

Data Center & IT Operations Marketplace

The **Data Center & IT Operations 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.

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

The Future of Infrastructure & Operations
Virtual Companies, Virtual IT: What's Real?
The Data Center Power and Cooling Challenge
IT Operations and Infrastructure Management Scenario: Raising the Standard
Innovative Technologies In Infrastructure & Operations
Real-Time Infrastructure: The Technology Vision of Infrastructure and Operations
Behind the Wall Socket: Who Will Deliver IT Capabilities as Services?
Virtualization and the New Distributed Server Architecture
Virtualizing the Storage Infrastructure In 2011
Control vs. Autonomy
Moore's Law is Evil
Do All Roads Lead to the CMDB

gartner.com/us/symposiumwest



43% of attendees predict an increase in spending in 2007 and 42% have involvement in Data Center & IT Operations*

"Organizations will continue to raise their IT management process maturity to optimize costs, service levels and risks. Meanwhile, regulatory requirements will spur adoption of configuration management automation, change management, and identity and access management."

- Predicts: IT Operations and Infrastructure Management Continues to Mature

FOR SPONSORSHIP DETAILS

Contact **Brent Bodick**
(Companies A-M) at **203 316 1757**
or email brent.bodick@gartner.com

OR

Contact **Patrick Polk**
(Companies N-Z) at **203 316 6819**
or email patrick.polk@gartner.com

Data Center & IT Operations Marketplace

The Battle for Platform Domination: Application Servers, SOA and Platform Suites
The Future of Technology Delivered as a Service
Extreme Transaction Processing: Enabling Advanced, Business-Critical SOA
Strategic Vendor Management: How to Manage Large Powerful IT Vendors
Gartner Compares HP and Dell
The Virtualization of Security
Restructuring in the Hardware Markets
Forces for Change in Semiconductors
IT Infrastructure and Operations: Disruptions and Responses

2007 Data Center & IT Operations Portfolio of Events

Symposium/ITxpo – Data Center & IT Operations Marketplace

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

Infrastructure, Operations & Management Summit

June 11-13 – Orlando

Data Center Summit

October 22-24 – London

Data Centre Summit

October 22-24 – Sydney

Data Center Conference

November 27-30 – 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)

Data Center & IT Operations Sponsors:



- LANDesk Software
- Network Appliance

- Agami Systems
- Altiris, Inc.
- AppWorx Corporation
- BigFix, Inc.
- BladeLogic
- Compellent Technologies
- FastScale Technology
- Hypersoft
- Integrien Corporation
- Kingston Technology
- MessageOne
- NEC Corporation
- Opnet Technologies
- Opsware, Inc.
- Realops
- Riverbed
- Savvis
- SWsoft
- TmaxSoft, Inc.
- Tripwire
- Uplogix
- Wyse 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
- Enterprise Networking
- Outsourcing & IT Services
- Portals, Content & Collaboration
- Program & Portfolio Management
- Security & Compliance
- Wireless & Mobile

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Recommend Agenda for Infrastructure & Operations Community

	SESSION	SPEAKER(S)
Sunday 22 April		
1:00 - 2:00	Technology & Business Discontinuity Cycles: Rebels vs. Empires OR Emerging Trends Radar Screen: New Frontiers of Innovation and Opportunity	Ray Valdes 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	IT Infrastructure & Operations Leaders: Preparing for Major Disruptions	Jay Pultz
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	Emerging Technologies Will Change the Shape of Technology Markets The Gartner Scenario	Jim Tully Ken McGee
12:00 - 1:00	SPS	
1:30 - 2:30	Information Infrastructure Evolution OR Architecting IT Operations Management Infrastructure OR Virtual Worlds: Real Opportunities	David Newman Cameron Haight Steve Prentice & Nick Jones
3:00 - 4:00	SPS	
4:30 - 5:30	Megatrend: Virtual Companies, Virtual IT—What's Real?	Thomas Bittman & Simon Hayward
5:30 - 7:30	Opening ITxpo Cocktail Reception	
Tuesday 24 April		
8:30 - 9:30	The Future of Infrastructure & Operations OR Megatrend: Emerging Trends Radar Screen—New Frontiers of Innovation and Opportunity	Thomas Bittman Jackie Fee
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	CMDB: Do All Roads Lead to a Configuration Management Database?	David Williams
3:00 - 4:00	SPS	
4:30 - 5:30	Securing Virtualization & Virtualizing Security OR Mobile & Wireless Emerging Technologies	Neil MacDonald Nick Jones
5:30 - 7:00	ITxpo Cocktail Reception	
7:30 - 10:00	Special Event	
Wednesday 25 April		
8:00 - 9:00	Computing Hardware 2012: Modular, Virtualized, Commoditized or Irrelevant OR SOA + BPM = Agility: The New Platform for Your Business	Matt Boon Yvonne, Genovese & Dan Sholler
9:30 - 10:30	The Future of Technology Delivered as a Service OR Technology & Business Discontinuity Cycles: Rebels vs. Empires	Laura McLellan Ray Valdes
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	SOA & Web Services Integration: Effective Governance and Management OR Environmental Sustainability: The Next IT Discontinuity OR Unified Communications Futures	Frank Kenney Simon Mingay Bob Hafner
4:30 - 5:30	The Data Center Power and Cooling Challenge OR Enterprise Platform Migration: The Great IT Planning Challenge	Michael Bell Andy Kyte
Thursday 26 April		
8:00 - 9:00	Servers, Virtualization and the New Distributed Architecture OR IT Operations and Infrastructure Management Scenario: Raising the Bar	Thomas Bittman Ed Holub
9:30 - 10:30	EA, BPM and Service Management: Strategic Management Nexus	Colleen Young & Anne Lapkin
11:00 - 12:00	Gartner Compares: Dell and HP	Carl Claunch & Charles Smulders
12:15 - 1:15	SPS	
1:30 - 2:30	Virtualizing the Storage Infrastructure in 2011	Bob Passmore
3:00 - 4:00	Software Platforms: The Battle for Domination in Application Servers, SOA & Suites OR IT Operations Process Automation	Yefim Natis David Williams
4:30 - 5:30	Closing Keynote	
5:30	Conference Adjourns	