

## 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

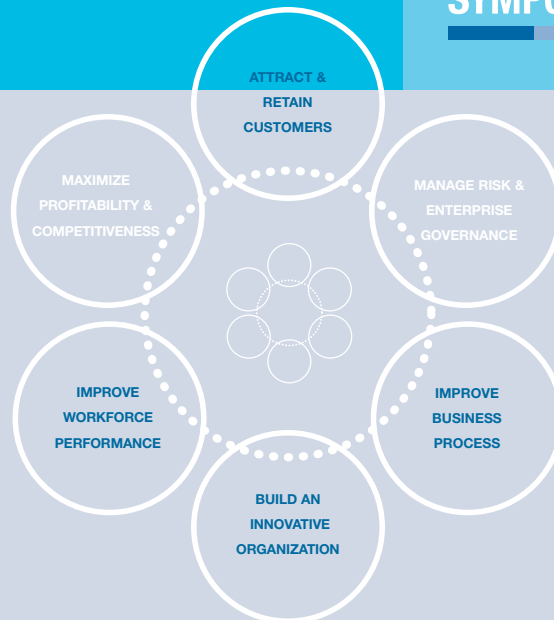
The ideal organization responds quickly to competitive threats and challenges prevailing standards for competitive advantage. These capabilities can be characterized as agility and innovation, which will be the hallmarks of business success through 2012.

#### 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 Business Applications space:

- Enterprise Applications Scenario
- Enterprise Applications in a Web-Centric World
- How Emerging Customer-Centric Technologies Will Impact IT Decisions
- Critical Sales & Marketing Technologies for Attracting and Retaining Customers
- How Emerging Customer-Centric Technologies Will Impact IT Decisions
- How to Leverage Workforce Analytics to Improve Workforce Effectiveness
- Governance & Competency Centers for SCM, ERP & CRM
- Deployment Wars: CRM, ERP & SCM Single Instance, Two-Tier
- IBM, Microsoft, Oracle & SAP: Battle of Ecosystems
- SAP, Oracle & Microsoft: Competing for Business Applications SOA Supremacy
- Software as a Service: No Longer If or When... Now!
- ERP on a Budget
- Innovation and the Next Generation of CRM
- Enterprise Platform Migration: The Architect's Challenge
- Empowering Business Applications With PCC Technologies
- Cool Communications Applications: Communications-Enabling Your Business
- How Virtual Worlds Can Provide Real Value in Our Business Life
- Radical Trends in Software Licensing: A New World Unfolds
- IT Asset Management Scenario 2008
- Building a Proactive Software Asset Management Program
- Performance Management Technology and Metrics That Help Attract and Retain
- Prospering in a World Where the Consumer Truly Is King
- Cool Ways to Shop: The Store of the Digital Native
- Customer Relationship BPO: From Call Centers to Customer Analytics
- The Future of Business & Financial Reporting: Helping IT Align With Business
- Application Development & Integration Scenario
- Business Ecosystems: Impacts and Implications for IT
- Business Model Innovation: The Second Wave
- Web Business Model Evolution, 2000-2010

The **Business Applications 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

**Michael Maoz**  
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 Ed Medeiros at  
**203 316 6004** or email  
[ed.medeiros@gartner.com](mailto:ed.medeiros@gartner.com)

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

# Business Applications Marketplace



## Back by Popular Demand! Symposium Communities

### Content

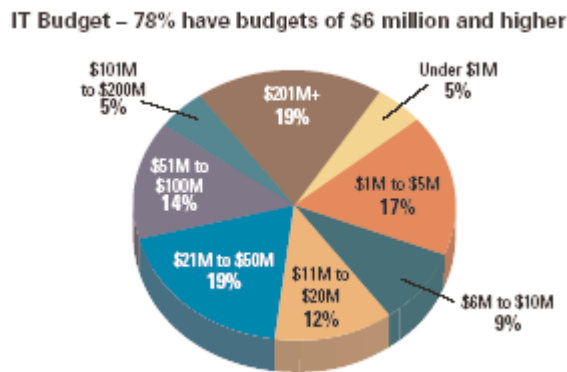
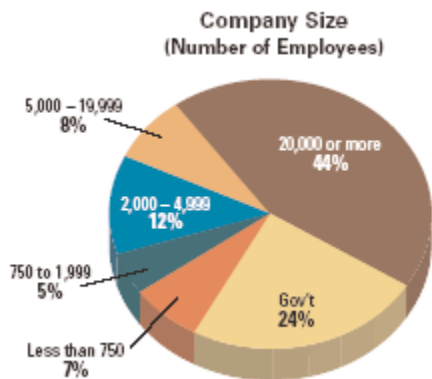
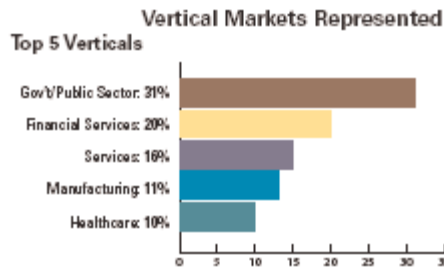
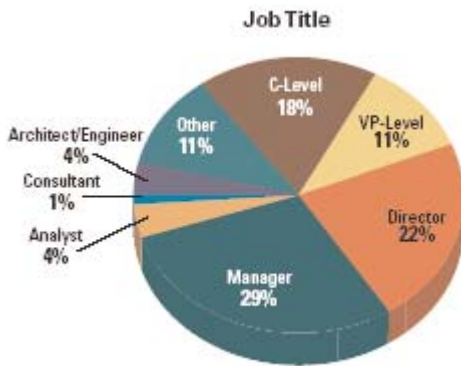
Recommended Agendas  
 Pre-Event Preparatory ATC/Podcast  
 NEW! Super Sunday Community Sessions  
 NEW! Community Self Surveys  
 NEW! Community Town Hall Sessions  
 Community Trip Reports

### 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

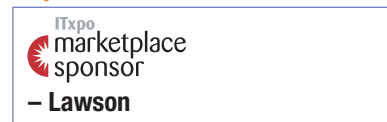


\*profile of 2006 Symposium/ITxpo Orlando Attendees

## Gartner Events premier sponsors



## Business Applications Sponsors\*:



– TeaLeaf Technology

\*Sponsors as of July 16, 2007

## 2007 Business Applications & BPM Gartner Portfolio of Events

### Symposium/ITxpo – Business Applications Marketplace

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

### Business Process Management Summit

September 17-19 – Orlando

## Additional Marketplaces:

- Application Development & Integration
- 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

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## Gartner® SYMPOSIUM ITXPO®

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

## Recommended Agenda for the Business Applications Community\* Sub-Agenda: Business Applications

	<b>SESSION</b>	<b>SPEAKER(S)</b>
<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	Critical Sales and Marketing Technologies for Attracting and Retaining Customers The Future of Business and Financial Reporting: How This Helps Business to IT Alignment	Michael Dunne
11:15 am – 12:15 pm	The Alternative Delivery Models Scenario Performance Management Technology and Metrics That Help Attract and Retain Customers	Michael Smith, Mike Willis Mark Margevicius, Claudio DaRold
12:15 pm – 1:45 pm	Lunch	Gareth Herschel
12:30 pm – 1:30 pm	Solution Provider Sessions (w/box lunch)	
2:00 pm – 3:00 pm	Enterprise Application Scenario: Making the Move From Application Ability to Process Agility Applications Scenario from 2008 Through 2012: The Expanding Universe	Jeff Woods, Yvonne Genovese Sue Landry, Kathy Harris
3:30 pm – 4:30 pm	Planning for Five Major Mutually Reinforcing Disruptive Discontinuities	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	ERP on a Budget Finance and Accounting BPO: Can You Handle It?	Robert Anderson Cathy Tornbohm
9:30 am – 10:30 am	IBM, Microsoft, Oracle and SAP: Battle of Ecosystems Debating the Future of Manufacturer & Retail Collaboration: Will Web 2.0 Technology Make It Worse or Better?	Yvonne Genovese
11:00 am – 12:00 pm	IT Asset Management Scenario 2008	Dale Hagemeyer, Hung LeHong
12:00 pm – 1:30 pm	CEO/CIO Partnering for Performance Keynote Panel	Jack Heine
12:30 pm – 1:30 pm	Lunch	
2:00 pm – 3:00 pm	Solution Provider Sessions (w/box lunch) Web Technologies: Powering the Web, SOA and More The Bank Is Dead: Long Live the Bank	Gene Phifer Stessa Cohen
3:30 pm – 4:30 pm	The Rise of Online Communities	Jorge Lopez
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	Customer Relationship BPO: From Call Centers to Customer Analytics Best of Breed vs. Best of Brand: The Battle of the Application Platform Stacks	Matthew Goldman Yefim Natis
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	Google vs. Microsoft: Consumerization and Web 2.0 Prospering in a World Where the Consumer Is Truly the King	David Mitchell Smith, Tom Austin David Schehr
3:30 pm – 4:30 pm	Enterprise Applications in a Web-Centric World	David Cearley, Jeff Woods
4:45 pm – 5:45 pm	Oracle, SAP, Microsoft, IBM and BEA Systems: Software Infrastructure Platform Wars	Gene Phifer
5:30 pm – 7:00 pm	Solution Provider Sessions ITxpo Cocktail Reception	
<b>Thursday, October 11, 2007</b>		
8:00 am – 9:00 am	Cool Communication Applications: Communications Enabling Your Businesses How Emerging Customer Centric Technologies Will Impact IT Decisions	Bob Hafner, Bern Elliot Michael Maoz
9:30 am – 10:30 am	Empowering Business Applications With Portal, Content and Collaboration Technologies Global-Class vs. Enterprise-Class Computing: Why You Must Care Now	Toby Bell Daryl Plummer
11:00 am – 12:00 pm	Web Platforms Developing Applications for Mobile Web 2.0	David Mitchell Smith, David Cearley Nick Jones
12:00 pm – 1:30pm	Lunch	
2:30 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	SAP, Oracle and Microsoft: Competing for Business Application SOA Supremacy Cool Ways to Shop: The Store of the Digital Native	Yvonne Genovese, Jeff Comport Hung LeHong
4:30 pm – 5:30 pm	The Business Applications Challenge: The Upside and Downside of Inside or Outside Beyond Web 2.0: What Comes Next	Andy Kyte David Mitchell Smith, Gene Phifer
<b>Friday, October 12, 2007</b>		
8:00 am – 9:00 am	How to Keep Google, Sharepoint, Wikis and Other Tools Du Jour From Solving Everything to Bits Enterprise Platform Migration: The Architect's Challenge Windows Vista and Office 2007 Migrations: Avoiding the Pitfalls Building a Proactive Software Asset Management Program	Whit Andrews, Debra Logan Anne Lapkin Michael Silver Frances O'Brien
9:30 am – 10:30 am	Innovation and the Next Generation of CRM Software as a Service: No Longer If or When ... Now!	Michael Maoz, Scott Nelson
11:00 am – 12:00 pm	Applications Symposium Community Capstone	Ben Pring