

Application Development & Integration Marketplace

The **Application Development & Integration 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.

Audience Profile:

- CIOs
- CTOs
- Technology and business strategy executives
- Advanced technology groups
- Application management executives and managers
- Business intelligence executives & professionals
- Business process management leaders
- Enterprise architects and planners
- Infrastructure & operations executives & managers
- Program & portfolio managers
- Security, risk & compliance managers
- Sourcing and procurement professionals
- Institutional investors and venture capitalists
- Providers of emerging technologies and services
- Press

PROGRAM THEME & FOCUS:

Gartner Symposium/ITxpo 2007: Emerging Trends, April 22-26 in San Francisco, is the only event in the Gartner calendar that marries the comprehensive insight our delegates expect from Gartner Symposium, with a focus on the mega-trends and transformational technologies that are shaping the future of the enterprise and the way we do business in all sectors.

This newly-focused event explores the full spectrum of technologies, trends, business models, and new management thinking poised to have a dramatic impact on society and business.

Conference sessions, keynotes, ITxpo and one-on-one meetings with analysts and sponsors will orient delegates to the strategic and tactical actions and purchase decisions they need to make today in order to prepare for and capitalize on the coming changes.

NEW! INNOVATOR INTERVIEWS DEBUT WITH:



Philip Roesdale,
Founder & CEO, Linden Lab,
creators of Second Life



Irving Wladawsky-Berger,
VP, Technical Strategy &
Innovation, IBM Corp.

MEGA-TREND: Virtualizing IT

The enterprise platform of hardware and software will transform into a virtual computational wall socket: reliable, scaleable, flexible, self-managed, agile, open to alternate delivery models, and service-oriented. The vision is apparent – but the path will be evolutionary, tortuous and long, leaving plenty of room for winners and losers. The right decisions will allow leaders to use IT as a significant differentiator. The wrong decisions will lead to dead-end investments and architectural upheaval. Ignoring the trend will lead to broad outsourcing and enterprise failures.

MEGA-TREND: Inspiring Innovation

Fighting commoditization, the technology industry innovates even more furiously. At the leading edge new vendors, new products and new services continue to arrive. Whole new categories are emerging from the lab into the mainstream - virtual world economies, robotics, social analytics and augmented reality. Even the nature and sources of innovation are changing - for example ultra low-cost solutions from emerging nations - with new actions required of organizations that want to take advantage of disruptive opportunities.

MEGA-TREND: Socializing Technology

Social Interaction Subsumes Information Technology, reordering how we work, where we live, what we do and how we do it. Transactions will cease to be the center of the "IT" universe as "IT" has more of an effect on the social and economic structures of the whole (6+ billion) person world than either automobiles or mass transportation.

A Sampling of Relevant Sessions from a Blend of Mega-Trends:

- Applications Integration Scenario
- Beyond Ajax: Limits to Rich Internet Application Possibilities
- Everything Must Be Mashable: How I Learned to Stop Using the Portal, and Love My Browser
- Managing Applications in the Age of SOA and Web Services
- SOA & Web Services: A Governance Nightmare?
- Web 1.0 Bent Your Enterprise Applications: Will Web 2.0 Break Them?

gartner.com/us/symposiumwest



46% of attendees predict an increase in spending in 2007 and 47% have involvement in Application Development & Integration*

"Investment is increasing in tools and techniques to overcome the difficulties of developing code efficiently when teams are dispersed globally. Smaller, inexpensive platforms offset hardware costs, but better tooling and management must be used to control the costs and risks of software development."

– Predicts: *Reacting to Application Development Challenges With Management and Automation*

"The shift toward service-oriented architecture (SOA) and event-driven architecture (EDA) will accelerate the adoption of ESBs in 2006, because it's difficult or impossible to implement a large-scale, aggressive SOA and EDA strategy without an ESB."

– Predicts: *The Evolution of Integration Products Will Continue to Affect How Integration Is Pursued*

FOR SPONSORSHIP DETAILS

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Consumerization and Web 2.0: The Innovation Engine
Sharepoint Filers vs. Google Pilers: Which Strategy Wins?
The Platform for Your Business: SOA Plus BPM = Agility
The Battle for Platform Domination: Application Servers, SOA and Platform Suites
Models & Composition: How SOA and BPM Are Changing Application Development
Delivering Client Applications: More Options, More Flexibility
Extreme Transaction Processing: Enabling Advanced, Business-Critical SOA
Pragmatic Semantics — Value From Semantic Web & Metadata Technologies
The Role of Enterprise Architecture in Shaping BPM and SOA
The Future of Technology Delivered as a Service
Open Source Networking
2007: A Key Transitional Year for the Enterprise Software Markets
Sourcing Application Services: Global Providers and Locations
Gartner Compares: Open Source with Proprietary Solutions
Gartner Compares: Microsoft and Google
The IT Planning Challenge: Enterprise Platform Migration
Application Management: Disruptions and Responses

2007 Application Development & Integration Portfolio of Events

Symposium/ITxpo – Application Development & Integration Marketplace

April 22-26 – San Francisco
May 20-23 – Barcelona
October 7-12 – Orlando
November 4-8 – Cannes

Application Architecture Development & Integration Summit

June 11-13 - Nashville

Enterprise Architecture Summit

June 13-15 - Nashville

Application Integration & Web Services Summit

June 19-20 – Rome, Italy

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

Symposium Communities: Building Relationships through Roles & Technology

We've designed Symposium Communities to deliver the most relevant content and most meaningful interactions possible at Symposium/ITxpo – by providing a community of peers with and from which they'll learn all weeklong. Symposium Communities are based on the attendee role in the organization, and include the following nine groups:



Applications Management
Business Intelligence & Information Management
Business Process Improvement
CIO
Enterprise Architecture
Infrastructure & Operations
Program & Portfolio Management
Security & Risk Management
Sourcing & Vendor Relationships

Communities Benefits to Sponsors:

- Self-identified buyers mapped to Communities on event floor
- Easily identified with Community badges
- Open architecture; Sponsors can join Communities and participate in programs and reception
- Community events at ITxpo include Lounges and Analyst User Roundtables
- Offering Community-based Marketing Promotional Opportunities (MPOs)

Application Development & Integration Sponsors:

- ASG
- CIBER, Inc.
- CA Wily Technology

**As of 3/9/07 – there are limited opportunities for sponsorship – hurry to secure space!*



Gartner will be showcasing the Cool Vendors in San Francisco. Call today to see if your company is a Cool Vendor.

Additional Marketplaces:

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

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Recommended Agenda for the Applications Management Community

	SESSION	SPEAKER(S)
Sunday 22 April		
1:00 - 2:00	Emerging Trends Radar Screen: New Frontiers of Innovation and Opportunity	Jackie Fenn & Mark Raskino
2:15 - 3:15	The Gartner Scenario	Ken McGee
3:30 - 4:30	Great Debate: IT Has Lost Its Edge	Jennifer Beck & Mark MacDonald
5:00 - 6:30	Applications: Disruptions and Responses	Susan Landry & Kathy Harris
6:30 - 8:30	Symposium Communities Reception	
Monday 23 April		
8:30 - 9:15	Welcome Address	
9:15 - 10:15	Gartner Analyst Keynote	
10:45 - 11:45	Application Development on Service-Oriented Software Platforms	Darly Plummer & Michael Blechar
12:00 - 1:00	SPS	
1:30 - 2:30	CRM, ERP and SCM: The Top-5 Things You Need to Know Through 2010	Yvonne Genovese & Jeff Woods
3:00 - 4:00	SPS	
4:30 - 5:30	Applications 2007-2011: The Expanding Universe OR Cyberwarriors: Will the Next 'Cold War' Be Fought on Your Network?	Kathy Harris & Susan Landry Herb Strauss
5:30 - 7:30	Opening ITxpo Cocktail Reception	
Tuesday 24 April		
8:30 - 9:30	Portal of the Future: Web 2.0 and Beyond OR Megatrend: Emerging Trends Radar Screen – New Frontiers of Innovation and Opportunity	David Gootzit Jackie Fenn
10:00 - 10:45	Innovator Interview Keynote <i>Philip Rosedale, Founder & CEO, Linden Lab</i>	
11:00 - 12:15	Innovator Interview Keynote <i>Dr. Irving Wladawsky-Berger, VP Technical Strategy & Innovation, IBM Corp</i>	
12:00 - 1:00	SPS	
1:30 - 2:30	Enterprise Architecture 2012: State Shifts and Stratagems	Robert Handler & Brian Burke
3:00 - 4:00	SPS	
4:30 - 5:30	Gartner Compares: Open Source and Proprietary Solutions	Mark Driver
5:30 - 7:00	ITxpo Cocktail Reception	
7:30 - 10:00	Special Event	
Wednesday 25 April		
8:00 - 9:00	SOA + BPM = Agility: The New Platform for Your Business OR Extreme Transaction Processing: Enabling Advanced, Business-Critical SOA	Yvonne Genovese & Dan Sholler Yefim Natis
9:30 - 10:30	The Future of Technology Delivered as a Service Will Web 2.0 Finally Break Your Enterprise Applications?	Laua McLellan Jeff Woods & David Cearley
11:00 - 12:15	Keynote Panel <i>A Look Into the Labs with IBM, Intel, Google and Microsoft</i>	
12:30 - 1:30	SPS	
2:00 - 3:00	ITxpo Closing Reception and Floor Finale	
3:00 - 4:00	Gartner Compares: Google and Microsoft OR SOA and Web Services Integration: Effective Governance and Management	David Mitchell Smith & Allen Weiner Frank Kenney
4:30 - 5:30	Enterprise Platform Migration: The Great IT Planning Challenge OR Consumerization in Action: Putting ME in the Driver's Seat	Andy Kyte Tom Austin & Steve Prentice
Thursday 26 April		
8:00 - 9:00	The User Interface Revolution: Wave at the Wall to Vote 'Yes' OR Servers, Virtualization and the New Distributed Architecture	Nick Jones & Mark Raskino Thomas Bittman
9:30 - 10:30	Gartner Compares: IBM, Oracle and SAP OR Application Management in the Age of SOA and Web Services	Gene Phifer & Dan Sholler Cameron Haight
11:00 - 12:00	Ajax Limits and Rich Internet Application Possibilities OR The Role of Enterprise Architecture in Shaping BPM and SOA	Ray Valdes Nick Gall
12:15 - 1:15	SPS	
1:30 - 2:30	Program and Portfolio Management: Trading Money and Time for Results OR Sourcing Application Services: Global Providers and Locations	Audrey Apfel Ian Marriott
3:00 - 4:00	Mashups, Portals and the Composable User Interface OR Software Platforms: The Battle for Domination in Application Servers, SOA and Suites	Dan Sholler & David Gootzit Yefim Natis
4:30 - 5:30	Closing Keynote	
5:30	Conference Adjourns	