

## Driving IT. Powering Business.

Everything in IT is now inextricably tied to a business imperative, or at least should be. Across industries and public sector, across individual roles within IT and the enterprise, and across technology initiatives of all sorts, everyone and everything is accountable to supporting or driving a business outcome. Symposium/ITXpo 2007 and its 250+ sessions are aimed at helping delegates improve their contribution to the enterprise through IT, by better enabling their organizations to realize the **Six Business Imperatives**...

### The Business Imperatives that Align with this Marketplace Include:

#### ATTRACT & RETAIN CUSTOMERS

Accelerating revenue growth is now a top priority for many organizations. Attracting new customers and cross-selling to existing customers while ensuring they remain loyal are all important components. Responsibility lies primarily in marketing, sales and customer service, but IT plays an important role in helping deliver on the goal. We look at the forces driving the customer-centric evolution, what customer experience really means, what enabling technologies you should look out for, and industry case examples.

#### BUILD AN INNOVATIVE AND AGILE ORGANIZATION

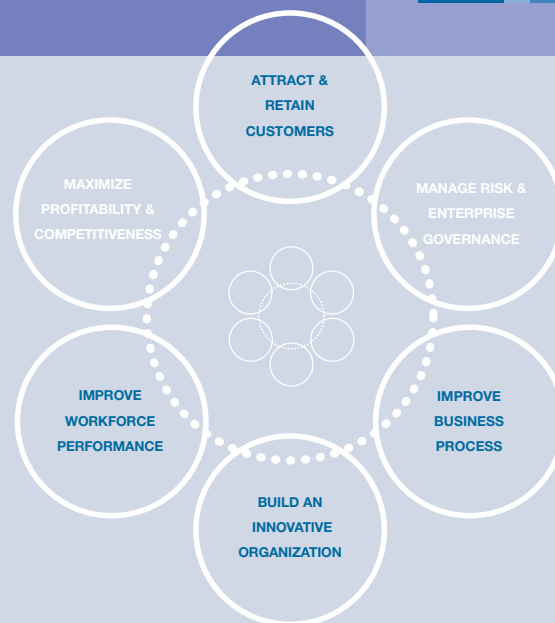
The ideal organization responds quickly to competitive threats and challenges prevailing standards for competitive advantage. These capabilities can be characterized as agility and innovation, which will be the hallmarks of business success through 2012.

#### IMPROVE CRITICAL BUSINESS PROCESSES & WORKFLOWS

Critical intra- and inter-enterprise process excellence is now a fundamental discipline for enterprises. It requires an expanded view of processes beyond the traditional view of BPM and workflow, understanding business processes end to end, gaining business commitment, identifying the key metrics, assigning ownership and structuring governance, and finally understanding where to leverage and apply IT. We approach process excellence holistically to identify best practices, recommend what drives success, and pinpoint the changes required. We also explore how BPM technologies are interlinked with your EA, SOA, Web 2.0 and content management initiatives.

#### IMPROVE WORKFORCE EFFECTIVENESS

Make no mistake: As the demand for business performance intensifies, IT and business leaders must move quickly and decisively to set the stage for extraordinary workforce performance. The stakes are high: Empower people to exercise sound judgment, encourage them to inject innovation, equip them to collaborate across distance, and motivate them to thrive amid continual change. What should IT and business leaders do? The answer lies in a coordinated program embracing employee engagement, organizational change, human capital practices, social networking and new workplace technologies. We set the stage for principles, programs and practices that will spur performance, unleash people's potential and improve workforce effectiveness.



### Sessions that cover the Application Development & Integration space:

- Application Development & Integration Scenario
- Applied SOA: Fundamentals & Best Practices
- Web Technologies: Powering the Web, SOA and More
- Covering Your Assets: Governance for SOA and Web 2.0 Initiatives
- Understanding Information Services for SOA
- IT Modernization: Creating a Modern Application Platform
- Microsoft .NET and Java: Next-Generation AD Platforms
- The Ying & Yang of Process & Data: Which Will Be King of the Next Generation
- Pragmatic Application Lifecycle Management: Processes, Techniques & Tools
- The Art of Application Governance: Policies, Procedures and Rules to Make Web Platforms
- Open Source & Open Standards: Taking a "Closer" Look
- Software as a Service: No Longer If or When... Now!
- Mashups: Composite Applications for the Rest of Us
- Portal of the Future: Web 2.0 and Beyond
- Developing Applications for Mobile Web 2.0 Beyond Web 2.0: It's the Web, Stupid
- Government & Web 2.0: What Happens When Everything Becomes Community?
- Create Business-Driven Architecture
- The Limits of Business & IT Governance
- How Governance & Competency Centers for SCM, ERP & CRM
- HP, Sun, IBM: Which Portfolio of Software, Services and Hardware Will Win
- Oracle, SAP, Microsoft, IBM & BEA: Software Infrastructure Platform Wars
- Best of Breed vs. Best of Brand: The Battle of the Application Platform Stacks
- Global Class vs. Enterprise Class Computing: Why You Have to Care Now!
- Planning for Five Major Mutually Reinforcing Disruptive Discontinuities

The **Applications Development & Integration Marketplace** is designed to aggregate solution providers around a central technology focus to make it convenient for attendees to locate innovative products and services based on their needs. Take advantage of this ideal setting to maximize interaction with senior IT and business executives.



#### Marketplace Chair

**Gene Phifer**  
VP Distinguished  
Analyst



#### Mastermind Keynotes

**Steve Ballmer**, CEO, Microsoft, Corp.  
**Michael Dell**, Chairman & CEO, Dell, Inc.

**Gartner & The Wall Street Journal**  
"Partnering for Performance"  
Keynote Panel  
Two CEOs and their CIOs

## INVEST NOW!

Contact Aneka Williams (Companies A-M)  
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**October 7-12, 2007**  
**Orlando, Florida**  
[gartner.com/symposium/us](http://gartner.com/symposium/us)

# Application Development & Integration Marketplace



**Applications  
Community**

## Back by Popular Demand! Symposium Communities

### Content

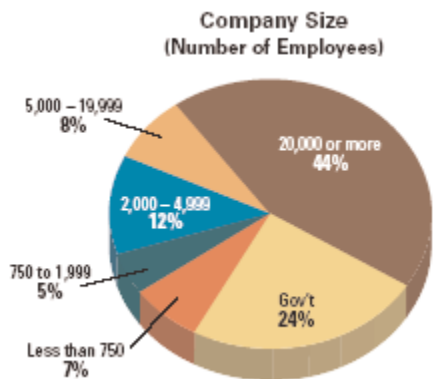
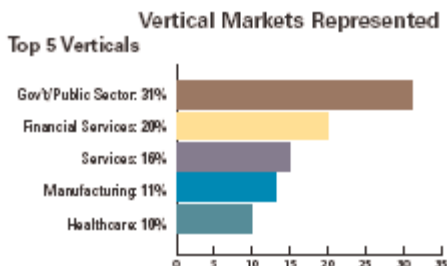
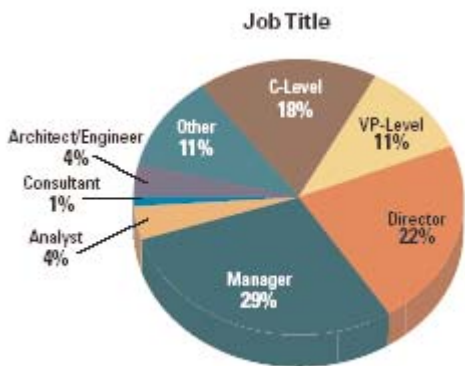
Recommended Agendas  
Pre-Event Preparatory ATC/Podcast  
NEW! Super Sunday Community Sessions  
NEW! Community Self Surveys  
NEW! Community Town Hall Sessions  
Community Trip Reports

### Experience

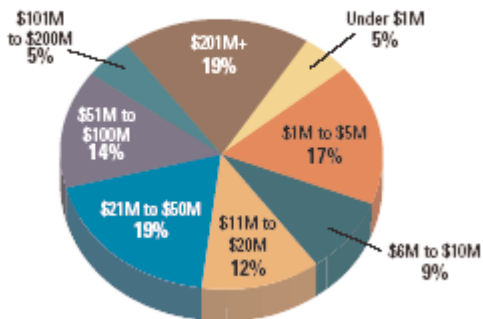
Identifier/badges  
NEW! Sunday Communities Reception  
Analyst/User Roundtables  
NEW! Community-Led Roundtables  
Community Lounges  
Community-Oriented Meals

PLUS ... the launch of **SYMPOSIUM COMMUNITIES ONLINE** ...

### Audience Profile

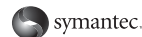


### IT Budget – 78% have budgets of \$6 million and higher



\*profile of 2006 Symposium/ITxpo Orlando Attendees

## Gartner Events premier sponsors



### Application Development & Integration Sponsors\*:

- CA Wily Technology
- F5 Networks
- Micro Focus
- MKS

\*Sponsors as of July 16, 2007

## 2007 Application Development & Integration Portfolio of Events

### Symposium/ITxpo – Application Development & Integration Marketplace

October 7-12 – Orlando  
November 4-8 – Cannes

### Enterprise Architecture Summit

September 26-27 – London

### Application Architecture Development & Integration Summit

Dec 3-5 – Las Vegas

### Enterprise Architecture Summit

Dec 5-7 – Las Vegas

### Additional Marketplaces:

- Business Applications
- Business Process Management
- Business Intelligence & Data Warehousing
- Data Center & IT Operations Management
- Enterprise Architecture
- Enterprise Networking
- Outsourcing & IT Services
- Portals, Content & Collaboration
- Program & Portfolio Management
- Security & Compliance
- Wireless & Mobile

## INVEST NOW!

Contact Aneka Williams (Companies A-M)  
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Jim Fama (Companies N-Z) at  
203 316 6931 or [jim.fama@gartner.com](mailto:jim.fama@gartner.com)

**Gartner®**  
**SYMPOSIUM ITXPO®**

October 7-12, 2007  
Orlando, Florida  
[gartner.com/symposium/us](http://gartner.com/symposium/us)

## Recommended Agenda for the Applications Community\* Sub-Agenda: Application Development & Integration

	SESSION	SPEAKER(S)
<b>Sunday, October 7, 2007</b>		
1:00 pm – 2:00 pm	Web Business Model Evolution, 2000 -2010 Use Agility as a Strategic Weapon	Charles Abrams Daryl Plummer
2:30 pm – 3:30 pm	Enterprise Platform Migration: The Great IT Planning Challenge	Andy Kyte
4:00 pm – 5:00 pm	Information Governance: Tips, Tricks & Best Practices	David Newman, Debra Logan Ted Friedman
5:30 pm – 6:30 pm	CIO Agenda Progress and Challenges in Mid-2007 and Beyond	Mark MacDonald
6:30 pm – 8:30 pm	Symposium Communities Networking Reception	
<b>Monday, October 8, 2007</b>		
8:00 am – 9:15 am	Gartner Analyst Opening Keynote	
9:45 am – 10:45 am	The Gartner Scenario: The Current State and Future Direction of the IT Industry	Ken McGee
11:15 am – 12:15 pm	Platform & Integration Middleware: Time to Take IT Convergence Seriously The Alternative Delivery Models Scenario	Frank Kenney Mark Margevicius, Claudio DeRold
12:15 pm – 1:45 pm	Lunch	
12:30 pm – 1:30 pm	Solution Provider Sessions (w/box lunch)	
2:00 pm – 3:00 pm	Application Scenario from 2008 Through 2012: The Expanding Universe	Sue Landry, Kathy Harris
3:30 pm – 4:30 pm	Pragmatic Application Life Cycle Management: Processes, Techniques and Tools Planning for Five Major Mutually Reinforcing Disruptive Discontinuities	Matt Hotle, Matt Light Tom Austin
5:00 pm – 6:00 pm	Solution Provider Sessions	
6:00 pm – 8:00 pm	ITxpo Opening Cocktail Reception	
<b>Tuesday, October 9, 2007</b>		
8:00 am – 9:00 am	IT Modernization: Creating a Modern Application Platform	Dale Vecchio
9:30 am – 10:30 am	How Governance and Competency Centers for Enterprise Applications Must Change for SOA, SaaS and BPO	Pat Phelan
11:00 am – 12:00 pm	CEO/CIO Partnering for Performance Keynote Panel	
12:00 pm – 1:30 pm	Lunch	
12:30 pm – 1:30 pm	Solution Provider Sessions (w/box lunch)	
2:00 pm – 3:00 pm	Web Technologies: Powering the Web, SOA and More Open Source and Open Standards: Taking a Closer Look	Gene Phifer Andrea DiMaio
3:30 pm – 4:30 pm	Applied SOA: Fundamentals and Best Practices HP, Sun and IBM: Which Portfolio of Software, Services and Hardware Will Win?	Yefim Natis Daryl Plummer, David Cearley
4:45 pm – 5:45 pm	Solution Provider Sessions	
5:30 pm – 7:30 pm	ITxpo Cocktail Reception	
<b>Wednesday, October 10, 2007</b>		
9:00 am – 10:00 am	Best of Breed vs. Best of Brand: The Battle of the Application Platform Stacks Certain and Uncertain Futures of Server Operating Systems	Yefim Natis Jon Enck, George Weiss
10:30 am – 11:15 am	Mastermind Interview Keynote: Steve Ballmer, CEO, Microsoft Corp.	
11:15 am – 12:00 pm	Mastermind Interview Keynote: Michael Dell, Chairman & CEO, Dell, Inc.	
12:00 pm – 1:30 pm	Lunch	
12:30 pm – 1:30 pm	Solution Provider Sessions (w/box lunch)	
2:00 pm – 3:00 pm	Microsoft .NET and Java: Next-Generation AD Platforms Google vs. Microsoft: Consumerization and Web 2.0	Mark Driver David Mitchell Smith, Tom Austin
3:30 pm – 4:30 pm	Oracle, SAP, Microsoft, IBM and BEA Systems: Software Infrastructure Platform Wars	Gene Phifer
4:45 pm – 5:45 pm	Solution Provider Sessions	
5:30 pm – 7:00 pm	ITxpo Cocktail Reception	
<b>Thursday, October 11, 2007</b>		
8:00 am – 9:00 am	Covering Your Assets: Governance for SOA and Web 2.0 Initiatives Portal of the Future: Web 2.0 and Beyond	Frank Kenney Gene Phifer
9:30 am – 10:30 am	Simplicity by Design, Simplicity by Necessity: A New Paradigm for IT	Brian Prentice
11:00 am – 12:00 pm	Global-Class vs. Enterprise-Class Computing: Why You Must Care Now Developing Applications for Mobile Web 2.0 Understanding Information Services for SOA Web Platforms	Daryl Plummer Nick Jones Mark Beyer David Mitchell Smith, David Cearley
12:00 pm – 1:30pm	Lunch	
12:30 pm – 1:30 pm	Solution Provider Sessions (w/box lunch)	
1:30 pm – 2:30 pm	ITxpo Finale Dessert Reception	
3:00 pm – 4:00 pm	The Art of Application Governance: Policies, Procedures and Rules to Make Application Delivery Work SAP, Oracle and Microsoft: Competing for Business Application SOA Supremacy	Matt Hotle Yvonne Genovese, Jeff Comport
4:30 pm – 5:30 pm	Beyond Web 2.0: What Comes Next	David Mitchell Smith, Gene Phifer
<b>Friday, October 12, 2007</b>		
8:00 am – 9:00 am	Mashups: Composite Applications for the Rest of Us Building a Proactive Software Asset Management Program	Anthony Bradley Frances O'Brien
9:30 am – 10:30 am	Software as a Service: No Longer If or When ... Now!	Ben Pring
11:00 am – 12:00 pm	Applications Symposium Community Capstone	