

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:

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

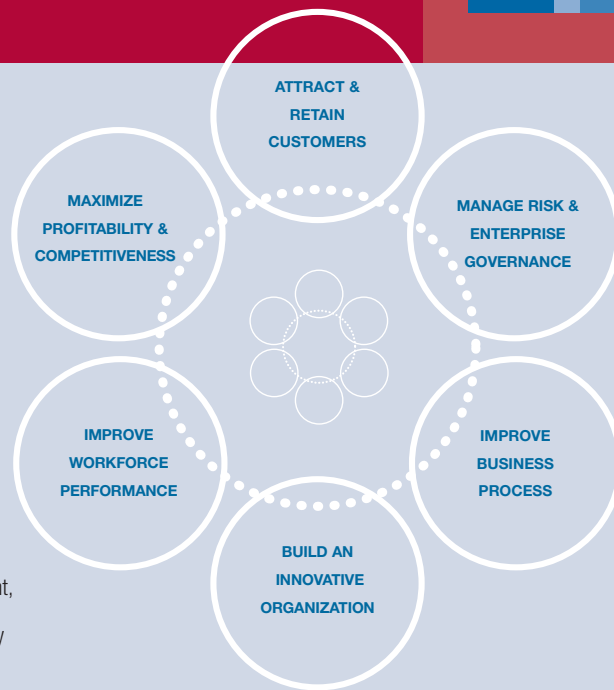
Make no mistake: As the demand for business performance intensifies, IT and business leaders must move quickly and decisively to set the stage for extraordinary workforce performance. The stakes are high: Empower people to exercise sound judgment, encourage them to inject innovation, equip them to collaborate 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.

ATTRACT & RETAIN CUSTOMERS

We focus on the tactics, strategies, tools and technologies needed to respond effectively to the difficult issues emerging from: regulatory and other types of compliance; enterprise, operational and information risk management; e-discovery, ethics and corporate social responsibility; business continuity management, and governance. We place special emphasis on an integrated governance, risk management and compliance approach to match investments in mandates to business performance improvements.

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 Process Management space:

- Rethinking Change: The Practical Realities of Making Transformation Successful
- Process Modeling Best Practices
- Business Rules Inside or Out?
- Aligning Business Processes With Strategy
- Business Process Improvement in 2007 and Beyond
- Collaborative BPM: A New Way to Work
- Getting Started With Business Process Management
- The Ying & Yang of Process & Data: Which Will Be King of the Next Generation
- Defy Limits by Collaborating Outside the Enterprise
- Finding the Business Value in Shared Services
- The Limits of Business & IT Governance
- Business Ecosystems: Impacts and Implications for IT
- Business Model Innovation: The Second Wave
- Running IT Like a Business, Act II: Building the Necessary Mgmt Infrastructure
- Designing Scorecards & Dashboards
- Simplicity by Design, Simplicity by Necessity: A New Paradigm for IT
- Flat World: Innovate Everything
- Web Business Model Evolution, 2000 -2010

The **Business Process Management 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

Eric Deibert
Research Director



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 Michael McGrath
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October 7-12, 2007
Orlando, Florida
gartner.com/symposium/us

Business Process Management Marketplace



Back by Popular Demand! Symposium Communities

Content

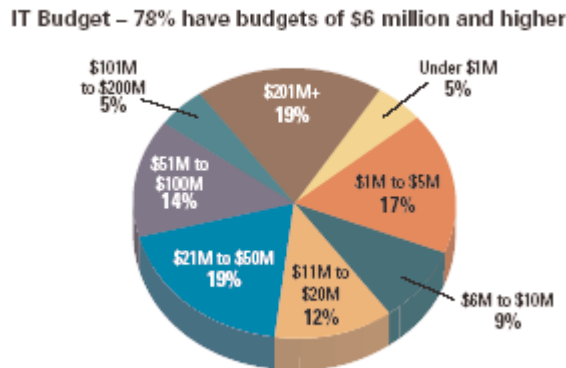
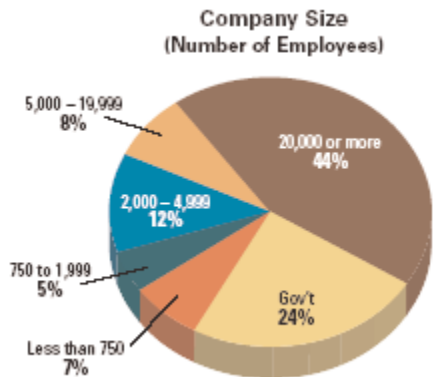
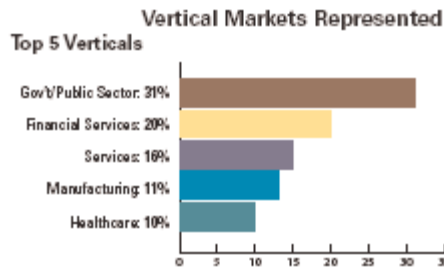
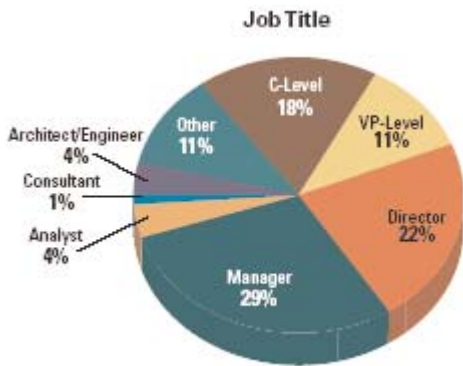
Recommended Agendas
 Pre-Event Preparatory ATC/Podcast
 NEW! Super Sunday Community Sessions
 NEW! Community Self Surveys
 NEW! Community Town Hall Sessions
 Community Trip Reports

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 Process Management Sponsors*:

- Ascenrn
- GLOBAL 360, INC
- ILOG, Inc.

*Sponsors as of June 18, 2007

2007 Business Process Management Gartner Portfolio of Events

Symposium/ITxpo – Business Process Management Marketplace

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

Business Process Management Summit

September 17-19 – Orlando

Additional Marketplaces:

- Application Development & Integration
- Business Applications
- 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 Michael McGrath
 at 203 316 1729 or email
michael.mcgrath@gartner.com

Gartner® SYMPOSIUM ITXPO®

October 7-12, 2007
 Orlando, Florida
gartner.com/symposium/us

Recommended Agenda for the Business Process Improvement Community*

	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	Business Process Management Technology: A Primer	Janelle Hill, Eric Deitert
4:00 pm – 5:00 pm	The Business and IT Divide	Kraft Bell
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	
9:45 am – 10:45 am	BPO: Stumbling Toward Maturity	Ben Pring
11:15 am – 12:15 pm	Alternative Delivery Models Scenario	Mark Margevicius, Claudio DaRold
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	Rethinking Change: The Practical Realities of Successful Transformation Finding the Business Value in Shared Services	Diane Morello Mary Knox
3:30 pm – 4:30 pm	Getting Started With Business Process Management	Bill Rosser, Elise Olding
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	Real-Time Infrastructure: What's Real Today vs. a Promise for the Future?	Donna Scott
9:30 am – 10:30 am	Business Model Innovation: The Second Wave	Mark MacDonald
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	Revolutionary Changes in the Workplace and the Changing Role of IT	Tom Austin
3:30 pm – 4:30 pm	Business Performance Is the Language of IT Value	Richard Hunter
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	Customer Relationship BPO: From Call Centers to Customer Analytics	Matthew Goldman
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	Dynamic BPM: Where SOA, Rules, Processes and Events Come Together	Daryl Plummer
3:30 pm – 4:30 pm	Trends and Directions in Disaster Recovery Management Aligning Business Processes With Strategy: How Performance Metrics Make This Happen	John Morency Michael Smith
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	Change Management: Attaining Agility While Balancing Compliance and Standards	Kris Brittain
9:30 am – 10:30 am	Empowering Business Applications With Portal, Content and Collaboration Technologies	Toby Bell
11:00 am – 12:00 pm	The Yin & Yang of Process and Data: Which Will Be King of Next-Generation Applications?	Michael Blechar
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	Social Software and Social Process Support	Nikos Drakos, Tom Austin
4:30 pm – 5:30 pm	Business Rule Management: State of the Art	Eric Deitert
Friday, October 12, 2007		
8:00 am – 9:00 am	Collaborative Business Process Management: A New Way to Work	Toby Bell, Jeffrey Mann
9:30 am – 10:30 am	Defy Limits by Collaborating Outside the Enterprise	Dave Aron
11:00 am – 12:00 pm	Business Process Improvement Symposium Community Capstone	