Executive Summary Report

Rise to the Challenge

Overview

At Gartner Symposium/ITxpo, we heard how organizations of all types and in all geographies are engaged in a fast-moving environment in which all the players are furiously experimenting. Business goals change more rapidly than traditional IT can respond. As a CIO, you must pursue agile practices to compete at the digital speeds while focusing on rock-solid IT reliability. Throughout the event, Gartner challenged attendees to “Rise to the Challenge” of delivering business outcomes and innovating for digital business.

The following summary pulls together the key take-aways, while allowing you to dig deeper into the content and triggering new insights to help you Rise to the Challenge.
Save the Date for 2016: 24 – 27 October, Gold Coast, Australia

ANDY ROWSELL-JONES
Vice President and Conference Chair, Gartner Research
Thank you, from the conference chair

Gartner Symposium/ITxpo is about you and hundreds of people like you gathering in one place to engage, challenge and inspire one another. We hope that along with some great moments and memories, you are also bringing back valuable knowledge, actionable insights, and a stronger network of peers and solution providers. Because with all that you are facing — converging technologies, disruptive business models, more demanding users and spreading threats — we know that you cannot do this alone.

Our goal was to create an immersive, engaging and rewarding experience in which you could bring all of your challenges and discuss options and develop plans. Please tell us how we did and how we might do better next time. You can send your feedback to us at SymposiumANZFeedback@gartner.com.

We at Gartner are dedicated to providing you the knowledge and insights needed to help you on your digital journey. We hope you enjoyed your time with us this year, and we look forward to seeing you again in 2016.

See you next year.

Sincerely,

Andy Rowsell-Jones
Vice President, Gartner Research
Rising to the challenge

Summary of Gartner welcome and opening analysts keynote

Gene Hall, Chief Executive Officer of Gartner, welcomed attendees to Symposium/ITxpo 2015 on the Gold Coast with insight into the position of winning CEOs. He stated that winning CEOs are looking to their CIOs to be the guardian, the operator and the innovator all at once.

In the opening keynote at this year’s conference, Peter Sondergaard, Senior Vice President at Gartner Research, put algorithms at the center of business growth. In essence, algorithms spot the business moments and meaningful connections, and they predict ill behaviors and threats.

“Companies will be valued not just on their big data but on the algorithms that turn that data into actions and impact customers.”

Mr. Sondergaard called on CIOs to be the strategic voice on the use of information, to build the right technology platform and to become a trusted ally to their CEOs. “Calculate the value of your algorithms,” he said. “Be an algorithmic business.”

Betsy Burton, Vice President and Distinguished Analyst at Gartner Research, went on to introduce the economics of connections. She said, “the greater the density of connections, the greater the potential value.” To build this type of new value, organizations can implement a strategy to give access to everything that is more valuable as shared, take active advantage of other resources and multiply the connections to interact directly with one another.

Lee Weldon, Managing Vice President at Gartner Research, noted that in a world where IT is not the only owner of technology, influence scales and control does not.
Rising to the challenge of digital business

Algorithms are the gears behind the people, businesses and things that underpin digital to a level they deserve. They respond to certain behaviors. Algorithms must be programmed to trust people at all levels. Trust is the foundation for exploiting the economics of

"Trusted ally CIOs are masters of the economics of connections."

In the end, the need for trust goes beyond how CIOs position themselves as allies to senior leadership. Trust is the foundation for exploiting the economics of connections, and it will be increasingly important for algorithms to sense and respond to certain behaviors. Algorithms must be programmed to trust people at a level they deserve.

“A New Approach to Technology Investment Is Needed”

Shift from management-by-control to leadership-through-influence.

CIOs who tap into the connections of people, business and things can extract business value, define their own, around a common goal set by your business. But that potential value goes exponential when those connections engage with one another on the future of digital business. They turn big data into their own, around a common goal set by your business.

In 2015, 42% of the technology budget resides outside IT; this will grow to 50% by 2020. To capture this opportunity, CIOs will need more than just the right people and processes that are holding it back, and reinvest in growing and transforming the business.

“Digital visionaries are building platforms throughout their business.”

Algorithmic Business Is Here

The deepening of digitalization means that lines are becoming increasingly blurred, and boundaries semiporous — both inside and outside the enterprise — as multiple networks of stakeholders bring value to one another by exploiting and exploring platform dynamics. Taking a platform approach to bimodal delivery, talent and leadership presents CIOs with an enormous opportunity to orchestrate these layers of the business, create value for their enterprise and become a key digital leader.

Mr. Aron shared the three innovative approaches needed to succeed in a digital business world:

- Create a bimodal delivery platform.
- Evolve the talent platform.
- Build your leadership platform.

According to the 2016 Gartner CIO Agenda Survey of 2,994 CIO respondents across 84 countries, the average CIO expects digital revenue to grow from 16% to 37% in the next five years.

In his session at Symposium/ITxpo Gold Coast, Graham Waller, VP Research, explained that as digitalization moves from an innovative trend to a core competency, enterprises will need to understand and exploit platform effects throughout all aspects of their businesses. Not doing so, he said, will threaten the enterprises’ ability to deliver, attract and retain talent, and have their products/services perceived as value-adding by customers. Are you ready?

2016 Gartner CIO Agenda
Companies need a Chief Disruption Officer

STEVE WOZNIAK
Co-Founder of Apple Inc. and Chief Scientist, Fusion-io

Sharing his views on how organizations should tackle disruption, Apple co-founder and chief scientist at Fusion-io Steve Wozniak said leaders need to look further ahead. “Entire industries are disrupted or shaken, but never right away,” he observed. “You have to notice change coming.”

He cited Blackberry and Nokia as formerly leading companies that were disrupted by other brands. “Companies that really care about this have a chief disruption officer,” said Mr. Wozniak. “Someone to look out for what is coming, for what might disrupt your own business.”

While Mr. Wozniak is known as a passionate advocate for engineers, he said engineers adding cool new features to a product “doesn’t make the world a better place.” A company needs someone with a clear vision, like Elon Musk, who wanted a car that suited his own life and founded Tesla, the first successful car start up in the U.S. since 1927. “The great things in life you have to think of yourself,” said Mr. Wozniak. “Someone who loves the product has to drive the business, someone who wants it for themselves and is excited about it.”

So what is Mr. Wozniak excited about?

SIR RAY AVERY
Scientist, Author, Entrepreneur, Philanthropist and Start-up Investor

Sir Ray demonstrated how to develop personal innovation skills and implement corporate disruptive innovation cultures. He explained the power of observation and customer centric product development cycles which underpin standout IT development companies.
VINH GIANG
2013 South Australian Entrepreneur of the Year, Magician and Communication Coach

Vinh gave us a new perspective on leadership, communication, storytelling, trust and networking. Through his love of both business and magic over the years, he shared the many common threads between the world of business and the world of magic. He challenged our belief system and opened our eyes to what really is possible in business and personal life.

DR. STEFAN HAJKOWICZ
Futures Researcher, Megatrends, CSIRO

Stefan articulated the megatrends that will reshape the landscape for government, business and society for the coming twenty years. He explained that a megatrend occurs at the intersection of numerous trends and is a deep-set and profound trajectory of change capable of shifting existing paradigms. All this points to a world with huge challenges and huge opportunities. He advised that we should consider the implications for business, your job and your region and understand how to respond to survive and thrive.
NIGEL MARSH  
Author, co-founder of Earth Hour, Former CEO of Leo Burnett and George Patterson

Nigel talked about the traits of good leadership in the era of disruption. Speaking from direct personal experience, Nigel gave his views on what does and doesn’t lead to peak performance in the business world. Nigel shared his thoughts on creativity, embracing risk, dealing with change and achieving work life balance.

ALISA CAMPLIN  
Australia’s first female Winter Olympic gold medalist

Creating success requires a firm vision and unwavering commitment, but it also attention to detail, resiliency and a passion for what you do.

As Australia’s first female Winter Olympic Gold Medalist, Alisa Camplin shared the physical, mental and emotional dedication required to first become and then remain the best in the world. Renowned for using fundamental business principles in order to succeed in sport, Alisa explained how she drew from her experiences in the boardroom and executive years with IBM, to reveal the mental skills and high performance techniques that can deliver sustained success in any domain.
Industry coverage

Industry Monday 2015 was the most well-attended Industry Day yet, with a look at the current state of technology within industries.

Attendees heard targeted research, shared best practices and networked with peers, spanning such industry sectors as:

- Financial Services
- Manufacturing
- Education
- Retail
- Government
- Utilities
- Healthcare
- Healthcare
Top 10 strategic predictions: What it means to be human in a digital world

As a Signature Series session, the top 2016 strategic predictions were announced by Brian Prentice, Vice President at Gartner Research; they herald an algorithmic- and smart-machine-driven world in which people and machines must define harmonious relationships. These predictions begin to separate us from the mere notion of technology adoption and draw us more into issues surrounding what it means to be human in a digital world.

1. By 2018, **20% of business content** will be authored by machines.
2. By 2018, **6 billion connected things** will be requesting support.
3. By 2020, autonomous software agents outside of human control will participate in **5% of all economic transactions**.
4. By 2018, more than **3 million workers globally** will be supervised by a “robo-boss.”
5. By year-end 2018, **20% of smart buildings** will have suffered from digital vandalism.
6. By 2018, **45% of the fastest-growing companies** will have fewer employees than instances of smart machines.
7. By year-end 2018, customer digital assistants will recognize individuals by **face and voice across channels** and partners.
8. By 2018, **2 million employees** will be required to wear health and fitness tracking devices as a condition of employment.
9. By 2020, smart agents will facilitate **40% of mobile interactions**, and the post-app era will begin to dominate.
10. Through 2020, **95% of cloud security failures** will be the customer’s fault.
CEOs must commit to digital now

In his presentation at Gartner Symposium/ITxpo in Orlando, Mark Raskino, Distinguished Analyst and Gartner Fellow, told CIOs that CEOs are increasingly aggressive about digital business growth and expect their digital revenue to double in the next five years.

**Recommendations for CIOs**

1. Request and expect CEO involvement.
2. Be ready to tell at least three stories of admired CEOs.
4. Drive technology education as a mission-critical project.

Top 10 strategic technology trends:
Signaling the digital mesh

We sit at the center of an expanding set of devices, other people, information and services that are fluidly and dynamically interconnected. This “digital mesh” surrounds the individual, and new, continuous and ambient experiences will emerge to exploit it. In his session revealing Gartner’s top 10 strategic technology trends, Stephen Prentice, Vice President and Gartner Fellow at Gartner Research, shared three categories for this year’s trends: the digital mesh, smart machines and the new IT reality.

**RECOMMENDED READING**

- Top Strategic Predictions for 2016 and Beyond: The Future Is a Digital Thing
- How Leaders Take Digital to the Core
- Top 10 Technology Trends Signal the Digital Mesh
- CEOs Must Commit to Digital Now
Peer engagement

At Gartner Symposium/ITxpo, attendees experienced the strength of peer connection firsthand. Throughout the week, attendees not only shared knowledge but forged meaningful professional relationships.

Affinity groups

Attendees took time to unwind and engage with peers in affinity groups, which spanned activities such as running, yoga, beach volleyball and more.

Gartner Peer Insights

While on-site, Gartner introduced the NEW Gartner Peer Insights — software and services ratings and reviews by IT professionals, now available to help you make more insightful decisions. Leverage the power of unbiased peer feedback and share your own experiences by writing a review.

Gartner Peer Connect Meetups

Meetups gave attendees the opportunity to build relationships, gain new perspectives and solve problems with peers — free of facilitator and vendor influence — in a relaxed, face-to-face setting.

Top 10 Peer Connect Meetup topics

- Presenting Cyber Security to the Board?
- Federal, State and Local Government: Shared Services
- Who has Shut Down Data Centers and Gone 100% Cloud?
- Communicating the Business Value of IT to Leadership
- Identity and Access Management (IAM) Funding: Shared Experiences and Best Practices
- Game of Drones: Possibilities, Challenges and Ethics.
- Big Data vs. Traditional Business Intelligence
- How Have you Transitioned to a BYOD Environment?
- Hiring & Retaining Talent
- Infrastructure Transformation
Closing keynote

You as leaders will create the digital future

David A. Willis, Vice President and Distinguished Analyst at Gartner Research, closed the conference with his take on the main messages along with advice for attendees as they return to their organizations.

Mr. Willis wrapped up Symposium/ITxpo 2015 with actionable next steps for attendees:

- With your team, think about how you can invest to innovate, and what to divest to make it happen.
- Continue the conversation with your peers and Gartner analysts.

Fun facts

In music news: Check out this year’s Gartner Symposium/ITxpo playlist.

Getting the facts: Did you catch an interesting fact on the screen while waiting for the keynote session to start. Get all the prekeynote factoids from this year’s conference.

Live polling: Throughout the week, 8 sessions had live polling enabled. Attendees were presented with 20 polls and placed a total of 1,933 votes.
Leading solution providers helping you evolve your strategy.

A special “thank you” to our exhibitors

Thank you to our 80 exhibitors, who offered attendees their leading-edge solutions that aligned with the mission-critical priorities of the CIO. Special ITxpo features included:

- Gartner theater sessions
- ITxpo theaters
- Learning labs
- Emerging Technologies Pavilion
- ITxpo receptions
- Face-to-face exhibitor meetings

PREMIER EXHIBITORS

CSC
DELL Software
IBM
UNISYS
MARKETPLACE EXHIBITORS

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Interested in exhibiting?
Contact us at +61 2 9459 4700 or apac.exhibits@gartner.com

For conference details, visit gartner.com/au/symposium
Symposium/ITxpo 2015 by the numbers

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<tr>
<th>4 days</th>
<th>1,400 total attendees</th>
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<th>471 CIOs</th>
<th>50 Gartner analysts</th>
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<th>80 solution providers</th>
<th>614 organizations</th>
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<th>253 sessions in 6 tracks</th>
<th>1,214 Gartner analyst one-on-one meetings</th>
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<th>84 people participated in 20 Gartner Peer Connect Meetups</th>
<th>5,700 people sent out more than 2,000 tweets, reaching 2.7 million people</th>
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<th>12% Services</th>
<th>6% Manufacturing</th>
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Snapshot of attendees

Designed as the most important gathering of CIOs and senior IT executives, Gartner Symposium/ITxpo 2015 had an increase in the number of CIOs attending with their leadership teams.

Top 5 job titles

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<th>27% CIO</th>
<th>11% C-level executive</th>
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<td>27%</td>
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<th>5% Vice president</th>
<th>16% Director</th>
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| 27% Manager | |
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| 27%        | |

Top 5 industries

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<th>13% Technology and telecom</th>
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| 6% Manufacturing | |
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| 6%              | |

Company size

| 24% XXL | |
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| 24%     | |

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| 34% Government | |
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Your post-event resources

Get the latest IT news
From the digital humanist approach to security to how leaders take digital to the core, our robust online library of digitally focused research, reports and news offers a fascinating look at digital business trends, forecasts and success stories. Visit gartner.com/smarterwithgartner for details.

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View presentations with Gartner Events On Demand, up to one year, post-event
Maximize the 365-day learning benefit of your attendance at Symposium/ITxpo with Gartner Events On Demand. Visit gartnereventsondemand.com/event/sym25, log in with the same Gartner ID you registered with for the event, and access more than 300 recorded sessions from Orlando Symposium/ITxpo, which include:

- Keynotes
- Solution provider sessions
- Exclusive CIO luncheon sessions
- Hundreds of analyst-led track sessions

Watch sessions you missed, and those you want to watch again, anytime from any connected device. Email eod@gartner.com with any questions or support needs.

RECOMMENDED ARTICLES
Digital Business Means Platform Business
The Economics of Connections
The New CIO Influencer
Top 10 Technology Trends Signal the Digital Mesh
How Leaders Take Digital to the Core
The Digital Humanist Approach to Security

Connect all year round
Gartner Symposium/ITxpo
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#GartnerSym
Keep rising to the challenge

We’ll gather again 24 – 27 October 2016. Same place. Higher elevation.

Plan now to join us again next year! Registration is now open for the 2016 event. To bookmark the page, go to gartner.com/au/symposium.

Gartner Symposium/ITxpo 2016
March 1 – 3, Dubai, UAE
September 26 – 28, Cape Town, South Africa
October 5 – 7, Tokyo, Japan
October 16 – 20, Orlando, FL
October 24 – 27, São Paulo, Brazil
October 24 – 27, Gold Coast, Australia
November 6 – 10, Barcelona, Spain
November 15 – 18, Goa, India

2016 global CIO events
Gartner CIO Leadership Forum: February 21 – 23, Phoenix, AZ*
Gartner CIO Leadership Forum: March 7 – 9, London, U.K.*

Gartner CIO & IT Executive Summit: June 6 – 7, Munich, Germany
NEW! Gartner CIO & IT Executive Summit: June (TBA), Toronto, Canada
Gartner CIO & IT Executive Summit: November 14 – 17, Cancun, Mexico

To view the complete list of 2016 Gartner events, visit gartner.com/events.

*Application is required.