

Start	Finish	Track A - Market Snapshots and Provider Strategies	Track B - IT Marketing and Channel Strategies
9:00	9:50	1 Opening Keynote: Macroeconomic Trends Impacting the Business Environment <i>Tim Harcourt, Chief Economist, Australian Trade Commission</i> This keynote presentation will set the scene for the kind of issues and trends that will face the business environment in general. This includes the global macroeconomic environment and challenges it poses in the next 5 years for businesses of all kinds. Specific key issues that providers need to consider and then act on as soon as they get back to the office are also highlighted and subsequently covered in more depth later in the two "Monday:Go To Market" track sessions.	
9:50	9:55	Room change	
9:55	10:45	2a The Future of Technology as a Service and Provider Strategie <i>Craig Baty, VP Distinguished Analyst, IT Mkt & Channel Strategies</i> Accessing technology as a service rather than purchasing and operating piece parts will significantly alter the landscape of the IT industry as power shifts from traditional to new players. This session highlights results from Gartner research with Type A companies, and explores the implications for industry participants. What factors are making technology as a service possible and attractive? What options exist to access technology as a service and how are they evolving over the next two years? How will technology as a service impact enterprise IT and IT providers?	2b Cracking the Asia-Pacific Market: Trends and Provider Strategie <i>Michele Caminos, Research VP, Software & Services IT Service Mkt Strat & Metrics</i> The Small to Medium Business (SMB) Market, although extremely large and making up the bulk of business in Australia and New Zealand, is often misunderstood in terms of its IT buying behaviors. This has led to inconsistent and confusing go to market strategies and activities from technology and service providers. In this presentation Michele will cover the following key issues: What are the key buying behaviors of SMBs globally, regionally and locally? What are the key trends and major drivers or inhibitors to penetrating the SMB market? What strategies should technology and service providers consider when addressing the SMB Market?
10:45	11:05	Break	
11:05	11:55	3a Emerging Go To Market Strategies for Communication Service Providers <i>Geoff Johnson, Research VP, Communications Applications</i> Times are flat in the telecommunications sector with future outlooks that are tough and challenging. As new communications service providers such as Microsoft and Google grab both attention and revenues from telco customers, many in the industry are wondering if there is a viable future for telcos? Gartner believes that there is a prosperous future in the communications industry but the roles of networking, IT and media players will be severely re-defined. In this presentation we will consider the following Key Issues and provide specific recommendations on Go To Market strategies. What are the critical trends, directions and innovations emerging in the Communications industry? Which are the major challenges and best opportunities in communications services, technologies and solutions? Specifically how should you shape your company's Go To Market Strategies?	3b Channel Programs Evolve to Improve Partner Performance, Profitability and Customer Satisfaction <i>Tiffani Bova, Research Director, IT Mkt & Channels Strategies</i> As customers look for improved results from their technology investments and IT vendors rely more heavily on their channel partners as the 'preferred route to market', channel programs must evolve to deliver a greater return on partnering, increased profitability and competitive differentiation. What channel program trends are occurring in the market? How can IT vendors drive increased loyalty out of their current partner base? Are the partners you have today the ones you need in the future? If not, what are the best practices for recruiting the right partners up front? What is the best way to achieve optimal account coverage without over distribution?
11:55	12:00	Room change	
12:00	12:50	4a Enterprise Software Market Asia/Pacific: Transitional Years Moving Forward <i>Ian Bertram, Managing VP, Business Intelligence Mgt</i> Users are finding that they are more and more dependent on one or more of the software mega vendors for large portions of their technology portfolio. As the mega vendors continue to broaden portfolios, the pace of technology has picked up and customer pressure for better business outcomes is growing even stronger. This session identifies key software market disruptions that will create havoc for the software mega vendors and their users as they struggle to adapt to the person-centric, Web-based future with new offerings, new delivery models, and new business strategies. What are the leading mega trends that are affecting software markets? What are the 3 leading market evolution forces that are transforming the industry? How will these disruptions affect the market and what strategies should vendors adopt?	4b Financial Services: The Next Frontie <i>Derry Finkeldey, Principal Research Analyst, Industry Market Strategies</i> Financial Services constitutes the largest market for IT spending in ANZ; it is a sophisticated market for IT products and services, well served by IT providers. This presentation will draw upon market data and case study material from some of the leading financial services institutions in ANZ to examine future directions in the industry, the role IT will have to play and a discussion of whom IT providers should target and how to succeed in this industry. What is the state of the current Financial Services Market in ANZ? What are the emerging industry issues and Hot IT Market opportunity areas? What do Financial Services organisations really want from their IT Service providers?
12:50	13:35	Lunch	
13:35	14:25	5a Hardware Market Snapshot and Providers <i>Phil Sargeant, Managing VP, Storage Markets Mgt</i> While there has been considerable growth in the local Australian and Asia-Pacific hardware markets of late, this growth is not a guaranteed into the future and it does not mean growth for all. Opportunities exist due to the explosive growth of China and what it has done to the Australian resources industry and India is likely to drive more growth in the local and regional markets well into the future. While the majority of IT budgets are still focused on 'keeping the lights on' this trend is slowly starting to turn and as such IT budgets are likely to shift away from hardware in the relatively near future. Hardware vendors need to make sure their offerings help organisations move towards the real-time enterprise or they face the real risk of losing share in a growing market. In this presentation we will cover: The current size and forecast growth rates of the global, regional and local PC, Server and Storage markets. The key trends in each of these markets that are driving or inhibiting growth. The strategies hardware vendors and their partners should consider when targeting these markets.	5b Your Partner's Business is Changing: What Will They Need From You To Be Successful? <i>Tiffani Bova, Research Director, IT Mkt & Channels Strategies</i> As solution selling and technology as a service becomes more widely adopted, channel partners will need to adjust their business models to succeed. This session will cover areas which technology vendors should be concentrating on in order to better enable their partners as they transition their business. What industry trends are affecting traditional channel partners business? What are channel companies faced with which is impacting their profitability? How can technology vendors enable their partners to transform their business from a product based to solutions based business?
14:25	14:30	Room change	
14:30	15:20	6a IT Services in Transition: Challenges and Strategie <i>Rolf Jester, VP Distinguished Analyst, Software & Services Consulting & SI Analysts</i> In IT Services, business-as-usual won't guarantee survival over the next few years, let alone growth and success. Traditional services may not die, but non-traditional services are growing at a faster rate to become a bigger part of the growing market. Can you disrupt the competition before they do it to you? We'll cover all aspects of IT Services including Consulting, Solution Implementation, product Support, IT Outsourcing and Business Process Outsourcing. Show me the money: where is the revenue today and where will it be tomorrow? What will the buyers want next? What is driving services demand? How can I get more than my share of the money? What strategies work?	6b The Government Market: Big and Evolving <i>Richard Harris, Research VP, Government</i> Government organisations in ANZ comprise a very large market for IT products and services. They are relatively resistant to ups and downs in economic activity and increasingly are seeking the same types of products and services as commercial organisations. This presentation will draw upon market data and case studies from the ANZ government sector to examine the market, the role that IT will play in the future and ideas for IT providers to achieve strong success in this sector. What is the state of the current government IT market in ANZ? What are the issues and hot opportunity areas for this market? What do government organisations really want from their IT providers?
15:20		Close	