



## Gartner Data Center Summit

### Value Proposition

Budgets are tight and increasingly IT and business professionals must prove the value of educational conferences before attending. We have developed this document to help you demonstrate how attendance at the Gartner Data Center Summit supports your organizational goals.

### Meet Your Organization's Objectives

The Gartner Data Center Summit will address the toughest issues you are faced with ranging from escalating energy costs, new business requirements, aging infrastructure, tighter budgets, reaping the rewards of virtualization, to identifying the true value of cloud computing. Across the key I&O specialisms, you'll learn how to position yourself to support your business amid today's uncertainties and enable growth in the new era to follow.

### Key benefits that you will derive from attending the Gartner Data Center Summit:

- **Experience the "new"**: completely updated and revamped content for the circumstances facing the I&O professional in 2009. New formats, new content, updates on all key areas — the complete suite of intelligence necessary to advance your work and prove it to your managers
- **Meet cost-optimization commitments**: protect critical systems, learn where to cut projects and programs, and learn how to do so effectively
- **Make wise investments**: gain the most up-to-date understanding of the vendor landscape allowing you to assess your best-fit approaches
- **Sound deployment of resources**: learn where to place your time, energy and budget in order to achieve quick wins and clear results
- **Make the business case**: explain to c-level executives where and how your work in I&O has delivered value and why it is worth every penny you spend
- **Meet one-on-one with Gartner**: you are entitled to book a Gartner Analyst One-on-One Meeting on a topic of your choice
- **Deepen tactical knowledge**: you know what your problems are — meet the Gartner analysts and learn what your solutions look like
- **Strengthen strategic vision**: advantage is gained by knowing where to jump and how soon. Don't learn to be first! Learn how to be best-placed at the best time
- **Develop your most vital resource — yourself**: increased expertise, broader awareness at all levels, connections within your industry, and more ways for you to make an impact; the Gartner Summit experience is designed to make you an asset to your organization and a true knowledge worker.

### The Summit Experience

Gartner Summits are unique in the experience that they bring to attendees. A mixture of session formats brings extended opportunities to interact with Gartner Analysts, with fellow attendees and focused solution providers.

### 1. Better Investment Decisions

- **Hear it First**: The conference will focus on several key Infrastructure and Operations topics that will help you to make better investment decisions.
- The hot topics and sessions offer the very latest topical updates and practical advice on the subjects most critical to your infrastructure & operations development and integration strategies.



Take away actionable insights that will place you in a strong position of organizational readiness. Each session in the agenda has been labelled as below to help you tailor the content to your needs:

To identify sessions that will answer your needs around Cost Optimization (our 2009 virtual track) or around how to prepare for the near-term future.



- The very best speakers in the field of infrastructure & operations, including the top Gartner analysts from Europe, the US, South America and Asia Pacific to share their knowledge in keynotes, case studies, expert panels and sessions.

### Plenary Sessions:

#### CIO Keynote:

#### **Responding to Turbulent Times Through new Thinking for Growth: I&O Optimization — The Gartner CIO Approach**

Darko Hrelac, SVP CIO, Gartner

#### Gartner Analyst Keynote I:

#### **10 Trends and Technologies Impacting Infrastructure and Operations**

David Cappuccio, Gartner

#### Industry Guru Keynote:

#### **The Challenge for Enterprise in the Economic and Financial Climate of 2009-2010**

Digby, Lord Jones of Birmingham, former Director-General of the Confederation of British Industry (CBI), former Minister of State for Trade & Investment (2007-2008) and now a Business Ambassador to UK Trade & Investment

#### Closing Locknote:

#### **A Check List for a Return to Growth**

Gartner Analyst Community

## 2. Health Check Your Plans and Projects

- **One-on-Ones with Analysts** – Many organizations engage with Gartner to have access to analyst insight throughout the year. At the Gartner Data Center Summit you are provided the opportunity to meet with a Gartner analyst for 30 minutes, free, to discuss your immediate issues and receive the unbiased advice you are looking for.
- **Workshops** - Whether you are a newcomer to infrastructure and operations or a data center “master”, it’s always beneficial to share ideas and best practices. These hands-on workshops are specifically designed to be highly interactive, facilitating peer to peer exchange – combined with the expert advice of Gartner’s analysts.
- **End User Case Studies** - The Summit features several end-user case study presentations from senior IT and business executives from leading organizations from various industries and countries. The case studies bring the practitioners’ own valuable experiences to the audience and highlight the technologies and solutions adopted in their own environments, as well as a description of strategy and approach, choice of technologies, mistakes to avoid and how to measure success.
- **Solution Showcase** – meet innovative technology and service providers at the forefront of Data Centers.
- **Team Building** – share knowledge and event documentation.

### 3. Get Connected

• **Learn Best Practices:** The best conversations you'll ever have with other IT and business professionals will occur at this conference. Hear lessons learned and advice on your specific issues in peer interactions and in intensive Analyst/User Roundtable discussions. You have access to one of the largest audience of qualified IT and business professionals facing common challenges and ready to share ideas and discuss best practices within the industry.

• **Interact with Like-minded Peers:** (From your geographical location and job role), solution providers and press.

This event is the single smartest investment you can make all year - particularly in times of budget scrutiny. It examines the Data Center solutions, strategies, cutting edge best practices, latest tools and technology that can help your business to act more intelligently and drive business performance. You'll leave with focused insight and concrete action plans to start investing on a short list of the most profitable strategic initiatives that will propel business forward and outpace your competitors.

Pre-event Benefits	Onsite Benefits	Post-event Benefits
<ul style="list-style-type: none"> <li>• Access to our Agenda Builder tool to plan your agenda</li> <li>• Recommended agenda by different tracks</li> <li>• Webinar with key Gartner analysts</li> </ul>	<ul style="list-style-type: none"> <li>• Thought-provoking keynotes by industry experts</li> <li>• Personal interaction with Gartner analysts at One-on-Ones and Analyst/User Roundtables</li> <li>• Networking opportunities with your peers</li> <li>• Access to the Solution Showcase (vendor demonstrations)</li> </ul>	<ul style="list-style-type: none"> <li>• Access to Events on Demand (download presentations you couldn't attend)</li> <li>• <i>Insider</i> communications throughout the year related to your interests</li> <li>• Post event summary of the key findings from the summit</li> </ul>

### **Build Your Own Agenda** at [www.europe.gartner.com/datacenter](http://www.europe.gartner.com/datacenter)

Using **Gartner's Agenda Builder** will help you make the right decisions and get the best value out of the event. Agenda Builder will enable you to build your own personal agenda and select the session that are of the most value to you.

#### How to Register

**Online:**

[www.europe.gartner.com/datacenter](http://www.europe.gartner.com/datacenter)

**Telephone:** +44 (0)208 879 2430

**Email:** [emea.registration@gartner.com](mailto:emea.registration@gartner.com)

**Standard Conference Price**

€2,195 + VAT (15%)

*(Fee includes conference attendance, documentation and planned functions)*

**Gartner Clients:** We also accept Gartner theme tickets as payment for days 1-2. For more information please contact your Account Manager or email [emea.events@gartner.com](mailto:emea.events@gartner.com)