

## Enterprise Networking Marketplace

The **Enterprise Networking 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: Freeing Communications

IP reigns. The public switched telephone network is being brushed aside as the Internet dominates voice and entertainment. Wireless services proliferate but must evolve or be marginalized. A massively connected world will create new opportunities. Size doesn't matter: Innovative strategies will separate the leaders from the also-rans. New technologies like 4G, location services, telepresence, sensor nets, and open source telephony will disrupt the marketplace. Stay in control of your future.

### MEGA TREND: Commoditizing the Tech Sector

Free Comes With a Price Tag: The Gartner Communications Scenario Is Free and Open Communications Such a Good Idea?  
Must-have Enterprise Network Technologies  
Innovative Vendors in Communications  
The Most Important Carrier Network Technologies of the Next 5 Years  
Open Source Networking  
Unified Communications Futures  
Cyberwarrior: Will the Next 'Cold War' Be Fought on Your Network  
Gartner Compares: Cisco Systems to the Rest of the Market  
Do All Roads Lead to the CMDB  
Emerging Technologies for Mobile and Wireless  
Tools and Techniques for Optimizing Wireless Wide Area Networks  
Directions in Wireless Devices  
Strategic Vendor Management: How to Manage Large Powerful IT Vendors  
Real-Time Infrastructure: The Technology Vision of Infrastructure and Operations  
Innovative Technologies in Infrastructure & Operations  
The Future of Infrastructure & Operations  
IT Operations and Infrastructure Management Scenario: Raising the Standard

[gartner.com/us/symposiumwest](http://gartner.com/us/symposiumwest)



**36% of attendees predict an increase in spending in 2007 and 35% have involvement in Enterprise Networking\***

*"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

Contact **Greg Brasher**  
(Companies A-M) at 203 316 3777  
or email [gregory.brasher@gartner.com](mailto:gregory.brasher@gartner.com)

**OR**

Contact **Kevin Rudden**  
(Companies N-Z) at 203 316 6967  
or email [kevin.rudden@gartner.com](mailto:kevin.rudden@gartner.com)

Behind the Wall Socket: Who Will Deliver IT Capabilities as Services?  
Virtual Companies, Virtual IT: What's Real?  
Top Disruptive Technologies for 2007 and Beyond  
IT Infrastructure and Operations: Disruptions and Responses

## 2007 Enterprise Networking Portfolio of Events

**Wireless & Mobile Summit**  
February 5-7 – Dallas

**Wireless & Mobile Summit**  
April 17-18 – London

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

**Enterprise Networking Summit**  
October 22-24 – Nashville

## 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)

## Enterprise Networking Sponsors:



### – Alcatel-Lucent

- Alterpoint
- Akamai
- Aruba Networks
- NeuStar
- Packeteer

*\*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
- Data Center & IT Operations Management
- Outsourcing & IT Services
- Portals, Content & Collaboration
- Program & Portfolio Management
- Security & Compliance
- Wireless & Mobile

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or email [kevin.rudden@gartner.com](mailto:kevin.rudden@gartner.com)

## Recommended Agenda for the Infrastructure &amp; Operations Community

	SESSION	SPEAKER(S)
<b>Sunday 22 April</b>		
1:00 - 2:00	Emerging Trends Radar Screen: New Frontiers of Innovation and Opportunity	Jackie Feen & 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	CIOs: IT Disruptions and Responses	
	IT Infrastructure & Operations Leaders: Preparing for Major Disruptions	Mark McDonald, Tina Nunno & Jay Pultz
6:30 - 8:30	Symposium Communities Reception	
<b>Monday 23 April</b>		
8:30 - 9:15	Welcome Address	
9:15 - 10:15	Gartner Analyst Keynote	
10:45 - 11:45	Megatrend: Technology & Society – Social Interaction and IT Forever Altered	Tom Austin
12:00 - 1:00	SPS	
1:30 - 2:30	Megatrend: Free Comes With a Price Tag – The Gartner Communications Scenario OR Information Infrastructure Evolution	David Willis David Newman
3:00 - 4:00	SPS	
4:30 - 5:30	Cyberwarriors: Will the Next "Cold War" Be Fought on Your Network? OR Directions in Wireless Devices	Herb Strauss Ken Dulaney
5:30 - 7:30	Opening ITxpo Cocktail Reception	
<b>Tuesday 24 April</b>		
8:30 - 9:30	Great Debate: Free and Open Communications – A Good Idea? OR The Future of Infrastructure & Operations	John Pescatore & Martin Gutberlet Thomas Bittman
10:00 - 10:45	Innovator Interview Keynote <i>Philip Rosedale, Founder &amp; CEO, Linden Lab</i>	
11:00 - 12:15	Innovator Interview Keynote <i>Dr. Irving Wladawsky-Berger, VP Technical Strategy &amp; Innovation, IBM Corp</i>	
12:00 - 1:00	SPS	
1:30 - 2:30	Must-Have Enterprise Network Technologies OR Gartner Compares: Cisco Systems and the Rest of the Market	Mark Fabbi David Willis
3:00 - 4:00	SPS	
4:30 - 5:30	Mobile & Wireless Emerging Technologies Consumerization in Action: Putting ME in the Driver's Seat	Nick Jones Tom Austin & Steve Prentice
5:30 - 7:00	ITxpo Cocktail Reception	
7:30 - 10:00	Special Event	
<b>Wednesday 25 April</b>		
8:00 - 9:00	Computing Hardware 2012: Modular, Virtualized, Commoditized or Irrelevant?	Matt Boon
9:30 - 10:30	Open Source Networking	Elliot Bern
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	Unified Communications Futures	Bob Hafner
	Top 10 Disruptive Technologies for 2007-2012 OR	Carl Claunch & David Cearley
4:30 - 5:30	Carrier Networks: The Most Important Technologies of the Next 5 Years OR Digital Home Technologies Now and Tomorrow	Jouni Forsman Paul O'Donovan
<b>Thursday 26 April</b>		
8:00 - 9:00	Portable Personalities: Making Users Device Independent OR IT Operations and Infrastructure Management Scenario: Raising the Bar	Leslie Fiering & Neil MacDonald Ed Holub
9:30 - 10:30	Innovative Communications Vendors	Martin Gutberlet
11:00 - 12:00	Emerging Nations Drive Innovation: The Disruption from the Bottom of the Pyramid	Sandy Shen & Jouni Forsman
12:15 - 1:15	SPS	
1:30 - 2:30	Energy Technology Consumerization: The Quest for Lean & Green	Zarko Sumic
3:00 - 4:00	Wireless Wide Area Networks: Optimization Tools & Techniques	Joe Skorupa
4:30 - 5:30	Closing Keynote	
5:30	Conference Adjourns	