Guide Your Customers on Their Journey to Digital Business

KEY BENEFITS
- Grow revenue, market share and brand recognition through effective product innovation, sales and marketing.
- Craft a winning business strategy and reach out successfully to potential partners and investors.
- Recognize new target markets, verticals, roles, types of customers and geographies.
The tech market is shifting. Shouldn’t your business strategy evolve with it?

Improve how you innovate, market and sell your tech solutions

In our dynamic digital business environment, you need to understand growth opportunities and where technology is headed. As a technology provider, you need to know how emerging trends will impact your market, customers, product strategy, business model and sales cycle. Gartner Tech Growth & Innovation Conference 2016 lets you hear directly from Gartner analysts on what tech buyers want, what they’ll need next and how to engage and serve them. Drawing on the vast depth and breadth of Gartner’s involvement with technology, the conference gives your business the advantage of insight from inside the buying trenches. Get the information you need to evolve your product and business strategies and prepare for the next wave of opportunity.

By 2020, smart machines will be a top five investment priority for more than 30% of CIOs.

Gartner Predicts
A new event for tech providers

- The first Gartner conference designed just for technology business leaders
- Insight on where tech markets are headed and what your buyer wants today and in the future
- Guest keynotes from Geoffrey Moore, tech strategist, and Les McKeown, startup and growth guru
- The latest recommendations to help your customers drive digital business

Who should attend
Business teams from technology providers, including:

- Executive leadership: CEOs, CMOs, CTOs and other C-levels
- Corporate and product strategists
- Product and service development executives
- Marketing executives
- Market research and competitive intelligence professionals
- Sales enablement, operations and communications
- Investors interested in technology, telecom and IT service markets

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Keynotes

Guest keynotes

How to Lead and Scale for Success
Is success in business a transient, hard-to-define combination of hard work, judgment and good luck? Or do all successful organizations follow similar patterns that, once understood, are predictable and repeatable? In this highly interactive and inspirational session, executives are challenged to examine their own situations and devise a proven strategy for how to lead and scale for success.

Zone to Win
As an emerging provider, you work the cycle for the first time, one zone at a time (incubate, transform, perform, optimize — along the lines of early market, crossing the chasm, going inside the tornado and hitting Main Street). It is the second time through that requires you to implement the four zones in parallel, rather than just in sequence.

Gartner keynotes

The Executive Perspective on Growth and Digital Business
We are at a time when both technology and technology buyers are changing, significantly. Providers must explore changing not only their go-to-market approaches but their business models to compete. Explore executive perceptions from leaders among providers and tech buyers to set a path for successful growth and innovation.

The Social Science of Digital Business
While technology drives tremendous opportunities for business transformation, digital business ideas are likely to be ignored without the proper context. Social science disciplines (cognition, social transformation, cultural adoption rates, economic impact) are well-understood by business decision makers. Applying this perspective provides the CxO unique insights to more effectively market digital business products and services.

The Digiflip: Using Digital Business Lenses to Identify opportunities
Digital business requires looking at traditional operations and processes from new perspectives. Technology providers can help enterprises identify breakthrough opportunities using three digital business lenses: “digital being,” “digital interacting” and “digital operating.” Learn about these lenses and how to apply them to go-to-market approaches to help providers’ clients identify, prioritize and execute digital business initiatives.
Meet the analysts

Rob Addy
Vice President

Ed Anderson
Vice President

Hank Barnes
Vice President

Todd Berkowitz
Director

Brian Blau
Director

Tiffani Bova
Vice President and Distinguished Analyst

Kenneth F. Brant
Director

Joanne M. Correia
Vice President

Federico De Silva
Director

Derry N. Finkeldey
Director

Eric Goodness
Vice President

Jim Hare
Director

Helen Huntley
Vice President

John-David Lovelock
Vice President

Leigh McMullen
Managing Vice President

Patrick Meehan
Vice President

Lori Samolsky
Director

Julie Short
Director

David Mitchell Smith
Vice President and Gartner Fellow

Cathy Tornbohm
Vice President

Alfonso Velosa
Vice President

Michael Warrillow
Director

Laurie F. Wurster
Director

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Plan your experience

Agenda tracks

A. High-Growth Opportunities: Today’s Technologies for the Enterprise
We explore the technologies that are moving beyond early adoption and into the mainstream, and the product and service opportunities they bring with them. We look “beyond the broad,” highlighting specific segments where spending is happening now, and we show you how to capitalize on it.

B. Innovation: Creating Value With New Business Models
As technology innovations and new delivery models (e.g., “as a service”) accelerate, you need to think about the short- and long-term implications on your business. Every change impacts cash flow, customer experience and resources — the very way you run your business.

C. Customer-Centric Sales and Marketing: Adapting to Buyers
The way enterprises buy technologies and services is rapidly changing. You need to understand these new buyer behaviors, the mindset of the CIO and other key IT leaders, and the increasing role of non-IT buyers. Then, you need to adapt your sales and marketing efforts in light of these new realities.

D. Technology Market Futures: What’s Next and What to Do About It
We explore the future of technology and uncover disruptive opportunities that will emerge during the next five years. What is the future of the data center? How will application software evolve? What impact will the Internet of Things (IoT) have on your products and services? What will the ecosystem of the future look like and what role will you play in it, if any?

Maturity level

Foundational: Offers the necessary understanding and first steps to those in the early stages of initiatives

Advanced: Uses complex concepts requiring foundational knowledge and prior experience to take initiatives to the next level

Focus

Tactical: Provides tactical information that can be used straightaway, with a focus on how-to’s, do’s and don’ts and best practices

Strategic: Focuses on the strategic insight supporting the development and implementation of an action plan

To create your agenda today, go to gartner.com/us/tech and click on the Agenda tab.
<table>
<thead>
<tr>
<th>Interact with analysts</th>
<th>Network with peers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Analyst one-on-one meetings</strong>*</td>
<td><strong>Case studies</strong></td>
</tr>
<tr>
<td>Complimentary consulting with two Gartner analysts of your choice</td>
<td>Learn about recent implementations firsthand, with an opportunity for a Q&amp;A with the IT and business executives leading the initiative.</td>
</tr>
<tr>
<td><strong>Analyst-user roundtable discussions</strong>*</td>
<td><strong>Hospitality suites</strong></td>
</tr>
<tr>
<td>Moderated by Gartner analysts for exchanging ideas and best practices with your peers</td>
<td>Hosted by Premier and Platinum exhibitors, these evening theme receptions are ideal for informal networking.</td>
</tr>
<tr>
<td><strong>Workshops</strong>*</td>
<td><strong>Solution Showcase receptions and special events</strong></td>
</tr>
<tr>
<td>Small-scale and interactive; drill down on specific topics with a how-to focus</td>
<td></td>
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</tbody>
</table>

*Space is limited and preregistration is required.*
Gartner Tech Growth & Innovation Conference 2016

Agenda at a Glance

**Sunday, June 5**
- 3:00 p.m. Registration

**Monday, June 6**
- 7:00 a.m. Registration
- 7:30 a.m. Networking Breakfast
- 8:30 a.m. K1. Gartner Keynote: The Executive Perspective on Growth and Digital Business  - Tiffany Bova, Vice President, Gartner Research
- 9:30 a.m. K2. Gartner Keynote: The Social Science of Digital Business  - Patrick Meehan, Vice President, Gartner Research
- 10:15 a.m. K3. Gartner Keynote: The Digifiip: Using Digital Business Lenses to Identify Opportunities  - David Mitchell Smith, Vice President and Gartner Fellow, Gartner Research
- 11:30 a.m. Solution Provider Sessions
- 12:15 p.m. Solution Showcase and Attendee Lunch

**Tuesday, June 7**
- 7:00 a.m. Registration
- 7:30 a.m. Networking Breakfast
- 8:30 a.m. K4. Guest Keynote  - Geoffrey Moore, Business Strategy and Technology Expert
- 10:30 a.m. K6. Gartner Keynote: Charting Business Success Using Forecasts and Market Models  - John-David Lovelock, Vice President, Gartner Research
- 11:45 a.m. Solution Provider Sessions
- 12:30 p.m. Solution Showcase and Attendee Lunch
- 2:30 p.m. A1. Architecting the Digital Business  - Cathy Tornbohm
- 3:15 p.m. A2. Cloud Shift: Fact or Fiction?  - Ed Anderson
- 4:30 p.m. Solution Provider Sessions
- 5:30 p.m. A3. The IoT Scenario: Growth Opportunities for Vendors  - Alfonso Velosa
- 6:15 p.m.

**Wednesday, June 8**
- 8:00 a.m. Registration
- 10:15 a.m. A7. Data Center Opportunities: Today and Tomorrow  - Michael Warrilow
- 11:30 a.m. K8. Gartner Closing Keynote: It Isn’t About the Business It’s About the Technology  - Leigh McMullen, Managing Director, Gartner Research

Each Gartner session has been identified with icons to help you locate the sessions that give you the most value.

**Maturity level**

- **F** Foundational:
  Offers the necessary understanding and first steps to those in the early stages of initiatives
- **A** Advanced:
  Uses complex concepts requiring foundational knowledge and prior experience to take initiatives to the next level
### Session Planning

**Monday**
- **9:30 a.m.** - **11:00 a.m.**
  - **D1.** What the Top Technology Trends Mean for Providers Now and in the Future
    - **Speaker:** Helen Huntley
    - **Time:** 9:30 – 10:15 a.m.

- **11:15 a.m.** - **2:00 p.m.**
  - **D2.** Software Market Vision 2020
    - **Speakers:** Federico De Silva, Jim Hare
    - **Time:** 11:30 – 12:15 p.m.

- **2:15 p.m.** - **4:15 p.m.**
  - **D3.** Making Sense of Software-Defined Infrastructure
    - **Speaker:** Michael Warrilow
    - **Time:** 2:15 – 3:30 p.m.

**Tuesday**
- **9:30 a.m.** - **11:00 a.m.**
  - **D4.** Artisans in Platform Shoes, the Future of the Customer Experience
    - **Speaker:** Leigh McMullen
    - **Time:** 9:30 – 10:15 a.m.

- **11:15 a.m.** - **2:00 p.m.**
  - **D5.** The Battle for the IoT Ecosystem
    - **Speaker:** Alfonso Velosa
    - **Time:** 11:30 – 12:15 p.m.

- **2:15 p.m.** - **4:15 p.m.**
  - **D6.** Making Wearable Devices and Apps a Core Component of the Digital Workplace
    - **Speaker:** Brian Blau
    - **Time:** 2:15 – 3:30 p.m.

**Wednesday**
- **9:30 a.m.** - **11:00 a.m.**
  - **D7.** Operating Model Transformation Is the Next Big Opportunity for Digital Business
    - **Speaker:** Julie Short
    - **Time:** 9:30 – 10:15 a.m.

- **11:15 a.m.** - **2:00 p.m.**
  - **D8.** Software Market Vision 2020
    - **Speakers:** Federico De Silva, Jim Hare
    - **Time:** 11:30 – 12:15 p.m.

**JUNE 7**
- **9:30 a.m.** - **11:00 a.m.**
  - **D9.** Subscription-Based Business Models
    - **Speaker:** Michael Warrilow
    - **Time:** 9:30 – 10:15 a.m.

### Technology Market Futures:
- **What’s Next and What to Do About It**

**Analyst-User Roundtables**

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Speaker(s)</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1.</td>
<td>Managing the Proof of Concept Process</td>
<td>Julie Short</td>
<td>2:00 – 3:00 p.m.</td>
</tr>
<tr>
<td>R2.</td>
<td>Sales Model Evolution: Challenges and Opportunities</td>
<td>Tiffani Bova</td>
<td>5:30 – 6:30 p.m.</td>
</tr>
<tr>
<td>R3.</td>
<td>Making the Transition to Subscription-Based Business Models</td>
<td>Laurie F. Wurster</td>
<td>2:15 – 3:15 p.m.</td>
</tr>
<tr>
<td>R4.</td>
<td>Is Cloud Shift Fact or Fiction?</td>
<td>Ed Anderson</td>
<td>3:30 – 4:30 p.m.</td>
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### Workshops*

<table>
<thead>
<tr>
<th>Workshop</th>
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<tbody>
<tr>
<td>W1.</td>
<td>Executing the Mechanics of the Deal With Procurement Teams</td>
</tr>
<tr>
<td>W2.</td>
<td>Use Gartner’s Enterprise Personality Profiles to Drive Greater Engagement in Your Target Markets</td>
</tr>
</tbody>
</table>

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**Tactical**: Provides tactical information that can be used straightaway, with a focus on how-to’s, do’s and don’ts and best practices

**Strategic**: Focuses on the strategic insight supporting the development and implementation of an action plan

Visit gartner.com/us/tech or call 1 866 405 2511 for updates and to register!
New Gartner research finds that value lies at the intersections of people, business and things.

Digital business opportunities are out there. You just have to look through the right lens.

As a leader in your organization, you’ve been challenged to align your company’s offerings with opportunities presented by digital business. To figure out what to focus on first, use these three digital business lenses, discussed in a recent Gartner research note.*

The digital business lenses can be used in many ways, and one of the best ways is using them to look at a broad subject in order to uncover opportunities.

<table>
<thead>
<tr>
<th>Digital business lens</th>
<th>What it examines</th>
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<tbody>
<tr>
<td>Digital Being</td>
<td>The digital effect on people’s lifestyles and how they use technology to improve themselves and their behaviors</td>
</tr>
<tr>
<td>Digital Interacting</td>
<td>How people will work and how customer-business relationships will evolve in digital scenarios</td>
</tr>
<tr>
<td>Digital Operating</td>
<td>How business operations and assets are used in a digital context to develop new business models</td>
</tr>
</tbody>
</table>
New Gartner research finds that value lies at the intersections of people, business and things.

Digital business opportunities are out there. You just have to look through the right lens.

### Areas of opportunity

<table>
<thead>
<tr>
<th>When people meet things</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Wearable fitness trackers</td>
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<tr>
<td></td>
<td>- People-centric security</td>
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<tr>
<td></td>
<td>- Self-protecting apps</td>
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</table>

<table>
<thead>
<tr>
<th>When businesses meets things</th>
<th>Examples</th>
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<tr>
<td></td>
<td>- Invisible analytics</td>
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<tr>
<td></td>
<td>- Digital customer interactions</td>
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<td></td>
<td>- Responsive design in application development</td>
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</table>

<table>
<thead>
<tr>
<th>When business meets things</th>
<th>Examples</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>- Digital BizOps (applying DevOps principles to business)</td>
</tr>
<tr>
<td></td>
<td>- Bimodal operations</td>
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</tbody>
</table>

Learn more about this topic and other research we’ll feature at the event at [gartnerevents.com/ustgresearch](http://gartnerevents.com/ustgresearch).

* "Use Digital Business Lenses to Focus on Opportunities," published November 12, 2015, by David Mitchell Smith and Daryl C. Plummer (G00290817)
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In addition to four tracks of the latest analyst research, your conference registration fee includes complimentary access to the following special features:

- Two analyst one-on-ones
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View just-released agenda and research note on using digital business lenses for opportunities.

Priority code

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