

Outsourcing & IT Services Marketplace

The **Outsourcing & IT Services 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: GLOBALIZATION OF SUPPLY & DEMAND

As globalization increasingly takes hold, and we enter what Tom Friedman calls the 'flat world'; companies will have to deal with a number of discontinuities on both the supply (resources) front as well as the demand (revenue) front. They will have to increasingly account for the dynamics that countries like China and India bring to the global economic scenario and understand what that means for business and what IT needs to do to support a drastically different business environment.

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

Multisourcing Applied: Getting Results
IT & the East
Global Sourcing Debate: India vs. China vs. Stay at Home
Outsourcing Today: ITO, BPO and Offshore Trends Shaping Your Future
Outsourcing vs. Insourcing in a Global World
Converging Forces: ITO, BPO and Offshore
What to Do About China
Sourcing and Vendor Relationships: Disruptions and Responses
Sourcing Application Services: Global Providers and Locations
IT Sourcing: The New Critical Competency
The Future of Technology Delivered as a Service
Strategic Vendor Management: How to Manage Large Powerful IT Vendors
Virtual Companies, Virtual IT: What's Real?
Behind the Wall Socket: Who Will Deliver IT Capabilities as Services?
The IT Planning Challenge: Enterprise Platform Migration
Emerging Nations Drive Innovation: The Disruption from the Bottom of the Pyramid
Six Myths Around IT Service Management: What's Hype What's Real and What Works
Going Global: Best In Class Security and Privacy Strategies for International Operations
Forces of Turmoil for the Tech Sector
Great Debate Session: IT Has Lost Its Edge

gartner.com/us/symposiumwest



33% of attendees predict an increase in spending in 2007 and 44% have involvement in Outsourcing & IT Services*

"Many factors are altering the outsourcing and IT service market. Users' need for speed, flexibility, reactivity and cost control are shaping how service providers compete and how services are delivered."

— *The Future of Outsourcing*

FOR SPONSORSHIP DETAILS

Contact **Craig Sherter**
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OR

Contact **Brady Cebrian**
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Outsourcing & IT Services 2007 Portfolio of Events

Outsourcing Summit

March 19-21 – Dallas, TX
gartner.com/us/outsourcing

Outsourcing & IT Services Summit

April 16-17 – London, UK
europe.gartner.com/outsourcing

Outsourcing Summit

April 17-18 – Tokyo, Japan

Symposium/ITxpo

Outsourcing & IT Services Marketplace
April 22-26 – San Francisco
gartner.com/us/symposiumwest

Symposium/ITxpo

May 20-23 – Barcelona
gartner.com/eu/symposium

Outsourcing & IT Services Summit

June 13-14 – Sydney, Australia

Outsourcing Summit

June 20-21 – Sao Paulo, Brazil

Outsourcing Summit

June 27-28 – Mexico City, Mexico

Symposium/ITxpo

Outsourcing & IT Services Marketplace
October 7-12 – Orlando
gartner.com/us/symposium

Symposium/ITxpo

Outsourcing & IT Services Marketplace
November 4-8 – Cannes
gartner.com/eu/symposiumfall

Outsourcing & IT Services Sponsors:



– CSS

- Achievo
- ARIES – Romanian Association for Electronic & Software Industry
- Augmentum
- Megasoft
- Wipro Technologies

**As of 3/9/07 – there are limited opportunities for sponsorship – hurry to secure space!*

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
- Business Process Management
- Business Intelligence & Data Warehousing
- Data Center & IT Operations Management
- Enterprise Networking
- Portals, Content & Collaboration
- Program & Portfolio Management
- Security & Compliance
- Wireless & Mobile

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Recommend Agenda for Sourcing & Vendor Relationships Community

	SESSION	SPEAKER(S)
Sunday 22 April		
1:00 - 2:00	ITO, BPO and Offshore: Converging Forces	Ian Marriott
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	Sourcing and Vendor Relationships Leader: Respond, Don't Just React to Change	Christopher Ambrose
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	Multisourcing 2010	Linda Cohen
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	Great Debate: India, China or Source at Home?	Partha Iyengar & Jamie Popkin
5:30 - 7:30	Opening ITxpo Cocktail Reception	
Tuesday 24 April		
8:30 - 9:30	Megatrend: China and India—How IT in the East Is Changing Technology and Innovation	Partha Iyengar & Jamie Popkin
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	IT Services Management: What's Hype, What's Real and What Works?	Colleen Young
3:00 - 4:00	SPS	
4:30 - 5:30	Outsourcing vs. Insourcing in a Global World	Frances Karamouzis
5:30 - 7:00	ITxpo Cocktail Reception	
7:30 - 10:00	Special Event	
Wednesday 25 April		
8:00 - 9:00	IT in Latin America	Donald Feinberg
9:30 - 10:30	ITO, BPO and Offshore: Converging Forces	Ian Marriott
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	Radical Software Licensing Trends: A New World Unfolds	William Snyder
4:30 - 5:30	IT Sourcing: The New Critical Competency	Linda Cohen
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	Dave Cearley, Gene Phifer & Dan Sholler
11:00 - 12:00	Gartner Compares: Dell and HP	Carl Claunch & Charles Smulders
12:15 - 1:15	SPS	
1:30 - 2:30	Sourcing Application Services: Global Providers and Locations	Ian Marriott
3:00 - 4:00	Strategic Vendor Management: How to Manage Large, Powerful IT Vendors	Christopher Ambrose
4:30 - 5:30	Closing Keynote	
5:30	Conference Adjourns	