

**Gartner**  
Data Center  
Conference 2009

December 1 – 4  
Las Vegas, NV  
[gartner.com/us/datacenter](http://gartner.com/us/datacenter)

Save \$200!  
Register by October 9.

# 28th Annual Gartner Data Center Conference 2009

The most enduring source of data center excellence  
Unmatched breadth and depth

## Guest Keynote Speakers



**Jeffrey E. Garten**  
Juan Trippe Professor  
of International Trade,  
Finance and Business at the  
Yale School of Management



**Carl Hiaasen**  
Best-Selling Author and  
Investigative Journalist

## Conference Co-Chairs



**Mike Chuba**  
Research  
Vice President



**John R. Phelps**  
Research  
Vice President

## Special focus on today's hottest topics:

Cloud computing  
Next-stage virtualization  
Cost-optimization best  
practices  
and more ...

See inside for Agenda at a Glance.

# Conference overview

## What's new and notable for 2009?

- Cloud computing virtual track
- Cost-optimization best practices track
- Orientation session for first-time attendees
- Foundational and advanced level content
- Follow-up action recommendations and relevant research for each analyst-led session
- Disaster recovery presentation for the public sector

Cloud computing.  
Next-stage virtualization.  
Escalating energy costs.  
New business requirements.  
Aging infrastructure.  
Tighter budgets.

Today's biggest challenges impact your data center every day, setting the course for the future in dramatic ways. How do you stay on top of it all? By informing your decision making with independent analysis and advice that speaks to the data center's spectrum of disciplines. The go-to provider for this potent blend of tactics and strategies is the Gartner Data Center Conference. For more than 27 years, we've helped pros like you follow through on your key imperative—ensuring operational efficiency in the data center while tracking trends and new technologies that will be critical to your progress.

“Great resource to tap into industry trends, hear expert opinions and get long-term insight.”

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# Benefits of attending

This year, 39 Gartner analysts will concentrate on the must-take actions that can help you secure real business value, improve cost-optimization efforts and advance your leadership role. Responding to feedback from our most recent survey of data center executives, we'll address your top priorities with actionable intelligence. See how to:

- Reduce IT costs while improving the quality of IT services.
- Maximize productivity from existing applications systems and services.
- Align the data center culture with the business at large.

Let our analysts put you in the know with information-rich sessions on cloud computing, next-stage virtualization, vendor consolidation, cost-optimization best practices and much more. Your take-away: fresh insight on the key technology and market developments that drive today's real-world solutions.

## Key benefits

Key benefits and knowledge you'll take away from the Gartner Data Center Conference:

- **Get a firmer grasp on** the impact and implications of cloud computing across the data center.
- **Go beyond** the implementation stage of virtualization. Know which technologies will work for you and prepare for the management challenges accompanying them in operations, disaster recovery and security.
- **Discover** the right tactics to deal with the pressing concerns of budget and ROI, along with long-term strategies for delivering world-class service over the next five years.
- **Deal with** the rapidly changing landscape in servers and operating systems.
- **Explore trends** and best practices that provide the agility needed to manage rapid change without breaking the bank.
- **Increase** your know-how on key storage issues like data security, archiving, retrieval, sharing and cost management.
- **Assess** your current state of recovery readiness and improve your disaster recovery management maturity in ways that are economical and achievable.
- **Meet** cost-optimization commitments while protecting your critical systems. Learn where to cut projects and programs.
- **Build** common ground between business and IT, and provide the right services at the right cost, quality and agility.
- **Address** the issues of an aging infrastructure.
- **Gain new insight** into power and cooling solutions, greening the data center and facilities considerations.

“As much quality information as you could pack into 3.5 days.”

# Conference highlights:

In 2009, we're offering more features designed to maximize the professional and personal benefits the Gartner Data Center Conference delivers. Experience all this:

## More than 60 sessions across seven tracks

Comprehensive coverage offering tactical advice and strategic direction on a range of must-know topics, from servers, storage and disaster recovery to green IT, virtualization, IT operations and cloud computing.

## Customized agendas

Develop an individualized agenda in seconds. With our Agenda Builder tool, you select the sessions that are most relevant to your needs and create your own custom curriculum.

## Insightful keynote speakers

Engage with today's thought leaders and be inspired by big ideas sure to generate new insight you can leverage both professionally and personally.

## Analyst One-on-Ones

Meet face-to-face with Gartner analysts for targeted advice on the data center topic of your choice and get 30 minutes of uninterrupted attention and expertise.

## Analyst/User Roundtables

Tap into sound advice for challenging times. Facilitated by Gartner analysts, these highly informative sessions offer the chance to learn directly from other participants' experiences. These 30-plus sessions provide a peer-to-peer forum for sharing experiences and challenges.

## Interactive polling

Electronic polling at key sessions surveys attendees on important topics, with results delivered immediately.

## Cost-optimization best practices

A whole track devoted to smart strategies for reducing and optimizing costs across the data center and IT operations.

## Cloud computing virtual track\*

Deepen your perspective on today's hottest topic—cloud computing. Understand its impact on storage, virtualization, performance management and more.

\*We've identified the sessions related to the key topic of cloud computing and its impact on infrastructure and operations across the conference's seven tracks to aid you in creating a custom agenda around this issue.

“Great opportunity to learn industry directions and best practices, and to meet peers from other companies.”

# Maximize your conference experience



## Town hall sessions

An opportunity for the audience to pick the brains of specific Gartner analysts from selected areas of research. Conducted as open forums, town halls will be led by a diverse panel of experts with important insight into four big topic areas that align with your hottest issues: cloud's impact on infrastructure and operations, storage, IT operations and virtualization.

## Conference documentation

Access the complete set of PowerPoint presentations for each analyst-led session—even those you can't attend. PDFs are available on our Web site, immediately prior to the conference and post-event.

## End-User Case Study Sessions

Hear real-world stories, absorb lessons learned and discover how peers from leading organizations are getting it right in the data center.

## Orientation session

New to the conference? See how to work the event and make the most of your conference experience in this session designed to get first-time attendees up to speed.

## Take-away action plan

Get in-depth recommendations and a list of recommended research notes at the end of each analyst-led presentation. Don't miss these valuable tools designed to advance your data center initiatives further and faster.

## Solution Provider Sessions and Case Studies

Leading providers and their clients share best practices, strategies and offerings.

## Solution Provider Showcase

Streamline vendor research and create an actionable list of providers and solutions.

## Gartner Peer Connect

Be sure to check out our versatile networking tool, Peer Connect. It provides access to a powerful community that shares the same challenges and experiences that you do. Use it to set up meetings, share thoughts and trade industry contacts with your colleagues 24/7 both on- and off-site. Peer Connect will go live eight weeks before the start of the conference.

## Why Gartner?

Gartner produces the world's leading technology conferences for CIOs, IT leaders and senior executives to equip you with the knowledge, insight and advice you need to create the most effective technology strategy and become more successful in your role.

Get immediate answers to your pressing challenges through:

- Direct access to the world's leading technology research—stimulating presentations, interactive workshops and one-on-one meetings with Gartner analysts
- Networking and interactions with decision makers from organizations spanning every industry and government sector
- Real-life end-user case studies and global best practices
- The latest product demonstrations, hands-on experience and in-depth discussions with product experts from today's leading technology providers and those driving the innovations of tomorrow

Whether you're a Gartner client or not, attending any of our 70-plus global events is simply the most cost-effective and time-efficient way to stay on top of what's current, grow your leadership skills and accelerate your success.

## The Global Economy and Implications for Business Strategies



**Jeffrey E. Garten**  
Juan Trippe  
Professor of  
International Trade,  
Finance and  
Business at the  
Yale School of  
Management

Tuesday, December 1, 10:30 a.m.

Jeffrey E. Garten will combine his experience of many years at Yale University, on Wall Street, and in four presidential administrations—both Republican and Democrat—to look at how the global economy and business strategy will intersect in the years to come. He will discuss the global economic outlook for the next five years, describing a few different scenarios of where growth might come from, what kinds of ups and downs we may experience and why, and what opportunities and risks will likely exist for businesses with global operations. He will emphasize what business leaders need to be thinking about at a time of great uncertainty and how they can best prepare themselves for a number of different situations—and the dangers of not doing so.

## America—A Humorous View



**Carl Hiaasen**  
Best-Selling Author  
and Investigative  
Journalist

Wednesday, December 2, 9:15 a.m.

Best-selling author and investigative journalist Carl Hiaasen of *The Miami Herald* is considered one of America's finest satirical novelists. He has been described as a “relentlessly sane voice in a hurricane of hypocrisy, hokum and hype.” In his entertaining keynote address, he'll discuss his view of America and share with you his humorous insight on the state of the nation.

“The place for strategic and tactical advice.”

## Expand your bandwidth. Join the experts.

Stay on top of today's trends and tomorrow's developments with Gartner analysts and industry thought leaders. Here's an excellent opportunity to weigh old approaches against new directions in your pursuit of data center and IT operations excellence.

### Business Sensitivity Analysis Leads to Better I&O Solutions

Tuesday, December 1, 8:00 a.m.

Gartner research on business pattern sensitivity provides a basis for thinking about how IT infrastructure and operations leaders interact with their business partners and how they evolve their organizations. In some cases, reacting to weak signals in the economy or in an enterprise's market is a quick call that is guided by one's experience. In other cases, substantial analysis may lead to changes that take much longer to implement. This short, opening session will examine the business pattern sensitivity concept and draw conclusions for I&O professionals. *Joe Baylock*

### I&O: Charting a Course for the Coming Decade

Tuesday, December 1, 8:30 a.m.

Cloud computing may be the current hot topic in infrastructure, but the same technologies and techniques that may make cloud computing viable are already making internal infrastructures more efficient and effective. We look at the key hardware, software and management trends in infrastructure and operations, and build a road map for infrastructure and operations for the next five years. *Dave Cappuccio*

### Service Management Perspectives: Building Common Ground Between Business and IT

Tuesday, December 1, 9:30 a.m.

Every CIO survey points to the desire for IT to have alignment with the business. Yet it has proven elusive and is always top of mind. What IT organization doesn't want a strategic seat at the table to meet business priorities, and provide the right services at the right cost, quality and agility? Then why is it so hard? Does aligning with the business mean catering to every whim? Is that what service management is all about? Is there a middle ground?

This presentation will explore key contentious business and IT issues surrounding service management, communications, business value, social networking, device diversity, cloud computing and more in a format that explores extremes to enable identification of common ground and practices benefiting and optimizing the collective business and IT.

*Ronni Colville, Donna Scott*

### The Most Important Technologies in Your Data Center Future

Wednesday, December 2, 8:00 a.m.

Technology evolution and revolution will change everything about our data centers, from what we place in them to how we operate them. This session looks at the most important new technologies and shifts to come. Attend to prepare for the changes you need to accommodate in the next few years, and for the more dramatic transformation opportunities in the decade ahead.

*Carl Claunch*



**Joe Baylock**  
Gartner Research  
Group Vice  
President



**Dave Cappuccio**  
Gartner Research  
Vice President



**Ronni Colville**  
Gartner Research  
Vice President  
and Distinguished  
Analyst



**Donna Scott**  
Gartner Research  
Vice President  
and Distinguished  
Analyst



**Carl Claunch**  
Gartner Research  
Vice President  
and Distinguished  
Analyst

# Conference tracks

## Discover how your data center can secure real business value now. Our seven-track agenda leads the way.

For more than 27 years, the Gartner Data Center Conference has provided real-world perspectives, tactics and strategies for data center professionals like you. Today's urgent focus on cost-optimization brings new challenges beyond the perennial pressure of doing more with less. At this year's conference, you'll discover which tactical and strategic actions you must take to keep your data center ahead of the curve and running at peak performance.

### **A** **Delivering Lower TCO and Higher Quality of Service Through IT Operations Excellence**

IT operations is the key to delivering the business benefits of lower total cost of ownership, managing and improving quality of services, and lowering business risk. In this track we examine the increasingly complex and changing infrastructure, services (in-house, outsourced and cloud) and application environment, and we propose organizational, process (ITIL v3 for example) and technology solutions to deliver business benefits rapidly without disrupting the business. We also examine the trends and best practices in IT operations. This here-and-now focus on IT operations management trends and disruptions provides practical advice on achieving excellence and contributing to business value now.

### **B** **Virtualization—Preparing for the Second and Third Phase**

Most organizations are now familiar with and using some level of virtualization technology for servers, storage and clients in their data center. However, the increasing heterogeneity of technology and diversity of vendors in the data center introduces new challenges. In this track we help organizations plot their journey toward the next steps in virtualization across various technology platforms and vendors, and help identify how and where this will be the foundational technology for real-time infrastructure and cloud computing. We will also examine trends, critical success factors, major pitfalls and best practices that will provide organizations the agility needed to manage rapid change without breaking the bank. Along with examining the newest technologies we look at the management challenges that virtualization brings with it in areas such as operations, disaster recovery and security.

### **C** **Servers and Operating Systems—Tumult and Turmoil**

This year has proven to be one of the most eventful in the server market, with profound implications for 2010 and beyond. Among them are Oracle's proposed acquisition of Sun, and Cisco's entrance into a market where it may compete with vendors that were partners formerly. At the same time, HP and IBM are competing fiercely, each protecting its own base while aggressively pursuing competitive displacement. Microsoft remains a powerful force, yet faces challenges as to the pace of migration to its latest software releases. This track examines the competitive landscape of the complex server marketplace, including the Windows, UNIX, Linux and z/OS markets, as well as the latest server developments and technologies that address these concerns.

### **D** **Storage—What Are We Going to Do With All This Data?**

Applications, users and business partners increasingly expect more, if not all, data to be available always and quickly. This leads to a dramatic increase in the amount of data that is kept online. As demand for storage continues to expand, organizations must wrestle with the very real issues of data security, archiving, retrieval, sharing and cost management. We will provide insight and advice into managing the storage explosion and provide best practices in procuring, deploying and managing storage across the enterprise. We will also assess the practicality and timing of emerging storage architectures.

**E****Maintaining the 21st-Century Best-in-Class Data Center**

A decade into the 21st century, data center managers not only face traditional data center facility issues but are being hit with a list of new challenges. The growing interest in green IT initiatives, the obsolescence of data centers based on power and cooling issues, and the impact of virtualization are just a few of the new concerns. Even just measuring the efficiency of their data centers is a daunting task. Data center managers are continuing to grapple with cost, technology, people, location and environmental issues, while continuing to deliver a highly available, secure and flexible server infrastructure as the foundation for the business' mission-critical applications. This track provides new insight into power and cooling solutions, greening the data center and facilities considerations.

**F****Business Continuity Management and Disaster Recovery—Achieving World-Class Business Resilience**

In the past year, at least a third of organizations have had to put their DR plans into action. Yet in these tough economic times, BC/DR budgets are under pressure and the opportunities to test are being limited. This track will help attendees assess their current state of recovery readiness and improve their DR management maturity in ways that are economical and achievable. We will also discuss how to select the right BCM and IT disaster recovery technologies and services, and also analyze technologies and provide best practices for delivering high availability.

**G****Cost Optimization Best Practices**

This all-encompassing track delivers a well-rounded assortment of best-practice presentations on a diverse set of topics that are of critical importance to data center and IT operations executives. In light of the 2009 economic pressures, this track will have a heavy emphasis on cost reduction and cost optimization strategies across the data center and IT operations.

**Plus:****Cloud Computing Virtual Track—How Will Data Centers Weather This Storm?\***

Cloud computing has been the hottest industry search term on gartner.com in 2009. We will integrate the implications of cloud computing across the data center in this year's agenda with sessions in each track providing a perspective on this topic.

\*We've identified the sessions related to the key topic of cloud computing and its impact on infrastructure and operations across the conference's seven tracks to aid you in creating a custom agenda around this issue.

**Foundational sessions**

By understanding and mastering the fundamentals, you lay the groundwork for future success—whether it's negotiating a better software deal, or developing a stronger procurement organization. This year's conference provides content to advance your skill set so that you can readily assess and manage the challenges ahead.

**Advanced sessions**

If you're a seasoned executive or manager looking to take your expertise to the next level, we offer advanced sessions on a range of hot-button issues from PC virtualization and server costs to cloud computing and data center design.



# Agenda at a Glance

## Monday, November 30

- 4:00 p.m. **Preregistration**
- 5:00 p.m. Orientation Session: How to Get the Most Out of Your Conference Experience

## Tuesday, December 1

7:00 a.m.	Registration and Attendee Breakfast			
7:45 a.m.	Welcome and Introduction			
8:00 a.m.	<b>K1. Keynote Session: Business Sensitivity Analysis Leads to Better I&amp;O Solutions</b> <i>Joe Baylock, Research Group Vice President</i>			
8:30 a.m.	<b>K2. Keynote Session: I&amp;O—Charting a Course for the Coming Decade</b> <i>David J. Cappuccio, Research Vice President</i>			
9:30 a.m.	<b>K3. Keynote Session: Service Management Perspectives—Building Common Ground Between Business and IT</b> <i>Ronni Colville, Research Vice President at</i>			
10:30 a.m.	<b>K4. Keynote Session: The Global Economy and Implications for Business Strategies</b> <i>Jeffrey E. Garten, Juan Trippe Professor of International Trade, Finance</i>			
11:30 a.m.	<b>Attendee Luncheon</b>			
	<b>Track A: Delivering Lower TCO and Higher Quality of Service Through IT Operations Excellence</b>	<b>Track B: Virtualization—Preparing for the Second and Third Phase</b>	<b>Track C: Servers and Operating Systems—Tumult and Turmoil</b>	<b>Track D: Storage—What Are We Going to Do With All This Data?</b>
1:30 p.m.	A1. IT Operations Management Scenario: Improving Your IT Business Through Metrics <input checked="" type="checkbox"/>	B1. Server Virtualization: From Emerging to Mainstream at Light Speed <input checked="" type="checkbox"/>	C1. The Future of Server Platforms <input checked="" type="checkbox"/>	
2:45 p.m.	Solution Provider Sessions			
4:00 p.m.	Solution Provider Sessions			
5:15 p.m.	A2. IT Operations Management Vendor Strategies and Architectures <input checked="" type="checkbox"/>	B2. After the Dust Settles: Maximizing Your Virtualization Investment <input type="checkbox"/>	C2. The New Math: Oracle + Sun = ?	D1. The Enterprise Storage Scenario: Future-Proofing Your Investment <input type="checkbox"/>
6:15 p.m.	Solution Showcase Reception			

## Wednesday, December 2

7:00 a.m.	Registration and Attendee Breakfast			
8:00 a.m.	<b>K5. Keynote Session: The Most Important Technologies in Your Data Center Future</b> <i>Carl Claunch, Gartner Research Vice President and Distinguished Analyst</i>			
9:15 a.m.	<b>K6. Keynote Session: America—A Humorous View</b> <i>Carl Hiaasen, Best-Selling Author and Investigative Journalist</i>			
10:45 a.m.	A3. Server Configuration Management is Core to Your Data Center Infrastructure: You Can't Manage Without It!	B3. Virtualization: The Real Benefits and TCO Offsets <input checked="" type="checkbox"/>	C3. Is the Luster Off Linux?	D2. Unlocking the Value of Emerging Storage Technologies: From Thin Provisioning to Cloud
11:45 a.m.	<b>Attendee Lunch and Solution Showcase Dessert Reception</b>			
1:45 p.m.	Solution Provider Sessions			
3:00 p.m.	A4. The Top 10 Ways to Shrink Change Activity Pressure	B4. Cloud Computing Management: Making Sure Mountains Aren't Hiding in the Mist <input type="checkbox"/>	C4. Creating Your Windows Server Game Plan	D3. Storage Trends in the Virtualized Data Center <input type="checkbox"/>
4:15 p.m.	Solution Provider Sessions			
5:30 p.m.	A5. The Evolving Role of Applications Performance Monitoring	B5. Using Virtualization for Server Consolidation in the Non-x86 World	C5. Blade Servers and Compute Fabrics: Revolution or Evolution? <input type="checkbox"/>	D4. Cloud Storage Services: Cheap Tier or Risky Savings? <input type="checkbox"/>
6:30 p.m.	Solution Showcase Reception			

## Thursday, December 3

7:00 a.m.	<b>Registration and Attendee Breakfast</b>			
8:00 a.m.	A6. CMDB—It's Not Too Late to Get it Right the First Time!	B6. Private Cloud Computing and Virtualization	C6. 2010: Return of the Operating System Wars	
9:15 a.m.	Solution Provider Sessions			
10:00 a.m.	End-User Experience and Town Hall Sessions			
11:00 a.m.	Solution Provider Sessions			
11:30 a.m.	<b>Attendee Lunch and Solution Showcase Dessert Reception</b>			
1:30 p.m.	A7. Performance Management and Capacity Planning in a Connected, Componentized and Cloud Computing World <input type="checkbox"/>	B7. Hosted Virtual Desktops: Issues, Implementations and Infrastructure	C7. How to Get the Most From Your IBM Mainframe Investment	D5. Best Practices for Modernizing Data Life-Cycle Plan <input type="checkbox"/>
2:45 p.m.	Solution Provider Sessions			
3:30 p.m.	End-User Experience and Town Hall Sessions			
4:30 p.m.	A8. Building the Private Cloud With Real-Time Infrastructure Architectures <input type="checkbox"/>	B8. Securing the Next-Generation Virtual Data Center	C8. PC Migration: Getting to Windows 7 and Office 2010	D6. SSD: Super Strategies for Deployment
5:30 p.m.	Hospitality Suites			

## Friday, December 4

7:00 a.m.	<b>Registration and Attendee Breakfast</b>			
8:00 a.m.	A9. Automating Across IT Processes With Run Book Automation	B9. Green IT and the Virtualization Cloud: Not Just Someone Else's Problem! <input type="checkbox"/>		D7. New Archiving Technologies That Deliver Cost Savings and More
9:15 a.m.	A10. Desktop Management: From Physical to Virtual	B10. The V-Hive: A 2009 Update of Virtual Server Management Standards and Technology Providers	C9. The Realities of Public Cloud Computing Today <input checked="" type="checkbox"/>	D8. Create a Durable Storage Strategy That Is Modern and Cost-Effective
10:30 a.m.	A11. The 4 P's of Running IT Operations Like a Business: Products, Packaging, Pricing and Promotion <input type="checkbox"/>	B11. PC Virtualization Comes of Age and in Many Forms		D9. Server Backup Services: Dark Cloud or Silver Lining?
11:30 a.m.	Conference Adjourned			

Foundational sessions:  Advanced sessions:

\* Agenda as of September 10, 2009, and subject to change. Visit [gartner.com/us/datacenter](http://gartner.com/us/datacenter) for updates.

Our analyst-led presentations deliver a wealth of insight and analysis on today's hottest topics. Find out what they're all about—go to [gartner.com/us/datacenter](http://gartner.com/us/datacenter) for complete descriptions of our 60-plus conference sessions.

and Distinguished Analyst; Donna Scott, Research Vice President and Distinguished Analyst  
and Business, Yale School of Management

	<b>Track E: Maintaining the 21st-Century Best-in-Class Data Center</b>	<b>Track F: Business Continuity Management and Disaster Recovery—Achieving World-Class Business Resilience</b>	<b>Track G: Cost Optimization Best Practices</b>	<b>Cloud Computing Virtual Track—How Will Data Centers Weather This Storm? (These presentations are part of other tracks.)</b>
	E1. The Impact of Green on the Data Center	F1. Developing a Strategy for Data Availability and Protection	G1. IT Operations Cost Optimization	
io:		F2. Building Resilience via Colocation and the Cloud	G2. Organizing and Staffing IT Infrastructure and Operations in Cost-Conscious Times	Building Resiliency via Colocation and the Cloud
st				
ng		F3. A Recovery, Continuity and Resilience Five-Year Scenario	G3. ITIL Version 3 Gains Momentum in Transforming IT Operations	Unlocking the Value of Emerging Storage Technologies: From Thin Provisioning To Cloud
d	E2. Emerging Trends in Data Center Design: Modernizing the Beast		G4. Cost Optimization Through IT Operations Management Tools Evaluation and Consolidation	Cloud Computing Management: Making Sure Mountains Aren't Hiding in the Mist
	E3. Capital, Control or Construction: Three C's Will Define the Future of Your Compute Requirements	F4. Achieving Continuously Available IT Services		Cloud Storage Services: Cheap Tier or Risky Savings?
	E4. Obtaining Cost-Effective Data Center Facilities		G5. I&O Leaders: How to Succeed in the New Normal	Private Cloud Computing and Virtualization
Your		F5. My Government Agency Needs to Improve its Recovery Readiness! Now What?	G6. Changing the Culture Within IT I&O Where the Business Comes First and Technology Comes Second	Performance Management and Capacity Planning in a Connected, Componentized and Cloud Computing World
	E5. A Look at Data Center Power and Cooling Technologies Present and Future		G7. How the Gartner Infrastructure and Operations Maturity Model Leads to "Lean" I&O	Building the Private Cloud With Real-Time Infrastructure Architectures
that	E6. PUE or not PUE: Getting Your Data Center in Shape for Green IT Evaluation	F6. Enhancing Your Disaster Recovery Program With Virtualization	G8. Audits, BCM, CMDB, Green IT, Virtualization, Oh My! What Can ITAM Do to Help?	Green IT and the Virtualization Cloud: Not Just Someone Else's Problem!
egy		F7. Rearchitecting Backup and Recovery	G9. Strategies for Server Cost Optimization	The Realities of Public Cloud Computing Today
	E7. The Data Center Container—When and Where Does it Make Sense?	F8. Crisis Management Essentials	G10. Taking Service and Support to the Next Level	

# Meet the Gartner analysts

## Go One-on-One with Gartner.

Reserve your Analyst One-on-One session. Sit down privately for 30 minutes with a Gartner analyst and get targeted advice for your data center and IT operations concerns.

For more than 30 years, Gartner analysts have been the trusted advisors to many of the world's largest and most demanding organizations. Gartner analysts draw constantly from the real-life challenges and solutions experienced by more than 60,000 clients across the globe.



**Patricia Adams**  
Research Director

Focus Area: IT operations



**Joseph Baylock**  
Group Vice President

Focus Area: Infrastructure & Operations



**Thomas J. Bittman**  
Vice President and  
Distinguished Analyst

Focus Area: Servers



**Kris Brittain**  
Research  
Vice President

Focus Area: IT operations



**Andrew Butler**  
Vice President and  
Distinguished Analyst

Focus Area: Servers



**David J. Cappuccio**  
Research  
Vice President

Focus Area: Infrastructure & Operations



**Ted Chamberlin**  
Research Director

Focus Area: Networking and communications



**Sheila Childs**  
Research Director

Focus Area: Storage



**Mike Chuba**  
Research  
Vice President

Focus Area: Servers



**Carl Claunch**  
Vice President and  
Distinguished Analyst

Focus Area: Servers



**Ronni Colville**  
Vice President and  
Distinguished Analyst

Focus Area: IT operations



**Terrence Cosgrove**  
Senior Research  
Analyst

Focus Area: IT operations



**Adam W. Couture**  
Principal Research  
Analyst

Focus Area: Storage



**Roger W. Cox**  
Research  
Vice President

Focus Area: Storage



**David M. Coyle**  
Research  
Vice President

Focus Area: IT operations



**Debra Curtis**  
Research  
Vice President

Focus Area: IT operations



**Philip Dawson**  
Research  
Vice President

Focus Area: Servers



**John Enck**  
Managing  
Vice President

Focus Area: IT operations



**Milind Govekar**  
Research  
Vice President

Focus Area: IT operations



**Cameron Haight**  
Research  
Vice President

Focus Area: IT operations



**Jeffrey Hewitt**  
Research  
Vice President

Focus Area: Servers



**Ed Holub**  
Research  
Vice President

Focus Area: IT operations



**David Kish**  
Vice President  
Consulting

Focus Area: Gartner measurement



**Lydia Leong**  
Research Director

Focus Area: Network services



**Neil MacDonald**  
Vice President and  
Gartner Fellow

Focus Area: Security



**Bill Malik**  
Research Director

Focus Area: IT operations



**Mark A. Margevicius**  
Research  
Vice President

Focus Area: Client computing



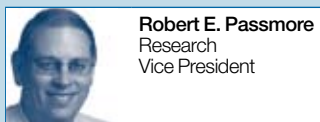
**John P. Morency**  
Research Director

Focus Area: Business continuity management



**Raymond Paquet**  
Managing  
Vice President

Focus Area: Infrastructure & Operations



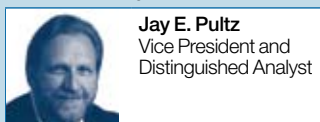
**Robert E. Passmore**  
Research  
Vice President

Focus Area: Storage



**John R. Phelps**  
Research  
Vice President

Focus Area: Servers



**Jay E. Pultz**  
Vice President and  
Distinguished Analyst

Focus Area: Infrastructure & Operations



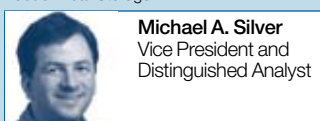
**Dave Russell**  
Research  
Vice President

Focus Area: Storage



**Donna Scott**  
Vice President and  
Distinguished Analyst

Focus Area: IT operations



**Michael A. Silver**  
Vice President and  
Distinguished Analyst

Focus Area: Client computing



**Jeff Vining**  
Research  
Vice President

Focus Area: Business continuity management



**George J. Weiss**  
Vice President and  
Distinguished Analyst

Focus Area: Servers



**David Williams**  
Research  
Vice President

Focus Area: IT operations



**Roberta J. Witty**  
Research  
Vice President

Focus Area: Business continuity management



**Stanley Zaffos**  
Research  
Vice President

Focus Area: Storage



“No other event brings this much brain power to the broad topic of infrastructure and operations.”

## Track A: Delivering Lower TCO and Higher Quality of Service Through IT Operations Excellence

### **A1. IT Operations Management Scenario: Improving Your IT Business Through Metrics**

IT operations management professionals live in a constantly changing world and are challenged to move forward with IT transformation toward service and business alignment in the face of increasing change and complexity. An important part of the process is baselining to enable objective analysis of progress and to drive increased momentum for transformation. This session will focus on key metrics and processes to aid your journey.

- How should you think about cost optimization and where should organizations look for cost improvement opportunities?
- What tactical cost optimization activities can organizations pursue with short payback periods?

Speaker: *Milind Govekar, Research Vice President*

### **A2. IT Operations Management Vendor Strategies and Architectures**

IT operations management professionals have the challenge of moving toward service and business alignment while dealing with increasing change and complexity. Current technology trends (process frameworks, IT automation, virtualization and cloud computing, for example) have affected the vendor landscape. We will analyze the strategies and architectures of the largest IT operations management software suppliers—BMC Software, CA, HP and IBM Tivoli—and identify possible new entrants.

- What key technology trends are important to IT operations management?
- What are the strategies of leading IT operations management suppliers?
- How can end users protect themselves from IT operations management supplier variability?

Speaker: *Debra Curtis, Research Vice President*

### **A3. Server Configuration Management is Core to Your Data Center Infrastructure: You Can't Manage Without It!**

Configuration management's role across data centers, servers and applications is no longer a luxury. Internal or external auditing for compliance for regulatory, patching and drift enforcement is often a primary driver. Tracking changes across servers is accelerating at a pace that is surpassing what manual efforts can do with any accuracy. Application availability is more closely tied to configuration and deployment consistency, and requires tools that can replace and automate the arduous scripts for more effective, efficient and scalable accuracy. As virtualization grows in leaps and bounds it adds new dynamics: self-servicing and mobility. But with this agility comes new challenges: sprawl and visibility. This presentation discusses today's configuration management challenges for both physical and virtual servers.

- What are the challenges for managing your data center server infrastructure?
- How is the vendor landscape changing to address virtual and physical configuration needs for today as well as the strategic integrative requirements?
- What are the best practices and approaches that will provide the best return on value and prepare you for the next revolution of managing both physical and virtual together?

Speaker: *Ronni Colville, Research Vice President and Distinguished Analyst*

# Session descriptions

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## **A4. The Top 10 Ways to Shrink Change Activity Pressure**

Effective change control governance battles with IT cultural and organizational indifference on a daily basis within too many IT organizations. The growing pressure on IT operations to handle persistent and complex change activity can be diminished with right-sized investments based on business input.

- How do you evaluate and size the change control governance commitment?
- What are the key best practices to effective automation of ITCM?
- What are the critical fundamentals that help address today's challenges while building for future demands?

*Speaker: Kris Brittain, Research Vice President*

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## **A5. The Evolving Role of Applications Performance Monitoring**

Modern application architectures such as service-oriented architecture are increasing in both complexity and rate of change. This makes application performance monitoring crucial but difficult for IT operations to tackle. With this in mind, this presentation will focus on how IT operations should approach applications performance monitoring, including alignment with business service management projects.

- What are the application performance monitoring challenges?
- How will the technology, standards and market evolve for application performance monitoring?
- What are the best practices for rolling out application performance monitoring?

*Speaker: John Enck, Managing Vice President*

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## **A6. CMDB—It's Not Too Late to Get It Right the First Time!**

ITIL's concept of a configuration management database (CMDB) is not new, yet the tools were immature. Somehow IT organizations must put together new technology with a process framework to implement a successful CMDB that attains business value and achieves some kind of return on investment. This is a complex balancing act between the CMDB definition, implementation, people and processes. Often the biggest challenges lie in the basics: tangible goals to get value, metrics to demonstrate value and determining what data is the right data. This presentation will provide vendor information, along with concrete best practice guidance and insight regarding areas that will impact your CMDB journey, such as virtualization. If a CMDB is in your company's future or you're not sure, or you're well on your way, this presentation is not to be missed.

- What are the prerequisites to a successful CMDB?
- What are the tools to build and populate your CMDB and its IT services?
- How and where do you start—so you don't have to start again?

*Speakers: Ronni Colville, Research Vice President and Distinguished Analyst  
Patricia Adams, Research Director*

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## **A7. Performance Management and Capacity Planning in a Connected, Componentized and Cloud Computing World**

Performance management and capacity planning has progressively become challenging, yet critical, as the computing environment has continued to become more complex. We explore the key drivers and technology trends in areas of end-user monitoring, performance measurement databases, modeling and the role and impact of cloud computing. We will also analyze best practices, architectures and tools in this area.

- What are the drivers and trends that are demanding improved IT service availability and performance management?
- Which vendors and technologies will enable IT operations to accomplish predictive outage avoidance?
- What IT management processes, best practices and strategies will IT operations groups use to monitor, report, predict and improve IT service availability and performance?

*Speaker: Milind Govekar, Research Vice President*

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# Session descriptions

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## **A8. Building the Private Cloud With Real-Time Infrastructure Architectures**

IT organizations want to bring the best of the public cloud to their internal data centers to increase efficiencies, drive costs down and enable business and IT agility. They want shared resources, self-service and dynamic optimizing of IT services. In effect they want a real-time infrastructure. This presentation will help you understand how to get one.

- What attributes of the public cloud can IT organizations leverage for their internal data centers?
- What are the key components and how do you architect for the real-time infrastructure?
- Where should organizations start in building private clouds and RTI?

*Speaker: Donna Scott, Vice President and Distinguished Analyst*

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## **A9. Automating Across IT Processes With Run Book Automation**

IT operations process automation (aka run book automation or RBA) has emerged as a way to automate, through workflows, IT processes across different IT operations management disciplines to increase IT operations efficiencies and support critical IT management initiatives, such as ITIL, virtualization, disaster recovery, cloud computing and orchestrating IT operations processes for configuration management, provisioning, fault remediation and change management. This presentation analyses the drivers for run book automation, the vendor and product landscape, best practices for implementation and usage and how the technology is being developed and used to address today's IT operations management challenges.

- What are the market drivers and benefits for RBA and why has it become a key initiative?
- What does the RBA market look like today, how is it evolving and which vendors and approaches are positioned to deliver and thrive?
- What best practices should be used with RBA and how can end users gain measurable business value and ensure RBA success?

*Speaker: David Williams, Research Vice President*

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## **A10. Desktop Management: From Physical to Virtual**

Desktop management is evolving. Virtualization technologies are changing the way client systems are managed and applications are delivered to users. Meanwhile, the scope of desktop management responsibilities is broadening to include security, compliance and energy management. In this session, we'll cover the major desktop management challenges that virtualization addresses, the new management challenges that they introduce, and the best practices that organizations should follow to support the end-user computing environment.

- What are the biggest challenges of managing users and client systems?
- How is virtualization changing desktop management?
- Which desktop virtualization technologies and products should enterprises deploy to address management challenges?

*Speaker: Terrence Cosgrove, Senior Research Analyst*

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## **A11. The 4 P's of Running IT Operations Like a Business: Products, Packaging, Pricing and Promotion**

There are fundamental principles of running a business, such as understanding who your customers are, packaging and pricing your products, and developing and marketing well-defined IT services that satisfy customer needs at competitive prices. In this presentation, we explore pragmatic ways to running IT operations like a business for the benefit of your enterprise.

- How are business principles relevant to the core mission of IT operations?
- What cultural implications and new organizational roles emerge when running IT operations like a business?
- What are specific incremental steps to begin taking that will yield benefits?

*Speakers: Debra Curtis, Research Vice President  
Bill Malik, Research Director*

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## Track B: Virtualization—Preparing for the Second and Third Phase

### **B1. Server Virtualization: From Emerging to Mainstream at Light Speed**

Server virtualization is growing from 19% penetration to 60% in the next four years. In 2009, most large organizations have projects well underway, but many midsize organizations are just starting. Users are faced with many more choices than before—selection, management, operations changes—and even how virtualization could lead to cloud computing. Good choices and planning are critical.

- How should users select server virtualization technologies?
- What are the best practices in deploying and managing server virtualization technologies?
- How will server virtualization technology evolve through 2013?

*Speaker: Thomas J. Bittman, Vice President and Distinguished Analyst*

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### **B2. After the Dust Settles: Maximizing Your Virtualization Investment**

You've consolidated the low-hanging fruit, so now what? This presentation will examine methods to not only optimize what you've already consolidated, but to prepare you for the new service capabilities that virtualization will ultimately enable.

- What planning activities need to be undertaken to prepare for the next wave of virtualization?
- What are the areas to monitor to ensure that your virtualization investment is delivering the desired results?
- How will your virtualization investment pave the way to the clouds?

*Speaker: Cameron Haight, Research Vice President*

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### **B3. Virtualization: The Real Benefits and TCO Offsets**

Virtualization is moving from retrospective consolidation efforts to agile, highly available infrastructure that can be alternately sourced. The virtualization life cycle is not just about savings but also serious investments. This presentation looks at the benefit, savings and investment from a cost perspective and the relationship that the business must have with IT for virtualization to be a success.

- What are the stages of the virtualization life cycle?
- How do you assess your position on the virtualization hype cycle and your journey?
- What are the main benefits and real offset costs of virtualization?

*Speaker: Philip Dawson, Research Vice President*

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### **B4. Cloud Computing Management—Making Sure Mountains Aren't Hiding in the Mist**

Cloud computing may be paving the way toward reducing the cost of computing, but as we've seen with virtualization technology, the lack of a comprehensive management strategy could dramatically impact the overall return on investment. In this presentation, we explore the patterns of cloud computing, their potential management approaches and how management vendors and standards are shaping up to help fill in the gaps.

- What are the patterns of cloud computing and how do they impact traditional management?
- What management providers and standards are emerging to ease the path to the clouds?
- What must be done to integrate and operationalize an IT organization's internal (private) and external (public) cloud-based architecture?

*Speakers: Cameron Haight, Research Vice President  
Milind Govekar, Research Vice President*

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## **B5. Using Virtualization for Server Consolidation in the Non-x86 World**

Most discussion in the past few years about server consolidation has centered on the x86 world and virtualization products such as VMware and Hyper-V. Server virtualization—the default in the mainframe world—is rapidly becoming a major technology in the Unix world to aid in server consolidation. This session evaluates the status and future of virtualization used for server consolidation in the non-x86 environment.

- What non-x86 server virtualization technologies are available?
- When looking at server consolidation, how do the different non-x86 platform vendors' virtualization products compare?

*Speaker: John R. Phelps, Research Vice President*

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## **B6. Private Cloud Computing and Virtualization**

IT architectures are rapidly being virtualized, and 2009 has been the year of experimentation with cloud computing. The same technologies and techniques that will make cloud computing viable are making internal infrastructures more efficient and effective. Private cloud computing services will be a steppingstone to cloud computing for many organizations.

- What are the trends and technologies that make private cloud computing possible?
- How will infrastructures evolve to support private cloud services?
- How should organizations build strategies for virtualization, private cloud computing and cloud computing?

*Speaker: Thomas J. Bittman, Vice President and Distinguished Analyst*

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## **B7. Hosted Virtual Desktops: Issues, Implementations and Infrastructure**

Centralizing the desktop in the data center is perhaps the hottest trend in client computing. We cut through the hype, discuss the technology, and share customer implementations and best practices to help identify if it is right for you.

- What are the technical, practical and financial considerations that organizations need to be concerned with?
- Where are the technologies (and their alternatives) today, and where are they headed through 2013?
- What are customers doing with HVD today?

*Speaker: Mark A. Margevicius, Research Vice President*

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## **B8. Securing the Next-Generation Virtual Data Center**

By 2012, more than 50 percent of all data center workloads will have been virtualized. We believe this will radically transform what is required from our security infrastructure. Security policy enforcement mechanisms need to become virtualized, just like the workloads they protect. This session will explore how to deploy virtualization securely, as well as the future of virtualized security infrastructure.

- How will virtualization be deployed securely?
- How and why will security controls become virtualized?
- How should we design our next-generation security infrastructure to protect the next-generation virtualized data center?

*Speaker: Neil MacDonald, Vice President and Gartner Fellow*

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## **B9. Green IT and the Virtualization Cloud: Not Just Someone Else's Problem!**

Cloud-based IT services are the “in” thing this year. This presentation explores the issues around internal and external cloud provisioning balanced with a green IT efficiency and potential conflict with legislation and measurement. It also looks at best practices for externalizing IT services and measuring some direct and indirect costs and savings.

- What are the principles to determine if a service can be sourced from the internal/external cloud?
- What are the issues around cloud services from a green IT and legislation perspective?
- How can you use alternative IT sourcing and help protect from unknown factors?

*Speaker: Philip Dawson, Research Vice President*

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## **B10. The V-Hive: A 2009 Update of Virtual Server Management Standards and Technology Providers**

The introduction of virtual server technology has led to the discovery that many of the management tools that IT organizations have already invested in may not be adapted easily to this new environment. Many new and even existing management technology suppliers continue to rush in to fill the gap. In addition, increasingly we are seeing the virtualization providers themselves moving into management as well. This presentation will describe how virtualization impacts current management technology, evolving attempts to standardize virtual server management and highlight the emerging management leaders.

- How does server virtualization impact existing systems management infrastructure?
- How are tools and standards evolving to provide potentially greater virtualization support?
- What should IT organizations do to ensure adequate visibility and control within a virtual environment?

*Speaker: Cameron Haight, Research Vice President*

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## **B11. PC Virtualization Comes of Age and in Many Forms**

PC virtualization is now wrapped in hardware, operating systems, applications, data and user information. The landscapes for these technologies are in flux, and are equally confusing. We offer guidance as to which solutions work best and for which scenarios.

- What do virtualization technologies do, and why should you care?
- How will the use of virtualization technologies in client computing evolve through 2012?
- What are the best practices for deploying and managing virtualization technologies in end-user devices?

*Speaker: Mark A. Margevicius, Research Vice President*

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## Track C: Servers and Operating Systems— Tumult and Turmoil

### **C1. The Future of Server Platforms**

This presentation will discuss the shape, form, contour and parts of the future server, and its role in a data center where compute, storage and networking technologies are converging around common architectures and management methodologies. The session will cover technology enhancements in the next few years, and vertical and horizontal scaling trends, including the impact of cloud computing on the server, the future of blades and RISC architectures, the impact of virtualization and vendor competitive dynamics.

- What technology changes are driving the evolution of server platforms?
- How will the market and IT procurement absorb a continuing array of innovations affecting life-cycle management and useful life?
- What part will compute infrastructure play in the converged data center of the future?

*Speaker: Andrew Butler, Vice President and Distinguished Analyst*

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### **C2. The New Math: Oracle + Sun = ?**

When a hardware company merges with another hardware company, the math is fairly straightforward. But when a software company acquires a major hardware company, new outcome assessments need factoring. Here's a top-down view of all the planning assumptions, opportunities, risks and negotiations that users will need to consider in their strategic and tactical planning.

- Why is Sun important to Oracle?
- How will it change the broad competitive landscape of HP, IBM, Microsoft, Red Hat, Novell, SAP, VMware?
- How should users prepare for and negotiate with the newest megavendor?

*Speaker: George J. Weiss, Vice President and Distinguished Analyst*

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### **C3. Is the Luster Off Linux?**

For most of the decade, Linux has been on a roll. But now the roll seems to be heading into an upward slippery slope: virtualization, evolving OS role, clouds and fabrics, locked-in pricing and a stronger Microsoft. Is there a viable long-term market for the Linux distributors or are we just in a brief pause before another Linux boom? We'll evaluate the forces and draw the vector.

- What is the forecast and the trends for the OS market?
- Where will Linux still be important and TCO be a driving force?
- What if my Linux distributor is acquired?

*Speaker: George Weiss, Vice President and Distinguished Analyst*

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### **C4. Creating Your Windows Server Game Plan**

Windows Server 2008 operating system R2 will be shipping late in 2009. Organizations must evaluate what version of Windows they will migrate to and when, particularly in light of the delays of server replacements many have undertaken in the difficult economic climate. This presentation will examine the value proposition of Windows Server 2008, highlight implications of product changes on attendees, outline migration strategies and project the Windows Server road map for the next decade.

- What are the value propositions of Windows Server 2008 including R2?
- How and when should organizations migrate to newer versions of Windows Server?
- What should organizations expect after Windows Server 2008?

*Speaker: Carl Claunch, Research Vice President and Distinguished Analyst*

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# Session descriptions

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## **C5. Blade Servers and Compute Fabrics: Revolution or Evolution?**

Description: This session explores the emergence of modular server form factors like blade servers in the context of both server virtualization and the emergence of compute fabrics. Other form factors like rack-based servers in these scenarios are explored as alternatives. The relative strengths of each of these technologies will be examined, and recommendations will be provided on when one may be better than another and when they may be used most effectively in combination.

- How have compute fabrics emerged, and what benefits and risks need to be considered when evaluating them?
- When does a blade server form factor offer a more cost-effective alternative than a rack server and vice versa?
- In what situation does virtualization make more sense from a cost-optimization standpoint than blade servers, and when should they be used together for maximum advantage?

*Speaker: Jeffrey Hewitt, Research Vice President*

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## **C6. 2010: Return of the Operating System Wars**

Partly because of recessionary pressure, 2009 has seen returned tensions between server operating systems. Once regarded as the natural successor to the mainframe, Unix must now defend itself against encroachment from both sides—x86-based Windows and Linux servers that are increasingly capable of addressing more scalable and business-critical workloads, and the resurgence in mainframe interest and new workload viability. As Microsoft tries to drive its base toward Windows 2008 Server, and Unix vendors rationalize and differentiate their Unix strategies to ensure that Unix can survive, we examine the dynamics that will govern operating system survival in the next decade.

- What are the pressures and drivers that influence operating system survival?
- How will Windows and Linux evolve during the next five years?
- What workloads best suit the deployment of different operating systems?

*Speaker: Andrew Butler, Vice President and Distinguished Analyst*

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## **C7. How to Get the Most From Your IBM Mainframe Investment**

Written off by many industry pundits years ago, IBM has reinvented the mainframe. The pursuit of new workloads has been a critical aspect of the resurgence, while at the same time protecting and nurturing the installed base. The introduction of specialty engines has been a catalyst to the growth, but represents only the first step toward a significant change in architecture during the next five years. The IBM mainframe remains a critical component in the large mission-critical environment, and it will be no less critical in three years.

- What's the short-term and long-term future of the IBM mainframe?
- How will IBM's 2010 mainframe announcements affect the market?
- When will it make sense for current IBM mainframe customers to migrate to the newest product family?

*Speaker: Mike Chuba, Research Vice President*

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## **C8. PC Migration: Getting to Windows 7 and Office 2010**

Microsoft's Windows Vista was less than successful and many enterprises decided to skip it. But you can't run Windows XP forever, and with Office 2007 migrations progressing, do you upgrade, wait for Office 2010, or go to open source? We examine the risks, costs and timelines for updating your client software.

- What are the features and benefits of new versions of Windows and Office?
- How long can you run your current software and what are your options, including ones from vendors other than Microsoft?
- What is the future of client computing software?

*Speaker: Michael A. Silver, Vice President and Distinguished Analyst*

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# Session descriptions

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## **C9. The Realities of Public Cloud Computing Today**

There is a tremendous amount of hype associated with cloud computing today. Is it better, cheaper and/or easier than internal data center capabilities today? This presentation will show what is real from public cloud providers today and dispel some myths about public cloud computing.

- What is being delivered as public cloud computing today?
- What lessons can we learn from public cloud providers?
- What are the best practices for I&O organizations in dealing with public cloud providers?

*Speaker: Ray Paquet, Managing Vice President*

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## **Track D: Storage—What Are We Going to Do With All This Data?**

### **D1. The Enterprise Storage Scenario: Future-Proofing Your Investment**

The storage infrastructure required to support a virtualized data center will be much different in 2014. Gartner highlights the new hardware technologies, new storage system architectures and new storage software offerings that will address issues of lowering costs and simplifying the management of the storage infrastructure while satisfying demanding SLAs. The session will focus on making the right decisions today to avoid problems in the future.

- Is storage really important in a virtualized data center environment or is it all about computing and networking?
- Can new technologies, architectures and storage management software offerings live up to expectations?
- Is cloud storage a reasonable alternative to in-house infrastructures?

*Speakers: Dave Russell, Research Vice President  
Roger W. Cox, Research Vice President*

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### **D2. Unlocking the Value of Emerging Storage Technologies: From Thin Provisioning to Cloud**

Innovative storage systems built using industry-standard components are more than just low-cost alternatives to traditional storage systems, just as the value of cloud storage can extend beyond its low cost to affect infrastructure design, operational procedures and capabilities, and facilities. Identifying the opportunities in your environment to leverage these technologies into a robust cost-effective solution requires an understanding of the following key issues.

- How do emerging technologies lower storage acquisition and operating costs?
- What are the benefits and risks of using cloud storage?
- What are the elements of a useful storage vision?
- Which storage and cloud service vendors are likely to succeed?

*Speaker: Stanley Zaffos, Research Vice President*

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# Session descriptions

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## D3. Storage Trends in the Virtualized Data Center

Users are aggressively deploying VMware and other server virtualization technologies, both to reduce server sprawl, and more importantly to enhance the overall manageability and mobility of the application environment. Moreover, several large vendors are promoting a vision of the future where all the technologies in the data center are virtualized, and management tools will provide an enhanced experience for IT teams. But what are the implications to storage? This presentation examines this question and looks at trends leading to the virtualized datacenter.

- What are storage requirements for virtualized data centers?
- What storage trends and technologies are important for virtualized data centers?
- What are selected vendors doing to meet the requirements of virtualized data centers?

*Speakers: Robert E. Passmore, Research Vice President  
Roger W. Cox, Research Vice President*

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## D4. Cloud Storage Services: Cheap Tier or Risky Savings?

Cloud storage services promise instant infrastructure for Web 2.0 developers, as well as a low-cost alternative tier of storage for enterprises. But are the savings worth the risk? This session examines current and future cloud storage services and assesses why convenience and cost savings will offset user trepidation about security and startup vendors.

- How does cloud storage differ from other storage utilities?
- Who are the vendors and what are they offering?
- How can cheap storage become very expensive?
- Which applications are appropriate for cloud storage?
- How do you protect data in the cloud?

*Speakers: Stanley Zaffos, Research Vice President  
Adam W. Couture, Principal Research Analyst*

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## D5. Best Practices for Modernizing Your Data Life-Cycle Plan

Information life-cycle management is still mostly a buzzword but companies are narrowing the focus to address better approaches to data management specifically around data protection and archiving.

- What is driving IT to update its data management policies?
- What are some of the new approaches to protecting data and managing it as it ages?
- What are the best practices for modernizing your plan (or creating one?)

*Speakers: Sheila Childs, Research Director  
Dave Russell, Research Vice President*

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## D6. SSD: Super Strategies for Deployment

A flurry of SSD-related product announcements coupled with rapid SSD price declines and a limited understanding of the operational issues surrounding the use of SSDs in complex server environments has created uncertainty about how best to deploy storage systems that incorporate SSDs in user environments. Understanding the following key issues will increase the probability of their effective use in your environment.

- How will SSD technology continue to evolve?
- How will storage system architectures evolve to make efficient use of SSD technologies?
- What impact will SSD technology have on future storage costs and support requirements?

*Speaker: Stanley Zaffos, Research Vice President*

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# Session descriptions

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## **D7. New Archiving Technologies That Deliver Cost Savings and More**

Stored on corporate storage systems, data is rarely deleted and continues to take up operations time and IT dollars. And when the data is actually needed, often it is impossible to retrieve. This session will outline some of the new archiving technologies that are now available to manage data growth.

- What are the kinds of data that companies are looking to archive?
- What are some of the new archiving products that demand evaluation?
- What are the best practices for developing an archiving plan?

*Speaker: Sheila Childs, Research Director*

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## **D8. Create a Durable Storage Strategy That Is Modern and Cost-Effective**

How do I create an overall storage strategy is an increasingly frequent question from users. It's driven by rapid change in storage technologies, changes in computing styles such as virtualization, and rapid growth of storage. But how does one create a storage strategy that is responsive to business needs, embraces change, and yet is affordable? This session outlines the content of such a strategy, and delves into key areas that must be considered for a long-lasting storage strategy.

- What goals should be considered in a storage strategy?
- What are key elements of a long-term storage strategy?

*Speaker: Robert E. Passmore, Research Vice President*

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## **D9. Server Backup Services: Dark Cloud or Silver Lining?**

Today, major players like EMC, IBM, HP and Symantec and a host of smaller players are delivering cloud-based server backup services. This session examines managed server backup services and service providers, and why do-it-yourself backups are becoming a thing of the past at many companies.

- How can we protect data without an IT staff?
- What is the backup service provider value proposition?
- Who are the vendors and what are they offering?
- How can we sort out vendor pricing?
- What should we consider when selecting a service provider?

*Speaker: Adam W. Couture, Principal Research Analyst*

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## Track E: Maintaining the 21st-Century Best-in-Class Data Center

### **E1. The Impact of Green on the Data Center**

More and more enterprises are considering a green data center and what that actually means. This presentation looks at some best practices that can be done today and also looks at key green technologies and processes to consider for the future.

- What critical forces will drive enterprises to consider green data center strategies during the next five years?
- What best practices and processes should users follow when creating a green data center?
- What are some of the new green technologies that are emerging that companies should be tracking?

*Speaker: John R. Phelps, Research Vice President*

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### **E2. Emerging Trends in Data Center Design: Modernizing the Beast**

Is it possible to build the 60-year data center? This presentation will look at emerging trends in retrofitting existing data center space or building smaller, more energy efficient, and yet highly scalable data centers that can have life cycles well beyond 60 years.

- What emerging trends will have the greatest impact on data center design and operations?
- What are the critical design considerations and best practices in emerging data centers?
- How can efficiency and scalability be implemented in the data center while keeping costs reasonable?

*Speaker: David J. Cappuccio, Research Vice President*

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### **E3. Capital, Control or Construction: Three C's Will Define the Future of Your Compute Requirements**

Every cloud-based offering needs to reside in a physical data center or centers, and those facilities need to be able to support high-performance computing, and next-generation power and cooling as well virtualization. The key question is whether you need to build or own facilities, or simply move to a pay-per-utilization model. This decision will hinge upon the composition and complexity of your applications, security and integration needs but most importantly, your ability to shift control of the infrastructure to the providers and concentrate on developing service-oriented architecture frameworks, building social network functionality and moving your organization to Web-native experts.

- What key factors will shape your decision around space acquisition?
- What are the advantages of constructing versus outsourcing for your compute needs?
- Who are the key partners and providers you need to involve in the process?

*Speaker: Ted Chamberlin, Research Director*

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### **E4. Obtaining Cost-Effective Data Center Facilities**

Turnkey data center leasing, large-footprint “wholesale” colocation, and regular colocation services have emerged as popular alternatives to data center construction, especially in light of the economic downturn. We'll provide a framework for choosing between building, leasing and the different flavors of colocation, as well as best practices for evaluating, sourcing and managing these solutions.

- How are data center facility options evolving, and what are the key market drivers?
- What are the strengths, challenges and costs of build/lease/outsource options?
- What are the best practices for obtaining data center facilities?

*Speaker: Lydia Leong, Research Director*

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# Session descriptions

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## **E5. A Look at Data Center Power and Cooling Technologies Present and Future**

As energy efficiency moves to one of the top data center concerns, a large number of options are being touted. We look at the current and future technologies and how they may or may not be ready for the data center.

- Which technologies are ready for prime time?
- Which technologies need more time and which will not make it?

*Speaker: John R. Phelps, Research Vice President*

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## **E6. PUE or not PUE: Getting Your Data Center in Shape for Green IT Evaluation**

This session considers the metrics needed to measure and evaluate improvements in your data center from an environmental viewpoint covering all aspects of the Gartner Green Scorecard, including: power, HVAC, utilization of equipment and space. Using the latest data from the Scorecard and data center benchmarks we will analyze common practices, pitfalls and improvement opportunities in data center performance and measurement. We will consider the balance between managing power and managing/optimizing resources and optimizing costs. Finally we will examine the pros and cons of metrics like PUE and data center infrastructure efficiency (DCIE), the role they play in an overall measurement and management system and the extent to which they reflect overall performance in a comparable way.

- What are the components of a green scorecard for the data center?
- Feedback on best practices and opportunities ?
- What are the practical uses and pitfalls of metrics like PUE and DCIE?

*Speaker: David Kish, Gartner Consulting Vice President*

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## **E7. The Data Center Container—When and Where Does It Make Sense?**

All leading server providers now offer a “datacenter in a container” solution. This presentation will examine the reality of the market for these offerings and in what situations they are a potential alternative to a classic data center approach. An outline of the leading competitors and their offerings will be discussed as well.

- Who are the leading providers of data center container solutions, and how do the offerings differ?
- When would a data center container solution make sense?
- What criteria should be used to evaluate competitive offerings in this space?

*Speaker: Jeffrey Hewitt, Research Vice President*

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# Track F: Business Continuity Management and Disaster Recovery—Achieving World-Class Business Resilience

## **F1. Developing a Strategy for Data Availability and Protection**

IT is ever more integral to business processing and, as a result, availability and recovery service level requirements have increased drastically in the last five years. This presentation provides guidance for developing a comprehensive tier-based data availability and protection strategy, including assessing the pros and cons of alternative technology solutions at each of the tiers.

- How should enterprises develop a strategy and architecture to meet availability and recovery requirements?
- What technologies will be critical for data protection and replication architectures, and what are their trade-offs?

*Speakers: Donna Scott, Research Vice President and Distinguished Analyst  
Dave Russell, Research Vice President*

# Session descriptions

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## **F2. Building Resilience via Colocation and the Cloud**

You can use Internet data center services or even virtualized infrastructure in the cloud to augment capacity for disaster recovery, scale under unexpectedly high loads and mitigate denial-of-service attacks. Systems and networking capabilities can be provisioned in hours, or even minutes, on a pay-as-you-go basis. Learn what technologies make this possible, determine whether these solutions are right for you, and learn how to source these solutions.

- How can on-demand, external services be used to augment or replace traditional disaster recovery solutions?
- How can on-demand, external services improve the scalability and resiliency of application infrastructure?
- What new risks do on-demand, external solutions introduce?

*Speaker: John P. Morency, Research Director*

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## **F3. A Recovery, Continuity and Resilience Five-Year Scenario**

This presentation takes a look forward at the phased transition from recovery-centric to resiliency-centric operations management. The overarching business objective is improved operations agility across a dispersed and electronically integrated organization. The impact of virtualization technology, nascent public cloud services and improved management automation on facilitating this transition will be discussed.

- Which internal and external factors will be driving the IT operations management transition from recovery to resiliency over the next five years?
- What role will infrastructure and management technology play in facilitating this transition?
- What will the transition critical success factors be?

*Speakers: John P. Morency, Research Director  
Roberta J. Witty, Research Vice President*

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## **F4. Achieving Continuously Available IT Services**

Customers expect continuously available IT services. This demands that IT organizations build configurations that are resilient in the face of unplanned outages (high availability and disaster recovery) and do not need to be stopped to perform scheduled maintenance (continuous operations). In this presentation we will discuss the architectural and technological requirements for continuously available systems, and address the issues of cost and core best practices to truly achieve 24/7 services.

- Why is IT service availability expected and what does it cost?
- What architectural principals enable continuous availability?
- What best practices should IT organizations implement to achieve continuous availability?

*Speakers: Donna Scott, Research Vice President and Distinguished Analyst;  
Bill Malik, Research Director*

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## **F5. My Government Agency Needs to Improve its Recovery Readiness! Now What?**

This session will discuss the specific disaster recovery and business continuity management challenges currently facing numerous federal, state and local government clients.

- What unique recovery management challenges are faced by many federal, state and local government agencies?
- How do these challenges vary as a function of agency size, budget and operations management culture?
- What are the governance-, procedure-, technology- and service-specific solutions that have been successfully utilized to address these government-specific management challenges?

*Speakers: John P. Morency, Research Director  
Jeff Vining, Research Vice President*

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## **F6. Enhancing Your Disaster Recovery Program With Virtualization**

Although not a panacea, the rapid advance in virtualization capabilities during the past several years is spurring a similarly rapid move in the methods, strategies and technologies used for disaster recovery. This presentation will show how virtualization can help lower costs, reduce resources needed and improve quality for most of your disaster recovery activities.

- How does virtualization help or impede IT disaster recovery testing, preparation, normal operations and recovery?
- Which virtualization products, tools and technologies can improve IT disaster recovery?
- What changes in IT disaster recovery methods and procedures will virtualization bring?

*Speakers: Bill Malik, Research Director  
Carl Claunch, Research Vice President and Distinguished Analyst*

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## **F7. Rearchitecting Backup and Recovery**

Every organization struggles with their backup/recovery practice. The server farm, number of applications and the network infrastructure have grown tremendously in recent years, but often the backup approach has not kept pace. Now IT organizations are being asked to protect remote office and mobile employees as well. Service levels, scale and ease of use are often challenges. Learn what new technologies are available to help you better address your current and the upcoming recovery challenges. Also find out where the backup market is headed in the future.

- What is the current state of the backup/recovery market and vendors?
- What new techniques are available to ease backup constraints?
- Where is the backup/recovery market headed and how will it change by 2014?

*Speaker: Dave Russell, Research Vice President*

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## **F8. Crisis Management Essentials**

Events in recent years have underscored the need to be prepared to respond to a variety of crises, which come in infinite varieties and can occur anywhere at any time, often without warning. Government operations and facilities have been disrupted by a range of events, such as the terrorist attacks on September 11, 2001, or more recently in Mumbai, India, and severe weather events, such as Hurricanes Katrina and Rita. Such disruptions, which were particularly prolonged, have led to interruptions in essential operations. As a result, governments and private enterprises are starting to utilize communications systems to deliver timely, concise and event-driven instructions on what to do or what not to do to communicate with the citizenry and key stakeholders involved in event management. However, they struggle with exact crisis communication procedures to maintain services, ensure proper authority for emergency actions and the utilization of newer technologies.

- What are the key considerations to think about when continually communicating during a crisis?
- What are the key components of a crisis/incident management program?
- What are the key trends involved in the crisis communications technology market?

*Speakers: Roberta J. Witty, Research Vice President  
Jeff Vining, Research Vice President*

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## Track G: Cost Optimization Best Practices

### G1. IT Operations Cost Optimization

IT operations has always had the pressure to do more with less. With increased focus on cost containment, IT needs to determine the immediate opportunities to optimize costs and at the same time ensure that the maturity improvements in people, process and technology continue and that service levels meet business requirements. This presentation provides tactical and strategic guidance on how IT operations can optimize costs in all areas.

- How should you think about cost optimization and where should organizations look for cost improvement opportunities?
- What tactical cost optimization activities can organizations pursue with short payback periods?

*Speaker: David M. Coyle, Research Vice President*

### G2. Organizing and Staffing IT Infrastructure and Operations in Cost-Conscious Times

In times of economic distress, the large number of people that staff an IT infrastructure and operations organization can easily become a target. This presentation focuses on techniques to optimize the organization and staffing in response to budget-cutting pressure while not compromising the quality of service delivery.

- How does expense-reduction pressure affect the I&O organization?
- What techniques can be used to optimize the I&O organization?
- How can organizations best position staff to survive and thrive in challenging times?

*Speaker: Ed Holub, Research Vice President*

### G3. ITIL Version 3 Gains Momentum in Transforming IT Operations

Two years after it was published, ITIL version 3 has finally achieved more focus than its predecessor as an IT service management best practices framework. This presentation focuses on understanding how ITIL version 3 can help your organization improve the quality and speed of service delivery while simultaneously driving down costs and addressing compliance requirements.

- How do you evaluate the costs of your current tools?
- What are the market dynamics affecting tools selection and usage?
- What product types, product features, best practices and approaches can help optimize costs and provide the most value?

*Speakers: Ed Holub, Research Vice President  
Patricia Adams, Research Director*

### G4. Cost Optimization Through IT Operations Management Tools Evaluation and Consolidation

Economic conditions are forcing many consumers of IT management products to evaluate and formally assess product costs, features, functions, usage and value. The assessment is needed to identify and eliminate product overlap, identify and replace poorly performing or expensive products, and evaluate potential cost-effective alternatives. In this presentation we describe how the economy is impacting IT management, IT operations tools usage and the product decisions that now need to be made to support cost reduction initiatives.

- How do you evaluate the costs of your current tools?
- What are the market dynamics affecting tools selection and usage?
- What product types, product features, best practices and approaches can help optimize costs and provide the most value?

*Speaker: David Williams, Research Vice President*

# Session descriptions

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## **G5. I&O Leaders: How to Succeed in the New Normal**

The economic turmoil is still with us—and when it subsides, we are entering a new reality very different from prerecession conditions. So how can I&O leaders best survive now, and prepare for what happens next in this very dynamic environment? This session helps you deal with today's harsh realities and prepare for the massive business and IT changes that will take place over the next several years.

- What are the key challenges that I&O leaders face today and will face post-recession?
- How can I&O leaders best address these challenges—especially the pressure to further reduce I&O costs?
- What should I&O leaders be doing now to plan for the future of I&O?

*Speaker: Jay E. Pultz, Vice President and Distinguished Analyst*

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## **G6. Changing the Culture Within IT I&O Where the Business Comes First and Technology Comes Second**

Since its conception, the IT organization has been accused by the business of being out of touch with reality, with being too concerned about technology and not its application, and for providing mediocre customer support. IT I&O organizations that struggle to meet the needs of the business may need a complete culture change before they can think in terms of delivering IT services that align to business goals. In this presentation, we will discuss the culture behind a successful services-aligned IT organization and the strategic and tactical steps that can be used to change the culture within your organization.

- What cultural challenges do IT organizations face in aligning IT services with business goals?
- How should the IT I&O think in terms of IT services and not just components?
- What steps should be taken to evolve the culture of the IT I&O organization?

*Speakers: David M. Coyle, Research Vice President  
Terry Cosgrove, Senior Research Analyst*

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## **G7. How the Gartner Infrastructure and Operations Maturity Model Leads to “Lean” I&O**

The concept of “lean” comes from manufacturing and denotes a comprehensive, systematic and continuous approach to improvement. Gartner has developed the IOMM to offer a similar approach for I&O. And it arrives on the scene when it is needed the most! Most enterprises have I&O environments that urgently need to become lean. This presentation not only describes the IOMM but provides practical advice on how you can use it to move toward that elusive goal of lean I&O.

- What is the IOMM and how can it best be used to demonstrate I&O business value?
- How can the IOMM best be used to build a road map for prioritized, systematic and continual I&O improvement?

*Speaker: Jay E. Pultz, Vice President and Distinguished Analyst*

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# Session descriptions

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## **G8. Audits, BCM, CMDB, Green IT, Virtualization, Oh My! What Can ITAM Do to Help?**

Software audits by vendors of all shapes and sizes are unquestionably on the rise. IT organizations are trying to align with the needs of the business by implementing business service management. Companies that are following ITIL have CMDB on their must-do list. Every company that wants to jump on the “green” bandwagon is looking for ways to use their assets more efficiently. And virtualization of data center software is growing exponentially. If your organization is focused on one or all of the above-mentioned projects you should attend this presentation. We explore the technologies that impact IT operations and delve into the ways ITAM can support these projects.

- What are the macro trends and technologies that are impacting IT asset management?
- How can IT asset management provide data to support highly visible key initiatives?
- What are the tactical and strategic steps that can be taken to support these key projects?

*Speaker: Patricia Adams, Research Director*

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## **G9. Strategies for Server Cost Optimization**

This session looks at tactics and strategies to both reduce costs associated with server acquisition, deployment and life cycle, as well as ways to optimize and getting better value for what you are spending. Recommendations will run the gamut from low-end servers up through high-end mainframes.

- How can users reduce their spending in their server environment in 2010?
- What are best practice negotiation tactics and asset management strategies?
- What strategies can users employ to optimize spending in future years?

*Speaker: Mike Chuba, Research Vice President*

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## **G10. Taking Service and Support to the Next Level**

Getting IT service and support right continues to be an industrywide challenge from the globally scaled enterprise to the small business. The increasing complexity of the IT environment, the pressure to reduce costs and the drive to align IT resources with business priorities continue, to fuel the IT organization to improve service and support. Without a holistic integration of incident, problem, change and service request management, taking service and support to the next level won't be possible.

- Why do IT organizations struggle with advancing IT support services?
- How does IT overcome common challenges in integrating and automating tools to improve IT support services?
- How can IT organizations overcome barriers to move to proactive or service level maturity?

*Speakers: David M. Coyle, Research Vice President  
Kris Brittain, Research Vice President*

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## **Cloud Computing Virtual Track: How Will Data Centers Weather This Storm?**

Sessions F2, D2, B4, D4, B6, A7, A8, B9, C9

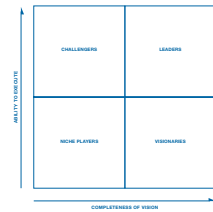
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Tap into sound advice for challenging times. Facilitated by Gartner analysts, these highly informative sessions offer the chance to learn directly from other participants' experiences in a peer-to-peer forum for sharing experiences and challenges on topics such as:

- PC Virtualization
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- Supply Chain Availability Risk Management
- Green IT and the Data Center
- Developing Effective Service Level Agreements
- iSCSI in the Enterprise
- Architecting for Extreme Availability
- Business Continuity Management and Its Relationship to Operational Risk Management
- Cloud Infrastructure Services
- IT Infrastructure & Operations: Cost Reduction in the Public Sector
- Application Performance Management
- IT Infrastructure & Operations: Consolidation Best Practices
- Shape the Evaluation Criteria for the Next Magic Quadrant on IT Event Correlation and Analysis
- Increasing IT Business Alignment Through Communications and Metrics
- IBM System z Specialty Engines
- Server Provisioning and Configuration Management: The Journey to RTI
- ITIL Implementation Best Practices and Lessons Learned
- Cloud Computing: Managing the Next Wave
- Hosted Virtual Desktops
- Increasing the Quality and Decreasing the Cost of the IT Service/Help Desk
- Using Virtualization Technologies in Your Disaster Recovery Strategy
- Virtualization in the Unix World
- Best Practices in Data Center Design
- Backup/Recovery Modernization
- Deploying Storage for Virtualized Servers
- Recovery in the Cloud
- IT Service Catalogs
- CMDB: It's Not Too Late to Get It Right
- Server Virtualization: The Move to Mission Critical
- Successful Strategies for Virtualization in the Public Sector
- Archiving for Cost Reduction and E-Discovery
- Oracle's Acquisition of Sun: Business and Technical Considerations Going Forward
- Contract or Construct: You Need More Compute But How Will You Acquire It?
- The Challenges of IT Modernization in the Public Sector
- Virtualization of External Storage

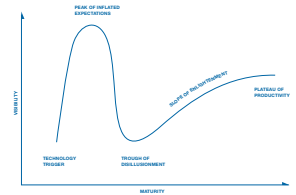
## Magic Quadrants track vendors' vision against their ability to deliver

- Manage the risk of your provider portfolio while you keep an eye on up-and-coming players and potential alternate providers.



## Hype Cycles—Interpret

- Technology Hype
- When new technologies make bold promises, how do you discern the hype from what's commercially viable?



## Market Share—Validate Leading Providers

- Understand where and how you can take advantage of shifts in market share, both now and in the future.



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# Who should attend and Hot Topics

## Who should attend?

Data center professionals and their business counterparts, including:

- IT operations, data center and consolidated operations executives
- Storage planners
- Managers
- Project leaders
- Business continuity management
- Disaster recovery professionals
- Asset managers and planners of data centers
- Vendors involved in developing, marketing, or maintaining products and services for IT operations centers

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“Right on the money!”

“Excellent exchange of information and networking.”

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## Hot Topics

- Improving IT service and support maturity
- Server virtualization
- Maximizing virtualization investment
- Managing users and applications in a virtual world
- Hosted virtual desktops
- Using virtualization for server consolidation
- Securing the next-generation virtual data center
- The future of server platforms
- The future of Linux
- Blade servers and compute fabrics
- Storage trends in the virtualized data center
- Automating storage management
- Best practices for modernizing data life-cycle plans
- Emerging trends in data center design
- Obtaining cost-effective data center facilities
- Best practices for continuous application availability
- Building resilience via colocation and the cloud
- Strategies for server cost optimization
- Cost optimization through IT operations management
- Private cloud computing and virtualization
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Consider all the options before making your important buying decisions. Our Solution Showcase is a great place to follow up on the information you've gathered at a solution provider or analyst-led session.

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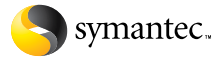
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