

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

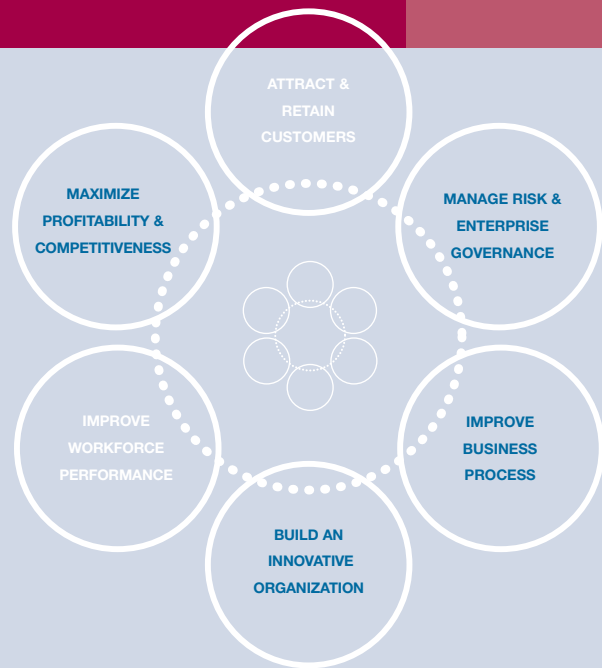
Critical intra- and inter-enterprise process excellence is now a fundamental discipline for enterprises. It requires an expanded view of processes beyond the traditional view of BPM and workflow, understanding business processes end to end, gaining business commitment, identifying the key metrics, assigning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

- Emerging Trends in Enterprise Architecture
- How to Create Business-Driven Architecture Requirements
- Enterprise Architecture: Not Just for IT Organizations Anymore
- Architecting the Narrow Waist
- Architecting the Relationships Between EA Content to Improve Results
- EA and Projects: Maximizing EA Value for the Business
- Contending With EA Key Issues for Business Results
- The Ying & Yang of Process & Data
- Enterprise Platform Migration: The Architect's Challenge
- A Framework for Change Management in Complex Organization
- Selling Enterprise Architecture to Deliver Results
- Applied SOA: Fundamentals & Best Practices
- Covering Your Assets: Governance for SOA and Web 2.0 Initiatives
- Understanding Information Services for SOA
- Web Technologies: Powering the Web, SOA and More
- Web Platforms
- Mashups: Composite Applications for the Rest of Us
- Application Development & Integration Scenario
- Client Computing Architectures: Many Choices to Solve Many Problems
- The Coming Battle for Industry Technology: IT vs. OT
- HP, Sun, IBM: Which Portfolio of Software, Services and Hardware Will Win?
- Architectures and Technologies Matter When Defining a Winning Disk Storage

The **Enterprise Architecture 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

Nick Gall
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!

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Jim Fama (Companies N-Z) at
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October 7-12, 2007
Orlando, Florida
gartner.com/symposium/us

Enterprise Architecture Marketplace



Back by Popular Demand! Symposium Communities

Content

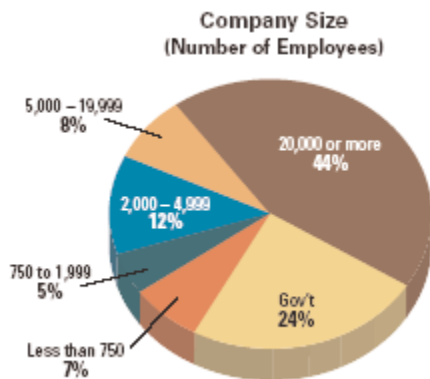
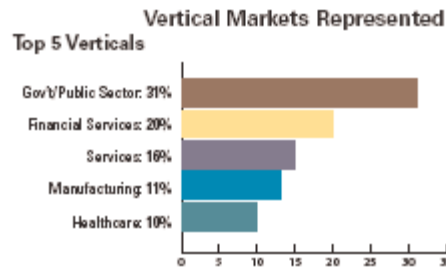
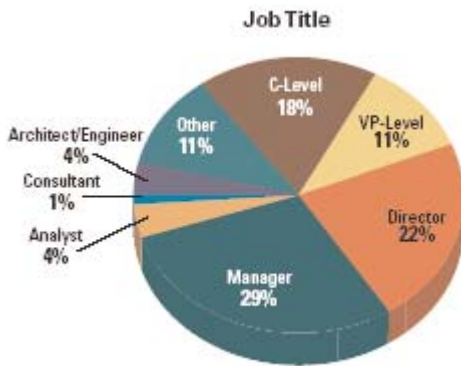
Recommended Agendas
 Pre-Event Preparatory ATC/Podcast
 NEW! Super Sunday Community Sessions
 NEW! Community Self Surveys
 NEW! Community Town Hall Sessions
 Community Trip Reports

Experience

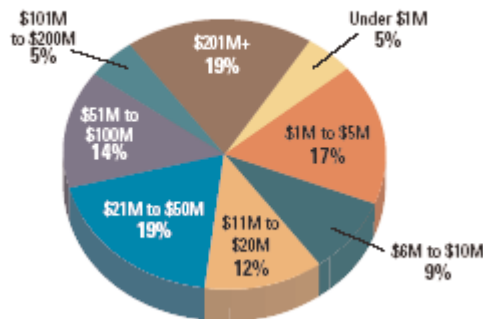
Identifier/badges
 NEW! Sunday Communities Reception
 Analyst/User Roundtables
 NEW! Community-Led Roundtables
 Community Lounges
 Community-Oriented Meals

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



Enterprise Architecture Sponsor*:

– Troux Technologies

*Sponsor as of July 16, 2007

2007 Enterprise Architecture Portfolio of Events

Symposium/ITxpo – Enterprise Architecture 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:

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

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 203 316 6931 or jim.fama@gartner.com

Gartner® SYMPOSIUM ITXPO®

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

Recommended Agenda for the Enterprise Architecture 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	How to Develop Technology Trends for Business Executives to Influence Strategy	Scott Bittler
4:00 pm – 5:00 pm	Information Governance: Tips, Tricks and Best Practices	David Newman, Debra Logan
5:30 pm – 6:30 pm	CIO Agenda Progress and Challenges in Mid-2007 and Beyond	Mark McDonald
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	Contending With Key Issues for Business Results	Robert Handler
11:15 am – 12:15 pm	The Alternative Delivery Models Scenario: IT as a Service	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	A Framework for Change Management in Complex Organizations	Richard Buchanan
3:30 pm – 4:30 pm	Architecting the Relationships Among EA Content to Improve Results	Scott Bittler
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	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	Selling Enterprise Architecture to Deliver Results	Robert Handler
3:30 pm – 4:30 pm	Client Computing Architectures: Many Choices to Solve Many Problems	Mark Margevicius
4:45 pm – 5:45 pm	Enterprise Architecture and Projects: Maximizing EA Value for the Business	Bruce Robertson
5:30 pm – 7:30 pm	Solution Provider Sessions ITxpo Cocktail Reception	
Wednesday, October 10, 2007		
9:00 am – 10:00 am	Architecting the Narrow Waist: Leveraging Emergent Architecture to Increase Business Agility	Anne Lapkin
10:30 am – 11:15 am	Best of Breed vs. Best of Brand: The Battle of the Application Platform Stacks	Yefim Natis
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	
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	Mark Driver
3:30 pm – 4:30 pm	Oracle, SAP, Microsoft, IBM and BEA: Software Infrastructure Platform Wars	Gene Phifer
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	Emerging Trends in Enterprise Architecture: The Rise of the Information-Centric Infrastructure	David Newman
9:30 am – 10:30 am	Covering Your Assets: Governance for SOA and Web 2.0 Initiatives	Frank Kenney
11:00 am – 12:00 pm	Global-Class vs. Enterprise-Class Computing: Why You Must Care Now	Daryl Plummer
12:00 pm – 1:30pm	The Yin and Yang of Process and Data: Which Will Be King of Next-Generation Applications?	Michael Blechar
12:30 pm – 1:30 pm	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	Matt Hotle
4:30 pm – 5:30 pm	Enterprise Architecture: Not Just for IT Organizations Anymore	Kraft Bell
Friday, October 12, 2007		
8:00 am – 9:00 am	Enterprise Platform Migration: The Architect's Challenge	Anne Lapkin
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	Software as a Service: No Longer If or When ... Now! Enterprise Architecture Symposium Community Capstone	Ben Pring