

## 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:

#### ATTRACT & RETAIN CUSTOMERS

Accelerating revenue growth is now a top priority for many organizations. Attracting new customers and cross-selling to existing customers while ensuring they remain loyal are all important components. Responsibility lies primarily in marketing, sales and customer service, but IT plays an important role in helping deliver on the goal. We look at the forces driving the customer-centric evolution, what customer experience really means, what enabling technologies you should look out for, and industry case examples.

#### BUILD AN INNOVATIVE AND AGILE ORGANIZATION

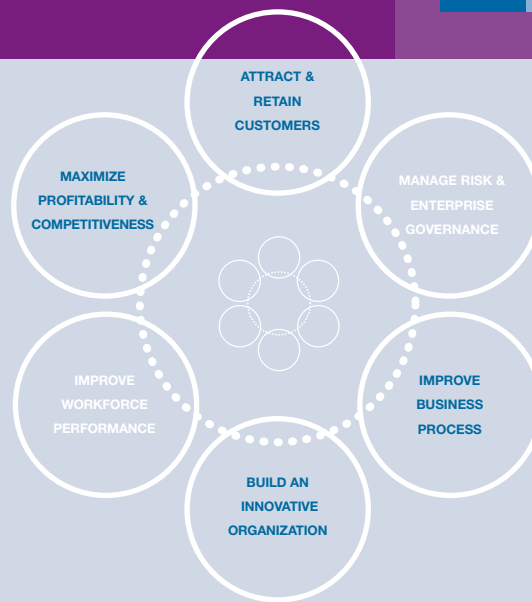
The ideal organization responds quickly to competitive threats and challenges prevailing standards for competitive advantage. These capabilities can be characterized as agility and innovation, which will be the hallmarks of business success through 2012.

#### 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.

#### 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 Portals, Content & Collaboration space:

- Enterprise 2.0: Rethinking Communities, Collaboration, Business Models
- Revolutionary Changes in the Workplace and the Changing Role of IT
- Surviving the Onslaught of New PCC Products & Technologies in 2007
- Enterprise Content Management Under Attack
- Virtualization & Web Content: Two Opposing Forces Impacting the Server Market
- E-Discovery Technology: The Software & Service Machines
- Portal of the Future: Web 2.0 and Beyond
- Better Than Google: The Future of Search in Your Enterprise
- Beyond Search: Content Analytics
- Collaboration Scenario: From "Them" to "Us" to "We"
- Collaborative BPM: A New Way to Work
- Defy Limits by Collaborating Outside the Enterprise
- The Rise of Online Communities in Industries
- Empowering Business Applications With PCC Technologies
- Beyond Web 2.0: It's the Web, Stupid
- Google vs. Microsoft: Consumerization & Web 2.0
- How Virtual Worlds Can Provide Real Value in Our Business Life
- Virtual Worlds: To Second Life and Beyond
- Socializing Technology: Social Interaction and IT Forever Altered
- Government & Web 2.0: What Happens When Everything Becomes Community?
- A Debate: Collaboration or Negotiation?
- Web Technologies: Powering the Web, SOA and More
- Mastering Master Data Management
- Data Integration Technology & Architecture: Building Your Data Circulatory System
- Information Governance: Tips, Tricks and Best Practices
- Strategic Information Management
- Architecting the Relationships Between EA Content to Improve Results
- Building a Foundation for the Next-Generation Know-Me Internet
- The Creative Workforce and Culture: Build It and Innovation Will Come
- Managing the Multigenerational Workforce
- The Changing Landscape of Intellectual Property

The **Portals, Content & Collaboration 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

**Jim Lundy**  
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 Rob Whitehurst (Companies A-M)  
at 203 316 1733 or email  
[rob.whitehurst@gartner.com](mailto:rob.whitehurst@gartner.com) or

Dylan Williams (Companies N-Z) at  
203 455 0498 or [dylan.williams@gartner.com](mailto:dylan.williams@gartner.com)

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

# Portals, Content & Collaboration Marketplace



## Back by Popular Demand! Symposium Communities

### Content

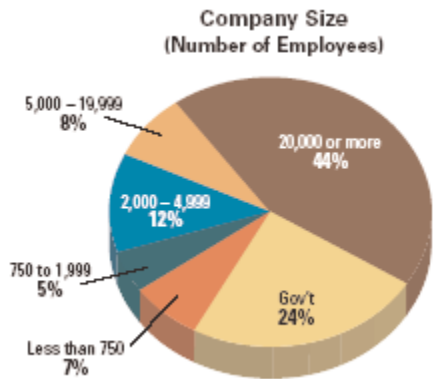
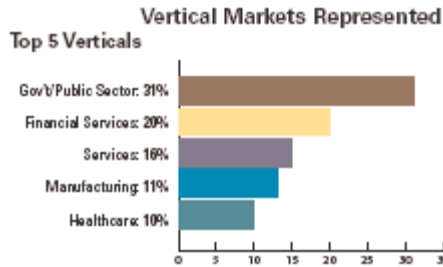
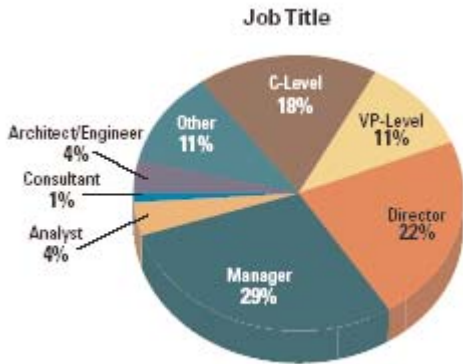
Recommended Agendas  
Pre-Event Preparatory ATC/Podcast  
NEW! Super Sunday Community Sessions  
NEW! Community Self Surveys  
NEW! Community Town Hall Sessions  
Community Trip Reports

### Experience

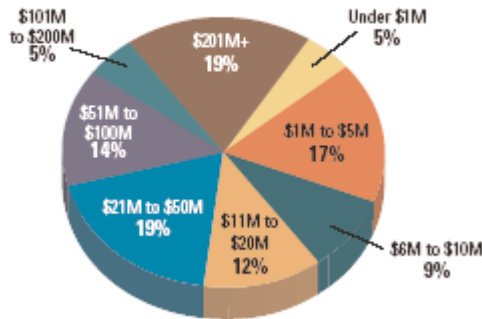
Identifier/badges  
NEW! Sunday Communities Reception  
Analyst/User Roundtables  
NEW! Community-Led Roundtables  
Community Lounges  
Community-Oriented Meals

PLUS ... the launch of **SYMPOSIUM COMMUNITIES ONLINE** ...

## Audience Profile



## IT Budget – 78% have budgets of \$6 million and higher

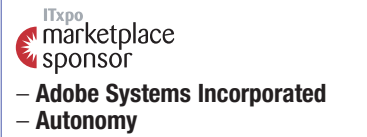


\*profile of 2006 Symposium/ITxpo Orlando Attendees

## Gartner Events premier sponsors



## Portals, Content & Collaboration Sponsors\*:



- Endeca
- Google, Inc.
- Hyland Software
- PostPath, Inc.
- RSD
- Stellent
- Systemware, Inc.
- Visivimo
- Zantaz

\*Sponsors as of July 16, 2007

## 2007 Portals, Content & Collaboration Portfolio of Events

### Symposium/ITxpo Portals, Content & Collaboration Marketplace

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

### Portals, Content & Collaboration Summit

September 5-6 – London

### Portals, Content & Collaboration Summit

September 17-19 – Las Vegas

## Additional Marketplaces:

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

## INVEST NOW!

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Dylan Williams (Companies N-Z) at **203 455 0498** or [dylan.williams@gartner.com](mailto:dylan.williams@gartner.com)

## Gartner SYMPOSIUM ITXPO®

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

## Recommended Agenda for the Business Intelligence & Information Management Community\* Sub-Agenda: Portals, Content & Collaboration

	<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	The Business Intelligence Competency Center: Organizing for Success With BI and PM	Bill Hostmann David Newman, Debra Logan, Ted Friedman
4:00 pm – 5:00 pm	Information Governance: Tips, Tricks and Best Practices	Mark MacDonald
5:30 pm – 6:30 pm	CIO Agenda Progress and Challenges in Mid-2007 and Beyond	
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	
9:45 am – 10:45 am	Enterprise Content Management Under Attack	Mark Gilbert
11:15 am – 12:15 pm	Collaboration Scenario: From 'Them' to 'Us' to 'We' Building a Foundation for the Next-Generation Know-Me Internet	Jeffrey Mann William Clark, Ken Dulaney, Bob Hafner
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	Business Intelligence and Information Management Role Scenario The Consumerization of IT: Surviving the Squeeze	Bill Hostmann, Jamie Popkin Steve Prentice
3:30 pm – 4:30 pm	Planning for Five Major Mutually Reinforcing Disruptive Discontinuities	Tom Austin
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	Enterprise 2.0: Rethinking Communities, Collaboration, Business Models and Web 2.0	Tom Austin, Anthony Bradley
9:30 am – 10:30 am	Business Metrics for Performance Management Debating the Future of Manufacturer & Retail Collaboration: Will Web 2.0 Technology Make It Worse or Better?	Michael Smith Dale Hagemeyer, Hung LeHong
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	Strategic Information Management	Tina Nunno
3:30 pm – 4:30 pm	Surviving the Onslaught of New Portal, Content and Collaboration Technologies and Products	Mark Gilbert, Jeffrey Mann
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	E-Discovery Technology: The Software and Service Machines for Your Days In and Out of Court Emerging Trends Radar	Debra Logan
10:30 am – 11:15 am	Co-opting Customer Innovation: The Wisdom of Crowds or Ignorance of Masses	Robert Booz, David Furlonger
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)	
3:30 pm – 4:30 pm	Google vs. Microsoft: Consumerization and Web 2.0	David Mitchell Smith, Tom Austin
4:45 pm – 5:45 pm	Better than Google: The Future of Search in Your Enterprise	Whit Andrews
5:30 pm – 7:00 pm	Solution Provider Sessions ITxpo Cocktail Reception	
<b>Thursday, October 11, 2007</b>		
8:00 am – 9:00 am	Portal of the Future: Web 2.0 and Beyond The Effect of Virtualization and Web Content on Servers How Emerging Customer Centric Technologies Will Impact IT Decisions	Gene Phifer Jeffrey Hewitt Michael Maoz
9:30 am – 10:30 am	Empowering Business Applications With Portal, Content and Collaboration Technologies	Toby Bell
11:00 am – 12:00 pm	Web Platforms	David Mitchell Smith, David Cearley
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	How Virtual Worlds Can Provide Real Value in Our Business Life Social Software and Social Process Support	Jim Lundy Nikos Drakos, Tom Austin
4:30 pm – 5:30 pm	E-Government Aftermath: Is Web 2.0 a Blessing or Curse? Beyond Web 2.0: What Comes Next	Andrea DiMaio David Mitchell Smith, Gene Phifer
<b>Friday, October 12, 2007</b>		
8:00 am – 9:00 am	Collaborative Business Process Management: A New Way to Work How to Keep Google, Sharepoint, Wikis and Other Tools Du Jour From Solving Everything to Bits	Toby Bell, Jeffrey Mann
9:30 am – 10:30 am	Mashups: Composite Applications for the Rest of Us	Whit Andrews, Debra Logan
11:00 am – 12:00 pm	Defy Limits by Collaborating Outside the Enterprise Business Intelligence & Information Management Symposium Community Capstone Applications Symposium Community Capstone	Anthony Bradley Dave Aron