

Business Applications Marketplace

The **Business Applications 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: Commoditizing the Tech Sector

The IT industry is in turmoil. Perpetuating Moore's Law requires ever increasing scale economies. Consolidation and standardization of technologies contend with innovation in service and delivery models. Navigating this complex sea of change is challenging not only for the industry's participants - but also for buyers looking to place the right bets on the future.

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: 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 IT Planning Challenge: Enterprise Platform Migration
Gartner Compares IBM, Oracle and SAP
2007: A Key Transitional Year for the Enterprise Software Markets
CRM, ERP, and SCM: The Top 5 Things You Need to Know to 2010
The Battle for Platform Domination: Application Servers, SOA and Platform Suites

gartner.com/us/symposiumwest



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

"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

Web 1.0 Bent Your Enterprise Applications: Will Web 2.0 Break Them?
Applications Integration Scenario
Extreme Transaction Processing: Enabling Advanced, Business-Critical SOA
MDM, PIM and CDI: Creating a Single View of Products and Customers
Strategic Vendor Management: How to Manage Large Powerful IT Vendors
Beyond Ajax: Limits to Rich Internet Application Possibilities
Delivering Client Applications: More Options, More Flexibility
Goog-Azon: The Web 2.0 Monster Who Will Devour Your Business Model
The Future of Technology Delivered as a Service
Sourcing Application Services: Global Providers and Locations
Virtual Companies, Virtual IT: What's Real?
Gartner Compares Open Source with Proprietary Solutions
Gartner Compares Microsoft and Google
Application Management: Disruptions and Responses

2007 Business Applications 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 Applications 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)



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
- BPM
- Data Center & IT Operations Management
- Enterprise Architecture
- Enterprise Networking
- Outsourcing & IT Services
- Portals, Content & Collaboration
- Program & Portfolio Management
- Security & Compliance
- Wireless & Mobile

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Recommended Agenda for the Business Process Improvement Community

	SESSION	SPEAKER(S)
Sunday 22 April		
1:00 - 2:00	Technology & Business Discontinuity Cycles: Rebels vs. Empires	Ray Valdes
2:15 - 3:15	Megatrend: 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	Ken McGee
10:45 - 11:45	The Gartner Scenario OR Application Development on Service-Oriented Software Platform	Daryl Plummer & Micheal 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 & Michael Maoz
3:00 - 4:00	SPS	
4:30 - 5:30	Applications 2007-2011: The Expanding Universe	Kathy Harris & Susan Landry
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>	
11:00 - 11:45	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	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	Extreme Transaction Processing: Enabling Advanced, Business-Critical SOA	Yefim Natis
9:30 - 10:30	Will Web 2.0 Finally Break Your Enterprise Applications? OR The Future of Technology Delivered as a Service	Jeff Woods & David Cearley Laura McLellan
11:00 - 12:15	Keynote Panel A Look Into the Labs with IBM, Intel, Google and Microsoft	
12:30 - 1:30	SPS	
2:00 - 3:00	ITxpo Closing Reception and Floor Finale	
3:00 - 4:00	SOA & Web Services Integration: Effective Governance and Management OR Gartner Compares: Google and Microsoft	Frank Kenney David Mitchell Smith & Allen Weiner
4:30 - 5:30	Enterprise Platform Migration: The Great IT Planning Challenge	Andy Kyte
Thursday 26 April		
8:00 - 9:00	BPM Adoption: Overcoming the Five Major Hurdles OR Customer-Centric IT: Organizing IT For Revenue Growth OR The User Interface Revolution: Wave at the Wall to Vote Yes	Michael Melenovsky Richard Hunter Nick Jones & Mark Raskino
9:30 - 10:30	Gartner Compares: IBM, Oracle and SAP OR	Dave Cearley & Gene Phifer
11:00 - 12:00	The Role of Enterprise Architecture in Shaping BPM and SOA OR Goog-Azon: The Web 2.0 Monster Who Will Devour Your Business Model	Nick Gall Hung Lehong
12:15 - 1:15	SPS	
1:30 - 2:30	Master Data Management (MDM): Creating a Single View of the Customer and Product OR Enterprise Software Markets: 2007 Is a Key Transition Year	Andrew White Tom Eid
3:00 - 4:00	Software Platforms: The Battle for Domination in Application Servers, SOA & Suites	Yefim Natis
4:30 - 5:30	Closing Keynote	
5:30	Conference Adjourns	