

Wireless & Mobile Marketplace

The **Wireless & Mobile 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

The IT industry is in turmoil. Perpetuating Moore's Law requires ever increasing scale economies. Consolidation and standardization of technologies contend with innovation in service and delivery models. Navigating this complex sea of change is challenging not only for the industry's participants - but also for buyers looking to place the right bets on the future.

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.

gartner.com/us/symposiumwest



50% of attendees predict an increase in spending in 2007 and 42% have involvement in Wireless & Mobile*

"Global telecommunications is rapidly changing with new wireless technologies, such as WiMAX and high-speed wireless data, emerging. Old wired data technologies, such as frame relay, are vanishing. Mergers, acquisitions and joint ventures provide benefits and challenges for these enterprise services"

— Predicts: New Wired and Wireless Enterprise Communications Services

FOR SPONSORSHIP DETAILS

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OR

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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 Technologies for Mobile and Wireless
Directions in Wireless Devices
Tools and Techniques for Optimizing Wireless Wide Area Networks
Portable Personality Solutions: Making Users Device-Independent
Is Free and Open Communications Such a Good Idea?
Unified Communications Futures
Must-Have Enterprise Network Technologies
Free Comes With a Price Tag: The Gartner Communications Scenario
Open Source Networking
Gartner Compares: Cisco Systems to the Rest of the Market
Innovative Vendors in Communications
The Most Important Carrier Network Technologies of the Next 5 Years
Putting ME in the Drivers Seat: Consumerization in Action
Cyberwarrior: Will the Next 'Cold War' Be Fought on Your Network
IT Operations and Infrastructure Management Scenario: Raising the Standard
Innovative Technologies In Infrastructure & Operations
Real-Time Infrastructure: The Technology Vision of Infrastructure and Operations
The Future of Infrastructure & Operations
Top Disruptive Technologies for 2007 and Beyond
The Future of Technology Delivered as a Service
Forces for Change in Semiconductors
Restructuring in the Hardware Markets
The Virtualization of Security
IT Infrastructure and Operations: Disruptions and Responses

2007 Wireless & Mobile Portfolio of Events

Wireless & Mobile Summit

February 5-7 – Dallas

Wireless & Mobile Summit

April 17-18 – London

Symposium/ITxpo – Wireless & Mobile 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:



Infrastructure & Operations
Community

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)

Wireless & Mobile Sponsors:



- Sprint
- Nokia

- Aruba
- BlackBerry
- Huber+Suhner
- Motorola
- Palm, Inc.
- Zenprise

**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
- Security & Compliance

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Recommended Agenda for the Infrastructure & Operations Community

	SESSION	SPEAKER(S)
Sunday 22 April		
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	
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	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	
Tuesday 24 April		
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 & 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	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	
Wednesday 25 April		
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 Top 10 Disruptive Technologies for 2007-2012 OR	Bob Hafner 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
Thursday 26 April		
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	