

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

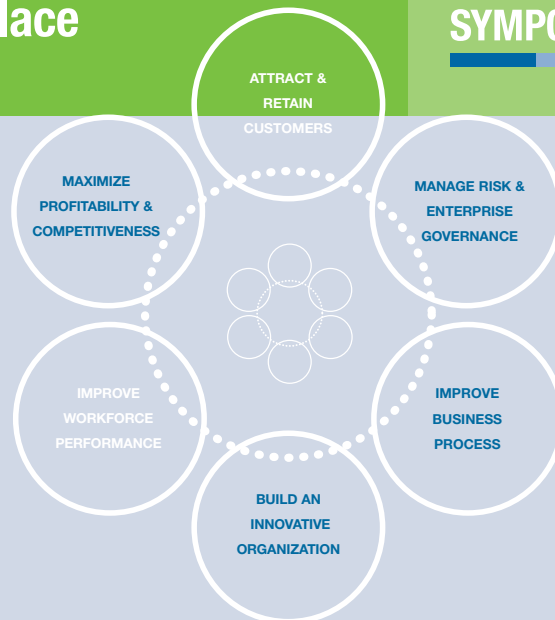
Critical intra- and inter-enterprise process excellence is now a fundamental discipline for enterprises. It requires an expanded view of processes beyond the traditional view of BPM and workflow, understanding business processes end to end, gaining business commitment, identifying the key metrics, assigning 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.

MANAGE RISK, COMPLIANCE & ENTERPRISE GOVERNANCE

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 Data Center & IT Operations space:

- Server Virtualization: Trends, Best Practices and the Future
- Managing the Virtual Server Environment
- How to Securely Implement Virtualization
- Virtualization & Web Content: Two Opposing Forces Impacting the Server Market
- Certain & Uncertain Futures of Server Operating Systems
- Your Next-Generation Server Hardware Technology
- Defining a Workload Approach to Server Selection
- Future Directions in the Practice of Storage Management
- Architectures and Technologies Matter When Defining a Winning Disk Storage
- HDDs and Flash in Evolving
- Computing Hardware in 2011: Modular, Virtualized, Commoditized or Irrelevant?
- Green IT: The Green Data Center
- CMDB: Work Now or Pay Later
- Practical Advice to Leveraging ITIL Version 3
- Transitioning from Disaster Recovery and Business Continuity to IT Resiliency
- Getting Change Management Right
- Alternate Delivery Models for IT Operations
- IT Operations Management Scenario: A Bright Future or Future Shock?
- Top Innovative Technologies in IT Operations
- Running IT Operations Like a Business
- The Future of Infrastructure & Operations
- Top 10 Technologies in Infrastructure & Operations
- Best Practices for Organizing and Staffing IT Infrastructure & Operations
- Managing Your IT Infrastructure: Curb Your Complexity!
- Improve the Value of I&O With the Gartner IT I&O Maturity Model
- Workshop: I&O Leaders: Addressing the Most Challenging Priorities
- Client Computing Scenario
- Client Computing Architectures: Many Choices to Solve Many Problems
- Client Computing: Solving Real Problems With Virtual(ized) Answers?
- Windows Vista and Office 2007 Migrations: Avoiding the Pitfalls
- The Coming Battle for Industry Technology: IT vs. OT
- HP, Sun, IBM: Which Portfolio of Software, Services and Hardware Will Win?
- The Future of Semiconductor Markets, Vendors and Technologies

The **Data Center & IT Operations 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

Carl Claunch
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 Brent Bodick (Companies A-M)
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or email patrick.polk@gartner.com or
Hope Sherman at 203 316 6028 or
email hope.sherman@gartner.com

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

Data Center & IT Operations Marketplace



Back by Popular Demand! Symposium Communities

Content

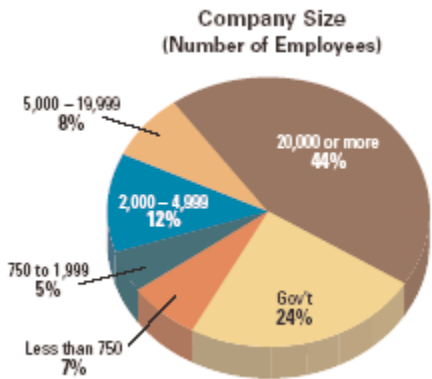
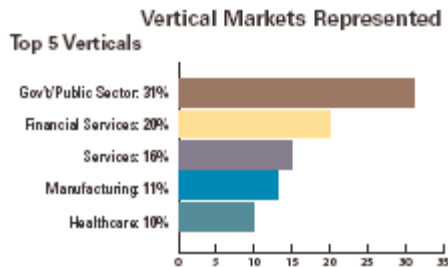
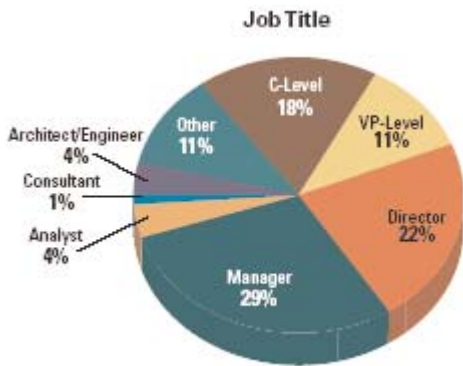
Recommended Agendas
Pre-Event Preparatory ATC/Podcast
NEW! Super Sunday Community Sessions
NEW! Community Self Surveys
NEW! Community Town Hall Sessions
Community Trip Reports

Experience

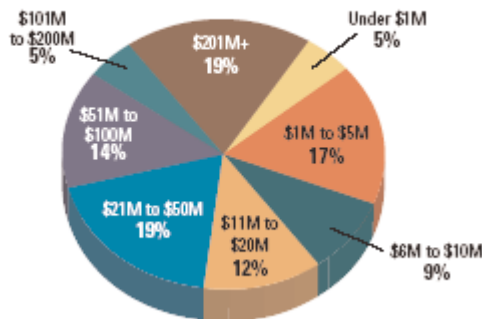
Identifier/badges
NEW! Sunday Communities Reception
Analyst/User Roundtables
NEW! Community-Led Roundtables
Community Lounges
Community-Oriented Meals

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



Data Center & IT Operations Sponsors*:

ITxpo marketplace sponsor
 – Citrix Systems
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 - Managed Objects
 - ManagelQ, Inc.
 - Matrix42
 - Message One
 - Network Appliance
 - Network General
 - OPNET Technologies
 - Opsware
 - Princeton Softech
 - Red Hat
 - Riverbed
 - Savvis
 - Servergraph
 - SprayCool
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 - SWsoft
 - Tripwire
 - Uplogix
- *Sponsors as of July 16, 2007

2007 Data Center & IT Operations Portfolio of Events

Symposium/ITxpo – Data Center & IT Operations Marketplace

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

Data Center Summit

October 22-24 – London

Data Centre Summit

October 22-24 – Sydney

Data Center Conference

November 27-30 – Las Vegas

Additional Marketplaces:

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

INVEST NOW!

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Patrick Polk (Companies N-Z) at 203 316 6819 or email patrick.polk@gartner.com or Hope Sherman at 203 316 6028 or email hope.sherman@gartner.com



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

Recommended Agenda for the Infrastructure & Operations Community* Sub-Agenda: Data Center & IT Operations

	SESSION	SPEAKER(S)
Sunday, October 7, 2007		
1:00 pm – 2:00 pm	Web Business Model Evolution, 2000 -2010	Charles Abrams
2:30 pm – 3:30 pm	Use Agility as a Strategic Weapon	Daryl Plummer
4:00 pm – 5:00 pm	Running IT Operations Like a Business	David Coyle, Donna Scott
5:30 pm – 6:30 pm	Introduction to Performance Management and Benchmarking	Lars Miertz
6:30 pm – 8:30 pm	CIO Agenda Progress and Challenges in Mid-2007 and Beyond Symposium Communities Networking Reception	Mark McDonald
Monday, October 8, 2007		
8:00 am – 9:15 am	Gartner Analyst Opening Keynote	Ed Holub
9:45 am – 10:45 am	Practical Advice to Leveraging ITIL Version 3	Steve Kleynhans
11:15 am – 12:15 pm	Client Computing Scenario: Creating an Environment for Tomorrow's Business Realities	Matthew Boon
12:15 pm – 1:45 pm	Computing Hardware in 2011: Modular, Virtualized, Commoditized or Irrelevant?	Joanne Correia, Yvonne Genovese
12:30 pm – 1:30 pm	Market Disruptors: What Will Topple the Megavendors?	
2:00 pm – 3:00 pm	Lunch Solution Provider Sessions (w/box lunch) The Future of Infrastructure and Operations	Tom Bittman
3:30 pm – 4:30 pm	HDDs and Flash in Evolving Markets: Disruptive Battlefields or Spectrums of Opportunity?	John Monroe, Joe Unsworth
5:00 pm – 6:00 pm	IT Operations Management Scenario: A Bright Future or Future Shock?	Ronni Colville
6:00 pm – 8:00 pm	Solution Provider Sessions 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	All Shook Up: The State of Operations Management Delivery	Ronni Colville
11:00 am – 12:00 pm	Managing the Virtual Server Environment	Cameron Haight
12:00 pm – 1:30 pm	IT Asset Management Scenario: 2008	Jack Heine
12:30 pm – 1:30 pm	CEO/CIO Partnering for Performance Keynote Panel	
2:00 pm – 3:00 pm	Lunch Solution Provider Sessions (w/box lunch) IT Infrastructure & Operations Leaders: Enhance Business Value with Gartner's Maturity Model	Donna Scott, Jay Pultz
3:30 pm – 4:30 pm	Client Computing Architectures: Many Choices to Solve Many Problems	Mark Margevicius
4:45 pm – 5:45 pm	CMDB: Work Now or Pay Later	Ronni Colville
5:30 pm – 7:30 pm	Server Virtualization: Trends, Best Practices and the Future	Tom Bittman
	HP, Sun and IBM: Which Portfolio of Software, Services and Hardware Will Win?	Daryl Plummer, Dave Cearley
	Solution Provider Sessions ITxpo Cocktail Reception	
Wednesday, October 10, 2007		
9:00 am – 10:00 am	Certain and Uncertain Futures of Server Operating Systems	John Enck, George Weiss
10:30 am – 11:15 am	IT Service Support Drives the Business's Overall Satisfaction With IT	David Coyle
11:15 am – 12:00 pm	Mastermind Interview Keynote: Steve Ballmer, CEO, Microsoft Corp.	
12:00 pm – 1:30 pm	Mastermind Interview Keynote: Michael Dell, Chairman & CEO, Dell, Inc.	
12:30 pm – 1:30 pm	Lunch	
2:00 pm – 3:00 pm	Solution Provider Sessions (w/box lunch) Top Technologies in Infrastructure and Operations	John Enck & David Williams
3:30 pm – 4:30 pm	How to Securely Implement Virtualization	Neil MacDonald
4:45 pm – 5:45 pm	Trends and Directions in Disaster Recovery Management	John Morency
5:30 pm – 7:00 pm	Vendor Influence Curve: Achieving IT and Business Alignment	Mark Fabbi
	Solution Provider Sessions ITxpo Cocktail Reception	
Thursday, October 11, 2007		
8:00 am – 9:00 am	The Effect of Virtualization and Web Content on Servers	Jeffrey Hewitt
9:30 am – 10:30 am	Best Practices for Organizing and Staffing IT Infrastructure and Operations	Ed Holub
11:00 am – 12:00 pm	Defining a Workload Approach to Server Selection	Paul McGuckin
12:00 pm – 1:30pm	Greening the Data Center	John Phelps
12:30 pm – 1:30 pm	Lunch	
1:30 pm – 2:30 pm	Solution Provider Sessions (w/box lunch)	
3:00 pm – 4:00 pm	ITxpo Finale Dessert Reception	
4:30 pm – 5:30 pm	Client Computing: Solving Real Problems with Virtual(ized) Answers?	Mark Margevicius
	Future Directions in the Practice of Storage Management	Robert Passmore
Friday, October 12, 2007		
8:00 am – 9:00 am	Windows Vista and Office 2007 Migrations: Avoiding the Pitfalls	Michael Silver
9:30 am – 10:30 am	Architectures and Technologies Matter When Defining a Winning Disk Storage System Strategy	Roger Cox
11:00 am – 12:00 pm	IT Modernization: Creating a Modern Application Platform	Dale Vecchio
	Your Next-Generation Server Hardware Technology	John Enck, Carl Claunch
	Infrastructure & Operations Symposium Community Capstone	