

Gartner Analyst Relations Newsletter

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The Gartner Analyst Relations Newsletter is a free e-mail newsletter published on a quarterly basis. It is a tool designed to provide analyst relations professionals with insight and best practices on how to best engage with Gartner for your success.

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Jeff Golterman
GVP
Gartner
High-Tech &
Telecom Programs

Dear Colleague:

We're excited to focus this issue of our newsletter on Gartner research themes, Gartner Fellows, research awards and new analyst arrivals!

[2011 Research Themes](#): From "Business Gets Social" to "Cloud Computing," along with other important key Gartner research themes, there's lots for AR professionals to consider. As an essential element to your inbound AR program, applying Gartner analyst theme insights can help you strengthen your strategy, find new market opportunities and build more customer-relevant offerings.

[2011 Gartner Fellows](#): We've engaged with many of you who have asked, "How does Gartner decide what to cover? How does Gartner determine which topics are highlighted at Symposium/ITxpo?" Well, the drivers behind many of these decisions are the Gartner Fellows. For 2011 we have several new Gartner Fellows and we urge you to engage them as you work with your colleagues to "bring Gartner inside" to help you build a better business.

[2010 Research Awards](#): Hot on the heels of a very successful 2010 for Gartner Research, Gartner recognizes many of its top performers within a very high-performing organization. We're excited to share with you the winners of the Golden Quill, Quantitative Research Excellence and Thought Leadership awards for 2010. We see this as a new opportunity for you to strengthen your relationships with these Gartner analysts and to learn about analysts to whom you may not have been previously exposed.

[New Analysts at Gartner](#): As we do each quarter, we'd like to introduce you to the most recent additions to the Gartner Research ranks. Our 11 newest team members, deployed around the globe, will hold coverage in the following key areas: IT Professionals (the Gartner research area pioneered by our colleagues from Burton Group); IT Leaders roles research in such areas as information management, enterprise software, data center, IT operations and business intelligence; Gartner Industries research in insurance and manufacturing; and within our Gartner Japan Research team covering software applications. Please take a look at the analyst bio synopses here in our newsletter, then dive into their credentials and coverage using the Analyst Fast Finder in your My Gartner portal.

As always, we look forward to working with you and your colleagues and seeing many of you in our travels. If you have any questions, please [contact us!](#)

Regards,

Jeff Golterman



David A. Willis
VP and
Distinguished Analyst
Gartner Research

2011 Gartner Research Themes

By David A. Willis, VP and Distinguished Analyst, Gartner Research

Each year, Gartner focuses on a collection of mission-critical, future-focused themes that are selected for their far-reaching—and potentially disruptive—impact on a wide range of constituents across multiple industries. These themes are selected and coordinated by a senior-level steering committee to ensure that Gartner delivers clear, coherent positions on important new trends and stays ahead of important developments.

These themes represent trends that we expect to evolve rapidly and dramatically over a two- to three-year horizon, and all have profound strategic and technical implications. Collectively, they capture what clients need to know today and how they should proceed and over what time frame—whether they are users of IT or technology providers, from the highest executive levels to frontline architects and implementers of IT solutions.

As a high-tech industry professional, we encourage you to stay abreast of the themes most likely to be of interest to your customers as well as those that will impact your business. AR professionals, as part of their inbound AR programs, often apply theme findings in the visioning phases of strategy, product, service and market development and use them to “reality check” their current thinking. To support these efforts, Gartner has created landing pages for the 2011 research themes that offer a wide range of resources for each.

In addition, AR professionals should be aware that starting in Q2, Gartner end-user clients will be able to configure Gartner Business Wizard to deliver targeted, just-in-time insights and best practices for each theme to their inbox or their My Gartner home page. As always, clients can also set personal alerts to receive targeted research on specific topics and issues. AR professionals should be up to speed on how their customers interact with Gartner research within their project workflow using Gartner Business Wizard. We will discuss in our next newsletter how to do this, so stay tuned or contact your Gartner account executive.

We urge you to stay abreast of the latest Gartner research positions in themes that apply to your industry as important inputs to strategic visioning and planning, and to bring key insights to the attention of your executive, strategy and marketing teams. We also encourage you to build relationships with the analysts driving relevant themes so you can maximize the value you derive from their work and most effectively apply their insights to your unique growth strategy.

For 2011, the Gartner research themes are:

THEME

DESCRIPTION

Business Gets Social

Social media is fast becoming an essential way of doing business. But don't be fooled—achieving real business value requires far more than the superficial deployment of tools and technology. This theme provides strategic guidance and pragmatic advice on how (and when) to embed social capabilities across business processes and disciplines. We will explore social technologies, trends and vendors as well as the skills, organizational structures and governance strategies needed to maximize the business value of social networks.

For more information, see: www.gartner.com/businessgetssocial/report.

Cloud Computing

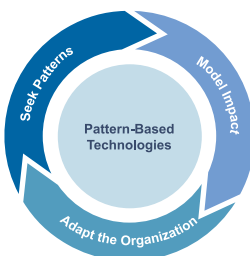
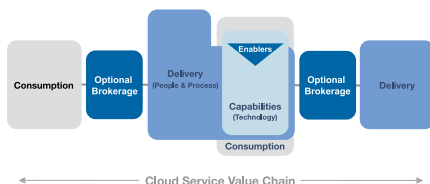
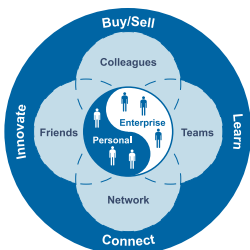
Cloud computing is now moving toward mainstream adoption, and Gartner's leadership on the topic continues to be multidisciplinary and wide ranging. For 2011, our cloud computing research will emphasize cloud brokerages, private clouds, cloud security and management, a cloud "Bill of Rights" and government cloud initiatives. We will continue our strong core coverage of cloud e-mail and collaboration, infrastructure as a service (IaaS), platform as a service (PaaS) and software as a service (SaaS). We will also pursue more real-world case studies as cloud adoption accelerates, and continue to help clients set sound cloud strategies and find the cloud-based products and services best suited to their needs.

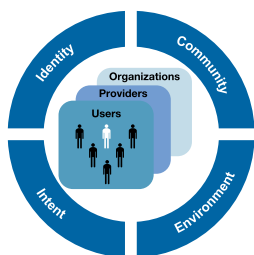
For more information, see: www.gartner.com/cloudcomputing/report.

Pattern-Based Strategy

Pattern-Based Strategy is a set of disciplines and frameworks for proactively seeking and acting on the early weak signals forming patterns in the marketplace. It's also about the ability to model the impact of patterns on your organization and identify the strategies and technologies that help you effectively adapt. In response to client feedback, our 2011 coverage will zero in on specific industries (such as retail and insurance), and key constituencies including the CIO, technology and service providers, supply chain leaders and other CXO roles. We will explore both the cultural and technological changes required to embrace a Pattern-Based Strategy, as well as its intersections with social and context-aware computing. In addition, our coverage will emphasize more coordinated sets of notes that examine key issues from multiple, more targeted perspectives.

For more information, see: www.gartner.com/patternbasedstrategy/report.





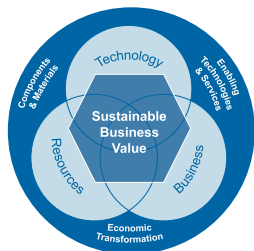
THEME

Context-Aware Computing

DESCRIPTION

Context-aware computing addresses user experience as a science of refining interactions in real time, based on an ongoing analysis of intent, identity, community and environment. Over the next year, context will leap from theory to practice: We will examine how context will change the balance of power and the flow of money between users, providers and organizations. This theme will also emphasize the impact of context-aware computing on pattern-based analysis, cloud computing, security, privacy, trust, user experience and, ultimately, business performance.

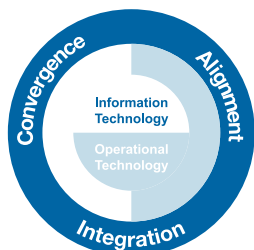
For more information, see: www.gartner.com/contextawarecomputing/report.



Sustainability

Sustainability is growing in significance—attracting marketing attention, investment, innovative thinkers and technology development. The business case for sustainability has been largely established, and the new challenge is execution. In 2011, we will focus on assessing the level of maturity, identifying key measures of success, and how best to implement a sound sustainability program.

For more information, see: www.gartner.com/technology/research/sustainability/report.



Alignment of IT and OT

The underlying technologies used in operational systems (platforms, OS, communications) are becoming more like IT systems, creating opportunities for better alignment. But in addition to technical concerns, the convergence of these systems raises critical questions about governance between IT and business units managing advanced operational technology (OT). This theme was recently launched, with a particular focus on technologies and governance.

For more information, see: <http://www.gartner.com/technology/research/it-ot-alignment>.



Peter Sondergaard
SVP
Gartner Research

2011 Gartner Fellows: Innovative Thought Leadership on Mission-Critical Trends

By Peter Sondergaard, SVP, Gartner Research and Daryl C. Plummer, MVP and Gartner Fellow, Gartner Research

Annually, Gartner awards the title “Fellow” to a select number of its analysts who are consistent innovators and thought leaders. This year, we have added four new Gartner Fellows to the program:

- Dave Aron, CIO Research
- French Caldwell, Compliance, Risk and Leadership
- David Furlonger, Banking and Investment Services
- Mark P. McDonald, Executive Programs

The Fellows undertake projects designed to keep Gartner at the forefront of new trends and ideas, and our forward-looking research agenda is heavily influenced by their work. While varied in scope, these projects are all designed to enhance our understanding of the factors and variables that will drive future business and technology directions, combining the best of industry and academic thought with our own unique data and insight.

Gartner Fellows spend their time with the best and the brightest global innovators and thinkers. Their wide-ranging, one-on-one interviews are must-reads for anyone who needs to be on the leading edge of IT. We urge all analyst relations professionals to keep abreast of Fellows projects that have a potential impact on their businesses, particularly when:

- Working with strategy teams to inform a new company direction
- Working with product development, management and marketing executives—especially in visioning phases of product and service development
- Aligning company messaging and positioning with emerging market developments
- Considering speakers for company meetings and customer events

The 2011 Fellows’ are:

FELLOW

Dave Aron

Tom Austin

Jennifer S. Beck

French Caldwell

David W. Cearley

Joseph Feiman

David Furlonger

Simon Hayward

Richard Hunter

Mark P. McDonald

Ken McGee

Massimo Pezzini

Stephen Prentice

Mark Raskino

How are Fellows selected?

The selection process is highly rigorous. Starting with peer nominations, the process also includes panel interviews and multiple rounds of executive-level review. Selection is based on four primary criteria:

Breadth of coverage	Fellows' work applies successfully across many research specialties.
Influence and industry visibility	Fellows are recognized as leaders and experts in their fields by peers, clients, the media and the industry.
Research and analytical abilities	Fellows have a track record of delivering outstanding research, spotting trends and making predictions that have proved their value to clients and in the marketplace.
Exceptional presentation skills	Fellows are widely sought out as guest speakers and respected for their thought-provoking presentations.

Gartner Fellows are appointed for two years and given the freedom during that time to research and develop three to five high-impact ideas. Their work is published as Gartner research and judged by the response of peers, the press and Gartner clients.

AR professionals are encouraged to learn about how the Gartner Fellows can apply their unique insights and experiences to help them with key initiatives. For example, clients frequently utilize the Fellows to support visioning sessions for new strategy, product and market development. The Fellows are also some of the most dynamic and experienced presenters, making them highly effective keynote speakers and change agents at important internal and customer events. The Gartner Fellows also welcome innovative case study examples to feed their individual research agendas as well as to support key research themes for Gartner Symposium/ITxpo events worldwide. We look forward to seeing more members of the Gartner AR community reach out to the Fellows in the coming months!



Peter Sondergaard
SVP
Gartner Research

2010 Research Awards

By Peter Sondergaard, SVP, Gartner Research

The annual research awards program recognizes analysts within the global analyst community for excellence in the quality of their research and the value they deliver to clients. Award recipients are the best of the best in their areas of coverage and are often pioneers in their field.

If you're not already familiar with these analysts, we recommend that you take a moment to get to know the unique value they offer in driving innovation, shaping market directions and bringing order to chaos. While Gartner offers a wide array of analyst awards, three are particularly relevant to AR professionals:

- The Golden Quill
- The Quantitative Research Excellence Award
- The Thought Leadership Award

2010 Golden Quill Winners

The Golden Quill is given to analysts who demonstrate unique skill with the written word. Nominations come from across the global analyst community, and winners are selected based on four key criteria:

- Logical, easily understood narrative structure
- Well-supported, fact-based positions
- Clear positions with actionable advice
- Concise writing style

The winners of the 2010 Golden Quill are:



Mark A. Beyer
RVP
ITL Enterprise Software
Information Management

Mark A. Beyer's research provides highly actionable guidance and consistently demonstrates both deep expertise and thought leadership in a broad range of industries and initiatives. He covers data management and application integration (including master data management), information governance, business intelligence strategies, data warehousing architecture and technologies as well as SOA principles for data management. In addition, his experience as a data integration services architect and data modeler has given him unique insight into deriving physical database designs from logical models.

Mark's collection of notes on the emerging vision of data services laid a ground-breaking framework for the use of SOA in enterprise information management, and his case studies are invaluable illustrations of best—and worst—practices. Examples of his highly rated research include:

- *Data Warehousing Trends for the CIO, 2011-2012*
- *The State of Data Warehousing in 2011*
- *Key Issues for Data Management and Integration, 2011*
- *Magic Quadrant for Data Warehouse Database Management Systems*
- *Taxonomy, Definitions and the Vendor Landscape for Application Integration Solutions, 2011*



Richard Fouts
Research Director
Services Marketing and
Channels Marketing

Richard Fouts is a gifted writer with a talent for communicating complex concepts in a clear and engaging way, and he has an extraordinarily strong client following. He makes abundant use of storytelling, illustrative examples and scenario analysis to make his guidance accessible, actionable and interesting. He is also adept at identifying latent client pain points—things clients struggle with but can't quite express—and addressing them head-on.

Richard covers marketing strategy and management for technology and service providers, including brand management, competitive positioning and messaging, marketing communications and go-to-market strategies. Many AR professionals have followed Richard since before he came to Gartner, as he has interviewed many AR community members and authored a variety of Gartner Analyst Relations Newsletter articles. He also has strong expertise in sales training, campaign management and social media as a marketing tool. Before joining Gartner, he managed a brand communications company in New York City, focusing exclusively on technology and telecommunications clients. Examples of his research include:

- *Marketing Essentials: High-Tech and Telecom Provider Marketing Budgets, 2011*
- *Marketing Essentials: How to Bundle Products and Services Without the Risk*
- *Marketing Essentials: How to Engage the Blogosphere in Media Relations Programs*
- *Marketing Essentials: How to Test and Prepare Your Organization for Outside-In Behavior*
- *Marketing Essentials: How to Tell the Business Process Utility Story When You're a Traditional BPO Provider*



Trent Henry
RVP
Security and Risk
Management Strategies

Trent Henry excels in communicating complex technical information in precise, easy-to-understand prose that uses highly effective supporting examples, tables and graphics to drive his points home. His writing is authoritative, concise and displays a deep understanding of the issues, technologies and markets that he covers.

Trent's research spans IT risk management, information security program management (including cryptography), infrastructure, application and data protection, and audit and compliance management. Prior to joining Gartner, he served in the PKI industry as a chief information security officer, technology researcher and Internet server developer, and has worked for IdenTrust, Digital Signature Trust, Ameritech and Apple. He has also participated in security standards bodies such as X9 and the Internet Engineering Task Force, and contributed to the first Common Criteria Protection Profile slated to become an American National Standards Institute standard. His recent research includes:

- *2011 Planning Guide: Security and Risk Management*
- *E-Discovery: The Continuing IT Impact*
- *The Role of SharePoint in Enterprise Information Protection*
- *Data Loss Prevention*
- *Information Confidentiality*



Stephen Kleynhans
RVP
ITL Systems Security
and Risk
Mobile and Client
Computing

Stephen Kleynhans's direct, concise style is highly effective, as is his ability to translate thorny problems into clear next steps. But what makes Steve truly unique is his ability to distill complex problems into a set of smaller questions and then answer each in a coordinated collection of digestible, insightful notes.

At Gartner, Steve covers desktops, information appliances, mobile/pervasive devices and emerging platforms, and he is an authority on personal computing strategies, including vendor assessment, desktop/server platforms, technical architecture, and product selection and integration. He also has deep expertise in virtualization and Microsoft Windows 7 and Office migrations. Prior to joining Gartner, Steve worked in network integration and PC services assisting clients in developing end-user computing strategies, and created and ran an extensive interoperability research and testing facility. Examples of his recent research include:

- *Key Issues for Client Computing, 2011*
- *Magic Quadrant for Global Enterprise Desktops and Notebooks*
- *The Benefits Side of a Windows 7 Business Case*
- *Don't Delay Windows 7 Migrations for Service Pack 1*
- *Application Compatibility Assessment Tools for Windows 7 Migrations*



Richard Watson
Research Director
Application Platform and
Data Management

Richard Watson has unique strength in finding metaphors, similes and visual depictions that convey complex topics in a clear, digestible way. He is also adept at deconstructing big issues into more manageable components and articulating clear paths forward.

At Gartner, Richard covers application architecture, service-oriented architecture (SOA), cloud application platforms and business process management (BPM). Prior to joining Gartner, he was an application platform strategies analyst at Burton Group, an enterprise architect at Credit Suisse, and he led software development at Cape Clear Software. Examples of his research include:

- *Market Profile: Platform as a Service 2011*
- *Migrating Applications to the Cloud: Rehost, Refactor, Revise, Rebuild, or Replace?*
- *SOA and Application Architecture Key Initiative Overview for IT1*
- *Field Research Results: Architectural Foundations for BPM*
- *Field Research Results: Becoming Process Oriented*

2010 Quantitative Research Excellence Award Winners

The Quantitative Research Excellence Award recognizes individuals who demonstrate excellence in producing high-quality quantitative and/or statistical research. Selections are made by the technology and service provider group management team, and are based on:

- Clarity and relevance
- Innovation
- Impact on markets and/or industry

The winners of the 2010 Quantitative Research Excellence Award are:

INDIVIDUAL WINNER



John-David Lovelock
RVP
Technology and Service
Provider Research

John-David Lovelock led multiple forecast and market share design projects in 2010 with powerful results: dramatically improved systems throughput, expanded and enriched client databases, simplified data entry and retrieval tools, and greater standardization across technology and service provider research, including an expanded vertical market forecast dataset, software market share and software market forecasts.

John's creativity and deep knowledge of database design and implementation were key drivers of his achievement. John also pioneered the use of our highly popular "bubble charts" into vertical industries data presentations, a technique that has become a staple of both our quarterly forecast webinars and Symposium/ITxpo keynote addresses. Examples of John's research include:

- *Forecast Alert: Enterprise IT Spending by Vertical Industry Market, Worldwide, 2008-2014, 4Q10 Update*
- *Three Good Reasons for Deploying Patient Self-Service Kiosks*
- *Forecast: Enterprise IT Spending for the Healthcare Provider Market, Worldwide, 4Q10 Update*
- *Forecast: Enterprise IT Spending for the Insurance Market, Worldwide, 4Q10 Update*
- *Forecast: Enterprise IT Spending by Vertical Industry Market, Worldwide, 2008-2014, 4Q10 Update*

WINNING TEAM

The Vertical Industries
Team:

Robert P. Anderson
Kenneth F. Brant
Marianne D'Aquila
Vittorio D'Orazio
Joslyn Faust
Derry N. Finkeldey
Venecia K. Liu
Kristine Pfeiler
Jeffrey Roster
Rishi Sood

Forecast: Enterprise IT Spending by Vertical Industry Market, Worldwide, 2008-2014, 4Q10 Update

In 2010, the Vertical Industries research team launched new forecasts for vertical-specific software, adding more than \$100 billion to its scope through a combination of rigorous survey work and data modeling. This forecast now covers the many dynamic growth markets for software used in specific industries, and demonstrates that technology providers can find growth alternatives to horizontal enterprise markets. In addition, it addresses the interests of a variety of vertical-specific software providers not previously represented in Gartner forecasts and captures a variety of new adjacent market opportunities.

2010 Thought Leadership Award Winners

The Thought Leadership Award is given to individuals or teams who have delivered provocative or break-through ideas, concepts, scenarios or approaches; have redefined or debunked conventional wisdom; or have delivered a fresh new perspective on recalcitrant IT issues. It can also be awarded for revolutionary new models, frameworks, methodologies or forecasts, or for innovative examples of cross-disciplinary thinking. It may be awarded for a single event or for sustained, consistent thought leadership.

The winners of the 2010 Thought Leadership Award are:

INDIVIDUAL WINNERS



Bob Blakley
VP and
Distinguished Analyst
Identity and Privacy
Strategies

In 2010, Bob Blakley championed the concept of next-generation identity management architecture to support newfound demands such as the proliferation of identities, devices, applications and regulations. In this new architecture, authorization decisions are made in real time, are contextual and support a pull model in which an application calls out to an authorization service at the time the user attempts access. The economics of this model are extremely attractive compared to the high cost of provisioning multiple products and services. His model has rapidly gained popularity among clients and will serve as a foundation for our technical identity research in 2011.

Bob is a former general chair of the IEEE Security and Privacy Symposium and the ACSA New Security Paradigms workshop. He was general editor of the OMG CORBA Security specification and the OASIS SAML specification, and was the first chair of the OATH Joint Coordinating Committee. He is also the author of "CORBA Security: An Introduction to Safe Computing with Objects," published by Addison-Wesley. He has participated in National Academy of Sciences panels, including "Authentication Technologies and Their Privacy Implications" and "Whither Biometrics." Bob earned his M.S. and Ph.D. in computer and communications science, holds 19 patents in cryptography and information security, and publishes regularly in academic literature on information security and privacy. Examples of his research include:

- *The Emerging Architecture of Identity Management*
- *2011 Identity and Privacy Planning Guide*
- *Identity Life Cycle Management*
- *Federated Identity*
- *Externalized Authorization Managers*
- *Identity Assurance Frameworks*



David Furlonger
VP and Gartner Fellow
Banking and Investment
Services

As the leader of our worldwide Financial Services research agenda, David Furlonger has pioneered our research on “The Future of Money” and “The Bank of the Future.” His Provocations Map, a strategic scenario-planning model, helps clients think differently about their business and IT challenges. He also initiated our regionally based Strategic Technology Maps for the financial services industry. Additionally, he was one of the lead analysts in the development and implementation of our Global Business Network scenario-planning methodology.

David has more than 30 years of experience in financial services. Prior to joining Gartner, he acted as an industry consultant and co-ran a dot-com startup, taking the company through a direct public offering and subsequent acquisition. During this time, he was involved in designing and deploying one of the first fully integrated financial portals and live-to-air national television programs. Before that, David held various positions in investment and international banking, including management roles in proprietary trading and risk management, institutional sales and trading, data modeling, financial engineering and quantitative analysis, as well as system design and selection. In addition, he was deputy European treasurer of a U.S.-based multinational company and a pioneer in the adoption and deployment of corporate treasury systems. Examples of his research include:

- *Magic Quadrant for Energy Trading and Risk Management Platforms*
- *Top Banks: Their IT Plans and Investments, 4Q10*
- *Implementation Time and Professional Services Coverage for Risk Management Software Vendors*
- *A Banker's Guide to Credit, Market and Operational Risk Management Software Functionality*
- *Survey Analysis: Cloud Not a Data Center Investment Priority for Majority of Banks*



Christophe Uzureau
Research Director
Banking and Investment
Services

Three years ago, Christophe Uzureau created a detailed plan and agenda that embraced the payments space from both a business and technology standpoint and on a global scale. Today, that plan is an essential part of our Banking and Investment Services research, and Christophe's thought leadership has manifested itself in three important ways.

The first is the creation of a powerful agenda under the payments modernization core topic that embraces the full life cycle of the total modernization of a bank's payments strategy, processes and technology, a new concept in that domain. Next is the conception and development of the payment services hub (PSH), a new way to think about payments architecture. This model has become an industry standard, one used by many clients to evaluate potential technology providers. The third is the concept of payment information value-added services (PIVAS), which demonstrates how clients can maximize the value of payment operations data not just for regulatory compliance and auditing purposes, but to drive ancillary revenue streams. Christophe's thought leadership has helped clients take fresh, more holistic and value-added approaches to their payments operations. Examples of his research include:

- *Modernization of Banks' Payment Systems: Transformation, Not Just Renovation*
- *The Fundamentals for Success With Mobile Financial Services*
- *Turning Banks Into Independent Payment Advisors*
- *Hype Cycle for Financial Services Payment Systems, 2010*
- *Strategic Options That Banks Must Consider for Their Payment Operations*



Eric Knipp
Research Director
Web Application
Development and
Integration

Eric Knipp introduced a new research topic in the application development (AD) space on citizen developers, putting a name to the concept of AD by non-professional developers and creating a body of research to support it. He has raised significant awareness around this trend, so much so that he was a key participant in the opening analyst keynote at our most recent Symposium/ITxpo event.

In addition to this exciting work, Eric covers Web and cloud application development trends and methodologies, helping clients to select appropriate rich Internet application technologies and methodologies and to understand the impact of cloud, mobile and context-aware computing on Web AD. He also has deep expertise in horizontal portal strategies and API development and governance, along with hands-on experience in designing effective Web development organizations. Prior to joining Gartner, Eric worked as a Web developer, architect, project leader and manager on various public sector, private industry and consulting engagements for more than a decade. Examples of his research include:

- *Taxonomy, Definitions and the Vendor Landscape for Application Integration Solutions, 2011*
- *Client-Cloud Applications: The Rebirth of Client/Server Architecture*
- *Key Issues for Application Development, 2011*
- *Symposium 2010 Q&A: Web and Cloud AD Gain Mind Share*
- *Predicts 2011: Web Technologies Continue to Evolve Along Multiple Dimensions*



Lydia Leong
RVP
Communications Service
Providers Enterprise
Markets

Lydia Leong is no stranger to accolades; in fact, this is her second Thought Leadership Award and she was named Gartner's Analyst of the Year in 2010. In addition, she was the recipient of a Gartner Quantitative Research Excellence Award in 2009. This year's award is given for her thought-leading research on infrastructure as a service (IaaS). As co-chair of the Infrastructure as a Service/Infrastructure Utility research committee, she has been extremely effective at keeping our research fresh, forward-focused and ahead of the curve. She excels at untangling complex, interrelated client issues and is equally comfortable tackling strategic and tactical challenges.

She focuses on cloud computing, including Web hosting, content delivery networks and other emerging enterprise services. She works primarily with IT buyers, but also produces quantitative research targeted at vendors and technology investors. Prior to joining Gartner, Lydia held various technical and management positions in the Internet industry, and has significant experience in product development and management, systems architecture, operations and deployment. Examples of her research include:

- *Market Insight: Structuring the Cloud Compute IaaS Market*
- *Cloud IaaS: Service and Support Models*
- *Cloud IaaS: Adding Storage to Compute*
- *Cloud IaaS: Networking Options*
- *Cloud IaaS: Service-Level Agreements*

WINNING TEAMS



Christine Adams
MVP
Gartner Intelligence

Christine Adams's work on the future of applications services changed the direction of our applications services coverage. While it's well understood that technology and market trends like cloud and alternative delivery models are disruptive, neither buyers nor providers of applications services had a clear sense of what the future state might look like.

To address this gap, Chris developed an entirely new view of the services stack and the dramatically changing roles of product and service providers within it. In their scenario, the stack is replaced by a modular, elastic model in which any software or service provider could offer a full array of design, build and run services without adding outsourcing capacity or capability. This approach gives users exponentially more options for applications services and dramatically reduces switching costs and risks. This perspective became the basis for a highly rated presentation at the U.S. Outsourcing & Vendor Management Summit and related note, both entitled "The Future of Applications Services: Are We There Yet?"

The team of:

Deborah Neitz Daily

Kathleen M. Kenny

Colleen M. Young

Bill Hostmann

Bill Swanton

Janelle B. Hill

Ed Holub

Paul E. Proctor

Lars Mieritz

Brian Burke

Linda R. Cohen

Christopher Ambrose

Audrey L. Apfel

Donna Fitzgerald

This team is nominated for their groundbreaking work on Gartner ITScore, a holistic set of assessment modules designed to help CIOs and IT leaders evaluate the maturity of both the IT organization as a provider of IT services and the enterprise as a consumer of information technology. These interactive assessments measure an organization's capabilities within the context of the enterprise culture, behaviors and capacity for leadership. The purpose of Gartner ITScore is to help clients:

- Assess and compare maturity across IT disciplines, and leverage best practices throughout the organization
- Evaluate and prioritize alternative investment scenarios
- Provide an objective basis for cross-functional communication, collaboration and planning, and track progress over time

Under the project management of Deborah Neitz Daily, the role service directors revised and refined their existing maturity models and developed new ones to ensure a truly comprehensive view into an organization's IT maturity that is also sensitive to complex interdependencies across roles and functions. Special kudos go to Colleen M. Young, who was instrumental in developing modules to assess the CIO and enterprise perspectives. In addition, members of the team created overviews for each assessment (10 in all) that outline how the assessment works and how it can be used to drive continuous improvement. The result was a highly differentiated offering that delivers real and lasting client value.

We congratulate the winners of this year's research awards and encourage AR professionals to expand their networks to include these analysts wherever appropriate and to leverage their unique skills and expertise to propel their key initiatives forward. AR professionals frequently ask us, "What makes Gartner analysts tick?" and "What's the best way to work with Gartner?" Knowing what our analysts cover and the unique value they deliver are important first steps to deriving maximum value from your Gartner relationship.

New to the Research Team

We are excited to formally introduce the AR community to the Gartner analysts who have joined since our last newsletter:

Alessandro Perilli

Research Director

IT Professionals Research, Data Center

Alessandro is a research director for data center strategies within the IT Professionals research group at Gartner, covering cloud computing and server, desktop and mobile virtualization. Prior to joining Gartner, he was an independent analyst for multinational companies, large-scale systems integrators, venture capital firms and technology vendors. He also founded and authored the online publications “virtualization.info” and “cloudcomputing.info,” read by million of IT professionals worldwide. His technology research includes such vendors as Citrix Systems, Microsoft and VMware.

Merv Adrian

RVP

ITL Enterprise Software, Information Management

Merv covers enterprise information management with a focus on databases and adjacent technologies. His vendor coverage includes IBM (databases, information management and business intelligence), Oracle (database and business intelligence), Microsoft (SQL Server), Teradata and Sybase (SAP data management and Business Objects business intelligence). He also has significant expertise in data management and integration, information governance and business intelligence competency centers (BICCs).

Prior to joining Gartner, he founded IT Market Strategy to provide professional services to IT strategy and marketing professionals, was an analyst at Giga Information Group and ran technology research at Forrester Research.

Daniel Yuen

Research Director

ITL Enterprise Software, Analytics Business and Performance Management

Daniel focuses on business intelligence trends in the Asia/Pacific region. Before joining Gartner, Daniel was a senior project manager at G A Infomart, a sales and customer logistics manager at CLP Telecommunication, and an MIS manager at South-East Asia Investment and Agency. He holds an M.B.A. from the University of South Australia, a postgraduate certification in software engineering from the University of Hong Kong and a B.S. in computer science from the University of Brandon, Canada.

Jeff Haner

Principal Research Analyst
Industries Research, Financial Services, Insurance

Jeff covers core systems for the property and casualty segment of the insurance industry, including policy administration, claims administration and related systems. Prior to joining Gartner, Jeff was a business relationship leader for the New Jersey Manufacturers Insurance Company, a principal at Mercer Oliver Wyman, and a product manager at Deloitte Consulting within the enterprise risk management practice. At Deloitte, he managed project portfolios that supported technologies ranging from homegrown legacy mainframe applications to third-party core systems. Jeff has particular strength in framing business challenges for the fast and effective application of technology solutions.

Darin Stewart

Research Director
IT Professionals Research, Collaboration & Content

Darin covers a broad range of enterprise content management topics and technologies. His topic areas include Web content management, document management, search, taxonomy and semantics. He also covers content management and collaboration technologies from such vendors as Microsoft, Oracle, IBM and Adobe Systems.

Prior to joining Gartner, Darin was director of research and collaboration systems for Oregon Health & Science University, responsible for research and research administration information systems, Web and intranet initiatives and workflow applications. Before that, he served in information management leadership roles for a variety of organizations ranging from Internet startups to major universities. He holds a B.A. in English from Brigham Young University, and an M.S. and Ph.D. in information science from the University of Pittsburgh.

Kyle Hilgendorf

Principal Research Analyst
IT Professionals Research, Data Center

Kyle covers cloud computing and application, desktop and server virtualization. His strengths include external cloud computing (IaaS) design and implementation, hybrid cloud implementations, migrating corporate workloads to the cloud, integrating corporate data centers with hosting facilities and assessing IaaS providers. His coverage will include such vendors as Amazon.com, VMware, Microsoft, Verizon and Citrix Systems.

Before joining Gartner, Kyle architected the enterprise IT hosting and cloud computing strategy for Eli Lilly and Company as its global hosting architect. In that role, he gained broad expertise ranging from traditional IT hosting (infrastructure and applications) to cutting-edge IaaS and SaaS solutions.

Praveen Sengar

Principal Research Analyst

ITL Enterprise Software, Enterprise Software Customer

Praveen covers e-commerce and CRM trends in the Asia/Pacific region, focusing on a broad range of applications for B2B, B2C and mobile e-commerce—from homegrown systems to SaaS and e-commerce outsourcing. He also covers regional trends in sales, marketing and customer service applications, and has particular strength in e-commerce and CRM visioning, strategy and business models; pricing, budgeting and planning; vendor evaluation, selection and relationship management; and multichannel CRM, sales and customer service.

Prior to joining Gartner, Praveen was the lead analyst for IDC's enterprise applications program in the Asia/Pacific region. He also managed IDC's consulting and enterprise computing research in India.

Matthew Brisse

Research Director

IT Professionals Research, Data Center

Matthew covers enterprise storage and cloud computing technologies with a focus on data de-duplication, compression and management, as well as data protection and capacity optimization. His research supports enterprise storage initiatives from strategy and business case development through vendor selection and implementation. He has unique expertise in managing storage within private and public clouds; storage architectures, standards, protocols and strategies; cloud and storage implementations; and data management. His coverage includes such vendors as EMC, NetApp, Amazon.com, Rackspace Managed Hosting and Hewlett-Packard.

Prior to joining Gartner, Matthew worked as a research director at Quantum and a technology strategist at Dell. He was a co-author of the IEEE Std 1003.2c POSIX Protection and Control Interface specification and is the recipient of numerous industry awards. He also holds several patents and has played leadership roles in a variety of storage industry associations.

Michael Shanler

Research Director

Industries Research, Manufacturing

Michael covers manufacturing industry technologies, with a specific focus on R&D, product innovation and laboratory systems, including laboratory information management systems and electronic laboratory notebooks. With more than 14 years of experience in the life science industry, he combines his scientific, technological and business expertise to help clients increase the productivity of R&D processes, optimize laboratory performance and data and collaborate more effectively.

Prior to joining Gartner, Michael led an R&D team in new product development, strategic technology development and continuous improvement activities, where he drove new initiatives and assessed new technologies and acquisition candidates for both discrete and process manufacturing.

Joao Tapadinhas

Research Director

ITL Enterprise Software

Analytics, Business Intelligence and Performance Management

Joao covers business intelligence (BI), analytics and performance management. Before joining Gartner, he spent two years as practice director at Portugal Telecom Information Systems, leading teams in BI, enterprise content management and enterprise application integration projects. Prior to that, he worked for Portugal Telecom's mobile operator, building BI systems and delivering analytical insights to the business. Joao has also worked as the head of IT at Dun & Bradstreet. He holds an M.S. in electrical and computer engineering from the Technical University of Lisbon and speaks English, Portuguese and Spanish.

Harutoshi Katayama

Research Director

Tech & Service Providers, Applications Japan

Harutoshi covers application governance, overhaul and strategy, including application standardization and modernization. Prior to joining Gartner, Harutoshi was a systems development consultant at Accenture, a vice president at Morgan Stanley Japan and a program manager at AXA Life Insurance.