

Portals, Content & Collaboration Marketplace

The **Portals, Content & Collaboration 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: Inspiring Innovation

Fighting commoditization, the technology industry innovates even more furiously. At the leading edge new vendors, new products and new services continue to arrive. Whole new categories are emerging from the lab into the mainstream—virtual world economies, robotics, social analytics and augmented reality. Even the nature and sources of innovation are changing—for example ultra low-cost solutions from emerging nations—with new actions required of organizations that want to take advantage of disruptive opportunities.

MEGA-TREND: Socializing Technology

Social Interaction Subsumes Information Technology, reordering how we work, where we live, what we do and how we do it. Transactions will cease to be the center of the "IT" universe as "IT" has more of an effect on the social and economic structures of the whole (6+ billion) person world than either automobiles or mass transportation.

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:

Emerging Collaborative Trends & Technologies
The New Information Architecture: Enterprise Architecture and Enterprise Information Management
Monetizing Information: How to Architect Information Assets for Value and Profit
Content Analytics For Fame and Fortune

gartner.com/us/symposiumwest



52% of attendees predicted an increase in spending in 2006 and 40% have decision involvement in Portals, Content & Collaboration*

"Collectively, portal, content, and communication, collaboration technologies along with e-learning and search and information access represent \$6B in worldwide new license revenue in 2005, growing to approximately \$9B in worldwide new license revenue by 2009."

— Gartner Research

FOR SPONSORSHIP DETAILS

Contact Rob Whitehurst at
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Everything Must Be Mashable: How I Learned to Stop Using the Portal, and Love My Browser
Consumerization and Web 2.0: The Innovation Engine
On Beyond Google: Search and Information Access Technology's Strategic Future
Sharepoint Filers vs. Google Pilers: Which Strategy Wins?
Information Commoditization and Interaction Differentiation
Data Integration and Data Quality: The Heart of the Emerging Vision for Data Services
MDM, PIM and CDI: Creating a Single View of Products and Customers
Emerging Trends and Technologies for Information Infrastructure
Gartner Compares Microsoft and Google
Goog-Azon: The Web 2.0 Monster Who Will Devour Your Business Model
Virtual Worlds: Real Opportunities
Portable Personality Solutions: Making Users Device-Independent
Consumerization: A Look at the Role of Sony, Apple and Others in IT
Putting ME in the Drivers Seat: Consumerization in Action
E-Discovery: Help Legal or Get Lost
Digital Home Technologies: Now and Next
Business Intelligence and Information Management: Disruptions and Responses

2007 Portals, Content & Collaboration Portfolio of Events

Portals, Content & Collaboration Summit

March 19-21 – Orlando, FL
gartner.com/us/pcc

Symposium/ITxpo

Portals, Content & Collaboration Marketplace
April 22-26 – San Francisco
gartner.com/us/symposiumwest

Symposium/ITxpo

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

Portals, Content & Collaboration Summit

Sept 5-6 – London
europe.gartner.com/pcc

Portals, Content & Collaboration Summit

September 17-19 – Las Vegas
gartner.com/us/pcc

Web Innovation Summit

September 19-21 – Las Vegas

Open Source Summit

September 19-21 – Las Vegas

Symposium/ITxpo

Portals, Content & Collaboration Marketplace
October 7-12 – Orlando
gartner.com/us/symposium

Symposium/ITxpo

Portals, Content & Collaboration Marketplace
November 4-8 – Cannes
gartner.com/eu/symposiumfall

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)

Portals, Content & Collaboration Sponsors:



– Adobe Systems, Inc.

- Dialcom
- Endeca
- Google, Inc.
- Quasar Technologies

**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
- Enterprise Networking
- Outsourcing & IT Services
- Program & Portfolio Management
- Security & Compliance
- Wireless & Mobile

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Recommended Agenda for the Portals, Content & Collaboration Marketplace

	SESSION	SPEAKER(S)
Sunday 22 April		
1:00 - 2:00	Technology & Business Discontinuity Cycles: Rebels vs. Empires	Ray Valdes
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	Business Intelligence & Information Management Leaders: Disruptions and Responses	Betsy Burton
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 Business Intelligence/Performance Management Scenario	Bill Hostmann
12:00 - 1:00	SPS	
1:30 - 2:30	Information Infrastructure Evolution	David Newman
3:00 - 4:00	SPS	
4:30 - 5:30	Consumerization and the Web: The Innovation Engine	David Mitchell Smith and Gene Phifer
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>	Philip Rosedale
11:00 - 12:15	Innovator Interview Keynote <i>Dr. Irving Wladawsky-Berger, VP Technical Strategy & Innovation, IBM Corp</i>	Irving Wladawsky-Berger
12:00 - 1:00	SPS	
1:30 - 2:30	Corporate Performance Management: How to Define the Right Metrics	Michael Smith
3:00 - 4:00	SPS	
4:30 - 5:30	The New Information Architecture: EA and Information Management	Frank Schlier and David Newman
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	Monetizing Information: How to Architect Information Assets for Value and Profit	Debra Logan
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	Business Intelligence & Information Management: Activities, Competencies and Organizations	Betsy Burton
4:30 - 5:30	Enterprise Platform Migration: The Great IT Planning Challenge	Andy Kyte
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 OR Beyond Google: Search and Information Access—Technology's Strategic Future	David Cearley, Gene Phifer and Dan Sholler Whit Andrews
11:00 - 12:00	Data Integration and Data Quality: The Heart of the Data Services Evolution	Ted Friedman
12:15 - 1:15	SPS	
1:30 - 2:30	Enterprise Software Markets: 2007 Is a Key Transition Year OR Virtualizing the Storage Infrastructure in 2011	Tom Eid Bob Passmore
3:00 - 4:00	Content Analytics for Fame and Fortune	Toby Bell
4:30 - 5:30	Closing Keynote	
5:30	Conference Adjourns	