

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

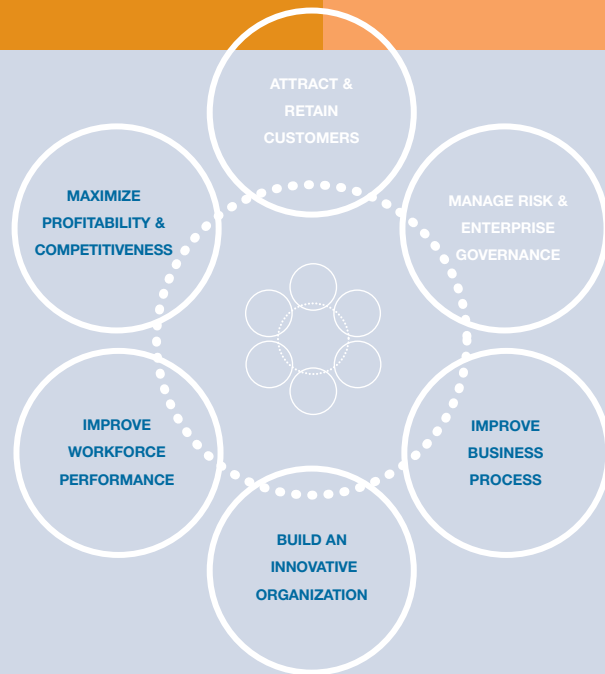
Critical intra- and inter-enterprise process excellence is now a fundamental discipline for enterprises. It requires an expanded view of processes beyond the traditional view of BPM and workflow, understanding business processes end to end, gaining business commitment, identifying the key metrics, assigning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

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 Outsourcing & IT Services space:

- How to Build a Business-Driven Sourcing Strategy
- Multisourcing Applied: Getting Business Results
- BPO 2.0
- BPO Best Practices: A View Across Industries
- Customer Relationship BPO: From Call Centers to Customer Analytics
- Finance & Accounting BPO: Can You Handle It?
- Effectively Managing BPO: From Strategy to Results
- IT Sourcing Goes Strategic: Raising the Bar on Procurement
- Best Practices in IT Procurement: Negotiating a Great Contract
- Developing Business-Focused SLAs
- Benchmarking Metrics for Outsourcing Contracts
- Managing Your Strategic Vendors
- Workshop: Building a Successful Strategic Vendor Management Program
- Accenture, IBM and EDS: Who Will Be at the Top of the Professional Services
- HP, Sun, IBM: Which Portfolio of Software, Services and Hardware Will Win?
- Radical Trends in Software Licensing: A New World Unfolds
- Building a Proactive Software Asset Management Program
- IT Asset Management Scenario 2008
- Sourcing Strategies for Communications
- Vendor Influence Curve: Achieving IT & Business Alignment
- Governance & Competency Centers for SCM, ERP & CRM
- IT Transformation and Innovation Through Cutting Costs
- The Changing Landscape of Intellectual Property

The **Outsourcing & IT Services 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

Dane Anderson
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 Craig Sherter (Companies A-M)
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craig.sherter@gartner.com or

Brady Cebrian (Companies N-Z) at
203 316 1727 or brady.cebrian@gartner.com

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

Outsourcing & IT Services Marketplace



Back by Popular Demand! Symposium Communities

Content

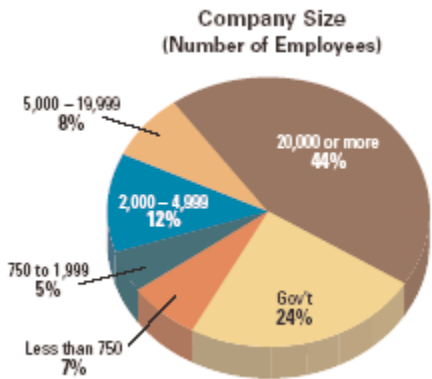
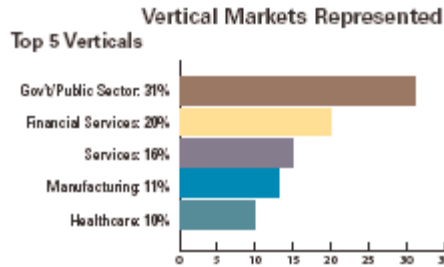
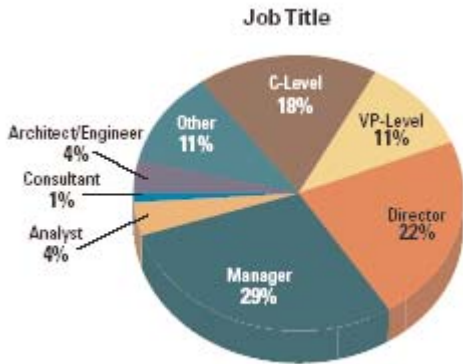
Recommended Agendas
Pre-Event Preparatory ATC/Podcast
NEW! Super Sunday Community Sessions
NEW! Community Self Surveys
NEW! Community Town Hall Sessions
Community Trip Reports

Experience

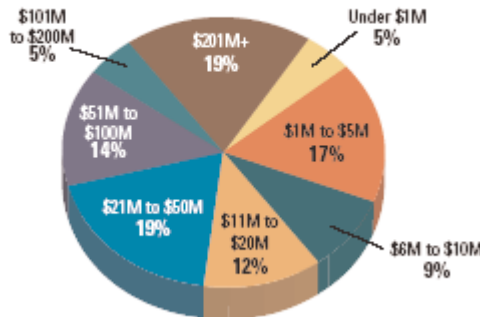
Identifier/badges
NEW! Sunday Communities Reception
Analyst/User Roundtables
NEW! Community-Led Roundtables
Community Lounges
Community-Oriented Meals

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



Outsourcing & IT Services Sponsors*:



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- MindTree Consulting
- Mexico IT
- Planview

*Sponsors as of July 17, 2007

2007 Outsourcing & IT Services Portfolio of Events

Symposium/ITxpo – Outsourcing & IT Services Marketplace

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

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

Recommended Agenda for the Sourcing & Vendor Relationships Community*

	SESSION	SPEAKER(S)
Sunday, October 7, 2007		
1:00 pm – 2:00 pm	Use Agility as a Strategic Weapon	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	
Monday, October 8, 2007		
8:00 am – 9:15 am	Gartner Analyst Opening Keynote	Ben Pring
9:45 am – 10:45 am	BPO: Stumbling Toward Maturity	David Willis
	Telecommunications and Networking Market Futures: Sorting Winners From Losers	Chris Ambrose, William Snyder
11:15 am – 12:15 pm	IT Sourcing Goes Strategic: Raising the Bar on Procurement	Joanne Correia, Yvonne Genovese
	Market Disruptors: What Will Topple the Mega Vendors?	
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	Building a Successful Strategic Vendor Management Program	William Snyder
3:30 pm – 4:30 pm	Multisourcing Applied: Getting Business Results	Helen Huntley
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	Finance and Accounting BPO: Can You Handle It?	Cathy Tornbohm
	Green IT: A New Industry Shock Wave	
	Simon Mingay	
9:30 am – 10:30 am	Your IT Services and Business Decisions: A Call to Action	Allie Young
	IBM, Microsoft, Oracle and SAP: Battle of Ecosystems	Yvonne Genovese
	Top-10 Strategic Technologies for 2008	David Cearley & Carl Claunch
	IT Asset Management Scenario: 2008	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	IT Transformation: What Will the Future Look Like?	Ellen Kitzis, Barbara Gomolski
3:30 pm – 4:30 pm	HP, Sun and IBM: Which Portfolio of Software, Services and Hardware Will Win?	Daryl Plummer, Dave Cearley
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	Mathew Goldman
	Best of Breed vs. Best of Brand: The Battle of the Application Platform Stacks	Yefim Natis
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	Designing Scorecards and Dashboards	Steve Cain
3:30 pm – 4:30 pm	Developing Business-Focused SLAs	William Maurer
	Vendor Influence Curve: Achieving IT and Business Alignment	Mark Fabbi
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	Effectively Implementing BPO: From Strategy to Results	Cathy Tornbohm
9:30 am – 10:30 am	How to Build a Business-Driven Sourcing Strategy	Lorrie Scardino
11:00 am – 12:00 pm	Benchmarking and Metrics for Outsourcing Contracts	Richard Matlus, Chris Engle
	Radical Trends in Software Licensing: A New World Unfolds	William Snyder
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	Using BPO as a Strategic Tool: Industry Comparisons	Kimberly Harris-Ferrante, Carol Rozwell, John Kost, John Lovelock
4:30 pm – 5:30 pm	Managing Your Strategic Vendors	Chris Ambrose
	Enterprise Architecture: Not Just for IT Organizations Anymore	Philip Allega
Friday, October 12, 2007		
8:00 am – 9:00 am	Building a Proactive Software Asset Management Program	Frances O'Brien
9:30 am – 10:30 am	Sourcing Strategies for Communications	Phil Redman
	Accenture, IBM and EDS: Who Will Be Atop the Professional Services Food Chain	Eric Rocco
11:00 am – 12:00 pm	Sourcing & Vendor Relationships Symposium Community Capstone	