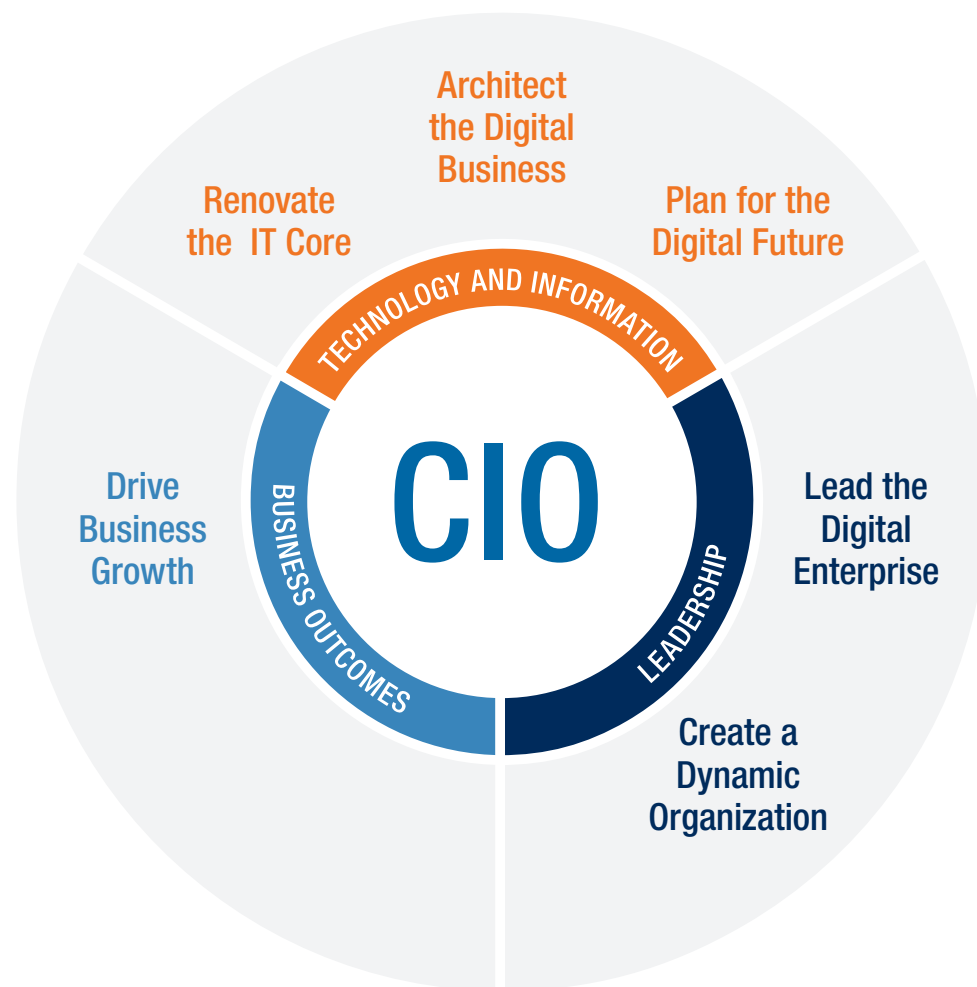


# Gartner® SYMPOSIUM ITXPO® 2015

4 – 8 October | Orlando, Florida  
[gartner.com/us/symposium](http://gartner.com/us/symposium)

## An agenda focused on your priorities

This year, we've structured the agenda around your mission-critical priorities, categorized under six tracks. We've shifted from a framework that addresses a broad set of roles to one that focuses on the high-impact initiatives that you and your team must pursue to align with overall enterprise priorities.



# Renovate the IT Core

How can you modernize, measure and manage a mission-critical runtime environment and partner ecosystem that is high-performing, robust, efficient and responsive to change?

## AGILITY

How do you create:

- A digital core that will support a variety of known, and unanticipated, business outcomes?
- Agile applications, services and related infrastructure?

## MODERNIZATION

How do you:

- Address legacy architecture?
- Modernize I&O?
- Balance simplicity and complexity to provide capacity for both legacy and digital business models?

## MEASURE AND MANAGE

How do you:

- Measure and benchmark IT performance on a value and cost basis?
- Optimize cost and benefits with limited resources to do more with less?

## SKILLS AND PARTNERSHIPS

How do you:

- Move to a hybrid environment that includes on- and off-premises functionality and new mixes of strategic and alternative vendors?
- Navigate the partner ecosystem, IT supply chain and cloud?
- Make sure all of your IT disciplines are up to the demands that a digital business requires?

## HOT TOPICS

- Digital business platform
- Legacy modernization
- Hybrid IT
- Cost optimization

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# Architect the Digital Business

What patterns and practices can you use to deliver scalable, safe and ethical digital business solutions?

## ARCHITECTURE PATTERNS

How do you:

- Build and support a hybrid IT environment (e.g., to enable postmodern ERP)?
- Create a platform for the digital workplace?
- Incorporate cloud into your overall architecture?
- Support a combination of IT centralization and federation?
- Create (and use) a business analytics infrastructure?

## SECURITY AND RISK MANAGEMENT

How do you:

- Secure the digital business and protect the enterprise?
- Ensure proper security and risk management when using the cloud?
- Incorporate ethics into governance and solution delivery?
- Enable secure mobile solutions?
- Enable and encourage person-centric security?
- Balance business pressures and privacy?

## EMERGING TECHNOLOGY

How do you:

- Unlock the value of mobility?
- Architect for the Internet of Things?
- Incorporate emerging technologies into your environment (e.g., smart machines, in-memory computing, wearables)?

## DIGITAL BUSINESS ARCHITECTURE

How do you:

- Use business architecture to uncover new digital business opportunities?
- Evaluate the business and economic success of digital?

## HOT TOPICS

- Secure the digital business
- Internet of Things
- IT centralization and federation
- Business analytics

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This year's track sessions will answer the questions highlighted within each track. To view the specific session details, please visit [gartner.com/us/symposium](http://gartner.com/us/symposium).



# Plan for the Digital Future

What should be on your 3- or 5-year technology and business radar? Further out? What should you be thinking about that you're currently not?

## STRATEGY

How do you:

- Strategize for the digital business future?
- Manage and create smart machines to deliver new business benefits and new business models?

## TRENDS

- What are the emerging trends and technology disruptions for which you must prepare or exploit?
- What is the global 10-year outlook for technologies, economics and demographics, and how can you use this to drive digital business outcomes?

## HOT TOPICS

- Emerging trends
- Long-range planning
- Smart machines
- Technology disruptions



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## LEADERSHIP

# Lead the Digital Enterprise

How do you become a more effective leader in the digital enterprise?

## INFLUENCE

How do you:

- Increase your influence with business stakeholders to increase investment in digital business?
- Translate and reinterpret the value of technology into the (board-level) language of business choices and decisions?
- Engage and co-create with business groups that have significant and growing IT capabilities of their own?
- Position digital business to the CEO?

## LEADERSHIP AND DELIVERY

How do you:

- Balance innovation and differentiation with commonality and standardization?
- Evaluate the business and economic success of digital?
- Change organizational culture to align with big changes related to digital business?
- Create a bimodal delivery organization?
- Execute on the digital transformation journey?

## HOT TOPICS

- Organizational change and culture
- Executive communication
- The startup mindset

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## LEADERSHIP

# Create a Dynamic Organization

How can you harness the potential of people and skills to change the culture and to build digital business?

## THE DIGITAL WORKPLACE

How do you:

- Create and support a vital digital workplace?
- Become creative with people, process and technology to deliver new business value?

## THE AGILE IT ORGANIZATION

How do you:

- Create a bimodal delivery organization?
- Attract, develop and retain critical IT talent and skills?
- Deliver great outcomes with traditional IT talent and skills?

## HOT TOPICS

- Create the digital workplace
- Collaborate with business line IT
- Skills and staffing
- Deliver on the promise of bimodal IT



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## BUSINESS OUTCOMES

# Drive Business Growth

How can IT help grow the business, especially through new revenue streams and high-value outcomes?

## NEW SOURCES OF VALUE

How do you:

- Define business innovation with technology?
- Assess the economic value of data?
- Evaluate the business and economic success of digital?
- Position digital business to the CEO?

## CUSTOMER ENGAGEMENT

How do you:

- Create compelling customer or citizen experiences?
- Reorient processes and systems around the customer?
- Enable business agility and respond more quickly to business or market demands?

## HOT TOPICS

- Customer-centric processes and systems
- Digital experiences
- Data as an asset
- New sources of business value

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# Industry Program

Digital business is driving change in unprecedented ways, creating a dynamic business environment that requires enterprise capabilities very different from those that historically drove success. In this program, we explore the impacts of digital business where they are most acute and the actions CIOs should take to respond.

## Industry Program highlights

- Full day, starting at 9:00 a.m. on Sunday, October 4; included in your conference fee
- Industry-based networking sessions
- **NEW!** Cross-industry sessions
- Industry CIO Experience luncheon keynote, Peter Hinssen, Co-founder and Partner, nexxworks
- Industry Program closing keynote, Brian Krebs, Investigative Reporter
- Exhibitor industry-specific solutions and presentations

## Banking & Investment

Learn to anticipate demand and build an ecosystem for the future, while:

- Addressing disengaged customers, collapsing margins and disappearing revenue
- Beating competitors and building “banking superiority”
- Embracing change to drive growth

## Consumer Goods

Manage the product portfolio and make stronger connections with customers by:

- Leveraging the information and analytics ecosystem
- Designing and executing a digital business model
- Taking advantage of key technology trends

## Education

Attract, serve and retain students with digital education. Discover new ways to:

- Adapt to the evolution of the education ecosystem
- Modernize learning and administrative systems
- Enhance adaptive learning

## Government

Discover how digital transformation and the need for effectiveness and efficiency are challenging organizations. Learn how to:

- Put data at the center
- Move to the cloud
- Embrace digital government

## Healthcare Payers

Payer organizations are in the midst of defining a new role for themselves. Learn how to:

- Define the digital architecture for the future payer
- Leverage technology to redefine value contribution
- Eliminate friction in payer administrative activities

## Healthcare Providers

As a healthcare provider, learn how to:

- Leverage and optimize electronic health record (EHR) investments
- Define the next generation enterprise architecture
- Exploit analytics to support population health management

## Insurance

Continue your legacy modernization efforts and learn how to leverage:

- Digital insurance
- Advanced analytics
- Customer centricity

## Life Sciences

Address pipeline, regulatory and competitive pressures by learning to:

- Deal with technology-driven disruption
- Harness big data to drive business performance
- Build a digital multichannel sales and marketing platform

## Manufacturing

In the never-ending challenge of differentiating products and services, learn effective ways to:

- Manage the product life cycle maturity model and best practices
- Manufacture the implementation of the execution system
- Minimize risk and maximize business value

## Oil & Gas

Leverage digital technologies to increase productivity. Learn and drive growth through:

- Data-driven business optimization
- Integrated planning and operations
- Oil and gas scenario for 2020
- Digital oil fields and advanced analytics

## Retail

Address the increasingly demanding and technology-savvy consumer by learning to:

- Envision and deliver the competitively advantaged digital store
- Leverage enhanced analytical capabilities to drive better decisions
- Balance service and automation in the digital workplace



# Industry Program

## Utilities

In order to manage the encroachment on the traditional utility franchise and to maintain reliable operations, learn to:

- Adopt new strategies in IT to balance innovation and run the business
- Enable the modern grid by applying sharing-economy and digital business concepts
- Tap into the universe of intelligent endpoints to save money and respond faster

## NEW! Cross-industry sessions

The rise of key technologies — mobile Internet, sensor technology, cloud computing and emerging Internet of Things — will create new levels of pervasive connectivity that will interweave the physical with the digital. In our new cross-industry sessions, we explore how, in this dynamic and volatile business environment, organizations will face new digital business realities that will redefine traditional industry and market boundaries.



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# Internet of Things virtual track sessions

## TECHNOLOGY AND INFORMATION

### Renovate the IT Core

Roundtable: 12 Core Principles of Application Architecture for Digital Business and IoT

Magic Quadrant for Enterprise Integration Platform as a Service, Worldwide

Internet of Things Forces the Largest Step-Change Ever in Information Management

Why Should the CIO Care About 'Open Computing' Concepts

### Architect the Digital Business

The IoT Scenario

Workshop: CIO Imperative — How to Deploy IoT Without Making a Mess

Building IoT Solutions Architecture

Context Brokering Platforms: Convert Big Data Potential to Smarter Decisions, Processes, Operations

Roundtable: Lessons Learned From Early IoT Project Implementations

Hype Cycle for the Internet of Things

Putting Digital Ethics and Security at the Center of Information Governance

Roundtable: The Emerging Role of the Digital Information Architect

### Plan for the Digital Future

The Programmable Economy: IoT Monetization

Roundtable: The Internet of Things — Impact on Operational Technology Ecosystems

Why Your Digital Business Needs a Web-Scale Infrastructure

## LEADERSHIP

### Lead the Digital Enterprise

The IoT Effect: When the CIO Becomes the Product Head

### Maverick

Ask Not What You Can Do for Engineers, But What Engineers Can Teach You About IT

## BUSINESS OUTCOMES

### Drive Business Growth

Driving better outcomes From digital business moments

Capitalizing on Emerging Customer Engagement Technologies to Boost Revenue Growth

## INDUSTRY PROGRAM

### Government

Digital Government Redux: How Smart Machines and the Internet of Things Will Change Everything

Advanced Analytics for Government: The Fusion of Science and Art in Public Policy

### Utilities

The Internet of Things Meets the Enterprise: How to Operationalize IoT

### Cross-industry sessions

Business Moments: The New Speed of Business

ThingTalk: 'Thing Relationship Management' Can Transform Your Business

# Internet of Things virtual track sessions

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# Digital Business virtual track sessions

## TECHNOLOGY AND INFORMATION

### Renovate the IT Core

Roundtable: 12 Core Principles of Application Architecture for Digital Business and IoT

Drive Digital Business Success and Smash Competition Through Bimodal Adaptive Sourcing

Roundtable: Using Application Rationalization to Renovate Your Application Portfolio for Digital Business

Magic Quadrant Insight to Renovate the Core Data Center Requirements to Meet the Need of Digital Business

Megavendors in the Digital Business Universe: Bimodal Vendors Making the Transition

### Architect the Digital Business

Architecting Digital Business

Building on Cloud: The Architectural Foundation for Digital Business

Governing Risk and Security in the Digital Business

Who's Who in Digital Business Consulting Services

Leading Digital Business Innovation With Web-Scale Computing

Digital Business Architecture Fuels Digital Business Strategy

DCIM: Tools That Optimize Your Data Center for Digital Business

How an API Economy Drives Digital Business

How Digital Business Reshapes Mobile Security

### Plan for the Digital Future

Understanding the Real Impact of Digital Business

How the Smart Machine Big Bang Will Transform Digital Business

The New Risks of Digital Business

The Business of Digital Business: How Competitive and Economic Advantage Will Be Transformed

The DigiFlip: Two Universes, Two sets of Rules for Success in Digital Business

Digital Business Platform Concepts

Identity and Access Management in the Age of Digital Business

Disruptive Digital Business Models and Capabilities

Why Your Digital Business Needs a Web-Scale Infrastructure

## LEADERSHIP

### Lead the Digital Enterprise

What the Board of Directors Should Know About Digital Business 2015

Workshop: Digital Business Playbook — From Digital Desire to Digital Reality

Find the Most Powerful Digital Business Innovations for Your Business

Workshop: What the Board of Directors Should Know About Digital Business 2015

The Social Science of Digital Business

Roundtable: Building Out the Digital Business Dream Team

Workshop: Digital Business Playbook — From Digital Desire to Digital Reality

Workshop: Power Mapping Your Digital Business Game Plan

Organizing for Digital Business

### Create a Dynamic Organization

Roundtable: Who Owns Responsibility for Digital Business — The CEO, CIO or a New Chief Digital Officer?

Ten Absolute Truths of Talent Management in Digital Business

The Evolving Role of I&O in the Age of Digital Business

Enhancing Centers of Excellence for Digital Business

## BUSINESS OUTCOMES

### Drive Business Growth

Driving Better Outcomes From Digital Business Moments

Six Styles of Customer Analytics for the Digital Business

Using SaaS Business Applications to Meet Digital Business Objectives

# Digital Business virtual track sessions

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# Security and Risk Management virtual track sessions

## TECHNOLOGY AND INFORMATION

### Renovate the IT Core

Workshop: Properly Negotiate Risk for a Digital, Bimodal-Driven, Cloud-Based Contract

Roundtable: People-Centric Security — Experiences and Lessons Learned  
Embracing Risk in the New Normal

### Architect the Digital Business

Risk, Security and Value

The Imminent Revolution in Information Security

Governing Risk and Security in the Digital Business

Putting Digital Ethics and Security at the Center of Information Governance

How Digital Business Reshapes Mobile Security

## LEADERSHIP

### Lead the Digital Enterprise

Worst Practices in Digital Ethics, and How to Not Cross the Creepy Line

Digital Requires a Hard Reset on IT Governance — Throw Away the Rule Book

### Create a Dynamic Organization

Digital Humanism and Security: How People-Centric Security Will Help

## BUSINESS OUTCOMES

### Drive Business Growth

Workshop: Digital Governance for the Digital Age

### Maverick

It's Time to Fire Your Security Team (and Hire Machines)

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# BIA IM virtual track sessions

## TECHNOLOGY AND INFORMATION

### Architect the Digital Business

The Imminent Revolution in Information Security

Context Brokering Platforms: Convert Big Data Potential to Smarter Decisions, Processes, Operations

Workshop: Building and Sustaining Effective Digital Information Strategy

Putting Digital Ethics and Security at the Center of Information Governance

Roundtable: The Emerging Role of the Digital Information Architect

Architecting Real-Time Analytics and Decision Management in the Digital Age

### Plan for the Digital Future

Information 2020: Cracking Critical Dilemmas

Immersive Technologies and Ambient Experiences: The Future of Work

Roundtable: Sentiment Analysis for Voice of the Customer

Using Tai Chi to Find Business Analytics Opportunities Hidden in Plain Sight

## LEADERSHIP

### Lead the Digital Enterprise

Does Your Organization Need a CDO or a CAO or Both?

## BUSINESS OUTCOMES

### Drive Business Growth

Methods for Monetizing Your Information Assets

Six Styles of Customer Analytics for the Digital Business

## INDUSTRY PROGRAM

### Education

Three A's Will Transform Teaching and Learning: Adaptive, Analytics and Assessment

### Government

Advanced Analytics for Government: The Fusion of Science and Art in Public Policy

### Healthcare Payers

Workshop: Driving Payer Analytics Into the Digital Era

## Insurance

Information Innovation in Insurance: Using Analytics and Big Data for Competitive Advantage

## Manufacturing

Roundtable: Navigate the Consumer Goods Information and Analytics Supersystem to Drive Digital Leadership

## Retail

Have It Your Way: Retailers Find Success Using Self-Service and Advanced Analytics

## Utilities

Using Mobile Workforce Management to Automate and Optimize Utility Field Activities

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# Mobility virtual track sessions

## TECHNOLOGY AND INFORMATION

### Renovate the IT Core

How to Live Without Mobile Device Management

### Architect the Digital Business

- Roundtable: Experiences From Putting a Mobility Center of Excellence in Place
- The Mobile Scenario: Taking Mobility to the Next Level
- The 10 Vendors Driving the Future of Mobility
- Roundtable: Are BYOA and DYOA Evil?
- How Digital Business Reshapes Mobile Security

## LEADERSHIP

### Create a Dynamic Organization

Magic Quadrant and Critical Capabilities for Enterprise Mobility Management Suites



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# Bimodal virtual track sessions

## TECHNOLOGY AND INFORMATION

### Renovate the IT Core

Drive Digital Business Success and Smash Competition Through Bimodal Adaptive Sourcing

Decommissioning Applications: The Emerging Role of the Application Undertaker

Taming the Complexity of the Digital Vendor Ecosystem

Bimodal IT Is the Best Way to Deliver Application Rationalization

Megavendors in the Digital Business Universe: Bimodal Vendors Making the Transition

Planning a Cloud Infrastructure Strategy That Supports Bimodal IT

### Architect the Digital Business

Workshop: Budgeting and Funding — Impact of Digital and Bimodal on Traditional IT

### Plan for the Digital Future

The DigiFlip: Two Universes, Two Sets of Rules for Success in Digital Business

## LEADERSHIP

### Lead the Digital Enterprise

Workshop: Facilitate a Bimodal Workshop

Workshop: Avoid Becoming Bimodal Roadkill — Lessons Learned From the Early Adopters of Bimodal IT

Roundtable: Implementing Bimodal IT — Delivering on the Promise

Workshop: Organizing IT for Success in Building Bimodal Capabilities

Your Partner in the Digital Age: The CIO's relationship to a New Enterprise Architecture Capability

### Create a Dynamic Organization

Implementing Bimodal IT: Delivering on the Promise

## INDUSTRY PROGRAM

### Government

Government Procurement Practices: A Skeptic's Guide to Implementing Bimodal IT

### Insurance

How Can CIOs Speed Up Legacy Modernization in Insurance?

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