

SUNDAY  
DEC. 3

- 2:00 p.m. Registration
- 3:15 p.m. Boot Camps
- 3:30 p.m. Workshop: Design Thinking for Innovation

MONDAY, DECEMBER 4

- 7:00 a.m. Registration and Attendee “Icebreaker” Breakfast
- 8:00 a.m. Tutorials
- 9:00 a.m. **Gartner Opening Keynote: Optimize, Transform, Disrupt — Strategies for Your Digital Business** Gene Phifer, Conference Chair, Vice President and Distinguished Analyst; Daryl C. Plummer, Vice President and Gartner Fellow; David Mitchell Smith, Vice President and Gartner Fellow; Jenny Sussin, Vice President and CX Strategy & Technology Program Lead Analyst — Gartner Research

	Application Leadership Program	Application Strategy and Innovation Program		Application Architecture, Development and Integration Program			CX Strategy and Technology Program			
TRACKS	A. Leadership in the Age of Digital Business	B. Application Strategy	C. Application Innovation	D. Application Architecture	E. Application Development	F. Application Integration	G. Customer Strategy	H. Customer Data and Analytics	I. Designing the Multichannel CX	J. CX Technology Foundations
10:30 a.m.	Business Models Matter for CIOs and Application Leaders	Application Leaders Must Master the Role of Products and Platforms in the Digital Era	What to Do and Not Do With AI	Strategic Roadmap to Architect a Digital Business Technology Platform	Stop Doing Scrum — Be Agile	Application Leaders Call to Action: Deliver Pervasive Integration Capabilities to Empower Digital Transformation	Customer Experience Strategy: Roadmap to Differentiation	Six Styles of Customer Analytics for Better Customer Experiences	Bridge Silos of Customer Engagement to Achieve Unified Omnichannel Customer Experiences	The State of Customer Experience Technologies and Their Impact to Your Application Strategy
11:30 a.m.	Digital Business Needs a Digital Workplace	Reimagining the “Application Organization” in a Product-Oriented World	Scaling the Design Mindset and Methods	Microservices: The Future of SOA	TechInsights: CrossFire — Native Mobile or Web, The Finale	Reshape Integration for Bringing Order to Data and Application Chaos in Digital	Designing a Better B2B Customer Experience Program	To the Point: Contextual Analytics — Increasing Relevancy to Improve Customer Understanding and Engagement	Using AI Conversational Platforms for Customer Experience: Better, Faster and Cheaper	Digital Commerce in a Customer Experience Economy

- 12:15 p.m. Solution Showcase Reception and Attendee Networking Lunch
- 2:45 p.m. **Super Session: The Summit Bonus — A “One-Size-Fits-All” Application Strategy** | **Super Session: Supercharge Your Customers’ Digital Ambitions**
- 3:45 p.m. Solution Provider Sessions
- 4:45 p.m. **Guest Keynote Quiet: How to Harness the Strengths of Introverts to Change How We Work, Lead and Innovate** Susan Cain, Author and Co-Founder, Quiet Revolution
- 5:30 p.m. Solution Showcase and Attendee Networking Reception

[View rest of agenda ▶](#)

TUESDAY, DECEMBER 5

7:00 a.m. Attendee Breakfast: Networking by Industry										
	<b>Application Leadership Program</b>	<b>Application Strategy and Innovation Program</b>		<b>Application Architecture, Development and Integration Program</b>			<b>CX Strategy and Technology Program</b>			
<b>TRACKS</b>	<b>A. Leadership in the Age of Digital Business</b>	<b>B. Application Strategy</b>	<b>C. Application Innovation</b>	<b>D. Application Architecture</b>	<b>E. Application Development</b>	<b>F. Application Integration</b>	<b>G. Customer Strategy</b>	<b>H. Customer Data and Analytics</b>	<b>I. Designing the Multichannel CX</b>	<b>J. CX Technology Foundations</b>
8:30 a.m.	Identify, Stalk, Attract and Delight (or Pacify) the Wild Digital Worker	Business Architecture: From Strategy to Guiding Execution	From APIs to Digital Platforms: API Economy Lessons for Building an Ecosystem	Impossible Software: The Copernican Shift to Autonomous Events and Eventual Consistency	Preparing Your Business Applications for Artificial Intelligence	Integration Personas and the Impact on Your Integration Platform Strategy	To the Point: The Art of Customer Success in a 24-Hour Technology World	The Where Factor: Using Location Intelligence to Improve Customer Experience	Digital Commerce Platforms 2025 — Commerce That Comes to You	The Third Wave of Sales Automation and the Algorithmic Future of B2B Sales Technology
9:30 a.m. Solution Provider Sessions										
10:30 a.m.	To the Point: The Biggest Obstacle in Moving to Agile Product Delivery Is Your Human Resources Department	To the Point: Beyond API Management — Marketplaces, Monetization and Ecosystems	To the Point: Innovating With Agile and DevOps — Taking It to the Next Level	To the Point: Get Ready for Voice-First Apps	To the Point: What Does Application Development Look Like in a Post-App World?	To the Point: How to Choose the Best iPaaS for Your Needs	To the Point: Prepare for the Next Generation of Customers, Today	To the Point: How to Create a Single View of the Customer	To the Point: Thing Commerce — Expand Sales and Engage Customers Through Smart Things	To the Point: The Future of CRM is Event-Driven
11:30 a.m. <b>Gartner Keynote Nature Versus Nurture: Transitioning to an Innovation Mindset Jackie Fenn, Vice President and Gartner Fellow, Gartner Research</b>										
12:15 p.m. Solution Showcase and Attendee Networking Lunch										
2:45 p.m.	Focus on Engagement, Value and Outcomes to Eliminate the Boundary Between Business and IT	Governing Product and Platform Delivery for Digital Business	AI on the Edge: Fusing Artificial Intelligence and IoT Will Catalyze New Digital Value Creation	TechInsights: State of the Web — The Critical Trends in Architecture, Platforms and Frameworks in 2017	Why User Experience Is So Hard for IT to Deliver — And What to Do About It!	Ecosystem and B2B Integration, a New Frontier!	Maverick: The Disappearing Customer	Advancing CX Analytics Maturity for Better Customer Experiences	Craft Your Next-Generation Customer Engagement Hub to Deliver a Multichannel Experience	How Superior Employee Experience Drives Superior Customer Experience
3:45 p.m. Solution Provider Sessions										
4:45 p.m.	This Is Your Brain on Digital Leadership: Harness the Hidden Powers That Shape Behavior	Scaling Agile the Right Way: Avoiding the Agile Framework Apocalypse	Immersive Technologies Offer Infinite Possibilities	How Event Thinking Paves the Way to Digital Business	TechInsights: Overcoming the Challenges of Successful Agile Adoption	The Rise of Digital Integrator Technologies: AI Rebalances What Integration, a Human and Machine Will Do	Instill Trust in a Digital World to Increase Profitability	How to Use AI to Create the Customer Experience of the Future	What Happens on Mobile, Stays on Mobile — How to Support Your Customers on a Mobile Phone	Laying a Customer Success Management Foundation
5:30 p.m. Hospitality Suites										

[View rest of agenda ►](#)

WEDNESDAY, DECEMBER 6

7:00 a.m. Attendee Breakfast: Networking by Hot Topic										
7:15 a.m. Women in IT Networking Breakfast										
	<b>Application Leadership Program</b>	<b>Application Strategy and Innovation Program</b>		<b>Application Architecture, Development and Integration Program</b>			<b>CX Strategy and Technology Program</b>			
<b>TRACKS</b>	<b>A. Leadership in the Age of Digital Business</b>	<b>B. Application Strategy</b>	<b>C. Application Innovation</b>	<b>D. Application Architecture</b>	<b>E. Application Development</b>	<b>F. Application Integration</b>	<b>G. Customer Strategy</b>	<b>H. Customer Data and Analytics</b>	<b>I. Designing the Multichannel CX</b>	<b>J. CX Technology Foundations</b>
8:30 a.m. Solution Provider Sessions										
9:15 a.m.	Five Situational Leadership Types for Working With Digital Teams	Building the Digital Platform From the Remnants of Your Application Portfolio	Best Practices for Leveraging Workstream Collaboration Tools Like Slack and Microsoft Teams	Serverless Platforms and PaaS: Distilling the Application Development Process	TechInsights: Keys for DevOps Success	Develop an ERP Integration Strategy to Support a Digital Platform	Why Humans Will Remain at the Core of Great Customer Experience	MDM Is Critical for Customer Experience	Digital Commerce Strategies That Make Shoppers Buyers	Listen to the Voice of the Customer
10:15 a.m. Solution Provider Sessions										
11:15 a.m. <b>Guest Keynote Leadership and the New Principles of Influence Daniel H. Pink, Best-Selling Author</b>										
12:00 p.m. Attendee Networking Lunch										
1:15 p.m.	TechInsights: Apps 2025 — The Future of Leading Application Professionals	The Shadow Side of SaaS: How to Embrace SaaS Applications Acquired by Line-of-Business Leaders	Embrace an Innovation Mindset	TechInsights: Monolith to Microservices — Refactoring Your Application for the Cloud	How Reducing Features Creates Better UX and Happier Users	HIP Enabling Technologies Including MBS, API Management, iPaaS: Which Should Your Team Choose?	Three Steps for Creating Disruptive Customer Strategies Using Design Thinking	Drive Business Results and Improved CX With Customer Journey Analytics	The Top 10 Strategic Technology Trends for 2018 and How They Will Impact Your CX Strategies	Building a Better CX Technology Stack for Your B2B Organization
2:15 p.m.	Maverick: Fixing IT's Diversity Problem Requires a Focus on Inclusion	Adapting Your ERP Strategy to Support the Digital Platform	The Future of EA in the Era of Digital Business	Blockchain for Architects: Introduction to Blockchain and Blockchain Platforms for Enterprise IT	Culture and Mindset: The Secret to Building Great App Development Teams	API Security: Balancing Openness and Protection	Can Blockchain Transform Your Customer Experience?	Real-Time Analytics for the New Speed of Business	Being There: Giving Users a Sense of Presence in a Virtual Reality	TechInsights: How to Begin With Salesforce Sales Cloud Integration
3:15 p.m. <b>Closing Keynote Willful Disruption and Seven Disruptions You Might Not See Coming Daryl C. Plummer, Vice President and Gartner Fellow, Gartner Research</b>										