

Gartner Identity & Access Management Summit 2010

Wednesday 3 and Thursday 4 March 2010 - Lancaster London, UK
europe.gartner.com/iam

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 Identity & Access Management Summit supports your organizational goals.

Meet Your Organization's Objectives

The Gartner Identity & Access Management Summit 2010 can help organizations like yours Connect with Success.

Key Benefits that you will derive from attending the Gartner Identity & Access Management Summit:

- ✓ **Increase confidence** - help your organization attract and retain customers by providing effective and strong online customer security, increasing customer confidence
- ✓ **Improve workforce effectiveness** - ensure that your workforce has the secure access needed, whenever, wherever to conduct business
- ✓ **Meet business needs** - improve critical business processes and workflows by aligning IAM processes to meet business needs and help run the business
- ✓ **Maximize value** - manage a sound IAM program through effective governance approaches and maximize value for the organization
- ✓ **Manage risk** - improve efficiency and effectiveness of information security through an improved approach to risk management
- ✓ **Invest wisely** - gain an in-depth understanding of the vendor landscape and assess offerings to make informed investment decisions
- ✓ **Improve knowledge** - increase your organization's agility and security by improving your IAM knowledge, and be better prepared to handle current and upcoming issues
- ✓ **Justify costs effectively** - manage your costs effectively and optimize on investments by showing value and associated metrics
- ✓ **Manage IAM program soundly** - understand business needs, outline the value and harmonize processes and routines to deliver a successful IAM program

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.

- Ant Allan, Research VP
- Ray Wagner, Managing VP

1. Better Investment Decisions

- **Hear it First:** The conference will focus on several key IAM 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 portals, content and collaboration strategies.
 - Take away actionable insights that will place you in a strong position of organizational readiness
 - The very best speakers in the field of Identity & Access Management, including the top Gartner analysts from Europe and the US to share their knowledge in keynotes, case studies, expert panels and sessions.

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 Identity & Access Management 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.
- **End User Case Studies** – Sometimes the best way to learn is through their experience of others.
- **Solution Showcase** – meet innovative technology and service providers at the forefront of Identity & Access Management.
- **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 industry, 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 IAM 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

- Access to our Agenda Builder tool to plan your agenda
- Recommended agenda by different tracks
- Preparatory audio conference or webinar with key Gartner analysts

Onsite Benefits

- Thought-provoking keynotes by industry experts
- Personal interaction with Gartner analysts at One-on-Ones and Analyst/User Roundtables
- Access to the Solution Showcase (vendor demonstrations)
- Networking opportunities with your peers

Post-event Benefits

- Access to Events Multimedia on Demand (download presentations you couldn't attend)
- *Insider* communications throughout the year related to your interests
- Post event summary of the key findings from the summit

Build Your Own Agenda at www.europe.gartner.com/iam

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/iam

Telephone: +44 (0)208 879 2430

Email: 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