

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

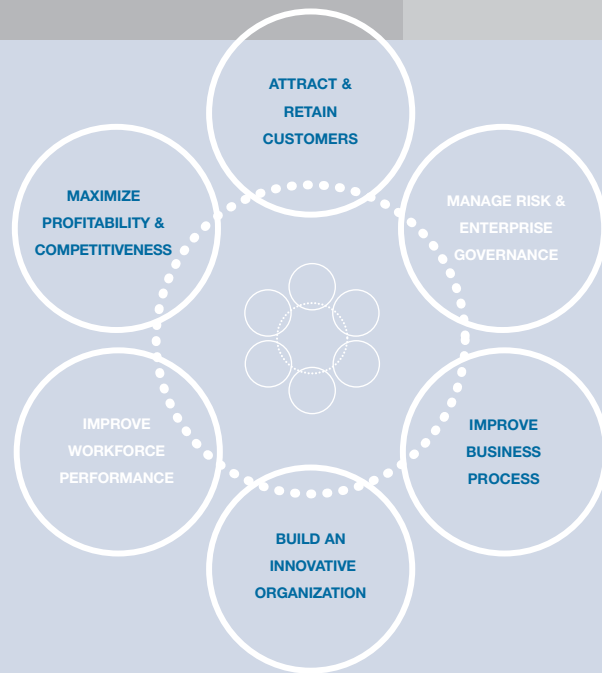
The ideal organization responds quickly to competitive threats and challenges prevailing standards for competitive advantage. These capabilities can be characterized as agility and innovation, which will be the hallmarks of business success through 2012.

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.

MAXIMIZE PERFORMANCE, PROFITABILITY AND COMPETITIVENESS

Performance, profitability and competitiveness are atop the executive agenda. Cost containment has been a key benefit of IT for a long time, making significant gains harder to come by. However, the effective application of IT can transform enterprise performance, profitability and provide sources of competitive advantage in addition to containing costs. We explore specific technologies and new management practices aimed at transforming business results by maximizing performance, profitability and competitiveness.



Sessions that cover the Business Intelligence & Data Warehousing space:

- The BI Competency Center: Organizing for Success with BI & PM
- BI & PM: Emerging Trends and Technologies
- Time to Grow Up: The Modern, Mission-Critical Data Warehouse
- How to Leverage Workforce Analytics to Improve Workforce Effectiveness
- Mastering Master Data Management
- Understanding Information Services for SOA
- Information Governance: Tips, Tricks and Best Practices
- How Emerging Customer-Centric Technologies Will Impact IT Decisions
- Critical Sales & Marketing Technologies for Attracting & Retaining Customers
- Beyond Search: Content Analytics
- Strategic Information Management
- Data Integration Technology & Architecture: Building Your Data Circulatory System
- Performance Management Technology and Metrics That Help Attract and Retain
- Business Metrics for Performance Management
- Designing Scorecards & Dashboards
- Making Decisions Right
- Customer Relationship BPO: From Call Centers to Customer Analytics
- Prospering in a World Where the Consumer Truly Is King
- Getting Mileage Out of Government CIO Scorecards

The **Business Intelligence & Data Warehousing 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

Bill Hostmann
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 Andrew Gibian at
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October 7-12, 2007
Orlando, Florida
gartner.com/symposium/us

Business Intelligence & Data Warehousing Marketplace



Back by Popular Demand! Symposium Communities

Content

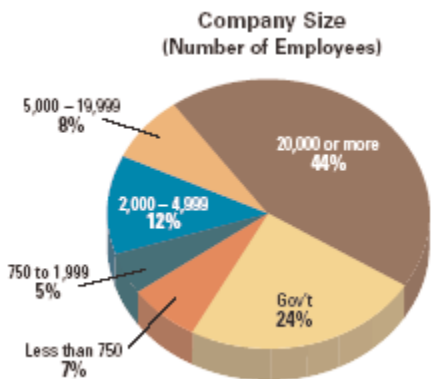
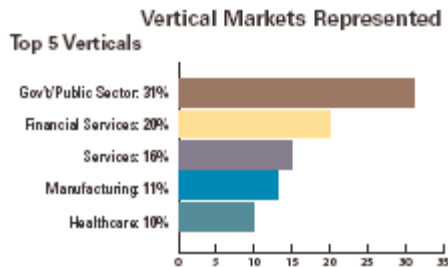
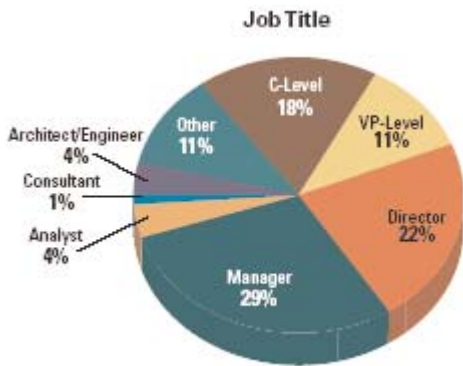
Recommended Agendas
 Pre-Event Preparatory ATC/Podcast
 NEW! Super Sunday Community Sessions
 NEW! Community Self Surveys
 NEW! Community Town Hall Sessions
 Community Trip Reports

Experience

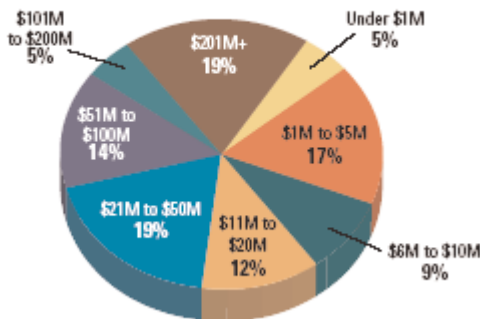
Identifier/badges
 NEW! Sunday Communities Reception
 Analyst/User Roundtables
 NEW! Community-Led Roundtables
 Community Lounges
 Community-Oriented Meals

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

Audience Profile



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



*profile of 2006 Symposium/ITxpo Orlando Attendees

Gartner Events premier sponsors



Business Intelligence & Data Warehousing Sponsors*:



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- OpenPages
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- SAS
- Sciforma Corporation
- Sybase, Inc.

*Sponsors as of July 16, 2007

2007 Business Intelligence & Data Warehousing Portfolio of Events

Symposium/ITxpo – Business Intelligence & Data Warehousing Marketplace

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

Additional Marketplaces:

- Application Development & Integration
- Business Applications
- Business Process Management
- 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

Business Intelligence & Data Warehousing Marketplace

Recommended Agenda for the Business Intelligence & Information Management Community* Sub-Agenda: Business Intelligence & Data Warehousing

	SESSION	SPEAKER(S)
Sunday, October 7, 2007		
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	The Business Intelligence Competency Center: Organizing for Success With BI and PM	Bill Hostmann
4:00 pm – 5:00 pm	Information Governance: Tips, Tricks and 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	
Monday, October 8, 2007		
8:00 am – 9:15 am	Gartner Analyst Opening Keynote	Michael Dunne
9:45 am – 10:45 am	Critical Sales and Marketing Technologies for Attracting and Retaining Customers	Mark Gilbert
11:15 am – 12:15 pm	Enterprise Content Management Under Attack Time to Grow Up: The Modern, Mission-Critical Data Warehouse Performance Management Technology and Metrics That Help Attract and Retain Customers	Mark Beyer
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	Business Intelligence and Information Management Scenario	Bill Hostmann, Jamie Popkin
3:30 pm – 4:30 pm	Data Integration Technology and Architecture: Building Your Data Circulatory System	Ted Friedman
5:00 pm – 6:00 pm	Solution Provider Sessions	
6:00 pm – 8:00 pm	ITxpo Opening Cocktail Reception	
Tuesday, October 9, 2007		
8:00 am – 9:00 am	Enterprise 2.0: Rethinking Communities, Collaboration, Business Models and Web 2.0	Tom Austin, Anthony Bradley
9:30 am – 10:30 am	Business Metrics for Performance Management Debating the Future of Manufacturer & Retail Collaboration: Will Web 2.0 Technology Make It Worse or Better?	Michael Smith
11:00 am – 12:00 pm	CEO/CIO Partnering for Performance Keynote Panel	Dale Hagemeyer, Hung LeHong
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	Strategic Information Management	Tina Nunno
3:30 pm – 4:30 pm	Surviving the Onslaught of New Portal, Content and Collaboration Technologies and Products	Mark Gilbert, Jeffrey Mann
4:45 pm – 5:45 pm	Solution Provider Sessions	
5:30 pm – 7:30 pm	ITxpo Cocktail Reception	
Wednesday, October 10, 2007		
9:00 am – 10:00 am	Mastering Master Data Management Co-opting Customer Innovation: The Wisdom of Crowds or Ignorance of Masses	Andrew White Robert Booz, David Furlonger
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	Prospering in a World Where the Consumer Is Truly the King Designing Scorecards and Dashboards	David Schehr Steve Cain
3:30 pm – 4:30 pm	Better than Google: The Future of Search in Your Enterprise	Whit Andrews
4:45 pm – 5:45 pm	Solution Provider Sessions	
5:30 pm – 7:00 pm	ITxpo Cocktail Reception	
Thursday, October 11, 2007		
8:00 am – 9:00 am	The Effect of Virtualization and Web Content on Servers Emerging Trends in Enterprise Architecture: The Rise of the Information-Centric Infrastructure	Jeffrey Hewitt
9:30 am – 10:30 am	Empowering Business Applications With Portal, Content and Collaboration Technologies	David Newman
11:00 am – 12:00 pm	Understanding Information Services for SOA	Toby Bell
12:00 pm – 1:30pm	Lunch	Mark Beyer
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	SAP, Oracle and Microsoft: Competing for Business Application SOA Supremacy	Yvonne Genovese, Jeff Comport
4:30 pm – 5:30 pm	Emerging Trends and Technologies in Business Intelligence	Kurt Schlegel, Gareth Herschel
Friday, October 12, 2007		
8:00 am – 9:00 am	Measuring the Right Things Architectures and Technologies Matter When Defining a Winning Disk Storage System Strategy	Jed Rubin, Jamie Guevara
9:30 am – 10:30 am	How to Keep Google, Sharepoint, Wikis and Other Tools Du Jour From Solving Everything to Bits	Roger Cox
11:00 am – 12:00 pm	Business Intelligence & Information Management Symposium Community Capstone	Whit Andrews, Debra Logan

*agenda subject to change