



Gartner Portals, Content & Collaboration Summit 2009

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

Suggested Timetable for Healthcare/Pharmaceutical 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 Healthcare or Pharmaceutical 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

