

# Gartner IT Financial, Procurement & Asset Management Summit 2017

September 11 – 13 / Nashville, TN  
[gartner.com/us/itam](http://gartner.com/us/itam)

## Sessions mapped to your top priorities

When assessing risks and opportunities, how can you strike an effective balance between cost, risk and speed for your specific business environment? There's no one-size-fits-all. It comes down to asking the right stakeholders the right questions at the right time.

Attend **Gartner IT Financial, Procurement & Asset Management Summit 2017** to benefit from sessions that address your key challenges.

### 1 What negotiation tips, tactics and tricks can you use for leverage and bargaining power?

**T2.** Tutorial: Best Practices for Technology Procurement Negotiations **Roberto Sacco**

**W2.** Workshop: Employing the Gartner Triage Methodology in Bimodal Procurement **Eugene Quillen**

**A3.** Technology Procurement: Become a Trusted Advisor to the Business With Gartner's Engagement Model **Luke Ellery**

**A4.** Four Steps to Negotiating With the Megavendors **Roberto Sacco**

**A5.** Negotiate Key SaaS Exit Terms to Avoid Vendor Lock-In Risk **Jo Liversidge**

**ASK6.** Ask the Analyst: How to Prepare for Your Microsoft EA Negotiations **Marie Sienkowski**

### 2 What techniques should you use to evaluate cost optimization opportunities in your organization?

**C1.** Top 10 Cost Optimization Ideas **Sanil Solanki**

**C2.** To the Point: What Is an ITFM Cost Model and Why Collaborative Stakeholder Engagement Is Key **Robert Naegle**

**C3.** To Lease or Not to Lease ... Criteria for the Lease Versus Buy Decision **Rob Schafer**

**C4.** Capex Versus Opex: Understand Cloud and SaaS Impact on Budget and P&L Costs **Jim McGittigan**

**C6.** Driving Business Growth With IT Financial Transparency **Jim McGittigan**

**D7.** IT Success Metrics: Stakeholder Engagement Requisite to Measure What Matters **Robert Naegle**

**ASK4.** Ask the Analyst: Agile IT Financial Management Best Practices **Jim McGittigan**

**CNC9.** Clinic: Software Maintenance Negotiations **Rob Wilkes**

### 3 What best practices should you follow when planning a SaaS and cloud negotiation?

**A4.** Four Steps to Negotiating With the Megavendors **Roberto Sacco**

**A5.** Negotiate Key SaaS Exit Terms to Avoid Vendor Lock-In Risk **Jo Liversidge**

**CNC2.** Contract Negotiation Clinic: Software as a Service **Jo Liversidge**

**ASK3.** Ask the Analyst: A Procurement Manager's Guide to Azure Licensing **Dolores Ianni**

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3 ways to  
register

**Web** [gartner.com/us/itam](http://gartner.com/us/itam) **Email** [us.registration@gartner.com](mailto:us.registration@gartner.com) **Phone** 1 866 405 2511

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## 4 Why is cost transparency important and how can you reveal hidden and missing costs for effective decision making?

**D3.** Use Gartner's Enhanced ITScore to Assess Procurement Competencies and Create a Maturity Roadmap

JoAnn Rosenberger

**C5.** IT Budgeting 2017 to 2022: How the Five Main Metrics Measuring IT Spending Likely Will Change

Sanil Solanki

**C6.** Driving Business Growth With IT Financial Transparency

Jim McGittigan

## 5 How can you use Gartner's ITScore maturity assessment to optimize procurement and employ best practices?

**W2.** Workshop: Employing the Gartner Triage Methodology in Bimodal Procurement

Eugene Quillen

**A2.** To the Point: True Confessions of a Microsoft Licensing Analyst: Why We Should Sweat the Small Stuff

Dolores Iaani

**A6.** Four Steps to Negotiate an Effective IBM SaaS Deal

Christopher Dixon

**A7.** Leverage Technology Procurement Tools and Automation to Increase Savings and Speed

Matt Corsi

**D7.** IT Success Metrics: Stakeholder Engagement Requisite to Measure What Matters

Robert Naegle

**D3.** Use Gartner's Enhanced ITScore to Assess Procurement Competencies and Create a Maturity Roadmap

JoAnn Rosenberger

**D2.** To the Point: Use Gartner's IT Budget Tool to Balance Cost, Value and Risk

Jim McGittigan

**D1.** Technology Procurement Transformation Framework:

Raising the Bar on IT Procurement Step by Step

Linda R. Cohen

## 6 How can you use Gartner's C5 methodology to create and maintain a software audit readiness kit?

**T3.** Tutorial: Surviving a Software Audit

Ben Jepsen

**B4.** Six Steps to Effective Vendor Performance Metrics and Measurement Techniques

Joanne Spencer

**W3.** Workshop: ITScore for IT Vendor Management Plug and Play Workshop

Joanne Spencer

## 7 What steps should you follow when assessing and selecting ITAM and SAM tools?

**B1.** Readyng Your ITAM Approach for Digital Business

Roger Williams

**B2.** To the Point: Four Steps to Success When Onboarding New Vendors Into Your Vendor Management Program

JoAnn Spencer

**B5.** Nine Steps to Survive Your Next Software Audit

Rob Schafer

**B6.** When and How to Outsource Software Asset Management

Victoria Barber

**B7.** Taking a Risk-Based Approach to IT Asset Management

Victoria Barber

**D2.** To the Point: Use Gartner's IT Budget Tool to Balance Cost, Value and Risk

Jim McGittigan

### 2017 agenda tracks

**A** Enhance Technology Procurement and Negotiations

**B** Manage IT Assets and Vendors

**C** Master Cost Optimization and IT Finance

**D** Navigate a Roadmap to Excellence

#### Senior Leadership Circle\*

Created exclusively for the most senior and experienced executives, this program is a unique opportunity to engage with Gartner analysts and your peers in a series of advanced-level presentations, discussions and networking sessions.

\*Program is based on eligibility. Visit [gartner.com/us/itam](http://gartner.com/us/itam) for more details.

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