Gartner
IT Infrastructure & Operations Management Summit 2015

1 – 2 June | Berlin, Germany | gartner.com/eu/iom

Building a Lean and Agile I&O —
The Engine for your Digital Business

Key Benefits

• Make Agile Thinking Part of Your Culture
• Execute Your I&O Strategy in a Digital World
• Explore the What and Where of I&O Automation
• Gain Insights into Trends Shaping I&O Leadership
• Evolve Your IT Operations Technology and Achieve ROI
• Deliver more Business Value from Your Service Portfolio
Building a Lean and Agile I&O —
The Engine for your Digital Business

Digitalization is redefining the future of business, challenging I&O leaders to bring fresh new thinking to the IT Infrastructure & Operations space. As traditional technologies and operating models grow obsolete — and delivering business value quickly and in an optimized way takes priority — top-to-bottom transformation of the organization, culture, processes and technology is crucial to success, and the focus of this year’s Gartner IT Infrastructure & Operations Management Summit.

Over two days, you and your I&O team will discover innovative new ways to measurably improve IT costs, change at the pace of business, increase your organization’s efficiency, improve the quality of IT services, and proactively prepare for the massive operational changes that lie ahead.

What’s New

- **Digital Business** — how to implement I&O and cloud automation to deliver bi-modal capabilities.
- **Cost Optimization** — actions for analyzing I&O cost opportunities, contract negotiation and optimization of network design and sourcing.
- **Culture and people** — actions for I&O to implement for people, organization, processes and technology to enable digital business transformation.
- **Leadership** — strategies for I&O leaders to balance cost and value, risk and speed, business expectations and financial prudence.
- **I&O Security** — how to protect corporate data and managing BYOD and mobility securely, within the bigger context of the digital enterprise.
Hot Topics

- Agile, Lean and DevOps in IT Operations
- Creating an I&O Automation Strategy
- Implementing Private or Hybrid Clouds
- Consolidating IT Operations Tools and Technology
- Demonstrating the Value of IT or IT Services

Meet the Analysts

Register for private 30-minute meetings with a Gartner analyst who provides targeted, personalized advice to help you plan proactively and invest wisely.

- Storage
- IT Cost Optimization
- Process Improvement
- Cloud Computing
- IT Strategic Planning
- IT Governance
- Data Center Modernization & Consolidation
- IT Budgeting
- Mobile Enterprise Strategy
- Virtualization
- Sustainability
- IT Asset Management
- Vendor Management
- Business Continuity Management
- Infrastructure and Operations Leaders

Analyst Key Focus Areas

Case Study Speakers

Hear real-life case studies from leading organisations sharing their insights on concerns, challenges and solutions.

- How KBC Bank Moved its Messaging and Collaboration Services to the Public Cloud
  - Frank Demonie
    CTO, Senior General Manager, KBC

- I&O Insourcing Story in Nordea
  - Preben Gardal
    Head of Infrastructure, Nordea

- Enabling Social Media to Speed Up Efficiency
  - Natalie Prain
    ex Global Head of Information Management & Social Media and Collaboration, Philip Morris International

- Delivering an Integrated Communications Service in a Federated Organization
  - Dr Michael Fraser
    Director of Infrastructure Services, IT Services, University of Oxford

GARTNER PREDICTS:

“By 2018, 50% of cost optimization and 30% of elasticity and agility IaaS projects will fail to reach cost, elasticity or agility reduction goals.”

#gartneriom
**Monday, 1 June 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>07:30</td>
<td>Registration and Information</td>
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<tr>
<td>08:00</td>
<td>Tutorial: The Internet of Things Will Transform Performance and Availability Management</td>
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<td>Thomas Bittman</td>
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<td>09:00</td>
<td>Summit Opening and Gartner Opening Keynote: The Future of I&amp;O in a Digital Business</td>
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<td>Milind Govkar and Ian Head</td>
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<td>10:15</td>
<td>Industry Panel Discussion: A View From the Industry</td>
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<td>Moderator: Milind Govkar</td>
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<td>10:45</td>
<td>Refreshment Break in the Solution Showcase</td>
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**TRACKS**

- **A. Digital Business Needs Great Data Centers and IT Infrastructure**
- **B. The Evolution and Revolution of Cloud in the Enterprise**
- **C. Operations and Processes – Hitting the Bimodal Moving Target**
- **D. Satisfy the 2016 User – Every Device, Everywhere, Any Time**

- **11:15 – 12:00** The Enterprise Networking Scenario: How SDN Changes Everything Neil Rickard
- **12:00 – 13:15** Lunch in the Solution Showcase
- **13:15 – 14:00** Non-Stop IT: Delivering the Integrated Data Center Milind Govkar
- **14:15 – 14:45** Solution Provider Sessions
- **14:45 – 15:15** Refreshment Break in the Solution Showcase
- **15:15 – 15:45** To the Point: Satisfy Business Storage Needs Without Breaking the Bank Valdis Filks
- **16:00 – 16:30** Case Study: Delivering an Integrated Communications Service in a Federated Organization Frank Demonie, CTO and Senior General Manager, KBC
- **16:45 – 17:45** Guest Keynote: Creative Courage Professor Jamie Anderson
- **18:15 – 20:00** Networking Reception in the Solution Showcase

**Tuesday, 2 June 2015**

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<tr>
<td>07:30</td>
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<td>08:00</td>
<td>Gartner Keynote: Bimodal IT: Being Digitally Agile Without Making a Mess Simon Mingay</td>
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<td>09:00</td>
<td>Solution Provider Sessions</td>
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<td>09:45</td>
<td>Refreshment Break in the Solution Showcase</td>
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<tr>
<td>10:15</td>
<td>10 Storage Management Myths and What to do About Them Valdis Filks</td>
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<td>To the Point: How to Monitor Infrastructure and Applications: Is Unified Monitoring Possible? Wil Cappelli</td>
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<td>To the Point: Smart I&amp;O Automation: Think Heuristic! Milind Govkar</td>
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<td>To the Point: Industrie 4.0: Is Your IT Ready for the Digital Transformation? Bettina Trazt-Ryan</td>
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<td>To the Point: Enable the Digital Workplace with Mobile App Integration Richard Marshall</td>
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<td>12:30</td>
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<td>Case Study: Enabling Social Media to Speed up Efficiency Natalie Prain, ex Global Head of Information Management &amp; Social Media and Collaboration, Philip Morris International</td>
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<td>Top Six Strategies to Optimize Change Management George Spafford</td>
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<td>Dealing with the Windows 10 Sea Change Stephen Keyhans and Federica Troni</td>
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<td>14:15</td>
<td>Where Does the Cloud Fit in With Your Data Center Migration Strategy? Tiny Haynes</td>
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<td>How to Establish a Walk-Up IT Service Support Center Chris Matchett</td>
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<td>To the Point: To Enable the Digital Workplace with Mobile App Integration Richard Marshall</td>
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<td>To the Point: I'm Using Cloud Services -- Do I Still Need a WAN? Neil Rickard</td>
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<td>To the Point: Software Defined Anything SDx Scenario...Beyond Virtualization Phil Dawson</td>
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<td>To the Point: Three Ways IT Service Desks Should Support the Digital Workplace Chris Matchett</td>
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<td>To the Point: Your Future Office — Traditional, Microsoft's Google's Cloud, or Something Else? Federica Troni</td>
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<td>16:15</td>
<td>Guest Keynote: Key Drivers of the Digital Future: What the Next 10 Years Hold Ray Hammond, Futurologian</td>
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<td>17:00</td>
<td>Gartner Closing Remarks Ian Head and Milind Govkar</td>
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## Agenda as of 9 February 2015

During the event, please refer to the Agenda handout or the Gartner Events mobile app for complete, up to the minute session information.

### Gartner Keynotes

#### The Future of I&O in a Digital Business

Most enterprises are transforming to become Digital Businesses. Is I&O part of this transformation? Learn how should I&O make themselves relevant and an integral part to enable this business transformation.

**Milind Govekar**, Managing VP and **Ian Head**, Research Director

#### Bimodal IT: Being Digitally Agile Without Making a Mess

IT organizations must combine a conventional approach to delivering and enabling change with an approach that enables the enterprise to deal with greater uncertainty, to be more exploratory, to be more responsive and agile. We look at what bimodal is, its impact on the enterprise as whole, the I&O team and the broader IT organization, and finally how to make it work.

**Simon Mingay**, Research VP, Gartner Research

### Guest Keynotes

#### Creative Courage

A recent survey of more than 1,500 CEOs from around the world asked respondents which business skill they considered to be the most critical for success in the 21st century. The result saw creativity ranked at the top of the list, and in this session Professor Jamie Anderson will focus on creative thinking as a key skill for I&O leaders.

**Prof Jamie Anderson**

#### Key Drivers of the Digital Future: What the Next 10 Years Hold

Ray Hammond is Europe’s most experienced and most widely published futurologist. For over 30 years he has researched, written and spoken about how future trends will affect society and business. As faster technological innovation, globalization and the environmental challenge continue to be priorities Ray is one of a few commentators equipped to explain how these massive challenges will affect our futures, the way we do business and the far reaching implications socially, economically and politically.

**Ray Hammond**, Futurologist

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**Event Chair Highlights**

**E. Be an I&O Leader – Strategy, Analytics, People and the Business Value of I&O**

**Workshops**

- **11:00 – 12:30** Workshop: ITScore for I&O: The Start of Your Improvement Initiative
  - Tiny Haynes and Chris Matchett

- **13:00 – 14:45** Workshop: Creating a Mobile Enterprise Strategy Outline
  - Leif-Olof Wallin and Richard Marshall

**Analyst-User Roundtables**

- **11:00 – 12:00** Roundtable: Skills and Competencies for the Changing IT Career
  - **Lee Weldon**

- **13:00 – 14:00** Roundtable: Business Continuity Management — What’s the Route to Success?
  - **Tom Scholtz**

**Workshops**

- **08:00 – 09:45** Contract Negotiation Clinic: Infrastructure Outsourcing and Cloud Infrastructure as a Service
  - **Validis Filks and Stewart Buchanan**

- **10:00 – 11:15** Workshop: Web-Scale IT & DevOps — Lessons Learned and Many Yet to be Learned
  - **Ian Head and George Spafford**

**Case Study**

- **13:30 – 15:00** Workshop: How to Build a Service Portfolio and Service Catalog
  - **Simon Mingay and Garry Meaburn**

- **16:00 – 16:30** Case Study: Delivering a Services — Do I Still Need a WAN?
  - **Lee Weldon**

**Case Study**

- **14:40 – 15:10** Magic Quadrant: Network Performance Monitoring and Diagnostics
  - **Colin Fletcher**

- **15:00 – 16:30** Roundtable: Avoid Key Sourcing Risks When the Business Buys Direct
  - **Simon Mingay**

**Roundtables**

- **08:00 – 09:00** BYOD: What is Working and What is Not
  - **Leif-Olof Wallin**

- **10:00 – 11:00** Roundtable: Cloud Management Platforms: How to Get Best Value From Your CMP Investment?
  - **Garry Meaburn**

- **13:30 – 14:00** Roundtable: Integrating ITIL and DevOps
  - **George Spafford**

- **14:15 – 15:15** Roundtable: Automation in I&O
  - **Milind Govekar**

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