



Gartner Data Center Summit 2009

5 – 6 October 2009, London | europe.gartner.com/datacenter

Cost Optimization and Beyond: Enabling Business Change and the Path to Growth

Four Tracks and a Virtual Track to help you master the Data Center

The Gartner Data Center Summit in London will look at benefiting from virtualisation, fresh advice on servers, innovating IT operations, the latest storage options, business continuity and disaster recovery, technology selection, green IT, facilities and location and the issue of outsourcing just to name a few. You'll receive a concise and full download of the latest Gartner research offering you advice on vendor and tool selection, peer comparisons on key trends, real-world best-practices, maturity models, assessments of disruptive events and technologies, data for business case development and operational advice.

Gartner makes audience feedback the guiding factor when focusing and defining each Summit. For 2009, the Data Center Summit has been revised, refreshed and renewed to meet the client challenges being faced in the new climate. The chosen track themes and titles are as follows:

1 Track One – Evolving Infrastructure Commoditization and your Path Forward

Organizations increasingly perceive raw infrastructure as a commodity. However, this infrastructure of servers, networks, storage etc. is the foundation for any Data Center. Get this choice wrong and the layers built on top will come crumbling down. Given the current market turmoil, new entrants and consolidation in this area, this track will cover how to choose the right strategic technologies and vendors for servers, networks, storage, databases, clients etc and how they will evolve in the future. It will also examine any emerging trends and best practices in this area.

2 Track Two – Is Cloud Computing The End Game of Virtualisation?

Most organizations are now familiar and are using virtualization technology for servers, storage, clients etc in their Data Center. However, the increasing heterogeneity of technology and diversity of vendors in the data center makes it a difficult decision to bet their business on the future of these technologies and vendors. In this track we help organizations plot their journey towards the next steps in virtualization across various technology platforms, vendors and help identify how and where this will be the foundational technology for Real-Time Infrastructure (RTI) 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.

3 Track Three – Delivering lower TCO and higher quality of Service through IT Operations Excellence

IT Operations is the key to delivering business benefits of lower TCO, 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 propose organizational, process (e.g. ITIL v3) and technology solutions to deliver business benefits rapidly without disrupting the business. We also examine the trends and best practices in IT Operations. Furthermore it will also guide you on how to devise high availability and disaster recovery strategies and make technology choices.

4 Track Four – Data Center Services, Strategies and Best Practices

Most Data Centers today do not procure all their services in-house. This track examines how organizations should devise multi-sourcing strategies to optimize costs without sacrificing agility and risk. It will also look at how emerging trends in power and cooling, facilities, environmental (Green-IT) and other factors impact the data center. It also examines how enterprises should manage their IT assets by negotiating software licenses, services and facilities to optimize costs and identify future trends in these areas.

V Virtual Track – Optimizing Costs and Making Savings within the Data Center

Most organizations have been and are feeling the cost pressures more this year than ever before. In this track we provide short term, medium term and long term actionable advice on how to optimize costs. This track will identify content in the four main tracks that provide this advice in the infrastructure, software, services, applications, IT Operations and other areas.



Register Now

Online: europe.gartner.com/datacenter Telephone: +44 (0)20 8879 2430 E-mail: emea.registration@gartner.com



Agenda at a Glance

Plenary Sessions

Conference Opening Presentation: The I&O Response to Turbulent Times | Andrew Butler, VP Distinguished Analyst, Gartner and Millind Govekar, Research VP, Gartner

CIO Keynote: Responding to Turbulent Times Through new Thinking for Growth: I&O Optimization – The Gartner CIO Approach | Darko Hrelac, SVP Chief Information Officer, Gartner

Gartner Analyst Keynote I: Keynote – 10 Trends and Technologies Impacting Infrastructure and Operations | David J. Cappuccio, Research VP, Gartner

Industry Guru Keynote: The Challenge for Enterprise in the Economic and Financial Climate of 2009-2010 | Digby, Lord Jones of Birmingham, Business Ambassador to UK Trade & Investment, Former Director-General of the Confederation of British Industry (CBI), Former Minister of State for Trade and Investment (2007-2008)

Closing Locknote: A Check List for a Return to Growth | Gartner Analysts Community

Premier Session | Details to be confirmed. Please visit for updates www.europe.gartner.com

Tailor Your Agenda
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TRACK 1: Infrastructure Innovation	TRACK 2: Is Cloud Computing the End Game of Virtualization?	TRACK 3: Delivering Lower TCO and Higher Quality of Service Through IT Operations Excellence	TRACK 4: Data Center Services, Strategies and Best Practices
Taming the Data Center Energy Beast V S	What you Need to Know About Cloud Computing S	Choosing an ERP Platform Provider – From Infrastructure to Utility	Workshop 1: Infrastructure and Operations Maturity Model – Your Road map to the Real-Time Infrastructure
Data Centre Networking – Converging the Physical, While Virtualizing the Logical	Desktop Virtualization: Making Inroads Rapidly	IT Operations Management Scenario: Improving Your IT Business Through Metrics S	DBMS 2010: The Evolution of DBMSs in the World of OLTP and Data Warehousing
The Future of Server Platforms in the Data Center: Disappearing Boundaries?	Virtualization: The Real Benefits and TCO Offsets V	Cloud Computing Management – Making Sure Mountains Aren't Hiding in the Mist	The Enterprise Storage Scenario S
The Future of Windows as a Server and PC Operating System	Workshop 2: From Virtualization to the Cloud	Making ITIL a Reality: Pitfalls and Strategy	Emerging Trends in Data Center Design: Modernizing the Beast S
How to get the Most From Your Mainframe Investment	Incident and Problem Management in a Virtualized Environment	The Future of Storage Management	Top 10 'Hardball' Negotiating Tactics for Difficult Vendors V
Maximizing Application Performance Over the WAN – The key Enabler for IT Consolidation	Green IT and the Virtualization Cloud – Not Just Someone Else's Problem! S	Best Practices for Continuous Application Availability	Best Practices for Managing Data Growth and Reducing Storage Costs V
High-Performance Computing Scenario: Cauldron of Innovation	The V-Hive: A 2009 Update of Virtual Server Management Standards and Technology Providers S	Configuration Management Database: Hurry up and Wait	How to Competitively Price and Charge Back IT Services V



Giving you Guidance in 2009!

Within the 2009 agenda look for sessions tagged as follows:

- V Virtual Track**
- S Strategic Vision**

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.

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 Data Center
 Summit 2009

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