

Agenda at a Glance

To see complete session descriptions, visit gartner.com/us/itam.

Sunday, November 8

3:00 p.m.	Preregistration			See page 6 for details on Foundational and Advanced sessions.
4:00 p.m.	T1. Survive a Software Audit: Avoid Surprises and Costs <i>Frank DeSalvo</i> ■	T2. Basic Negotiation of Contracts <i>Jane Disbrow</i> ■	MT1.* The Principles of Application Consolidation <i>Jane Disbrow</i> ■	
5:15 p.m.	T3. Build an Effective Procurement Organization <i>Richard Ni</i> ■	MT2.* Client Computing TCO <i>Mike Silver</i> ■	MT3.* Performance Management Evolution and Maturity <i>Kurt Potter</i> ■	

Monday, November 9

	Track A: Financial Management of IT	Track B: Best Practices in IT Procurement	Track C: IT Asset Management and Optimization	Track D: Future Trends in Information Technology
7:00 a.m.	Registration and Breakfast			
8:00 a.m.	Welcome Address			
8:30 a.m.	Gartner Opening Keynote: The Challenges That Threaten the Future of IT—and What IT Finance, Procurement and Asset Management Can Do About It <i>William Snyder</i>			
9:45 a.m.	A1. Best Practices for Applying ‘Lean’ in IT <i>Michael Smith</i> ■	B1. Negotiating With Oracle <i>Jane Disbrow</i> ■	C1. IT Asset Management: Trends, Tools and Best Practices <i>Patricia Adams</i> ■	D1. Is Open Source the Only Software We Can Afford to Run in a Cloud? <i>Stewart Buchanan</i> ■
11:00 a.m.	A2. Financial Management: How Enterprise Architecture Underpins Current and Future-State Planning and Results <i>Phil Allega</i> ■	B2. Top 10 Hardball Negotiating Tactics for Difficult Vendors <i>Stewart Buchanan</i> ■	C2. Selecting and Applying ITAM Standards and Frameworks <i>Frances O’Brien</i> ■	D2. Windows and Office: Charting Your Course and Costs <i>Mike Silver</i> ■
12:00 p.m.	Attendee Lunch and Solution Showcase Dessert Reception			
2:00 p.m.	A3. End-User Case Study	B3. End-User Case Study	C3. End-User Case Study	D3. End-User Case Study
3:15 p.m.	Solution Provider Sessions and Case Studies			
4:30 p.m.	A4. How IT Leaders Can Meet the Challenges of Budget Uncertainty <i>Kurt Potter</i> ■	B4. Consider Value for Money as the Driving Force in Your Vendor Negotiations <i>Peter Wesche</i> ■	C4. Strategies for Server Cost Optimization <i>Mike Chuba</i> ■	D4. The Convergence of ITAM/EAM/IWMS—Myth or Reality? <i>Jack Heine</i> ■
5:30 p.m.	Solution Showcase Reception			

Tuesday, November 10

7:00 a.m.	Registration			
7:30 a.m.	Breakfast: With the Analysts			
8:30 a.m.	Keynote: Adam Smith and Technology—Who Is the Winner? <i>P.J. O’Rourke, Political Satirist and Best-Selling Author</i>			
9:45 a.m.	Keynote: CXO Reporting—What They Want and What You Need to Give It to Them <i>Pat Cicala, President and CEO, Cicala & Associates</i>			
11:00 a.m.	A5. Application Customization: The Cost That Keeps On Costing <i>Andy Kyte</i> ■	B5. Negotiating With Microsoft <i>Frances O’Brien</i> ■	C5. PC Virtualization Comes of Age, and in Many Forms <i>Mark Margevicius</i> ■	D5. Workshop: Vendor Risk Management <i>John Bace</i> ■
12:00 p.m.	Attendee Lunch and Solution Showcase Dessert Reception			
2:00 p.m.	Solution Provider Sessions and Case Studies			
3:15 p.m.	A6. Making IT Costs More Flexible <i>Michael Smith</i> ■	B6. Taming IT Agreements With an Enterprise Contract Management Application <i>Debbie Wilson</i> ■	C6. Getting More Value From Value-Added Resellers <i>Jack Heine</i> ■	D6. Future Trends in Software Licensing: Disruptions in the Force <i>William Snyder</i> ■
4:30 p.m.	Solution Provider Sessions and Case Studies			
6:15 p.m.	Sponsor Hospitality Suites			

Wednesday, November 11

7:00 a.m.	Breakfast: Birds of a Feather			
8:00 a.m.	General Session: Hot Topic Session TBA			
9:15 a.m.	A7. Building a Cloud Investment Management Team <i>William Snyder</i> ■	B7. Software Terms and Conditions <i>Jane Disbrow</i> ■	C7. Audits, BCM, CMDB, Green IT, Virtualization, Oh My! What Can ITAM Do to Help? <i>Patricia Adams</i> ■	D7. Hosted Virtual Desktops: Issues, Implementations and Infrastructure <i>Mark Margevicius</i> ■
11:15 a.m.	A8. Chargeback Excellence. Top 10 Obstacles and Strategies for Success <i>Kurt Potter</i> ■	B8. E-Sourcing in IT <i>Debbie Wilson</i> ■	C8. Go Green to Get Green <i>Jack Heine</i> ■	D8. Software Licensing: The Childhood Ends <i>John Bace</i> ■
12:15 p.m.	Attendee Lunch			
1:15 p.m.	A9. IT’s Not All About Finances—Qualitative Techniques to Improve IT Planning and Allocations <i>Phil Allega</i> ■	B9. Advance Your Procurement Organizational Performance <i>Richard Ni</i> ■	C9. Optimizing Hardware and Software Investments in the IBM Mainframe Platform <i>Mike Chuba</i> ■	
2:30 p.m.	Gartner Town Hall Session and Conference Wrap-up			

Key: ■ = Cost Optimization ■ = Foundational Sessions ■ = Advanced Sessions ■ = Masters Level Tutorials
Agenda as of August 4, 2009, and subject to change. Visit gartner.com/us/itam for updates.