

# Gartner Application Strategies & Solutions Summit 2017

December 4 – 6 / Las Vegas, NV  
gartner.com/us/apps



## Key take-aways

- ### 1 Turn “No” into “Yes”

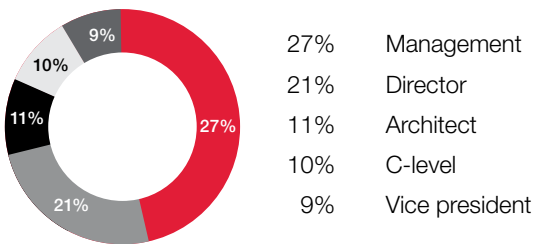
Cloud computing, citizen developers and tech budgets have empowered end users, but application leaders who constantly answer requests for help with a “no” will see their roles marginalized. They must become trusted advisors, and should find a path to “yes.”
- ### 2 You don’t need to have “customer” in your title to impact the CX

The role of technology in improving the customer experience has become magnified in the age of digital business. The C-suite, VPs, directors, managers and architects all play a critical role in ensuring organizations help their customers meet their digital ambitions.
- ### 3 Make your mark: The leadership balancing act

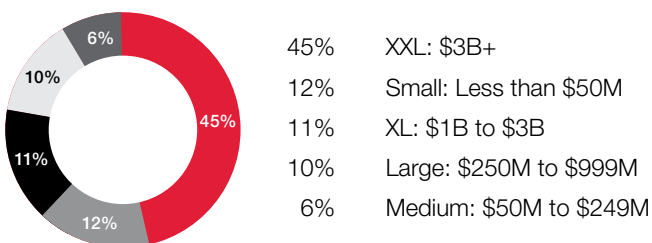
While they have a tough job, application leaders are in a unique position to make huge contributions to the digital business transformation and business optimization initiatives of their enterprises.
- ### 4 Disruption is not a dirty word

Far from it! Willful disruption is actually a good thing. Application leaders should explore opportunities to be a disruptive force in their enterprise and their industry.

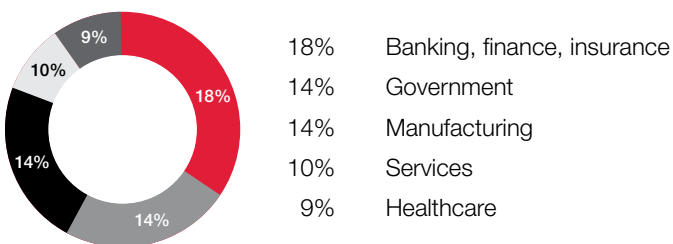
## Top 5 job titles



## Organization size



## Top 5 industries



## Most-attended sessions

- D2.** Microservices: The Future of SOA  
**Anne Thomas**
- D1.** Strategic Roadmap to Architect a Digital Business Technology Platform  
**Elizabeth Golluscio, Keth Guttridge**
- B3.** Business Architecture: From Strategy to Guiding Execution  
**Betsy Burton**
- C4.** To the Point: Innovating With Agile and DevOps — Taking It to the Next Level  
**David Norton**
- I2.** Using AI Conversational Platforms for Customer Experience — Better, Faster and Cheaper  
**Magnus Revang**
- C3.** From APIs to Digital Platforms: API Economy Lessons for Building an Ecosystem  
**Paolo Malinverno**
- T3.** Tutorial: Creating a Digital Workplace Strategy  
**Mike Gotta**
- H6.** How to Use AI to Create the Customer Experience of the Future  
**Jessica Ekholm**

“If IT doesn’t drive technological innovation, who will?”

Gene Phifer, Conference Chair, Vice President and Distinguished Analyst, Gartner Research

## What attendees had to say

“It feels like you surveyed my company and tailored the sessions based on our needs. The content has been excellent and timely.”  
John Pavelchik, Architect, Las Vegas Sands Corporation

“The unplanned connections with other attendees were some of the most valuable interactions, as they allow you to discuss ideas based on content from the formal sessions.”  
Jacob McNulty, Vice President, Customer Success, EMS Software

“Analyst one-on-ones are a must. Gartner analysts have some of the best views on upcoming technology trends and the product suites for the specific use cases you are looking for.”  
Kumar Sundararaman, Director, IT Application Technology, Equinix, Inc.

“This is the only event that provides me with real-life examples of how solutions have been applied to solve everyday IT issues.”  
Armin Salchi, Consultant, Toyota