

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

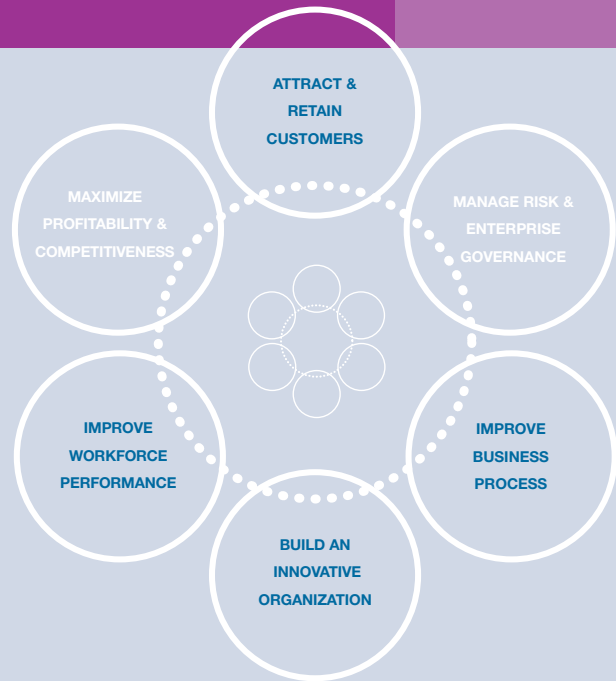
The ideal organization responds quickly to competitive threats and challenges prevailing standards for competitive advantage. These capabilities can be characterized as agility and innovation, which will be the hallmarks of business success through 2012.

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.

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.



Sessions that cover the Wireless & Mobile space:

- The Mobile Scenario
- Fixed & Mobile as One: Bringing All the Voice Worlds Together
- Pocket Power: The Annual Update on Mobile Devices
- Remote Access & Teleworking Strategies
- Developing Applications for Mobile Web 2.0
- Protecting Mobile Users on a Budget
- Cool Communications Applications: Communications-Enabling Your Business
- The Future of Infrastructure & Operations
- Top 10 Technologies in Infrastructure & Operations
- Best Practices for Organizing and Staffing IT Infrastructure & Operations
- Improve the Value of I&O With the Gartner IT I&O Maturity Model
- Building a Foundation for the Next-Generation Know-Me Internet
- Client Computing Scenario
- Client Computing Architectures: Many Choices to Solve Many Problems
- Client Computing: Solving Real Problems With Virtual(ized) Answers?
- IT Asset Management Scenario 2008
- Workshop: I&O Leaders: Addressing the Most Challenging Priorities
- Beyond Web 2.0: It's the Web, Stupid
- The Future of Semiconductor Markets, Vendors and Technologies: Implications

The **Wireless & Mobile 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

Ken Dulaney
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)
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Kevin Rudden (Companies N-Z) at
203 316 6967 or kevin.rudden@gartner.com

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

Wireless & Mobile Marketplace



Back by Popular Demand! Symposium Communities

Content

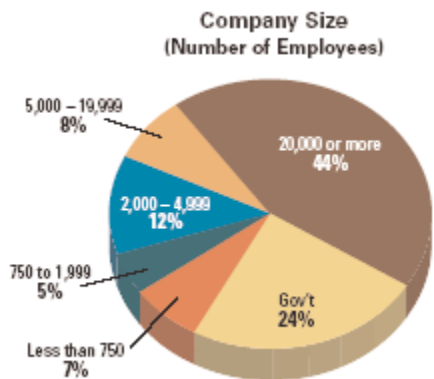
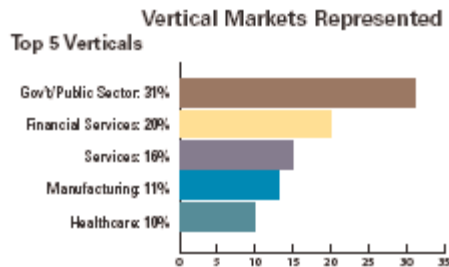
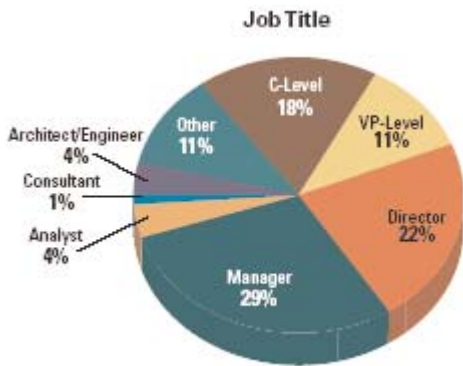
Recommended Agendas
Pre-Event Preparatory ATC/Podcast
NEW! Super Sunday Community Sessions
NEW! Community Self Surveys
NEW! Community Town Hall Sessions
Community Trip Reports

Experience

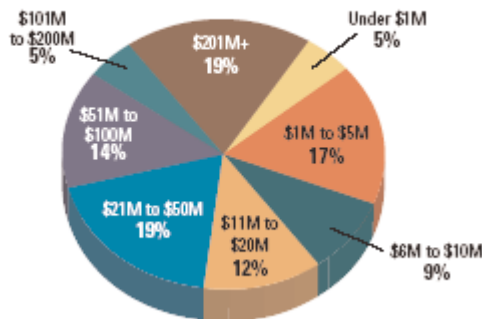
Identifier/badges
NEW! Sunday Communities Reception
Analyst/User Roundtables
NEW! Community-Led Roundtables
Community Lounges
Community-Oriented Meals

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



Wireless & Mobile Sponsors*:



- Aruba Networks
- BlackBerry
- Huber+Suhner
- Mobile Access
- Motorola
- Palm, Inc.
- Sybase, Inc.

*Sponsors as of July 16, 2007

2007 Wireless & Mobile Portfolio of Events

Symposium/ITxpo – Wireless & Mobile Marketplace

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

Enterprise Networking Summit

December 10-12 - Nashville

Additional Marketplaces:

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

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Contact Greg Brasher (Companies A-M) at 203 316 3777 or email gegory.brasher@gartner.com or

Kevin Rudden (Companies N-Z) at 203 316 6967 or kevin.rudden@gartner.com

Gartner SYMPOSIUM ITXPO®

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

Recommended Agenda for the Infrastructure & Operations Community* Sub-Agenda: Communications

	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	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	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
	Market Disruptors: What Will Topple the Megavendors?	
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	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	
Tuesday, October 9, 2007		
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	
Wednesday, October 10, 2007		
9:00 am – 10:00 am	Emerging Trends Radar	Jackie Fenn
	IT Risk: Turning Threats to Competitive Advantage	Richard Hunter
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	Top Technologies in Infrastructure and Operations	John Enck, David Williams
	Trends and Directions in Disaster Recovery Management	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	
Thursday, October 11, 2007		
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
Friday, October 12, 2007		
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	