

Enterprise Architecture Marketplace

The **Enterprise Architecture 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: 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:

Enterprise Architecture 2012: State Shifts and Stratagems
Architecting for Emergence: New Game, New Rules
The Management Nexus: Strategically Integrating EA, BPM and ITSM
The Role of Enterprise Architecture in Shaping BPM and SOA
The New Information Architecture: Enterprise Architecture and Enterprise Information Virtualization and the New Distributed Server Architecture
Management The Platform for Your Business: SOA plus BPM = Agility
Models & Composition: How SOA and BPM Are Changing Application Development
Monetizing Information: How to Architect Information Assets for Value and Profit
Gartner Compares: Open Source with Proprietary Solutions
SOA & Web Services: A Governance Nightmare?
Everything Must Be Mashable: How I Learned to Stop Using the Portal, and Love My Browser

gartner.com/us/symposiumwest



46% of attendees predict an increase in spending in 2007 and 47% have involvement in Enterprise Architecture*

"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

Jim Fama at 203 316 6931
or email jim.fama@gartner.com

Web 1.0 Bent Your Enterprise Applications: Will Web 2.0 Break Them?
The Future of Technology Delivered as a Service
Emerging Trends and Technologies for Information Infrastructure
The IT Planning Challenge: Enterprise Platform Migration
Emerging Trends Radar Screen: New Frontiers of Innovation and Opportunity
Top Disruptive Technologies for 2007 and Beyond
Enterprise Architecture: Disruptions and Responses

2007 Enterprise Architecture 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)



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

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or email jim.fama@gartner.com

Recommend Agenda for Enterprise Architecture Community

	SESSION	SPEAKER(S)
Sunday 22 April		
1:00 - 2:00	Emerging Trends Radar Screen: New Frontiers of Innovation and Opportunity OR Leadership Priorities: Business Leader First, Technology Leader Second	Jackie Fenn & Mark Raskino Tina Nunno & Ellen Kitzi
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	Enterprise Architecture Leaders: Preparing for Major Disruptions OR Program and Portfolio Management: Practice Won't Make Perfect	Robert Handler Audrey Apfel & Matt Light
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 Emerging PMO: Projects, Programs and Portfolios OR Application Development on Service-Oriented Software Platforms	Might Light Darryl Plummer & Michael Blechar
12:00 - 1:00	SPS	
1:30 - 2:30	Architecting IT Operations Management Infrastructure OR Information Infrastructure Evolution	Cameron Haight David Newman
3:00 - 4:00	SPS	
4:30 - 5:30	Applications 2007-2011: The Expanding Universe OR The CIO Agenda 2007: Creating Competitive Leverage	Kathy Harris & Susan Landry Mark MacDonald
5:30 - 7:30	Opening ITxpo Cocktail Reception	
Tuesday 24 April		
8:30 - 9:30	IT Risk Management for the Inexperienced: A CIO's Travel Guide to IT Securistan	Paul Proctor
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	The New Information Architecture: EA and Information Management	Frank Schlier
5:30 - 7:00	ITxpo Cocktail Reception	
7:30 - 10:00	Special Event	
Wednesday 25 April		
8:00 - 9:00	Great Debate: IT Innovation – Slowing Down or Just the Beginning?	Steve Prentice & Nick Jones
9:30 - 10:30	The Future of Technology Delivered as a Service Will Web 2.0 Finally Break Your Enterprise Applications? Open Source Networking	Laura McLellan Jeff Woods & David Cearley Elliot Bern
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 Gartner Compares: Google and Microsoft	Frank Kenney David Mitchell Smith & Allen Weiner
4:30 - 5:30	Architecting for Emergence: New Game, New Rules	Brian Burke
Thursday 26 April		
8:00 - 9:00	Servers, Virtualization and the New Distributed Architecture OR BPM Adoption: Overcoming the Five Major Hurdles	Thomas Bittman Michael Melenovsky
9:30 - 10:30	EA, BPM and Service Management: Strategic Management Nexus OR Application Management in the Age of SOA and Web Services	Colleen Young & Anne Lapkin Cameron Haight
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	Software Platforms: The Battle for Domination in Application Servers, SOA & Suites	Yefim Natis
4:30 - 5:30	Closing Keynote	
5:30	Conference Adjourns	