

Business Process Management Marketplace

The **BPM 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, scalable, 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: Revolutionizing Industries

Flexibility and adaptability provide competitive differentiation within industries and segments now, but in the not so distant future these attributes will become necessary table-stakes. While companies and public sector organizations may feel the brunt of being revolutionized today, radical and constant change is inevitable in the face of new business drivers, technology innovation, environmental factors, and shifts in the social and political landscape. Future success will demand that entities adopt a continuous revolutionary behavior and structure. This session examines early industry indications, previews the business and IT implications, and sets forth key imperatives for the current planning horizon.

MEGA-TREND: Transforming IS Management

The future of the IT organization is of radical transformation. Operational IT forms the essential infrastructure of almost all businesses. Strategic IT matters even more. Developing the assets of business process, business information and business relationships and fusing them with technology is at the heart of that transformation while the importance of operational excellence is stronger than ever. The management of IT is competitively crucial to market leaders and fast followers but the people, skills, focal points, methods and strategies for the future will all need to change.

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

Overcoming the Five Major Hurdles of BPM Adoption
Championing Business Process Improvement in 2006 and Beyond
The Platform for Your Business: SOA Plus BPM = Agility

gartner.com/us/symposiumwest



39% of attendees predict an increase in spending in 2007 and 39% have involvement in BPM*

"As organizations move to Java 2 Platform, Enterprise Edition and .NET service-oriented architectures, they'll need to understand model-based business processes and data architectures. Developers will need processes and tools that reuse and manage interrelated metadata across suites and environments."

-Trends in Modeling and Metadata Management, 2006

FOR SPONSORSHIP DETAILS

Contact **Michael McGrath**
(Companies A-M) at 203 316 1729 or
email michael.mcgrath@gartner.com

Models & Composition: How SOA and BPM Are Changing Application Development
BPM Technology Selection: How Solutions Are Evolving
The Role of Enterprise Architecture in Shaping BPM and SOA
The Management Nexus: Strategically Integrating EA, BPM and ITSM
Blow Up Your Business Model & Make Money Doing It
Trends Matter & Shifts Happen: New Business Models, Disciplines & Winners
The IT Planning Challenge: Enterprise Platform Migration
Goog-Azon: The Web 2.0 Monster Who Will Devour Your Business Model
Extreme Transaction Processing: Enabling Advanced, Business-Critical SOA
Converging Forces: ITO, BPO and Offshore
Radical Government: Innovation Turns the Scapegoat Into the Hero
The Future of Money
Digital Disruption and Disobedience: Why Institutionalized Innovation Fails
Combustion Ahead in Health Benefits: Employee Control and Industry Convergence
Lean, Green and Distributed – Ratepayer Emancipation is Revolutionizing Energy Industry
Business Process Improvement: Disruptions and Responses

2007 BPM Portfolio of Events

Business Process Management Summit
February 26-28 – San Diego

Business Process Management Summit
March 26-28 – London

Business Process Management Summit
September 17-19, Orlando

Symposium/ITxpo –BPM Marketplace
April 22-26 – San Francisco
May 20-23 – Barcelona
October 7-12 – Orlando
November 4-8 - Cannes

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)

Business Process Management Sponsors:

- Lombardi Software
- ILOG

**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 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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Recommend Agenda for Business Process Improvement Community

	SESSION	SPEAKER(S)
Sunday 22 April		
1:00 - 2:00	Models & Composition: How SOA and BPM Are Changing Application Development ITO, BPO & Offshore: Converging Forces	Daryl Plummer & Michael Blechar Ian Marriott
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	Business Process Improvement: Disruptions and Responses	Michael Melenovsky
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	The Emergent PMO: Projects, Programs and Portfolios	Matt Light
12:00 - 1:00	SPS	
1:30 - 2:30	Business Process Improvement: Championing BPI in 2007 and Beyond	Jim Sinur
3:00 - 4:00	SPS	
4:30 - 5:30	Megatrend: Forces of Turmoil for the Tech Sector	Carl Claunch
5:30 - 7:30	Opening ITxpo Cocktail Reception	
Tuesday 24 April		
8:30 - 9:30	SOA Down to Earth: What You Should and Shouldn't Do To Make It Happen	Frank Kenney
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	Masters of Innovation: How the Leaders Stay Ahead of the Game	Kathy Harris
3:00 - 4:00	SPS	
4:30 - 5:30	Are Rules Inside-Out in BPM?	Jim Sinur
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	Yvonne Genovese & Dan Sholler
9:30 - 10:30	ITO, BPO & Offshore: Converging Forces	Ian Marriott
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	Business Model Innovation: Trends Matter and Shifts Happen Top 10 Disruptive Technologies for 2007-2012	Mark Raskino Carl Claunch & David Cearley
4:30 - 5:30	Enterprise Platform Migration: The Great IT Planning Challenge Architecting for Emergence: New Game, New Rules	Andy Kyte Brian Burke
Thursday 26 April		
8:00 - 9:00	BPM Adoption: Overcoming the Five Major Hurdles	Michael Melenovsky
9:30 - 10:30	EA, BPM and Service Management: Strategic Management Nexus	Colleen Young & Anned Lapkin
11:00 - 12:00	The Role of Enterprise Architecture in Shaping BPM and SOA	Nick Gall
12:15 - 1:15	SPS	
1:30 - 2:30	Program and Portfolio Management: Trading Money and Time for Results	Audrey Apfel
3:00 - 4:00	Content Analytics for Fame and Fortune OR IT Operations Process Automation	Toby Bell David Williams
4:30 - 5:30	Closing Keynote	
5:30	Conference Adjourns	