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# Breaking Through Budget Barriers and Achieving Agility

Gartner Applications:  
Trends & Technologies Summit 2009



## Conference Chairs



**Denise Ganly**  
Research Director  
Gartner



**Greta James**  
Research VP  
Gartner

**Gartner**  
Applications:  
Trends & Technologies  
Summit 2009

16-17 June | Sydney Convention  
& Exhibition Centre

[gartnerevents.com.au/att](http://gartnerevents.com.au/att)

“Excellent, one of the best conferences I have been to.”

*Solution Architect, QIC*

Budgets are being scrutinised and demands for delivering ROI and proven business value are increasing. Added to this is the pressure of implementing SOA, embracing new web-based applications, and also ensuring that the integrity and complexity of your systems is under control.

Technology managers also need to reconsider modernisation in light of the current economic uncertainty. The total cost of aging IT applications and infrastructure is coming under review as managers try to determine which is more cost effective, upgrading or replacing legacy systems, and which will deliver the greatest benefits to the business.

To overcome these challenges, and succeed in the current environment, organisations must be more agile.

The **Gartner Applications: Trends & Technologies Summit** will give you a roadmap of emerging software and architecture trends, and answer your burning questions on how to implement and integrate SOA, agile methods, governance, application modernisation, Web services and Web2.0, Software-as-a-Service and much more.

Over two days you'll hear realistic solutions from leading global and local analysts, and you'll gain real-world insights from you peers. In just two days you'll enhance your knowledge and you'll leave with a check-list of practical strategies to action on your return to work.

We look forward to seeing you there!



**Denise Ganly**  
Research Director  
Gartner



**Greta James**  
Research VP  
Gartner

# Focus on your main challenges

## Who Should Attend

- Solutions Architects
- IT Strategists
- Developers
- Systems Architect
- Application Architect
- Application Managers
- Project managers
- Technical Directors
- Enterprise Architects
- CIOs

## Benefits of Attending

- **UNDERSTAND** the future of SOA and the Web, learn about new application and architecture models and what to do about them now
- **LEARN** the best practices for implementing SOA, improve your application development, and effectively architect your systems to deliver results more efficiently
- **FIND OUT** how to approach modernisation holistically, from identifying legacy issues to integration and governance
- **DISCOVER** how your organisation can use Web 2.0 technologies to efficiently manage the Web infrastructure and enhance the user experience
- **GAIN** practical advice on your current challenges and a personalised top 5 priority action list

## Top 10 Sessions

1. Applications Case Studies: Hot Trends, Cool Ideas and How to Survive
2. Updating Your Business Applications and Processes: The Key to Successful Modernisation
3. How to Make Waterfall Agile: Breathing Life into Prescriptive Practices
4. SaaS: The Future of Your Business Applications
5. SOA, the Web and the Cloud: Big Decisions about Application Architecture
6. Cost Effectively Building the Application Infrastructure for Integration, SOA and BPM
7. Portals and Mashups – Put the Power of SOA in Your Users' Hands
8. Building the New Applications Team
9. Enterprise Mashups: Building Applications as Fast as the Situation Changes
10. When Software Outlives the Developers: Market Forces Driving IT Modernisation

Visit [gartnerevents.com.au/att](http://gartnerevents.com.au/att) to build your agenda

# Summit Highlights

## Guest Keynote



**Allan Parker**  
Author, Business Consultant  
and Negotiator

### NEGOTIATION – Like Never Before

Negotiation has often been referred to as Business success factor #1. If it wasn't in the past, it certainly is now. With more pressure on than ever before, negotiations are now:

- More adversarial
- More oppositional
- More demanding of 'more for less'
- More price focused
- More 'screw for every \$ you can get'
- **More needed for deep strategic conversations**

**IT'S TIME TO BE SMARTER  
THAN YOU EVER THOUGHT  
YOU COULD BE**

This challenging session will show that negotiation today is not a 'soft skill' anymore. It is the most demanding skill you need to have if you are going to be part of the economic turn around.

In this session you will learn:

- 1st Principles
- What makes a negotiation adversarial?
- Changing thinking in you and them
- Moving from price & budget to needs & values
- Knowing your transactable zone
- 3 key questions
- Keeping the relationship alive

This set of skills sits at the sharp end of every transaction or sale. This session is not to be missed!

## End User Case Study Presentations



**Christine Cameron**

IT Manager  
Tomago

### **Finding the Right Solution when Modernising Applications**

With application modernisation it is not a case of one solution for all situations and there are many factors to take into consideration; when to modernise, getting business buy-in and determining which solution is the most cost effective. Tomago Aluminum, a joint venture by Australian and overseas companies, and has had to overcome many challenges in upgrading and replacing legacy applications during the last five years. In this case study, Christine will discuss the different solutions that have been used and the lessons that have been learnt in the modernising process.



**Peter Bennington**

Chief Technology Officer (CTO)  
Corporate Information Services  
City of Stirling

### **Understanding the Applications Skills Set: Retaining Staff, Increasing Productivity and Delivering Value**

With a population fast approaching 189,000 and a total land area of over 100km<sup>2</sup>, the City of Stirling is one of Western Australia's major local government authorities. In this case study Peter will describe the initiatives introduced to change the culture of the IT department and address the skills shortage. Some of these initiatives include, ensuring the governance framework to manage workloads efficiently, creating positive team dynamics by being transparent about roles and responsibilities, setting achievable key performance indicators, maintaining good relationships with contractors so that additional staff can be sourced in times of high demand and setting the right expectations with the business.



## 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.

### The Status of SaaS

**Brian Prentice**

### Best Practices for Building a SOA Business Case

**Anthony Bradley**

### Cost Effectively Building the Application Infrastructure for Integration, SOA and BPM

**Massimo Pezzini**

For more information and booking details, see [gartnerevents.com.au/att](http://gartnerevents.com.au/att)



## 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.



## Workshop

### Application Development Agility Maturity Stages and Practices

**David Norton**

Via a mix of peer interaction and workshop exercise we will explore the following:

- What is Application Development agility, how is it defined and measured?
- How does Application Development agility support Business agility?
- What are the components of agility in terms of technology, process and people?
- What are the maturity stages an Application Development organisation will go through when taking a strategic view to agility.

Introducing in 2009

# Solution Expert Face to Face Meetings



Do you have technical questions about the technology you are using?

Are you considering a new provider for any of your applications?


Do you want to bypass the sales spin and gain the technical knowledge you need?

At Applications: Trends & Technologies you will have the opportunity to book 30 minute private meetings with **Subject Matter Experts (SME)** and gain the information you need to overcome your technology challenges. You will set the meeting's agenda.

Spaces are limited and will be booked on a first come first serve basis – so book early to avoid disappointment.

For more information and booking details, see [gartnerevents.com.au/att](http://gartnerevents.com.au/att)

Gartner Events APAC 2009

 <b>Information Security Summit</b>	Sydney, Australia	15-16 September
<b>Symposium/ITxpo</b>	Sydney, Australia	17-19 November

For more information about Gartner's events, please visit [gartner.com/events](http://gartner.com/events)

**Gartner.**  
**SYMPOSIUM ITXPO® 2009**

**17 – 19 November 2009**  
Sydney Convention &  
Exhibition Centre, Australia

**Register Now for Early Bird Pricing!**  
[gartner.com/au/symposium](http://gartner.com/au/symposium)

# How to Register



## Registration

[gartnerevents.com.au/att](http://gartnerevents.com.au/att)

Registration fee includes: conference attendance, documentation and planned functions.

### Early Bird:

(applies if registration is received by 1 May 2009)  
AUD \$2325 (inc GST) per person

### Standard:

AUD \$2850 (inc GST) per person

### Group 2-4 Delegates:

AUD \$2200 (inc GST) per person

### Group 5+ Delegates:

AUD \$2000 (inc GST) per person

### Group 10+ Delegates:

AUD \$1900 (inc GST) per person

Please visit

[gartnerevents.com.au/att](http://gartnerevents.com.au/att)

and click on the Hotel/Travel tab for booking details. For your travel requirements, please contact your designated travel agent.

## Registration Contact

**Info Salons Australia Pty Ltd**

ABN: 34 003 947 037

Office hours: Monday to Friday  
09:00 – 17:00 (AEST)

Email: [gartner@infosalons.com.au](mailto:gartner@infosalons.com.au)

Phone: 1300 766 663 or  
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