



Gartner Portals, Content & Collaboration Summit 2009

16 – 17 September 2009, London | europe.gartner.com/pcc

Suggested Timetable for Financial Services Professionals at the Gartner Portals, Content & Collaboration Summit, September 16-17, 2009

Connect for Success

Today's business leaders face many competing demands for their time, resources and attention. In 2009, they do not have luxury of doing everything for everyone. They need to hold the line on costs through discipline and focus while succeeding in the marketplace through innovation, customer engagement and exemplary service.

The 2009 Gartner Portals, Content & Collaboration Summit will help business and IT leaders to "Connect for Success", by exploring how portals, content, and collaboration tools and technologies are being used to connect people, markets, processes, and information flows across companies, geographies and communities.

In a year that calls for pragmatic strategies that deliver real, demonstrable value, this summit offers practical advice for managing information to reduce costs, boost productivity and foster innovation. It's an event that can provide a holistic view of all three workplace-enabling technologies to ensure your initiatives connect efficiently and effectively. In addition, because tough times call for greater justification, we focus on how to demonstrate ROI from these technologies, how the downturn can be a driver for their adoption, and how to team with business partners for maximum success.

As a Financial Services Professional, there are certain topics covered at this event that are likely to be of particular interest to you. Below is a suggested agenda that you can follow during the event. We hope you find this useful. Please note that this timetable is a suggestion and other presentations will be relevant to you depending on your role and your organization's focus on portals, content and collaboration. Please visit www.europe.gartner.com/pcc to see the full agenda, and use the Agenda Builder Tool to plan your own specific timetable for the summit. We also suggest that you avail of the many opportunities to network with your peers at workshops, roundtables and designated networking points.

Tuesday, 15 September 2009 – Pre-Event Tutorials

13:30 – 18:00

Registration & Information

14:00 – 14:50

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

Lack of effective governance remains the number one cause of portal product failure. Content governance is important for effective life cycle management of enterprise content. Service-oriented architecture (SOA) governance is necessary to support enterprise-wide SOA efforts. 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?

Ray Valdes, Gartner

15:00 – 15:50

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

Information governance is the key to providing end users with the content and data that they need to do their jobs, meet regulatory and legal requirements, and decrease the IT organization's burden of infrastructure management costs. Get to grips with techniques and tools that will enable you to create, organize, access and reuse 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?

Debra Logan, Gartner

16:20 – 17:10

Tutorial: Enterprise Content Management Best Practices

Organizations need enterprise content management to manage the increasing growth, volume and diversity of their content and drive business efficiency by streamlining processes, reducing costs and unlocking their information value. But for many organizations, implementing an ECM project is often a costly and time-consuming process. In this presentation we share some best practices that planners should consider to ensure that their ECM projects succeed. Key issues that will be discussed include:

- How can enterprises successfully deploy content management across the enterprise?
- How do enterprises prepare for ECM deployment?

Regina Casonato, Gartner



Wednesday, 16 September 2009 (continued)

17:15 – 18:00

Turkcell: Never Start a 'Portal' Project: How an Attempt to fix Information Flow at a Telco Operator Ended Up as a Portal

Managers at Turkcell's call center knew that for high quality customer service, agents in the call center needed to access simple, accurate and up-to-date information in a blink of an eye. Turkcell

undertook a significant effort to understand the underlying issues and crafted a technological, organizational and process-based solution with significant outcomes. This presentation describes the Turkcell approach and will examine:

- Organization: Why portal business is very similar to publishing business
- Process: Why information flow for a portal has to be a two-way highway

- Technology: How technology can be a business enabler

Umüt Tastan, Head of Information and Process Management Applications, Turkcell

18:10 – 20:00
Networking Reception

Thursday, 17 September 2009

08:30 – 09:20

Can Social Software Save Knowledge Management, or Will it be Vice Versa?

Knowledge management has been around for decades, while social software entered the enterprise scene more recently. Social software is more than just the latest technology to support KM; it could change how we think about knowledge. At the same time, social software has a lot to learn from KM techniques. This presentation explains how KM needs social software, and vice versa.

- How can organizations use KM and social software to achieve business value?
- How are knowledge management and social software related?
- What are the best practices for applying KM techniques to social software and vice versa?

Jeff Mann, Gartner

09:30 – 10:15

BP: Implementing an Engineering Information Portal — Why Technology is not the Real Challenge

Web 2.0 technologies, MOSS and many other exciting IT initiatives provide users a level of capability and sophistication which on occasions goes way beyond their ability to use. For some IT departments there is a belief that simply applying the latest technology will solve legacy information issues, without a real understanding of the business drivers. This presentation by BP will talk about how an understanding of people and process has delivered a portal which has made a significant step change in the way people interact with engineering information. Technology has played a role in facilitating this change, but not in the way traditionally thought.

Andy Till, Data and Information Manager: Projects and Engineering, BP

10:45 – 11:35

Enterprise 2.0 got it Backwards

Instead of bringing Web 2.0 into the enterprise, enterprises need to embed themselves in the Web, focus on becoming one with the market and the market influencers, exploiting "external social media," communities, predictive markets and crowd-sourcing strategies. This presentation will advance your thinking beyond procedural automation and augmenting non-routine activities and will examine:

- How to better sense key trends
- How to better influence (and be influenced by) your target buyers
- How to exploit the knowledge and skills of people outside and inside your enterprise.

Tom Austin, Gartner

11:45 – 12:15

Sponsor Presentation of your choice

12:15 – 13:30

Lunch in the Solution Showcase

13:30 – 14:20

Google Versus Microsoft: The Battle in the Clouds

Google and Microsoft are investing billions of dollars every year, building out data centers to support their cloud-computing offerings and hoping to be number one in a potential world where the cloud is a central part of computing. This presentation will focus on the differences between the strategies of these two companies and will examine who is likely to succeed most at what.

Tom Austin, Gartner

14:45 – 15:30

Guest Keynote: TBC

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xxxSpeakerNamexxx, xxxCompanyxxx

15:30 – 16:20

Closing Gartner Keynote: Connect for Success

After two days, over 20 Gartner presentations, and a host of guest and sponsor presentations, you now have a lot of information to digest. During this keynote, Gartner analysts will distill the key pieces of insight and advice from throughout the summit into a concise action list that will help you take your PCC initiatives to the next level. The session will be broken down into sections related to the three track themes, giving you a snapshot of the most salient advice from this year's summit.

Tom Austin, Gartner

16:20 – 16:30

Conference Close

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