcing & IT Services Summit 2009 can help organizations like yours understand the practical steps you must take today to secure the success of your outsourcing initiatives - Balancing Cost Optimization with Performance Management.

Key Benefits that you will derive from attending the Gartner Outsourcing & IT Services Summit:

- **Discover practical techniques for optimizing cost containment** and performance management
- **Identify and avoid** the common sourcing cost-cutting traps
- **Reassess your sourcing strategies** for these challenging times
- **Negotiate effective, flexible contracts** and service level agreements
- **Put yourself in the best position** for renegotiation success
- **Develop good vendor management practices** to improve performance
- **Build outsourcing management competencies** and processes
- **Realize the financial benefits of multisourcing** and avoid the pitfalls
- **Determine whether BPO** should be your next move
- **Identify the most viable offshore locations** for you – and manage the risk
- **Identify the right sourcing** options and models
- **Find the best partners** for every project or process
- **Improve agility** with flexible sourcing strategies
- **Learn from your peers** in a series of in-depth practical case studies
- **Get the latest Gartner research** of key sourcing issues
- **Share your experiences** with your peers from across Europe
- **Hear the visionary keynotes** from the industry's top thinkers
- **Attack your toughest challenges** in Analyst One-on-One meetings



The Summit Experience

Gartner Summits are unique in the experience that they bring to attendees. A mixture of session formats brings extended opportunities to interact with Gartner Analysts, with fellow attendees and focused solution providers.

1. Better Investment Decisions

- **Hear it First:** The conference will focus on several key Outsourcing topics that will help you to make better investment decisions.
 - The hot topics and sessions offer the very latest topical updates and practical advice on the subjects most critical to your outsourcing & IT services strategies.
 - Take away actionable insights that will place you in a strong position of organizational readiness
 - The very best speakers in the field of Outsourcing, including the top Gartner analysts from Europe, the US, South America and Asia Pacific to share their knowledge in keynotes, case studies, expert panels and sessions.

Plenary Sessions:

Opening Keynote:

The European Outsourcing and IT Services Scenario: Insight for a Turbulent Market
Ian Marriott & Claudio Da Rold, Gartner

Guest Keynote:

Does the IT Department Have a Future?
Ade McCormack, Advisor, Author and Financial Times Columnist

Keynote:

Multisourcing Today: Techniques for Optimizing Cost Containment and Performance Management
Linda Cohen, Gartner

Closing Keynote:

Outsourcing Initiatives: Balancing Excellence, Innovation and Cost
Helen Huntley, Gartner

2. Health Check Your Plans and Projects

- **One-on-Ones with Analysts** – Many organizations engage with Gartner to have access to analyst insight throughout the year. At the Outsourcing & IT Services Summit you are provided the opportunity to meet with a Gartner analyst for 30 minutes, free, to discuss your immediate issues and receive the unbiased advice you are looking for.
- **Workshops** - Whether you are a newcomer to outsourcing or a sourcing “master”, it’s always beneficial to share ideas and best practices. These hands-on workshops are specifically designed to be highly interactive, facilitating peer to peer exchange – combined with the expert advice of Gartner’s analysts.
- **End User Case Studies** – from Intronis, Swiss Railways, Telecom Italia and NCC Roads. Sometimes the best way to learn is through their experience of others.
- **Solution Showcase** – meet innovative technology and service providers at the forefront of Business Process Management.
- **Team Building** – share knowledge and event documentation.

3. Get Connected

• **Learn Best Practices:** The best conversations you'll ever have with other IT and business professionals will occur at this conference. Hear lessons learned and advice on your specific issues in peer interactions and in intensive Analyst/User Roundtable discussions. You have access to one of the largest audience of qualified IT and business professionals facing common challenges and ready to share ideas and discuss best practices within the industry.

• **Interact with Like-minded Peers:** (From your industry, geographical location and job role), solution providers and press.

This event is the single smartest investment you can make all year - particularly in times of budget scrutiny. It examines the Outsourcing solutions, strategies, cutting edge best practices, latest tools and technology that can help your business to act more intelligently and drive business performance. You'll leave with focused insight and concrete action plans to start investing on a short list of the most profitable strategic initiatives that will propel business forward and outpace your competitors.

Pre-event Benefits	Onsite Benefits	Post-event Benefits
<ul style="list-style-type: none"> • Access to our Agenda Builder tool to plan your agenda • Recommended agenda by different tracks • Webinar with key Gartner analysts 	<ul style="list-style-type: none"> • Thought-provoking keynotes by industry experts • Personal interaction with Gartner analysts at One-on-Ones and Analyst/User Roundtables • Networking opportunities with your peers • Access to the Solution Showcase (vendor demonstrations) 	<ul style="list-style-type: none"> • Access to Events on Demand (download presentations you couldn't attend) • <i>Insider</i> communications throughout the year related to your interests • Post event summary of the key findings from the summit

Build Your Own Agenda at www.europe.gartner.com/outsourcing

Using **Gartner's Agenda Builder** will help you make the right decisions and get the best value out of the event. Agenda Builder will enable you to build your own personal agenda and select the session that are of the most value to you.

How to Register

Online:

www.europe.gartner.com/outsourcing

Telephone: +44 (0)208 879 2430

Email: emea.registration@gartner.com

Standard Conference Price

€2,195 + VAT (15%)

(Fee includes conference attendance, documentation and planned functions)

Gartner Clients: We also accept Gartner theme tickets as payment for days 1-2. For more information please contact your Account Manager or email emea.events@gartner.com