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.
RISE TO THE CHALLENGE
Thank you, from the conference chair

Gartner Symposium/ITxpo is about you and thousands 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 SymposiumMEFeedback@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,

Ed Gabrys
Research Director, Gartner Research
Rising to the challenge

Summary of Gartner welcome and opening analysts keynote

Gene Hall, CEO at Gartner, welcomed attendees to Symposium/ITxpo 2016 in Dubai 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 centre of business growth. In essence, algorithms spot the business moments and meaningful connections, and they predict ill behaviours 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.”

Peter Sondergaard also 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.”

David Willis, Vice President and Distinguished Analyst at Gartner Research, went on to introduce the economics of connections. He 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.

Mary Mesaglio, 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. Trusted ally CIOs are masters of the economics of connections.

The Economics of Connections
Research Report
Gartner Symposium/ITxpo Keynote

RECOMMENDED READING
Gartner Symposium/ITxpo Keynote Research Report
The Arrival of Algorithmic Business
The Economics of Connections
The New CIO Influencer

“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.

2016 Gartner CIO Agenda

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, Lee Weldon, Managing Vice President, Gartner 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?

“Digital visionaries are building platforms throughout their business.”

The deepening of digitalization means that lines are becoming increasingly blurred, and boundaries semi-porous 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. Weldon 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.
CIO Experience Keynote

Achieving the Impossible

LEWIS PUGH, Ocean Advocate & Maritime Lawyer

“The most powerful form of self-belief comes from believing in something greater than you. Because when you’ve got purpose, everything becomes possible.”

In 2007 Lewis Pugh undertook the first swim across the North Pole to highlight the melting of the Arctic sea ice. He followed this up with a swim across a glacial lake on Mt Everest to draw attention to the melting glaciers in the Himalayas. Over a period of 25 years he has pioneered more swims around famous landmarks than any other swimmer in history. Lewis is also one of the world’s leading inspirational and leadership speakers, with TED describing him as a “master story-teller”. In 2010 the World Economic Forum named him a Young Global Leader. And in 2013 the United Nations appointed him “Patron of the Oceans”.

At Gartner Symposium/ITxpo, Dubai, Lewis shared his insights on the preparation, teamwork, and leadership skills necessary for any major undertaking. The most crucial success factor, he said, is to have a driving purpose, which for him is to protect our planet’s threatened oceans.

As an ocean advocate, pioneer swimmer and explorer, Lewis put his hard-learned lessons into the context of a corporate environment. He shared the visualization that enabled him to undertake the first swim across the sub-zero waters of the North Pole. Lewis also shared the “radical tactical shift” that he used to complete the first swim across a glacial lake on Mt Everest. In his keynote, he inspired CIOs to reach for the dream of achieving their own impossible.

“I resolved to follow my dream. I wanted to push every boundary. I wanted to swim further than anyone else. I wanted to cross seas and round capes that no one had dreamed of swimming before. And I wanted to swim in waters that were so cold no one thought it was possible to survive in them..."
Mastermind Keynotes

Why the Future Begins?

MAGNUS LINDKVIST
Trend-spotter & Futurist

“We always think that the future is about what’s going to be added, but we don’t think much about what we need to leave behind.”

Magnus Lindkvist is a renowned trend-spotter and futurologist who weaves together the most important and exciting current trends to forecast what life, society and business might look like in the future. He has created Europe’s first academic course in Trendsporting and Future Thinking in 2008 together with Stockholm School of Entrepreneurship.

At Gartner Symposium/ITxpo, Dubai, Magnus portrayed a unique perspective that blended rigorous research with pop cultural insights and built a vivid tapestry of futurological insights and other thinking tools. Through unique examples, he engaged the audience to practice Futurology, the art of thinking ahead, a tool that can actually help us understand and plan for a better future for ourselves. Magnus left the audience with the right tools and an urge to not only think ahead, but also plan for their everyday life.

How to Lead a Switch

DAN HEATH
Best Selling Author

“Our rational brain has a problem focus when it needs a solution focus. If you are a manager, ask yourself, what is the ratio of the time you spend solving problems versus scaling successes? We need to switch from archaeological problem solving to bright-spot evangelizing.”

Dan Heath is a Senior Fellow at Duke University’s CASE Center, which supports entrepreneurs who are fighting for social good. He is the co-author, along with his brother Chip, of three New York Times bestsellers: Made to Stick, Switch, and Decisive. At Gartner Symposium/ITxpo, Dubai, Dan shared an array of fascinating stories, a 3-part framework that will help change things in tough times, whether the change is at work, at home, or in society.

In a compelling, story-driven narrative, he brought together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. His book Switch shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.
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, David Cearley, 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.
CEOs must commit to digital now

In his presentation at Gartner Symposium/ITxpo in Dubai, Ed Gabrys, Research Director and Conference Chair, 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.

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

For conference details, visit gartner.com/me/symposium
Industry coverage

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

- Government
- Banking
- Oil & Gas

RECOMMENDED READING AND VIEWING

Specific industry sessions can be viewed from Orlando Symposium, visit www.gartnereventsondemand.com/event/sym25

Peer engagement

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

Industry Networking Lunches

Throughout the course of the 3 days, Industry Networking lunches with industry specific content, was hosted by Gartner analysts enabling the attendees to collaborate with their peers, whilst discussing new innovations and upcoming challenges from within their industry sectors.
Closing keynote

You as leaders will create the digital future

Ed Gabrys, Research Director, closed the conference with their take on the main messages along with advice for attendees as they return to their organizations.

Mr. Gabrys and wrapped up Symposium/ITxpo, 2016, 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.
Leading solution providers helping you evolve your technology strategy

A special “thank you” to our exhibitors

Thank you to our 35+ 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
- Technology demos
- ITxpo receptions
- Face-to-face interactions with exhibitors

PREMIER EXHIBITORS

EMERGING TECHNOLOGIES EXHIBITORS

COUNTRY PAVILION

PLATINUM EXHIBITORS

To become an exhibitor, visit gartner.com/me/symposium
Leading solution providers helping you evolve your technology strategy

Interested in exhibiting?
Contact us at middleeast.exhibits@gartner.com
Tel: +97 15 0558 2924

For conference details, visit gartner.com/me/symposium
Symposium/ITxpo 2016 by the numbers

3 days
500+ total attendees
200+ CIOs
30+ Gartner analysts
35+ solution providers
150+ organizations
100+ sessions in 5 tracks
3 Guest keynotes
300+ Gartner analyst one-on-one meetings
74% increase in social media traffic versus last year

Snapshot of attendees

Designed as the most important gathering of CIOs and senior IT executives, Gartner Symposium/ITxpo 2016 had an increase in the number of CIOs attending with their leadership teams.

Top 5 job titles

- 26% CIO
- 11% C-level executive
- 12% Vice president
- 16% Director
- 35% Manager

Top 5 industries

- 27% Government
- 24% Technology & telecom
- 16% Banking
- 14% Services
- 8% Energy & utilities

Company size

- 25% XXL
- 30% XL
- 12% Large
- 16% Medium
- 16% Small

For conference details, visit gartner.com/me/symposium
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.

Missed a session?
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, 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

LinkedIn
Gartner Symposium/ITxpo

Facebook
facebook.com/GartnerSymposium

Twitter
#GartnerSym

View all recorded sessions from Orlando Symposium on gartnereventsondemand.com/event/sym25
Keep rising to the challenge

We’ll gather again 28 February – 2 March 2017. 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/me/symposium.

2016 global CIO events
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

Gartner Symposium/ITxpo 2016
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

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

*Application is required.