Key Benefits of Attending

• Negotiate better deals with mega-vendors
• Uncover cost optimization opportunities
• Transform procurement for digital innovation
• Measure and manage vendor performance
• Prepare for software audits
• Reduce cloud costs and risks
The Art of Influence: Optimizing Costs and Leading Transformation

Controlling, reducing and optimizing costs has always been crucial for IT procurement, asset, vendor and financial management leaders—but now, business innovation and growth matter just as much. With a focus on pragmatic, how-to advice, **Gartner Financial, Procurement and Asset Management Summit 2016** will help delegates balance the demand for transformation with the need to increase value and decrease costs throughout the IT lifecycle.

Learn how to deliver greater value through effective cost-optimization, contract negotiation, vendor management, cloud solutions and become a strategic driver of innovation and growth in your organization. Expand your sphere of influence to emerge at the forefront of business transformation.

**What’s New for 2016**

**New research on:**
- Transforming technology procurement to support business innovation
- Reimagining ITAM for the digital age
- Adapting vendor management for the cloud
- Understanding hidden costs and risks of cloud and SaaS
- Optimizing cost to prepare for the future
- Driving digital business growth with IT financial transparency
- Gaining influence when you can’t control how business units buy
- Adopting agile vendor management for digital business transformation

**New! Senior Executives Program**

Created exclusively for the most senior and experienced IT procurement, asset, financial and vendor management leaders, this limited-availability program is a unique opportunity to engage with Gartner analysts and your senior executive peers. The program includes networking opportunities and sessions focusing on:

- Building your personal brand and being recognized for the value you bring
- World-class cost optimization case studies

*Program is based on eligibility. Visit gartnerevents.com/euitam for more details.

**Who Should Attend**

- IT Procurement Directors/Managers
- IT Asset and Software Managers
- IT Financial Directors/Managers
- Vendor Managers
- Contract Managers
- Category Managers
- IT Services and Budget Managers
- Sourcing Managers

For the most up to date information about our agenda, speakers and sessions please visit our website gartnerevents.com/euitam
# Agenda Tracks

## A  Meeting Demand Through Operational Best Practices
This track highlights best practices that must be deployed to accelerate the maturity of your procurement, ITAM, IT finance and vendor management programs. Learn how to transform these disciplines from reactive monitoring and reporting functions to proactive, business-critical disciplines. Key topics include:
- How to manage relationships with the megavendors
- Cutting software spending with SAM
- Best practices for IT procurement negotiations
- Developing dashboards and metrics for effective vendor management
- Key steps for audit readiness

## B  Optimizing Costs and Negotiating Effective Contracts
As the IT vendor landscape has changed, the largest most influential IT vendors have changed their business strategies, contract types and licensing models. Negotiation cycles and metrics are morphing and evolving. Sessions in this track will help you to reduce costs in your contract negotiations, maximize contract benefits and avoid budget overruns.
- Tips and tactics for negotiating with the megavendors — IBM, Microsoft, Oracle and SAP
- How to best optimize cost to prepare for the future
- Building a cost optimization team
- Benefits and risks of unlimited licence agreements

## C  Decoding the Complexities of Cloud
Cloud-first strategies are the foundation for staying relevant in a fast-paced world. Yet, cloud models are not without risk and complexity. This track highlights the various cloud models, risks and negotiation tactics, along with performance tracking and ITAM cloud practices.
- Understanding the hidden costs and risks of cloud
- Adapting vendor management for the cloud
- Key terms to negotiate in your SaaS agreements
- Understanding how cloud impacts on opex and capex
- Managing software asset risks in cloud environments

## D  Leading Transformation in the Digital Age
Procurement, ITAM, finance and vendor management leaders need to anticipate and influence accelerating business demand for technology and ignite fundamental change to existing strategies for technology selection and deployment. This track discusses the future of procurement, ITAM, and financial management and explores trends such as IoT and smart technologies.
- How to protect yourself from future licensing trends
- Transforming procurement to support business innovation
- How to influence when you can’t control how business units buy
- Delivering financial transparency to drive digital business growth

## Keynotes

**Gartner Opening Keynote:**
Reimagining Your Future: Building Vision and Influence for Transformation
Leigh McMullen
Managing VP

**Guest Welcome Keynote:**
Organizing For the Day After Tomorrow
Peter Hinssen
Acclaimed Author, Entrepreneur and Expert on Disruptive Innovation

**Guest Closing Keynote:**
Influencing Your Stakeholders: An Interactive Masterclass
Rob Geraghty
Executive Coach and Expert on Influencing and Presenting

## End-User Case Studies
Learn from real life case studies that takes you behind the scenes of some of the most innovative and successful projects.

**The Road to Control of Digital Procurement through Engaging with Digital Stakeholders**
Mark Elkington, Head of IT and Digital Sourcing and Kaushik Jobanputra, Global IT Sourcing Manager, Electrocomponents Plc.

**AIB: How to Use a Service Based Cost Model for Cost Management and Effective Budgeting and Forecasting**
Angela Cotter, Office of the CIO, Allied Irish Banks

**Leaseplan: Going up a Gear to Drive Business Performance through Vendor Management**
Johanna Cullen, Procurement & Vendor Management, Team Manager, Finance, LeasePlan

**DPDHL: Mobilizing a License Management Organization for SaaS**
Catherine Hamilton, IT Services, Head of Group License Demand, and David Mitchell, Deutsche Post DHL

Visit gartnerevents.com/euitam or call +44 20 8879 2430 for updates and to register!
## Agenda at a Glance

### Monday, 12 September 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Facilitator</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:30</td>
<td>Registration and Information</td>
<td></td>
</tr>
<tr>
<td>08:15 – 09:00</td>
<td>Tutorial: Surviving a Software Audit</td>
<td>Ben Jepson</td>
</tr>
<tr>
<td>09:15 – 10:15</td>
<td>Summit Welcome and Gartner Opening Keynote: Reimagining Your Future: Building Vision and Influence for Transformation</td>
<td>Leigh McMullen</td>
</tr>
<tr>
<td>10:15 – 11:00</td>
<td>Guest Keynote: Organizing For the Day After Tomorrow</td>
<td>Peter Hinssen, Acclaimed Author, Entrepreneur and Expert on Disruptive Innovation</td>
</tr>
<tr>
<td>11:00 – 11:30</td>
<td>Refreshment Break in the Solution Showcase</td>
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</table>

### TRACKS

#### A. Meeting Demand Through Operational Networking

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Facilitator</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30 – 12:15</td>
<td>Managing the Megavendors: Cisco, IBM, Microsoft and Oracle</td>
<td>Gayla Sullivan</td>
</tr>
</tbody>
</table>

#### B. Optimizing Costs and Negotiating Effective Contracts

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Facilitator</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30 – 13:00</td>
<td>Solution Provider Sessions</td>
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<tr>
<td>13:00 – 14:15</td>
<td>Lunch in the Solution Showcase</td>
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</tr>
<tr>
<td>14:15 – 15:00</td>
<td>Cutting Software Spending Safely with SAM</td>
<td>Gary Spivak</td>
</tr>
<tr>
<td>14:30 – 15:15</td>
<td>To the Point: Five Steps to Create Your Software Audit Readiness Kit</td>
<td>Rob Schafer</td>
</tr>
</tbody>
</table>

#### C. Decoding the Complexities of Cloud

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Facilitator</th>
</tr>
</thead>
<tbody>
<tr>
<td>15:15 – 15:45</td>
<td>Solution Provider Sessions</td>
<td></td>
</tr>
<tr>
<td>15:45 – 16:15</td>
<td>Refreshment Break in the Solution Showcase</td>
<td></td>
</tr>
<tr>
<td>16:15 – 17:00</td>
<td>Top Ten Best Practices for IT Procurement Negotiations</td>
<td>Marie Sienkowski</td>
</tr>
<tr>
<td>16:45 – 17:30</td>
<td>To the Point: Optimize Costs With Effective IT Financial Management</td>
<td>Gary Spivak</td>
</tr>
</tbody>
</table>

### Tuesday, 13 September 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Facilitator</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00</td>
<td>Registration and Information</td>
<td></td>
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<tr>
<td>08:30 – 09:15</td>
<td>ITAM’s High Risk Endgame: Getting IT Asset Disposition (ITAD) Right</td>
<td>Rob Schafer</td>
</tr>
<tr>
<td>09:30 – 10:00</td>
<td>Solution Provider Sessions</td>
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<tr>
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<td>Case Study: AIB: How to use a Service Based Cost Model for Cost Management and Effective Budgeting and Forecasting</td>
<td>Angela Cotter, Allied Irish Banks</td>
</tr>
<tr>
<td>11:30 – 12:15</td>
<td>Five Steps to Drive Effective IT Financial Management Tool Initiatives</td>
<td>Gary Spivak</td>
</tr>
</tbody>
</table>

### Workshops, Roundtables and Contract Negotiation Clinics

<table>
<thead>
<tr>
<th>Time</th>
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<th>Facilitator</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:30 – 14:15</td>
<td>Dashboards, Scorecards and Metrics For Effective Vendor Performance Management</td>
<td>Joanne Spencer</td>
</tr>
<tr>
<td>14:30 – 15:00</td>
<td>To the Point: The Five Tests You Must Apply to Your IT Asset Management Metrics</td>
<td>Victoria Barber</td>
</tr>
<tr>
<td>15:00 – 15:30</td>
<td>Refreshment Break in the Solution Showcase</td>
<td></td>
</tr>
<tr>
<td>15:30 – 16:15</td>
<td>Guest Closing Keynote: Influencing Your Stakeholders: An Interactive Masterclass</td>
<td>Rob Geraghty, Executive Coach and Expert on Influencing and Presenting</td>
</tr>
</tbody>
</table>
When attending this event, please refer to the agenda handout provided or the Gartner Events mobile app for the most up to date session and location information.

### Agenda as of 8 August 2016 and subject to change

#### Registration and Pricing

**3 Easy Ways to Register**
- Web: gartnerevents.com/euitam
- Email: emea.registration@gartner.com
- Telephone: +44 20 8879 2430

**Pricing**
- Standard Price: €2,550 + UK VAT
- Public Sector Price: €2,025 + UK VAT

**Gartner Clients**
- A Gartner ticket covers both days of the Summit. Contact your Account Manager or email emea.events@gartner.com to register using a ticket.

**Bring Your Team!**
- Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your session take-aways later.

**Summit Team Discount Offers:**
- 4 for the price of 3
- 7 for the price of 5
- 10 for the price of 7

### Venue
- Sofitel London Heathrow
- Terminal 5
- London Heathrow Airport
- TW6 2GD
- Tel: +44 20 8757 7777

Visit gartnerevents.com/euitam or call +44 20 8879 2430 for updates and to register!

<table>
<thead>
<tr>
<th>Session</th>
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<th>Facilitator(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>D. Leading Transformation in the Digital Age</strong></td>
<td></td>
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</tr>
<tr>
<td>Procurement Trends 2017 and Beyond: Delivering Value in the Wake of Cost Containment Pressures</td>
<td></td>
<td>Lori Samolsky</td>
</tr>
<tr>
<td><strong>Workshops, Roundtables and Contract Negotiation Clinics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space for these sessions is limited; pre-registration required. End users only</td>
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</tr>
<tr>
<td>14:00 – 15:30 Workshop: How the Disciplines of Sourcing, Procurement and Vendor Management Can Work Better Together</td>
<td>14:00 – 15:30</td>
<td>JoAnn Rosenberger, Stephen White</td>
</tr>
<tr>
<td>16:00 – 17:00 Contract Negotiation Clinic: What You Should Know About Adobe’s Cloud and ETLA Perpetually to Subscription</td>
<td>16:00 – 17:00</td>
<td>Stephen White, Marie Sienkowski</td>
</tr>
<tr>
<td><strong>Keeping ITAM Relevant in the Digital Age</strong></td>
<td>14:00 – 15:30</td>
<td>Jim McGittigan, John Jobanputra, Electrocomponents Plc.</td>
</tr>
<tr>
<td>10:30 – 11:15 Case Study: The Road to Control of Digital Procurement through Engaging with Digital Stakeholders</td>
<td>10:30 – 11:15</td>
<td>Victoria Barber, Allied Irish Banks</td>
</tr>
<tr>
<td><strong>SENIOR EXECUTIVES PROGRAM</strong></td>
<td>08:15 – 09:15</td>
<td>Lori Samolsky</td>
</tr>
<tr>
<td>Driving Digital Business Growth With IT Financial Transparency</td>
<td>08:30 – 10:00</td>
<td>Jim McGittigan, Leigh McMullen, Acclaimed Author, Entrepreneur and Expert on Disruptive Innovation</td>
</tr>
<tr>
<td>09:30 – 10:00 Networking Coffee Break</td>
<td></td>
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</tr>
<tr>
<td>11:30 – 12:30 World Class Cost Optimization Case Studies</td>
<td>11:30 – 12:30</td>
<td>Chris Smith</td>
</tr>
<tr>
<td>13:30 – 14:30 Drive Agile Software Acquisitions Utilizing Gartner’s Software License Triage Method</td>
<td>13:30 – 14:30</td>
<td>Eugene Quillen, Gary Spijak</td>
</tr>
<tr>
<td>14:00 – 15:30 Ask The Analyst: How to Prepare For Your Microsoft EA Negotiations</td>
<td>14:00 – 15:30</td>
<td>Marie Sienkowski, Steve White</td>
</tr>
<tr>
<td>15:00 – 15:30 To the Point: Procurement 2020 Framework: Uncovering the Future Attributes of Procurement</td>
<td>15:00 – 15:30</td>
<td>Lori Samolsky</td>
</tr>
</tbody>
</table>
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