

## 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...**

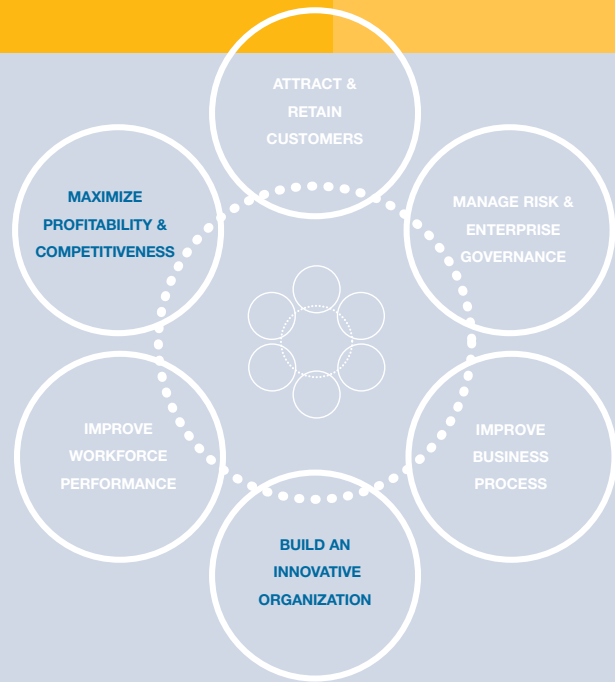
## The Business Imperatives that Align with this Marketplace Include:

### 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.

### 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 Networking space:

- Unified Communications: The Battle for Mindshare
- How Your Network Must Evolve
- Fixed & Mobile as One: Bringing All the Voice Worlds Together
- Cool Communications Applications: Communications-Enabling Your Business
- Sourcing Strategies for Communications
- Winning and Losing Approaches in the WAN Optimization
- Gartner Evaluates Cisco
- HP, Sun, IBM: Which Portfolio of Software, Services and Hardware Will Win?
- Telecommunications and Networking Market Futures: Sorting Out the Winners
- The Future of Infrastructure & Operations
- Top 10 Technologies in Infrastructure & Operations
- Managing Your IT Infrastructure: Curb Your Complexity
- Best Practices for Organizing and Staffing IT Infrastructure & Operations
- Improve the Value of I&O With the Gartner IT I&O Maturity Model
- Vendor Influence Curve: Achieving IT & Business Alignment
- IT Asset Management Scenario 2008
- Workshop: I&O Leaders: Addressing the Most Challenging Priorities
- Building a Foundation for the Next-Generation Know-Me Internet
- Computing Hardware in 2011: Modular, Virtualized, Commoditized or Irrelevant?

The **Enterprise Networking 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

**Bob Hafner**  
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 Greg Brasher (Companies A-M)  
at **203 316 3777** or email  
[gregory.brasher@gartner.com](mailto:gregory.brasher@gartner.com) or

Kevin Rudden (Companies N-Z) at  
**203 316 6967** or [kevin.rudden@gartner.com](mailto:kevin.rudden@gartner.com)

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

# Enterprise Networking Marketplace



Infrastructure & Operations  
**Community**

## Back by Popular Demand! Symposium Communities

### Content

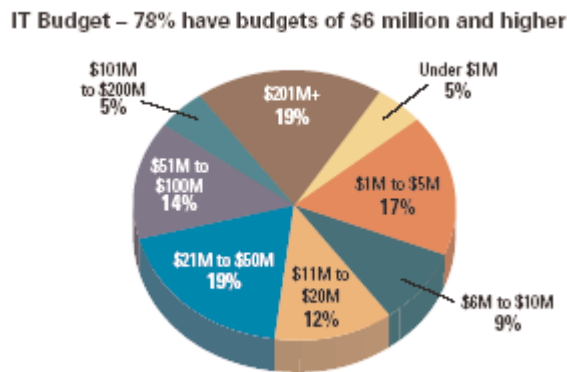
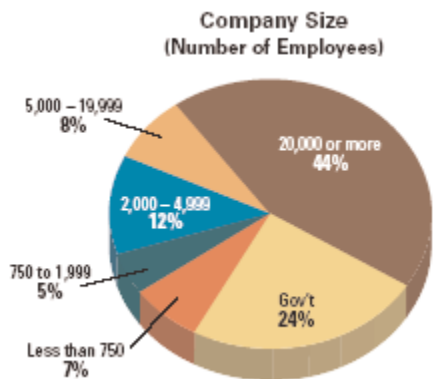
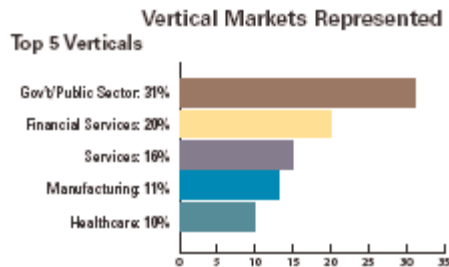
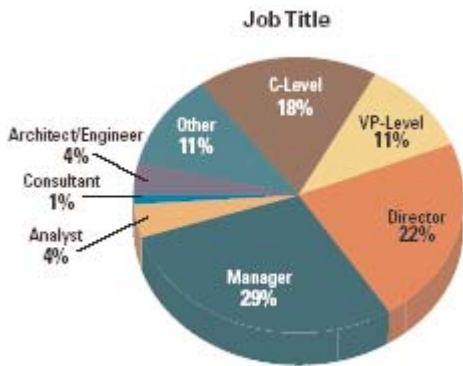
Recommended Agendas  
Pre-Event Preparatory ATC/Podcast  
NEW! Super Sunday Community Sessions  
NEW! Community Self Surveys  
NEW! Community Town Hall Sessions  
Community Trip Reports

### 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**



## Enterprise Networking Sponsors\*:



- Alcatel-Lucent
- Akamai Technologies
- Asentinel
- Bluecoat
- Credant Technologies
- Juniper
- Nortel
- NTT Communications
- Packeteer
- TnT Partners, LLC

\*Sponsors as of July 16, 2007

## 2007 Enterprise Networking Portfolio of Events

### Symposium/ITxpo – Enterprise Networking Marketplace

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

### Enterprise Networking Summit

Dec 10-12 - Nashville

## Additional Marketplaces:

- Application Development & Integration
- Business Applications
- Business Process Management
- Business Intelligence & Data Warehousing
- Data Center & IT Operations
- Enterprise Architecture
- 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 Infrastructure & Operations Community\* Sub-Agenda: Communications

	<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	Best Practices in IT Procurement: Negotiating a Great Contract	Jane Disbrow
4:00 pm – 5:00 pm	Using Business and IT Alignment to Drive Business Value	Victor Milligan
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	
<b>Monday, October 8, 2007</b>		
8:00 am – 9:15 am	Gartner Analyst Opening Keynote	David Willis
9:45 am – 10:45 am	Telecommunications and Networking Market Futures: Sorting Winners From Losers Client Computing Scenario: Creating an Environment for Tomorrow's Business Realities	Steve Kleynhans William Clark, Ken Dulaney & Bob Hafner
11:15 am – 12:15 pm	Building a Foundation for the Next-Generation Know-Me Internet	Joanne Correia & Yvonne Genovese
12:15 pm – 1:45 pm	Market Disruptors: What Will Topple the Megavendors? Lunch	
12:30 pm – 1:30 pm	Solution Provider Sessions (w/box lunch)	
2:00 pm – 3:00 pm	The Future of Infrastructure and Operations	Tom Bittman
3:30 pm – 4:30 pm	IT Operations Management Scenario: A Bright Future or Future Shock?	Ronnie Colville
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	The Mobile Scenario	Nick Jones
9:30 am – 10:30 am	Fixed and Mobile as One: Bringing All Voice Worlds Together IT Asset Management Scenario: 2008	Bob Hafner Jack Heine
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	Protecting Mobile Users When on a Budget	John Girard
3:30 pm – 4:30 pm	Remote Access and Teleworking Strategies	Eric Paulak
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	Emerging Trends Radar	Jackie Fenn
10:30 am – 11:15 am	IT Risk: Turning Threats to Competitive Advantage	Richard Hunter
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	Top Technologies in Infrastructure and Operations Trends and Directions in Disaster Recovery Management	John Enck, David Williams John Morency
3:30 pm – 4:30 pm	Pocket Power: The Annual Update on Mobile Devices	Ken Dulaney
4:45 pm – 5:45 pm	Solution Provider Sessions	
5:30 pm – 7:00 pm	ITxpo Cocktail Reception	
<b>Thursday, October 11, 2007</b>		
8:00 am – 9:00 am	Cool Communication Applications: Communications Enabling Your Businesses	Bob Hafner & Bern Elliot
9:30 am – 10:30 am	Gartner Compares Cisco and the Rest of the Market Best Practices for Organizing and Staffing IT Infrastructure and Operations	David Willis Ed Holub
11:00 am – 12:00 pm	Winning and Losing Approaches in the WAN Optimization/Wide-Area File Services Market Developing Applications for Mobile Web 2.0	Joe Skorupa Nick Jones
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	Unified Communications and Collaboration: The Battle for Mind Share	Bern Elliot & Matt Cain
4:30 pm – 5:30 pm	How Your Network Must Evolve Beyond Web 2.0: What Comes Next	David Willis David Mitchell Smith & Gene Phifer
<b>Friday, October 12, 2007</b>		
8:00 am – 9:00 am	Zeitgeist and Technology: How Society Influences Technology Evolution and Adoption	Nick Jones
9:30 am – 10:30 am	Sourcing Strategies for Communications	Phil Redman
11:00 am – 12:00 pm	Infrastructure & Operations Symposium Community Capstone	