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June 8-10 | Orlando, FL
JW Marriott Grande Lakes



Gartner Portals, Content & Collaboration Summit 2009

Connect for Success

**\$200 Early Bird
Discount!**
Register by April 17, 2009
Details on page 19



Keynote Speaker



Jeff Howe, *Wired* editor
and author of *Crowdsourcing*

Conference Co-Chairs



Mark Gilbert
Research VP



David Gootzit
Research Director

Gartner

Gartner Portals,
Content & Collaboration
Summit 2009

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Connect for the big picture.



How much business value will you derive from your workplace initiatives?

The **2009 Gartner Portals, Content & Collaboration Summit** offers practical strategies for managing information to reduce costs, boost productivity and foster innovation. It's the only event providing a holistic view of all three workplace-enabling technologies to ensure your initiatives connect on all cylinders. In addition, because tough times call for greater justification, we focus on how to demonstrate ROI and team with business partners for maximum success.

Connect with the best in the industry. Join leading-edge Gartner Analysts, keynote presenters, industry panelists and your fellow practitioners as we discuss the most effective ways to bring your enterprise together across all fronts — people, partners and information — and use workplace technology to drive business value. Your Summit takeaways will include strategies, tools, insights and peer experiences to inform sound decisions.

Benefits of Attending

- Develop strategies for cutting costs, speeding time to market and making the most of scarce resources
- Optimize and connect existing workplace technologies to get the most out of what you have
- Evaluate and leverage new technologies for future growth, including social software, portals, SaaS, Cloud computing, Web 2.0, open source alternatives, and new models for Enterprise Content Management, Unified Communications and Collaboration
- Manage short-term resource constraints while accelerating restructuring in preparation for growth
- Balance user needs for empowerment with business needs for risk management
- Enable collaboration across employees, partners and customers to fuel innovation and competitive advantage
- Quantify workplace technology contributions to the bottom line
- Team with business stakeholders to ensure projects are user friendly, mapped well to the technology, and achieve business objectives
- Four tracks and 40+ in-depth sessions deliver practical uses of the latest innovations, best practices and independent research. See pages 9-17 for detailed session descriptions.



Hot Topics

- Applying social software to solve business problems
- Controlling uncontrollable content
- Enterprise portals and CRM
- Emerging collaboration and social software trends
- Unified communications and collaboration in the workplace
- Managing the plethora of user interfaces
- Integrating Web 2.0 technologies into existing enterprise portals
- Enterprise search
- Information governance

Who Should Attend

Gartner Portals, Content & Collaboration Summit provides the most comprehensive coverage of workplace technologies, direction and best practices for business and IT professionals, CIOs and CTOs, as well as VPs, directors and managers in:

- Portals, content, knowledge management and collaboration
- Information architecture
- Application integration and development
- Web technology, media and web services
- Business and new product development
- Marketing

Summit-at-a-Glance

- More than 600 business and IT professionals attend each Summit
- 95% of participants recommend this event to their colleagues
- 25 solution providers showcase their products and services
- 17 Gartner Analysts on-site and participating in conference sessions
- 15 Analyst-user roundtables on topics that matter to you most
- End-user case studies revealing real-life lessons
- 150+ One-on-Ones with Gartner Analysts to further explore presentation content
- One-stop connection to Gartner portals, content and collaboration research
- In-depth coverage of SaaS, Cloud and Web technologies for the workplace
- Rigorous vendor comparisons and assessments to help you better structure RFPs

Connect with Facebook and our Blog



Because no one understands your challenges as well as other workplace application pros, we have created an online Facebook community to support peer-to-peer networking for Summit attendees. Use this tool to connect with fellow practitioners to arrange meetings, share thoughts and trade contacts — onsite and offsite, 24/7. Search Facebook for the Gartner Portals, Content and Collaboration Summit event page. Also visit blogs.gartner.com/pcc to get the latest Gartner Analysts thoughts and updates on the Summit.

Connect for expert thinking.

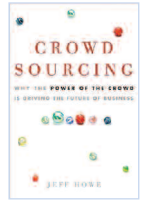


Keynote Sessions

Keynote Guest

Jeff Howe

Wired editor, author of *Crowdsourcing*



Why the Power of the Crowd Is Driving the Future of Business, Tuesday, June 9, 8:30am

Jeff Howe is a *Wired* magazine writer who first analyzed the phenomenon and coined the word “crowdsourcing” for how business was enlisting the masses to help stoke a popular trend. In *Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business*, Howe explains how companies are embracing the digital herd. What sets Howe’s book apart is his focus on business, an examination of different crowdsourcing models, and a deep dive into academic research to explain why people work together. Howe breaks crowdsourcing into four models, laying out examples that businesses can tailor to their own circumstances. When you’re looking for something truly different, the crowd can lead you down a less traveled path.

Gartner Keynote Speakers

Mark Gilbert

Research VP & Summit Co-chair

David Gootzit

Research Director & Summit Co-chair

Certain Strategies for Uncertain Times, Monday, June 8, 8:30am

Efficiency has become critical to surviving and thriving in today’s world. We must change how we work and innovate. We must act faster on the right information. We must team more effectively within and across organizations. In this session, the Summit co-chairs examine four areas to drive this change.

- Innovation in an era of constraint
- Social technology in the enterprise
- The struggle between self-organizing approaches and tightly engineered solutions
- Learning how to benefit from disruptive technologies and emerging opportunities

They will provide frameworks that connect strategy and actions across all four uncertainties to help you lay the groundwork for success.

Gene Phifer

Managing VP

An Open Research Meeting, Wednesday, June 10, 11:45am

Gartner research meetings are lively affairs, with an open exchange of ideas and many perspectives brought to bear on a topic. At the closing session of this conference, we invite you to participate in an open research meeting with Gartner Analysts and other conference delegates as we explore several important ideas and build strategic assumptions around topics selected by the audience. The interaction between analysts and delegates – and each other, makes for a spirited and stimulating discussion.





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.



Mark Gilbert
Research VP
Summit Co-Chair

Focus Areas: Content Management, Document Management, Document Imaging, Information Infrastructure, Workflow and Record Management Technologies



David Gootzit
Research Director
Summit Co-Chair

Focus Areas: Application Integration and Middleware; Enterprise Portal Market, Vendors, Deployment; Impact of Web 2.0 on Enterprise Web Deployment



Whit Andrews
VP & Distinguished Analyst

Focus Areas: Enterprise Search, Information Access Technologies



Tom Austin
VP & Gartner Fellow

Focus Areas: Collaboration, Enterprise 2.0, Social Process Support



Toby Bell
Research VP

Focus Areas: BPM Applied to Content; Content Valuation, Mining and Analytics; Document and Enterprise Content Management



Anthony Bradley
Managing VP

Focus Areas: Business Value of IT — Web 2.0, Internet and Web Collaboration, Mashups, Networking (social, business, learning), Wiki



Matthew W. Cain
Research VP

Focus Areas: Collaboration Theory, E-Mail, Instant Messaging



Nikos Drakos
Research Director

Focus Areas: Collaboration, Open Source



Kathy Harris
VP & Distinguished Analyst

Focus Areas: Applications Strategy & Governance, Cost Cutting Strategies & Tactics, Growth & Innovation



L. Frank Kenney
Research Director

Focus Areas: Applications Strategy and Governance, Governance of SOA Infrastructure Initiatives, Web Services, Business-to-Business Integration



Debra Logan
VP & Distinguished Analyst

Focus Areas: Enterprise Content Management, Document/Records Compliance and E-Discovery, Intellectual Capital and Intellectual Property



James Lundy
Managing VP

Focus Areas: E-Learning, Enterprise Content Management, Web Content Management



Jeffrey Mann
Research VP

Focus Areas: Collaboration, Knowledge Management, Team Workspace, Web Conferencing



Gene Phifer
Managing VP

Focus Areas: Portals, Service Oriented Architecture, Web 2.0, Web-Centric Infrastructure, Web Services



Carol Rozwell
VP & Distinguished Analyst

Focus Areas: Enterprise Information Management (EIM), High Performance Workplace in Life Sciences, Social Network Analysis



Karen M. Shegda
Research VP

Focus Areas: Content Management — Enterprise Content Management (ECM), Document Imaging Software, Integrated Document Management (IDM)



Ray Valdes
Research VP

Focus Areas: Internet Development, Internet Platforms, Web Services

Gartner Analyst One-on-Ones

Don't miss out on the opportunity to spend 30 minutes privately discussing a topic of your choice with a Gartner Analyst who specializes in that area.

Agenda at a Glance

Connect for breadth and depth.



**TRACK A:
PORTALS AND USER EXPERIENCE**

**TRACK B:
CONTENT AND INFORMATION MANAGEMENT**

Sunday, June 7, 2009

- 2:30pm **Pre-Summit Registration**
- 3:00pm Pre-Summit Workshop (\$495 Additional Fee Applies): Lessons Learned from the SharePoint Trenches — Erin O'Connor,
- 4:00pm Networking Roundtables

Monday, June 8, 2009

- 7:00am **Registration**
- 8:15am **Welcome Address**
- 8:30am **K1: Gartner Keynote Session: Certain Strategies for Uncertain Times** — David Gootzit/Mark Gilbert
- 9:45am

A1: Portal Scenario: Portals, Vibrant in Middle Age — Gene Phifer	B1: 12 Steps to Save (and Make) a Million Dollars in Content Management — Toby Bell/Karen Shegda
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- 10:45am **Networking Break**
- 11:00am

A2: The Portal of the Future: There's Life After Web 2.0 — David Gootzit	B2: Information Governance: Stop Managing Technology and Start Managing Information — Debra Logan
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- 12:00pm **Attendee Lunch and Solution Showcase Dessert Reception**
- 2:00pm

A3: The Promise of Portals, and Its Fulfillment with Mashups and WOA — Ray Valdes	B3: Enterprise Content Management: Architecture and Governance — Mark Gilbert/Karen Shegda
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- 3:15pm **Solution Provider & Case Study Sessions**
- 4:30pm

A4: Your Public Face: Externally Facing Portals — Gene Phifer	B4: Save Enterprise Search with Conversation and Federation — Whit Andrews
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- 5:30pm **Solution Showcase Reception**

Tuesday, June 9, 2009

- 7:30am **Vertical Industry Networking Breakfast**
- 8:30am **K2: Keynote Guest** — Jeff Howe
- 9:45am **Solution Provider & Case Study Sessions**
- 11:00am

A5: More than a Pretty Face: How Good User Experience Delivers Business Value — Ray Valdes	B5: The Magic Quadrant MegaSession: Know Your Vendors — James Lundy/Gene Phifer/Toby Bell
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- 12:00pm **Lunch in the Solution Showcase**
- 2:00pm

A6: Portal, Content and SOA Governance: Making Multiple Portals Work — Gene Phifer/Debra Logan/L. Frank Kenney	B6: The Real World of SharePoint: A Moderated User Best Practices Panel — Mark Gilbert
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- 3:15pm **Solution Provider & Case Study Sessions**
- 4:30pm

A7: Use Portal Best Practices to Implement and Manage Healthy Portals — David Gootzit	B7: Cool Vendors in Portals, Content, Collaboration and Social Software — Whit Andrews/Anthony Bradley/Carol Rozwell
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- 5:30pm **Hospitality Suites**

Wednesday, June 10, 2009

- 7:30am **Breakfast with the Analysts**
- 8:30am

	B8: ECM Vendor Selection and Implementation Best Practices — Karen Shegda
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- 9:45am **Solution Provider Sessions**
- 10:30am

A9: Can the CIO Survive Microsoft SharePoint? — Mark Gilbert/David Gootzit	B9: Web Content Management: Marketing Key to Value Creation (The Spectrum of WCM) — Toby Bell
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- 11:45am **K3: Keynote Session: An Open Research Meeting** — Gene Phifer



Build Your Own Customized Agenda Online.

Use our convenient Agenda Builder tool to create your own personalized Summit schedule before the event. Go to gartner.com/us/pcc



TRACK C: SOCIAL SOFTWARE AND COLLABORATION

TRACK D: BUSINESS IMPACT, PRODUCTIVITY AND INNOVATION

Founder and Chief Executive Officer, EPC Group

C1: Social Software: Think Big, Start Small, Move Fast — Nikos Drakos/Anthony Bradley

D1: Machiavelli's Guide to IT: If Niccolo Were a CIO (Recessionary Politics 101) — Kathy Harris

C2: Unified Communications and Collaboration: Separating Hype from Reality — Jeffrey Mann

D2: Cloud Computing: Does it Change Everything or Is It Just Another Fad? — Tom Austin

C3: Collaboration Content Retention and e-Discovery: What to Keep and What to Purge in a Web 2.0 World — Debra Logan

D3: Top 10 Success and Failure Factors in Portals, Content and Collaboration Strategy, Business Alignment and Execution — James Lundy

C4: Who Else Wants a Wiki? How to Value the Technologies, Rate the Vendors and Choose the Products of Social Software — Nikos Drakos

D4: Creating a Collaborative Workplace: Critical People Planning Considerations — Carol Rozwell

C5: The Collaboration Scenario — Matthew W. Cain/ Jeffrey Mann

D5: Beyond BFF: Getting Business Value from Social Networks — Carol Rozwell/ Tom Austin

C6: Getting Real Return from Collaboration Investments — Nikos Drakos

D6: Enterprise 2.0: Building a Corporate Strategy for Social Applications — Anthony Bradley

C7: Beyond E-mail? Does E-mail Have a Future and Why Should You Care? — Matthew W. Cain

D7: Consumerization: Drive Down Cost and Raise Performance by Shifting Responsibility to Users — Tom Austin

C8: Collaboration and Content in the Cloud: Pie in the Sky or Reality? — Toby Bell/Matthew W. Cain

D8: The High-Performance Workplace: A Guidebook for Managers and Leaders — Kathy Harris

C9: End-User Case Study (TBD) — Jeffrey Mann

** Agenda current as of February 9, 2009 and subject to change.*

Connect for efficiency.



A

Portals and User Experience

In their eleventh year, portals have matured nicely and are reaching “middle age.” While many enterprise portals are clearly delivering value, others are struggling to do so. Enterprises regularly deal with problems like portal governance, multiple portals and portal integration. The portal product market is exiting a period of stability with new players from the worlds of open source software and Cloud computing. Finally, the economic meltdown is exerting budget pressures and causing enterprises to examine every expenditure. All this adds up to interesting times for those in charge of their company’s portal strategy.

B

Content and Information Management

SharePoint has been the recent big “game changer” in the PCC arena — making a broad range of functionality appealing to many. For many enterprises it coexists with enterprise content management (ECM) systems from long-time established vendors such as IBM/FileNet, EMC (Documentum), Open Text and Oracle (Stellent). The challenge is getting the strategy right to make sense of the future investments to ensure flexibility and business benefit. Research indicates that there are bigger savings to be realized — and perhaps profits as well — by moving towards a cleaner content architecture and by exploiting alternative delivery models. We’ll provide a detailed roadmap toward realizing ROI from ECM.

C

Social Software and Collaboration

Collaboration tools and services continue to be the most innovative sector of the IT market. New social software tools are changing the way organizations interact, and new Cloud-based provisioning models are changing the way companies buy and operate collaboration services. At the same time, demand for teamwork and cross-enterprise cooperation is increasing the value of collaboration tools to the organization. All these dynamics, coupled with the desire to incorporate voice services into a holistic collaboration strategy, make attending this Summit an imperative for optimizing collaboration planning and deployments, and maximizing collaboration ROI.

D

Business Impact, Productivity and Innovation

Consistently maximizing success is always hard, and doubly so in a doubtful economic environment. Starting out with a scorecard — key success and failure factors — is important, but so is a better awareness of the enterprise political game. Touted as a universal elixir, Cloud computing is bound to disappoint some while others will regret holding back. Consumerization and Enterprise 2.0 are two more critical trends — poison for some organizations and a powerful prescription for others. Can you reduce your risk by “paving over cow paths” via social network analysis or under-engineering? Finally, are you spending too much time focused on automating deterministic processes? What else is there to drive enterprise performance?



Sessions



“An excellent venue for getting a rapid assessment of how portals are being used across many sectors of the global business, government and public sector economy.”

Pre-conference Workshop - Only \$495!

W1: Workshop: Lessons Learned from the SharePoint Trenches

Errin O'Connor, Founder and Chief Executive Officer, EPC Group (visit website for more details)

This 2.5 hour workshop will identify the best approach to successfully employing SharePoint. Using a number of real-world case studies, attendees will work together to define some of the typical challenges that organizations must overcome. This workshop will outline a proven, phased approach that organizations should consider and describe a “walk before you run” methodology to ensure SharePoint is done right the first time. It will also cover how to get your users involved from the very beginning so they can help you identify quick wins and champion the initiative from the inside to truly ensure its success.

- How do you get SharePoint’s “foot in the door” and ensure its proper growth?
- How do you grow your SharePoint pilot and take it to the next level?
- What are some of the potholes you need to avoid?

Why Gartner

In challenging times, it’s more important than ever to build on your strengths and derive more value from every IT investment. Around the world and across industries, the largest and most effective organizations rely on Gartner for help making smart IT decisions at every level. Our Analysts focus to provide practical strategies to trim costs while running your business, to take advantage of the growth in consumer mobile adoption to grow your business, and to identify game-changing opportunities that will present themselves even before the next upturn in the economy.



Connect for planning.



Track A: Portals and User Experience

A1: Portal Scenario: Portals, Vibrant in Middle Age

Gene Phifer

Enterprise portals have been deployed in many organizations for over ten years. However, these powerful user experience tools are aging gracefully. Portals have become a dominant UI model, delivering measurable ROI year after year. The portal product market, after a period consolidation and relative stability, is poised for new types of entrants. And the portal of the future may be sourced from the consumer world. All this leads to a vibrant middle age for enterprise portals.

- How are enterprises effectively using portals?
- How is portal technology evolving?
- What does the future hold for enterprise portals?

A2: The Portal of the Future: There's Life after Web 2.0

David Gootzit

Enterprise portals continue to evolve. Through a concept called the "portal fabric," the user will become the center of his or her own portal universe. At the same time, the types and methods of client interaction will change dramatically. Several features associated with Web 2.0 will be leveraged by portal vendors, but the range of technologies we use to build portals may change.

- How will the myPortal deliver on user requirements for portal and web resource aggregation?
- What features associated with Web 2.0 will become permanent components of future enterprise portals?
- What technologies will be used to build the portal of the future?

A3: The Promise of Portals, and Its Fulfillment with Mashups and WOA

Ray Valdes

The value proposition of portals has always included the capability for creating strategic, enterprise-grade solutions at tactical speeds. Unfortunately, this often has been more vision than reality. A similar value proposition for systems built with SOA (service-oriented architecture) also has fallen short of expectations. New approaches based on mashups and WOA (web-oriented architecture) revitalize the original vision of agile strategic systems. Will they also fall short?

- How do portals and SOA enable agility?
- What are mashups and WOA and how will these evolve in the enterprise?
- How can organizations gain business value from portals, mashups and WOA?

A4: Your Public Face: Externally Facing Portals

Gene Phifer

Your external Web presence is a lens through which most of your customers see your company. Many enterprises have shifted to a portal UI for their B2C Web presence, as the benefits of personalization have increased customer retention and customer satisfaction, and have generated incremental revenue. Knowing how to effectively build and deploy an externally facing portal can be a key differentiator between you and your competitors, and understanding how to link this with your CRM strategy can deliver tangible results.





“Excellent. Meaty.
No hype.”

A5: More Than a Pretty Face: How Good User Experience Delivers Business Value

Ray Valdes

As technologies mature and markets consolidate, a quality user experience (UX) becomes an increasingly important source of competitive advantage for vendors, and business value for users. The Apple iPhone illustrates how good UX can redefine a well-established product category for business advantage. Good UX design is not just visual layout or user interface technology, but results from a value-centered strategy and user-centered design, ending with a process of continuous improvement based on analytics.

- What factors enable effective user experiences?
- What technologies, products and services can help organizations deliver optimal user experiences?
- What lessons can organizations learn from success and failure in user experience design?

A6: Portal, Content and SOA Governance: Making Multiple Portals Work

Gene Phifer/Debra Logan/L. Frank Kenney

Lack of effective governance remains the number one cause of portal product failure, so it should be obvious how important this is to your portal efforts. Content governance is important for effective life cycle management of enterprise content, and required to ensure compliance. SOA governance is necessary to support enterprisewide SOA efforts and to ensure appropriate configuration management. Knowledge of the intersection of these three governance areas is a critical success factor for any portal, content or SOA project.

- What is portal, content and SOA governance?
- How do enterprises effectively employ portal, content and SOA governance, and how do these three areas need to be managed?
- What is the future of portal, content and SOA governance?



A7: Use Portal Best Practices to Implement and Manage Healthy Portals

David Gootzit

Portals can deliver tremendous value to an enterprise, yet creating and managing a portal is not very straightforward. Portals require strong governance, thorough planning, and careful integration into the enterprise infrastructure and applications. This presentation discusses best practices that will allow rapid initial implementation of your portals, and ways to keep your portal deployments healthy over the long term.

- How do enterprises manage their portal deployments and enhance their portals, and what role does the Portal Competency Center play?
- How do enterprises prepare for portal deployment and manage their portals post-deployment?
- What are the signs of health or sickness in new and mature portals?

A9: Can the CIO Survive Microsoft SharePoint?

Mark Gilbert/David Gootzit

The overwhelming interest in SharePoint is clear, but how can CIOs best deploy it and optimize their resource investment around it? Learn from Gartner's lead SharePoint analyst how to avoid the pitfalls and deliver clear benefit to the business.

- What is SharePoint, and how is it affecting the portal, content and collaboration markets?
- What strategic role should SharePoint play in enterprises as information infrastructure, and can it coexist with other applications?
- How should enterprises manage their SharePoint installations for efficiency, effectiveness and proper governance?

Connect for optimization.



Track B: Content and Information Management

B1: 12 Steps to Save (and Make) a Million Dollars in Content Management

Toby Bell/Karen Shegda

Enterprise adoption of content management technologies has been significant. But success stories have not. This session reviews best practices across a range of vertical markets, solution sets and use cases to provide the leverage that only real numbers can provide: One Million Dollars. Given that the average ECM investment is \$475K, we'll need to find a lot of cost savings and process optimization to fulfill this ambitious title.

- How much does ECM really cost?
- What are 6 fast approaches to saving money that together equal an average of \$1 Million?
- How can I leverage 6 best practices in content management to make \$1 Million?
- What are the first obvious indicators that I can do either one easily or quickly?

B2: Information Governance: Stop Managing Technology and Start Managing Information

Debra Logan

Information governance is the key to providing end-users with the content and data they need to do their jobs, meet regulatory and legal requirements, and decrease the IT organization's burden of infrastructure management costs. Come to grips with techniques and tools that will allow you to create, organize, access and re-use valuable information assets across your organization, leveraging Gartner's Enterprise Information Management Framework.

- Why should your company invest in information governance?
- What are the organizational and process components of information governance?
- What are the emerging best practices around information governance?

B3: Enterprise Content Management: Architecture and Governance

Mark Gilbert/Karen Shegda

ECM is experiencing a generation of innovation stemming from new users with new expectations exploiting new technologies. Take a long view of your strategic content future and learn how open source, Web 2.0 and SaaS will pervade your content strategy.

- What does the future hold for ECM?
- What approaches can organizations take to satisfy their content management requirements?
- How can organizations best leverage Web 2.0 and other emerging technologies in their content management infrastructure?

B4: Save Enterprise Search with Conversation and Federation

Whit Andrews

The search box serves as the vanguard of usability in applications, Web sites, and information stores in general. The service it delivers isn't getting much better in enterprises, on their customer Web sites or in research support. Federation and conversational results represent the next generation of improvements.

- How should enterprises plan their software acquisitions?
- How will users improve their relevancy experience?
- What will be the most persistent technology problems in enterprise search?

B5: The Magic Quadrant MegaSession: Know Your Vendors

James Lundy/Gene Phifer/Toby Bell

Hear the latest ranking of the strategies and products you'll be hearing about all week as analysts describe what makes leaders, challengers and visionaries in multiple markets.

- Which vendors understand the direction of the portals, content management, and collaboration markets?
- Which vendors are best executing on their strategy?





“The most valuable component is the unbiased perspective of Gartner.”

- How will portals, content management and collaboration vendors be affected by market consolidation, growth and/or transformation?

B6: The Real World of SharePoint: A Moderated User Best Practices Panel
Mark Gilbert

Clients that have deployed SharePoint for different use cases will describe their goals, results and steps in the evolution. Mark Gilbert will moderate the conversation to focus on key planning steps, team success factors, and architectural and organizational support needs. Come hear from your peers what they are doing with SharePoint and how they are moving forward to be successful.

B7: Cool Vendors in Portals, Content, Collaboration and Social Software
Whit Andrews/Anthony Bradley/Carol Rozwell

Changes are afoot for traditional approaches to portals, content management and collaboration. The concepts and delivery models of technologies from these Cool Vendors are an important milestone in determining the course for an updated information infrastructure. The value of the relationship between people and information is most important in the high-performance workplace and, by providing better control and context, the Cool Vendors showcased here will improve the levels of engagement between customers, coworkers and even friends. Each of the Cool Vendors in this session adds a chapter to the larger story that finding and using information effectively in its proper context has to take into account process logic, metadata, and user roles.

- What are some interesting, new and innovative vendors, products and services in Portals, Content and Collaboration?
- What are the potential risks and rewards in adopting Cool Vendor Technologies?
- How do these technologies help improve the relationships between people, processes and information?

B8. ECM Vendor Selection and Implementation Best Practices
Karen Shegda, Gartner Research VP

Enterprise content management (ECM) solutions can help organizations take control of their content and, in doing so, boost productivity, encourage collaboration and make information easier to share. But ECM projects can be complex and costly, and the vendor landscape is shifting towards infrastructure vendors. Come away with foundational knowledge on what constitutes ECM and the role different ECM components play. Understand the pros and cons of aligning yourself to a specific vendor. Leave armed with an understanding of the value that ECM can deliver to your organization and the critical success factors for implementation.

- What key market trends are changing the landscape of content management?
- Which are the leading ECM vendors, and of what pitfalls and promises must customers beware with each?
- How can organizations successfully deploy content management across the enterprise?

B9: Web Content Management: Marketing Key to Value Creation (The Spectrum of WCM)
Toby Bell

WCM has become more valuable as CMOs consolidate technologies and assess their strategic value. From Intranets/Extranets to e-business and analytics, open source to SaaS, WCM is a critical investment that can yield enormous value if properly implemented and managed.

- How has WCM remained relevant as the ECM market evolves?
- What market drivers do business leaders consider to be most important for planning/buying?
- What are some of the interesting features and functions being delivered by WCM vendors?
- How do enterprises select the right fit in WCM?

Connect for engagement.



Track C: Social Software and Collaboration

C1: Social Software: Think Big, Start Small, Move Fast

Nikos Drakos/Anthony Bradley

Web 2.0 draws its strength from its emergent nature, a sense of community, and the flexibility to innovate. Enterprises are starving to exploit new social methods of mobilizing communities to unlock employee potential, to build more productive external relationships and achieve unprecedented leverage. This presentation highlights some successful approaches to “grass-roots” collaboration and information sharing where social software applications, such as wikis and blogs, provide user-friendly and flexible ways to aggregate, organize, share and amplify the value of personal and often hidden knowledge and experience.

- What are the key aspects of social applications that enterprises should focus on to raise business performance?
- How should enterprises plan to introduce and grow social software use in their organizations in order to mitigate risk and maximize value?
- What products and vendors are most suitable for enterprise social software deployments?

C2: Unified Communications and Collaboration: Separating Hype from Reality

Jeffrey Mann

Communications have always been an important part of collaboration, and vice versa. But when traditional collaboration vendors offer communications products, and traditional unified communications vendors venture into the collaboration space, things start to get more interesting. As the boundaries between these related markets get fuzzier, new possibilities and new risks emerge. This presentation explores how to capitalize on the former and reduce the latter.

- What is UCC and what benefits can it offer?
- How can users discriminate between overblown vendor claims and valid expectations?
- How can organizations gain the benefits of UCC while minimizing the risks?

C3: Collaboration Content Retention and e-Discovery: What to Keep and What to Purge in a Web 2.0 World

Debra Logan

Users want to collaborate, create content and work on projects. IT wants to minimize costs and run efficient systems. Lawyers want to eliminate exposure and risk. Users want the search blank and SharePoint. Everybody wants social software but nobody knows how to govern it effectively. This presentation will help you understand how to balance user needs for innovation and collaboration with business needs for cost effectiveness and risk management, particularly litigation risk management.

- What are the costs and risks associated with ad hoc e-discovery and undisciplined information management?
- What can IT do to manage the opportunities presented by social software and other new paradigms against the risks of using these products?
- Who in the organization has e-discovery and information retention management responsibility and how can different groups reconcile their different interests?

C4. Who Else Wants a Wiki? How to Value the Technologies, Rate the Vendors and Choose the Products of Social Software

Nikos Drakos, Gartner Research Director

The social software market is evolving in response to the demand for flexible environments where participants can connect, create, share and find people and information relevant to their work. The promise is one of improved “connect- edness” and the capture and reuse of informal knowledge. Established vendors are enhancing their products with improved support for social interactions. A large number of small new vendors, including open source products, are also competing for enterprise attention. In the midst of this growth and volatility, innovation and immaturity, this session looks at how to value the technologies, rate the vendors and choose the products of social software.

- What are the key social software technologies and where can they add business value?





“The event helped set corporate strategy for us. The statistics presented were very valuable.”

- What are the most common usage scenarios and the most important considerations for choosing suitable products in each case?
- What are the strengths and weaknesses of the most prominent vendors in the social software market?

C5: The Collaboration Scenario

Matthew W. Cain/Jeffrey Mann

The pace of collaboration technology evolution has never been faster. New forms of collaboration such as social software, and new provisioning models such as SaaS, are changing the way collaboration services are consumed and deployed. Organizations must keep up with new developments to maintain a competitive edge.

- How will the collaboration market evolve?
- Who are vendor winners and losers?
- What is the best way to do collaboration strategic planning?

C6: Getting Real Return from Collaboration Investments

Nikos Drakos

Collaboration support can affect a broad spectrum of business activities. To succeed, it is critical to understand how and where these solutions offer value, and how they can improve the effectiveness and performance of the organization. But business value is hard to quantify for CFOs accustomed to seeing spreadsheets designed to compute to the minute when an investment will earn its keep. In this presentation, we look both at “hard” numbers and “soft” anecdotal evidence that can help in building compelling business cases for collaboration support.

- What is an appropriate framework for justifying collaboration support investments?
- What are the pain points and opportunities where collaboration support can deliver measurable value?
- What are examples of best practice including the tradeoffs between low-cost or no-cost collaboration support deployments?

C7: Beyond E-mail? Does E-Mail Have a Future and Why Should You Care?

Matthew W. Cain

E-mail is a victim of its own success: rising volumes reduces its efficiency, causing users to look for alternative ways to communicate. The millennium generation is showing a decided distaste for e-mail, and is routinely employing alternative communication services such as social networks. At stake is the way users will interact over the next decade.

- What is the likely 10-year evolution of e-mail clients and servers?
- What will be the impact of the millennium generation entering the workforce?
- How should you prepare for and exploit the coming changes in e-mail technology?

C8: Collaboration and Content in the Cloud: Pie in the Sky or Reality?

Toby Bell/Matthew W. Cain

The transition from on-premises to off-premises computing promises major economic and operational benefits — but substantial challenges such as legal compliance and custom requirements remain. This presentation will look at the pros and cons of Cloud-based solutions, assess the maturity and risks, and detail the Cloud vendor landscape.

- What is in the Cloud today and what is the expected trajectory over the next five months?
- What risks and rewards can enterprises expect as the Cloud model emerges and evolves?
- When does it make sense to move services to the Cloud?

C9: End-User Case Study

Jeffrey Mann

Connect for balance.



Track D: Business Impact, Productivity and Innovation

D1: Machiavelli's Guide to IT: If Niccolo Were a CIO (Recessionary Politics 101)

Kathy Harris

Sometimes, effectively leading and managing an IT organization calls for extreme measures. CIOs and other IT managers often find themselves in difficult and combative situations that are hard to navigate successfully using traditional techniques. This session will focus on how the controversial wisdom of Machiavelli can be applied in the most-stressful IT leadership situations that executives and managers face.

- What are the most extreme situations you face?
- What are the implications of failing to deal with them well?
- What are the tactics you can use to navigate extreme situations?

D2: Cloud Computing: Does It Change Everything or Is It Just Another Fad?

Tom Austin

The central issue of Cloud computing is understanding whether it is just a linear expansion of existing business models and applications, or whether there is really something profoundly new that will matter to both IT professionals and their business partners.

- How is Cloud computing different from earlier models such as outsourcing and application service providers?
- What are the key risks and benefits of Cloud computing?
- What should enterprises do about emerging Cloud computing opportunities?

D3: Top 10 Success and Failure Factors in Portals, Content and Collaboration Strategy, Business Alignment and Execution

James Lundy

Success in portals, content and collaboration (PCC) is increasingly tied to alignment with business goals and strategies. Enterprises that succeed often have seen tremendous increases in productivity and business results, but it is not always a one-size-fits-all approach. Come hear the key factors you need to leverage to ensure your enterprises' success in deploying PCC technologies.

- How are key trends impacting PCC strategy, deployment and execution?
- What are the key factors that can lead to overall success with PCC?
- Where are content management, collaboration features and portals delivering ROI?

D4: Beyond BFF: Getting Business Value from Social Networks

Carol Rozwell/Tom Austin

Social networking is a hot topic as enterprises try to figure out how to reap business benefit from this phenomenon — both in terms of organizational performance and increased customer intimacy. This presentation explores the basics of social network analysis and discusses how a better understanding of the networks in which employees and customers operate can improve the bottom line.

- What business dynamics are driving the interest in social networking?
- What techniques are available to analyze the structure and composition of social networks?
- How can organizations use social network analysis to improve business performance?





“Very good experience and exposure to current technology and practice.”

D5: Creating a Collaborative Workplace: Critical People Planning Considerations

Carol Rozwell

A number of economic, demographic and psychographic changes threaten organizations' plans to create a truly collaborative workplace. Technology affords new capabilities; but without a detailed understanding of workplace dynamics, its value will be marginalized. This presentation will explore the most significant shifts in the workplace and offer suggestions for capitalizing on them.

- What are the most significant changes impacting the creation of a collaborative workplace?
- What assumptions and risks characterize the operational dynamics of the collaborative workplace?
- What must organizations do today to prepare for changes in their workforce and workplace?

D6: Enterprise 2.0: Building a Corporate Strategy for Social Applications

Anthony Bradley

Social applications draw their strength from their emergent nature, community focus and flexibility to innovate. This sounds antithetical to strategy and planning. But it isn't. Enterprises are starving to exploit new social methods of mobilizing communities to build more productive external relationships and to unlock employee potential, but they are just now beginning to understand how to employ social software for enterprise gain. This session concentrates on how to build a clear strategy for Enterprise 2.0 success that promotes emergence without encouraging chaos.

- What are the key principles of E2.0 that enterprises should focus on to raise business performance?
- How can enterprises build an effective E2.0 strategy?
- What are the emerging best practices and big mistakes in executing on E2.0?

D7: Consumerization: Drive Down Cost and Raise Performance by Shifting Responsibility to Users

Tom Austin

In most enterprises today, there are users who are taking on technical responsibilities previously held tightly by the IT organization. Whether it is by using Web 2.0 applications on the Internet or by accessing corporate resources from non-company-owned equipment, users are exploiting consumer-grade technologies to get some of their work done. Some firms are passively ignoring the trend (and allowing it to persist), while others are either embracing or fighting parts of the trend.

- How prevalent is consumerization in enterprises and which forms are most prevalent?
- How are organizations exploiting consumerization?
- When and where is it least risky to shift some IT responsibilities to users?

D8: The High-Performance Workplace: A Guidebook for Managers and Leaders

Kathy Harris

The 21st century organization will be characterized by a mobile workforce, global teams, always-on connectivity, intelligent devices, multi-dimensional diversity and expansive knowledge. High performance doesn't just happen in this new organization. It demands managers whose skills have shifted with workforce and enterprise trends.

- Which business and technology trends will most affect the character of management in 2009 to 2013?
- Which disciplines will characterize the emerging "manager's platform" and leadership styles?
- How will traditional managers adapt to this new management frontier?

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