

Security & Compliance Marketplace

The **Security & Compliance 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: 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.

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:

- Top Emerging Security Threats: How to Cope – Now and Forever
- IT Risk Management for the Inexperienced: a CIO's Travel Guide to IT Securistan
- Cyberwarrior: Will the Next 'Cold War' Be Fought on Your Network
- The Virtualization of Security
- Privacy and Intellectual Property Protection: Fuel or Foil Behind the Extended Enterprise Ecosystem
- Going Global: Best In Class Security and Privacy Strategies for International Operations
- Is Free and Open Communications Such a Good Idea?

gartner.com/us/symposiumwest



57% of attendees predict an increase in spending in 2007 and 41% have involvement in Security.*

"Compliance and Web services are significant new security market drivers. Investment is often justified because the downside of breaches and failure is so great. This dynamic is so powerful that we recommend securities analysts add a risk management section to their management interviews."

– How Compliance and Web Services Are Changing Security Markets

FOR SPONSORSHIP DETAILS

Contact Stephen Gibertoni
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David Lien
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Control vs. Autonomy
Forces of Turmoil for the Tech Sector
Web 1.0 Bent Your Enterprise Applications: Will Web 2.0 Break Them?
Emerging Trends Radar Screen: New Frontiers of Innovation and Opportunity
Top Disruptive Technologies for 2007 and Beyond
Gartner Compares: Cisco Systems to the Rest of the Market
Gartner Compares: Microsoft and Google
E-Discovery: Help Legal or Get Lost
Security and Risk Management: Disruptions and Response

2007 Security Portfolio of Events

Symposium/ITxpo

Security & Compliance Marketplace
April 22-26 – San Francisco
gartner.com/us/symposiumwest

Compliance & Risk Management Summit

May 9-11 – New Orleans
gartner.com/us/risk

Symposium/ITxpo

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

IT Security Summit

June 4-6 – Washington, DC
gartner.com/us/security

Identity & Access Management Summit

June 25-26 – London
europe.gartner.com/iam

IT Security Summit

September 17-19 – London
europe.gartner.com/security

Identity & Access Management Summit

November 14-16 – Los Angeles
gartner.com/us/iam

Symposium/ITxpo

Security & Compliance Marketplace
October 7-12 – Orlando
gartner.com/us/symposium

Symposium/ITxpo

Security & Compliance 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)

Security & Compliance Sponsors:

- Configuresoft
- IronPort Systems Inc.
- Kazeon
- Lumeta
- M-Tech Information Technology, Inc.
- NeoScale Systems
- SOMANSA
- Tablus
- Trend Micro
- Tumbleweed
- WinMagic, Inc.

**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
- Portals, Content & Collaboration
- Program & Portfolio Management
- Wireless & Mobile

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Recommended Agenda for Security & Risk Management Community

	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	Security & Risk Management Leaders: Preparing for Major Disruptions	Paul Proctor
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	Megatrend: Technology & Society—Social Interaction and IT Forever Altered	Tom Austin
12:00 - 1:00	SPS	
1:30 - 2:30	Great Debate: Control vs. Autonomy	Michael Silver, Brian Gammage, Dave Cappuccio & Martin Reynolds
3:00 - 4:00	SPS	
4:30 - 5:30	Cyberwarriors: Will the Next "Cold War" Be Fought on Your Network?	Herb Strauss
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 OR Great Debate: Free and Open Communications—A Good Idea?	Paul Proctor John Pescatore & Martin Gutberlet
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	Gartner Compares: Cisco and the Rest of the Market	David Willis
3:00 - 4:00	SPS	
4:30 - 5:30	Securing Virtualization & Virtualizing Security Great Debate: Privacy vs. Intellectual Property Protection—Which Serves Business Best?	Neil MacDonald Carol Rozwell & David Furlonger
5:30 - 7:00	ITxpo Cocktail Reception	
7:30 - 10:00	Special Event	
Wednesday 25 April		
8:00 - 9:00	Top Emerging Security Threats: How to Cope—Now and Forever	John Pescatore
9:30 - 10:30	Securing Employee-Owned IT: Liberate Your People and Improve Security	Neil MacDonald
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	Gartner Compares: Google and Microsoft	David Mitchell Smith & Allen Weiner
4:30 - 5:30	Enterprise Platform Migration: The Great IT Planning Challenge	Andy Kyte
Thursday 26 April		
8:00 - 9:00	Portable Personalities: Making Users Device Independent	Leslie Fiering & Neil MacDonald
9:30 - 10:30	Application Management in the Age of SOA and Web Services	Cameron Haight
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	Security & Privacy: Best Strategies for International Operations	Arabella Hallawell
3:00 - 4:00	Mashups, Portals and the Composable User Interface	Dan Sholler & David Gootzit
4:30 - 5:30	Closing Keynote	
5:30	Conference Adjourns	