



## Gartner Data Center Summit 2009

5 – 6 October 2009, London | [europe.gartner.com/datacenter](http://europe.gartner.com/datacenter)

### Suggested Timetable for Public Sector Professionals at the Gartner Data Center Summit, October 5 - 6, 2009

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

Cost optimization, cost reduction, cost... has been the focus for many organizations so far in 2009. But business does not stop, should not stop, will not stop.

As a Data Center professional you are expected to “do more with less” and be a key enabler towards business growth and manage business change. Find the nuggets of fresh learning and knowledge that will show the business why they should count on you and how you can help the business look beyond the cost discussion to new opportunities for growth.

Gartner will guide you to plot your journey from cost optimization to business growth. This conference will help you understand short term, medium term and long term cost optimization opportunities; identify organizational, process and technology opportunities that will put you on a path towards managing incessant business change and opportunities for business growth.

Gartner will help you to manage this unique turbulence of our time: cost optimization and enabling business growth at the same time.

As a Public Sector Professional, there are certain topics covered at this event that are likely to be of particular interest to you. Below is a suggested agenda that you can follow during the event. We hope you find this useful. Please note that this timetable is a suggestion and other presentations will be relevant to you depending on your role and your organization's focus on portals, content and collaboration. Please visit [www.europe.gartner.com/datacenter](http://www.europe.gartner.com/datacenter) to see the full agenda, and use the Agenda Builder Tool to plan your own specific timetable for the summit. We also suggest that you avail of the many opportunities to network with your peers at workshops, roundtables and designated networking points.

## Monday, 5 October 2009

**07:30 – 18:00**

**Registration, Information and Refreshments**

**08:00 – 08:45**

**Foundation session: How IT Commoditization can Reduce Costs**

The debate of customization versus commoditization is over. Customization increases costs; learn how commoditization can lower IT costs by reducing unnecessary spending. However, everything cannot be commoditized, this presentation also examines where IT customization can be useful and beneficial.

- How is commoditization of IT reshaping enterprise choices?
- How is commoditization of IT affecting hardware and software deployment decisions?
- How should enterprises take sustainable advantage of IT commoditization?

**Brian Gammage, Gartner**

**09:00 – 09:20**

**Conference Opening Presentation: The I&O Response to Turbulent Times**

**Andrew Butler and Milind Govekar, Gartner**

**09:20 – 10:00**

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

At Gartner we advise and support your efforts in the current economic climate — now come and see what we are doing ourselves to ensure IT can enable the business and ensure the best platform for returning to growth. Darko Hrelc, the CIO of Gartner, will provide a deep dive into the practical approaches and judgments made in relation to Gartner's own IT I&O budget. IT is a need-to-have requirement for maximum organizational efficiency and effectiveness so here

we'll discuss how you can deliver the savings your senior leaders require, while continuing to deliver maximum capability. Also, we'll help you to understand how you can make the case for your projects, what factors are foremost in the minds of a CIO and what you need to be telling your CIO in order to survive the present unscathed.

- To help you communicate your value to the organization, identify things you can change and things you cannot. Darko will show you the picture from inside the world's foremost IT advisory firm explaining how he has made the IT organization an essential partner in the downturn
- What we cut and what we did not cut
- Fresh investments to advance the business
- How and where we spent smarter

**Darko Hrelc, Gartner**

## Monday, 5 October 2009 (continued)

10:25 – 11:15

### Keynote: 10 Trends and Technologies Impacting Infrastructure and Operations

In today's economic climate, companies of all sizes are focused on improving operational efficiencies in their data centers and spending capital only where absolutely necessary. This presentation will look at both the emerging technologies that will help IT continue the trend to more efficient operations as well as best practices in using existing data center technologies.

- What are the trends in today's mid-sized data centers, and where will the most improvement in efficiencies be found?
- What technologies are emerging that will have the greatest impact on mid-sized data centers?
- What best practices can mid-sized data centers employ to get the most from their existing environments?

**David J. Cappuccio, Gartner**

11:15 – 12:00

### Premier Session

*Please visit website for updates*

12:00 – 13:15

### Lunch in the Solution Showcase

13:15 – 14:05

### What you Need to Know About Cloud Computing

Cloud computing has become the latest in a series of hot industry terms and as such, is used in many contradictory ways. Underneath the fog, there are very real trends such as global class architecture, Web platforms, massively scalable

processing, and the Internet itself that are converging to fuel this phenomenon. Impacts will be felt as related evolve to deal with the changes, both real and resulting from hype.

- How will cloud computing be defined and evolve?
- How will cloud computing affect the strategy and direction of IT and business?
- What vendors, markets and industries will be transformed by the cloud computing phenomenon?

**David J. Cappuccio, Gartner**

14:15 – 14:50

### End-User Case Study: The Economics of a Virtual Data Center

With data doubling annually, yet stuck with power supplies from the 1970s, the London Borough of Hillingdon virtualized its server and storage infrastructure. Server footprint was cut by 97% while the number of HDDs needed was reduced by almost half. Power consumption dropped by 90% cutting annual electricity bills by £20,000.

**Roger Bearpark, London Borough of Hillingdon**

15:00 – 15:30

### Sponsor Presentation of your choice

16:00 – 16:30

### Sponsor Presentation of your choice

16:40 – 17:30

### Desktop Virtualization: Making Inroads Rapidly

The goal of most enterprises is to balance cost pressures against achieving agility in

the desktop area. In this presentation we examine the role of desktop virtualization in achieving this goal. We also look at how these virtualization technologies will evolve and how enterprises need to manage this environment.

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

**Brian Gammage, Gartner**

17:40 – 18:30

### The Enterprise Storage Scenario

Organizations are beginning to look beyond the traditional tools and vendors for help in meeting their storage requirements. In some cases this means augmenting existing solutions and, in other cases, replacing them. Learn what new technologies are available, such as archiving, CDP, solid-state disk, duplication, thin provisioning and virtual tape libraries, to help you better address your current and the upcoming storage challenges.

- What business trends will shape storage in the next five years?
- What will the storage infrastructure look like in 2013?
- How will we manage the storage infrastructure in 2013?

**Roger W. Cox, Valdis Filks, Gartner**

18:30 – 20:00

### Networking Reception

## Tuesday, 6 October 2009

07:30 – 09:05

### Workshop 2: From Virtualization to the Cloud \*pre-registration required

As infrastructure is virtualized, the whole process of virtualization is broadening onto many aspects of the data center. No longer is virtualization focused on just x86 virtualization vendors. It is broadening onto storage network and client based virtualization and cross platform services for virtualization — or heterogeneous virtualization. Virtualization is rapidly becoming the foundation for cloud computing environments. This workshop looks at many practical aspects of

virtualization projects in the portfolio, such as:

- How to share services across virtualization projects
- Defining the virtualization life cycle and the impact on the portfolio
- A discussion of real virtualization projects.

**Philip Dawson, Cameron Haight, Donna Scott, Gartner**

09:00 – 09:35

### End-User Case Study

*Please visit website for updates*

09:45 – 10:15

### Analyst/User Roundtable: Rationalizing Your DBMS Strategy or How Many DBMSs Do I Really Need?

**Donald Feinberg, Gartner**

10:45 – 11:35

### How to get the Most From Your Mainframe Investment

Written off by many industry pundits five years ago, IBM has reinvented the mainframe. The pursuit of new workloads has been a critical aspect of the resurgence,

## Tuesday, 6 October 2009 (continued)

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?
- What role will other mainframe platforms fulfill?
- When will it make sense for current IBM mainframe customers to migrate to the newest product family?

**Rakesh Kumar, Gartner**

**11:45 – 12:15**

### Sponsor Presentation of your choice

**13:30 – 14:20**

### Best Practices for Continuous Application Availability

Downtime of critical IT application services cripples business processes, causing loss of revenues and damaging company reputation. This session will focus on best practices for achieving high levels of IT service availability, including architecting IT services for continuous availability (strategies for active/active architectures, data replication pros/cons, and so on), and investing in IT process maturity.

- What key trends are increasing the need for continuous application availability and how do enterprises justify it?
- How should the applications and infrastructure be architected to achieve continuous application availability?

- What IT best practices and strategies will enterprises adopt to achieve continuous application availability?

**Donna Scott, Gartner**

**14:30 – 15:20**

### High-Performance Computing Scenario: Cauldron of Innovation

This presentation covers the important trends happening in the HPC market. Some trends are peculiar to this market, but others are generalized technology shifts that will deliver value in HPC in addition to being useful in wider commercial processing roles. Clusters are the mainstream of the HPC market, with grid as an extension of the approach to larger and more-general tasks. We address key players, usage styles and advantages in the last portion of this session.

- What are the trends with multicore and heterogeneous systems?

**Carl Claunch, Gartner**

**10:25 – 11:15**

### Industry Guru Keynote: The Challenge for Enterprise in the Economic and Financial Climate of 2009-2010

As a data center professional, you do not exist independent of, and immune to, the overall fortunes of your organization and its finances. There are difficult times ahead that will impact your ability to acquire adequate funding for vital investments and will affect the return on investment expected by your leaders. You need to ensure you can see what is coming and plan according, not just to the micro-economics within your organization, but also to the macro-economics that are rearranging the face of European trade and industry.

Digby, Lord Jones of Birmingham is a recognized leader and authority who has played a leading role in safeguarding protecting and identifying the best interests of business over the last decade. In this guru keynote presentation he will demonstrate the direction in which the world is moving, how the global forces unleashed will impact the flow of wealth within Europe, and what the short-term prospects and ongoing long-term trends for the economy are going to be.

The downturn has not "turned off" the ongoing move toward an Asia-focused world and it has not stopped the impact that has on the survivability and needs of western business. It has, however, created conditions that mean you may need to focus on stop-gap measures and investments to tide you through this period of retrenchment and prepare you for the return to growth.

This broad lens view of the world as it looks and as it will look over the next 12-18 months is an exclusive opportunity to hear from the highest level what you're facing as you react to the needs and requirements from above.

**Digby, Lord Jones of Birmingham**

**16:35 – 17:25**

### Keynote: Closing Locknote: A Check List for a Return to Growth

Join our Gartner analysts in this session as they guide you through a number of steps for cost optimization and planning for the economic recovery that we know is around the corner. You'll be able to checklist your priorities and ask any final questions.

**Stewart Buchanan, Andrew Butler, David J. Cappuccio, Carl Claunch, Philip Dawson, Milind Govekar, Gartner**

