

Business Intelligence & Data Warehousing Marketplace

The **Business Intelligence & Data Warehousing 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: 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.

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.

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

The Business Intelligence / Performance Management Scenario
How to Define the Right Metrics for Corporate Performance Management
MDM, PIM and CDI: Creating a Single View of Products and Customers
Content Analytics for Fame and Fortune
Pragmatic Semantics — Value From Semantic Web & Metadata Technologies
Emerging Trends and Technologies for Information Infrastructure
Data Integration and Data Quality: The Heart of the Emerging Vision for Data Services
Sharepoint Filers vs. Google Pilers: Which Strategy Wins?
Information Commoditization and Interaction Differentiation
The New Information Architecture: Enterprise Architecture and Enterprise Information Management
Monetizing Information: How to Architect Information Assets for Value and Profit
On Beyond Google: Search and Information Access Technology's Strategic Future
Virtualizing the Storage Infrastructure In 2011

gartner.com/us/symposiumwest



50% of attendees predict an increase in spending in 2007 and 42% have involvement in Wireless & Mobile*

"Global telecommunications is rapidly changing with new wireless technologies, such as WiMAX and high-speed wireless data, emerging. Old wired data technologies, such as frame relay, are vanishing. Mergers, acquisitions and joint ventures provide benefits and challenges for these enterprise services"

— Predicts: New Wired and Wireless Enterprise Communications Services

FOR SPONSORSHIP DETAILS

Contact **Andrew Gibian**
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Real-Time Financial Reporting
Application Management: Disruptions and Responses
CRM, ERP, and SCM: The Top 5 Things You Need to Know to 2010
Consumerization and Web 2.0: The Innovation Engine
E-Discovery: Help Legal or Get Lost
Business Intelligence and Information Management: Disruptions and Responses

2007 Business Intelligence & Data Warehousing Portfolio of Events

Business Intelligence Summit
Jan 29-Feb 1 – London

Business Intelligence Summit
February 20-21 – Tokyo

Business Intelligence & Information Management Summit
February 27-28 – Sydney

Business Intelligence Summit
March 12-14 – Chicago

Symposium/ITxpo – Business Intelligence & Data Warehousing 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 Intelligence & Data Warehousing Sponsors:



– HP

- Datallegro
- MapInfo

**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:

Additional Marketplaces:

- Application Development & Integration
- Business Applications
- Business Process Management
- 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 Intelligence & Information Management Community

	SESSION	SPEAKER(S)
Sunday 22 April		
1:00 - 2:00	Technology & Business Discontinuity Cycles: Rebels vs. Empires	Ray Valdes
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 Intelligence & Information Management Leaders: Disruptions and Responses	Betsy Burton
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 Business Intelligence/Performance Management Scenario	Bill Hostmann
12:00 - 1:00	SPS	
1:30 - 2:30	Information Infrastructure Evolution	David Newman
3:00 - 4:00	SPS	
4:30 - 5:30	Consumerization and the Web: The Innovation Engine	David Mitchell Smith and Gene Phifer
5:30 - 7:30	Opening ITxpo Cocktail Reception	
Tuesday 24 April		
8:30 - 9:30	Portal of the Future: Web 2.0 and Beyond	David Gootzit
10:00 - 10:45	Innovator Interview Keynote <i>Philip Rosedale, Founder & CEO, Linden Lab</i>	Philip Rosedale
11:00 - 12:15	Innovator Interview Keynote <i>Dr. Irving Wladawsky-Berger, VP Technical Strategy & Innovation, IBM Corp</i>	Irving Wladawsky-Berger
12:00 - 1:00	SPS	
1:30 - 2:30	Corporate Performance Management: How to Define the Right Metrics	Michael Smith
3:00 - 4:00	SPS	
4:30 - 5:30	The New Information Architecture: EA and Information Management	Frank Schlier and David Newman
5:30 - 7:00	ITxpo Cocktail Reception	
7:30 - 10:00	Special Event	
Wednesday 25 April		
8:00 - 9:00	Extreme Transaction Processing: Enabling Advanced, Business-Critical SOA	Yefim Natis
9:30 - 10:30	Monetizing Information: How to Architect Information Assets for Value and Profit	Debra Logan
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 Intelligence & Information Management: Activities, Competencies and Organizations	Betsy Burton
4:30 - 5:30	Enterprise Platform Migration: The Great IT Planning Challenge	Andy Kyte
Thursday 26 April		
8:00 - 9:00	Customer-Centric IT: Organizing IT For Revenue Growth	Richard Hunter
9:30 - 10:30	Gartner Compares: IBM, Oracle and SAP OR Beyond Google: Search and Information Access—Technology's Strategic Future	David Cearley, Gene Phifer and Dan Sholler
11:00 - 12:00	Data Integration and Data Quality: The Heart of the Data Services Evolution	Whit Andrews
12:15 - 1:15	SPS	Ted Friedman
1:30 - 2:30	Enterprise Software Markets: 2007 Is a Key Transition Year OR Virtualizing the Storage Infrastructure in 2011	Tom Eid
3:00 - 4:00	Content Analytics for Fame and Fortune	Bob Passmore
4:30 - 5:30	Closing Keynote	Toby Bell
5:30	Conference Adjourns	