Gartner
Portals, Content & Collaboration Summit 2014

15 – 16 September | London, UK | gartner.com/eu/pcc

Engage, Collaborate, Innovate:
Thriving in the Digital Enterprise

HOT TOPICS

Employee collaboration for greater innovation
Enhanced mobile user experience and app development
Information governance and management
Content management and portals integration
Social media approaches for organizational flexibility and agility

SAVE €300
Register by 18 July 2014 by visiting gartner.com/eu/pcc
Join the most important annual gathering of business and IT leaders responsible for collaboration and engagement between employees, customers and suppliers

Social media, mobile applications, big data and analytics are creating new opportunities for collaboration and innovation

Learn about the full potential of new technologies and how to implement them successfully for optimal engagement. Get an independent view and practical advice on how to:

• Build advanced portals that meet the expectations of employees and customers
• Create seamless user experiences — for both internal and external applications
• Understand the influence of social media on interactions and expectations
• Improve communication flow across your teams and your organization
• Prepare yourself for the future digital workplace

Discover how to combine world-class social, mobile, user experience and analytics to generate new revenue sources; secure greater cost efficiencies; and step up agility.
Tracks

A Great User Experiences via Portals and Other Means
The height of user experience is being defined in the consumer world and then projected mercilessly onto businesses and government agencies. Your portals have to match the expectations of people who’ve grown accustomed to Facebook, Amazon.com, and mobile apps of all sorts. Are you keeping up?

B Governing and Exploiting Content
The two biggest struggles for organizations regarding content continue to be governing it and then exploiting it. And it’s getting more difficult as the array of nontraditional content continues to grow.

C Social Collaboration
From the “stickiness” of Facebook fanaticism to the elegant simplicity of 140 characters, today’s massive-scale consumer collaboration environments have done something that several decades of business collaboration environments have failed to do: they’ve engaged users. What lessons can businesses and government agencies learn from them?

D Workforce Effectiveness in the Social, Mobile, Digital Workplace
Work is no longer a place we go. It’s about doing productive and meaningful work whenever and however we need to do it. Our portal, content, and collaboration investments don’t mean much if they don’t deliver digital environments where work is done effectively and workers can thrive. How is work changing? And what kind of digital workplaces do we need to prepare for?

V Virtual Track: Technical Insights
Looking for the in-depth technical view? We’ve got it covered with our Technical Insights Virtual Track, presented by Gartner for Technical Professionals analysts. Providing in-depth technical research and guidance to help technology implementers advance the initiatives/projects that support the execution of their IT strategy.

Reasons to attend
• Learn how to accelerate your portals and apps to meet expectations of workers and customers accustomed to the best the Internet can offer
• What’s the best way to harness the value of vast stores of content? Gain strategies and tactics to successfully govern and exploit the exploding content volume
• Learn how today’s leading-edge organizations are capitalizing on innovative, cloud-based and social collaboration systems
• Deliver new business value by building mobile into everything you do, including mobile portals, mobile app development, mobile device management, app stores and security

GARTNER PREDICTS
By 2016, 50% of content and collaboration initiatives will fail because of low engagement with the information workers who are directly affected.

Who should attend?
Business and IT professionals responsible for:
• Portals and web strategies
• User experience
• Content management
• Enterprise architecture
• Collaboration and social initiatives
• Application development
• CRM
• Internal communication
• Workforce effectiveness

Bring the team together
Knowledge creates the capacity for effective action. Imagine the impact on your organization when knowledge multiplies:
• common vision
• faster responses
• smarter decisions

Attend the summit with your colleagues! Team pricing is available see gartner.com/eu/pcc

Visit gartner.com/eu/pcc or call +44 20 8879 2430
# Agenda at a Glance

**Monday, 15 September 2014**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>07:30 – 20:00</td>
<td>Registration, Information and Refreshments</td>
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<tr>
<td>08:00 – 08:45</td>
<td>Tutorial: Customer-centric Web and Portal Innovation</td>
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<td></td>
<td>Jim Murphy</td>
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<td>Tutorial: Ten Strategies for Successful Enterprise Content Management</td>
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<td>Ken Chin</td>
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<td>Tutorial: Debunking the Myths of User Experience</td>
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<td>Magnus Revang</td>
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<tr>
<td>09:00 – 09:15</td>
<td>Welcome to the Gartner PCC Summit 2014</td>
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<td>Nikos Drakos</td>
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<tr>
<td>09:15 – 10:15</td>
<td>Gartner Opening Keynote: Engage, Collaborate, Innovate: Thriving</td>
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<td>in the Digital Enterprise</td>
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<td></td>
<td>Susan Landry and Jeff Mann</td>
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<td>10:15 – 10:45</td>
<td>Refreshment Break in the Solution Showcase</td>
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<td>10:45 – 11:30</td>
<td>Guest Keynote: Digital Minds, Analogue Hearts</td>
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<td>Anders Sorman-Nilsson, Futurist, Innovation Strategist, Founder of</td>
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<tr>
<td>11:30 – 12:00</td>
<td>Panel Discussion</td>
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**TRACK A**

- Great User Experiences via Portals and Other Means
  - Jim Murphy

**TRACK B**

- Governing and Exploiting Content
  - Ted Friedman

**TRACK C**

- Social Collaboration
  - Ken Agress

**TRACK D**

- Workforce Effectiveness in the Social, Mobile, Digital Workplace
  - 13:15 – 14:45 Promoting Workplace Agility With the Engagement Initiative
  - Jeff Mann

**Tuesday, 16 September 2014**

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<td>To the Point: A Platform Approach for Delivering Websites, Portals</td>
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<td>and Mobile Apps</td>
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<td>Gene Phifer</td>
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<td>To the Point: It’s still Knowledge Management but not as you Know!</td>
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<td>Nikos Drakos</td>
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<td>To the Point: File Sync and Share is More Than Just Syncing and Sharing</td>
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<td>Jeff Mann</td>
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<td>To the Point: Improve Employee Engagement with Google’s and Amazon’s</td>
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<td>UX Methodologies</td>
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<td>08:45 – 09:30</td>
<td>Gartner Keynote: The Folk Nexus: Use Cloud, Social, Mobile and</td>
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<td></td>
<td>Information to Evolve Apps for Real People</td>
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<td>Technical Insights: Tuning in to Customers — Leveraging VoC</td>
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<td>To the Point: The Modern and Future Web: HTML5 and Beyond</td>
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<td>16:15 – 17:00</td>
<td>Guest Keynote: The Power of Perspective</td>
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<td>Rory Sutherland, Vice Chairman, Ogilvy Group UK, London</td>
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<tr>
<td>17:00 – 17:15</td>
<td>Gartner PCC Summit Closing Remarks</td>
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<td>Nikos Drakos</td>
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At the Summit, please refer to the agenda handout provided for the most up to date session and location information.
### Agenda correct as of 28 July 2014

#### Keynote Sessions

**Gartner Opening Keynote:**
Engage, Collaborate, Innovate: Thriving in the Digital Enterprise

The prowess with which you engage your customers, employees, partners and constituents is the single most important determinant of your organization’s success. Yet it remains among the most challenged of activities for most organizations. Advances in social media, content analytics and ubiquitous mobility are already smoothing the path toward more effective engagement. We’ll zero in on the future strategies, tactics and technologies you’ll need to move toward an era of truly excellent engagement.

Susan Landry and Jeff Mann

**Gartner Keynote:**
The Folk Nexus: Use Cloud, Social, Mobile and Information to Evolve Apps for Real People

Mobile, social, cloud, and Information aren’t lofty concepts, and they aren’t the exclusive domain of IT professionals. These forces fundamentally change the day-to-day concerns of people everywhere. Successful apps must target these new concerns, and provide a user experience that makes the Nexus forces transparent and beneficial to users. How well your apps solve the mobile, social, cloud, and data needs of real people will directly determine future app success for yourself, your teams, and your organizations.

Danny Brian

**Guest Keynote:**
Digital Minds, Analogue Hearts

Anders Sorman-Nilsson is a futurist and innovation strategist who helps executives and business leaders decode trends, answer disruptive questions and strategize for foreseeable and unpredictable futures.

Anders Sorman-Nilsson, Futurist, Innovation Strategist, Founder of Thinque

**Guest Keynote:**
The Power of Perspective

As Vice Chairman of Ogilvy Group, Rory Sutherland has boundless insight to deliver. He supports the need for companies to alter the perspective of clients, bringing about novel and highly lucrative perspectives on diverse products.

Rory Sutherland, Vice Chairman, Ogilvy Group UK, London

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### Practical Workshops and Discussions

**Interactive Workshops and Analyst-User Roundtables**

<table>
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<tr>
<th>Time</th>
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<td>Analyst-User Roundtable: We Made Social and No One Cared — Share Tips and Stories for Getting Social Adopted</td>
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<td>Workshop: Gamify: Designing the Player Experience</td>
<td>Brian Burke</td>
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<td>Analyst-User Roundtable: Planning your Move to the Cloud for Portals, Content and Collaboration</td>
<td>Jeff Mann</td>
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<td>Workshop: Creating Momentum for Digital Workforce Engagement Initiatives</td>
<td>Carol Rozwell</td>
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<td>Workshop: Using Metrics and A/B Testing to Improve User Experience</td>
<td>Magnus Revang</td>
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<td>15:30 – 17:00</td>
<td>Workshop: Purposeful Communication: Critical Skills for Business Justification and Influence</td>
<td>Jamie Popkin</td>
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<td>Analyst-User Roundtable: Enriching Workforce Effectiveness Through an Evolving Digital Workplace</td>
<td>Susan Landry</td>
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**Virtual Track: Technical Insights**

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Meet the Analysts

Ken Agress
Research Director
Unified communications and collaboration; mobile enterprise strategy; communications infrastructure modernization

Tom Austin
VP and Gartner Fellow
Content, collaboration and social initiatives; business gets social; cloud computing; Microsoft Windows and Office

Danny Brian
Research Director
Portal and web strategies; application development; professional effectiveness for IT leaders; application and integration platforms

Brian Burke
Research VP
Innovation management; enterprise architecture; enterprise architecture leaders

Ken Chin
Research VP
Content, collaboration and social initiatives; SharePoint

Nikos Drakos
Research VP and Summit Chair
Content, collaboration and social initiatives; business gets social; SharePoint; unified communications and collaboration

Ted Friedman
VP Distinguished Analyst
Information infrastructure modernization; information governance and MDM programs

Janelle Hill
VP Distinguished Analyst
Content, collaboration and social initiatives; business process improvement leaders; business transformation and process management; competitive advantage and business transformation

Hanns Köhler-Krüner
Research Director
Content, collaboration and social initiatives; business gets social; SharePoint

Susan Landry
Managing VP
Digital workplace; content, collaboration and social initiatives; SharePoint; unified communications and collaboration; applications leaders

Jeff Mann
Research VP
Content, collaboration and social initiatives; business gets social; SharePoint

Jim Murphy
Research Director
Portal and web strategies; content, collaboration and social initiatives; SharePoint

Gene Phifer
VP Distinguished Analyst
Customer strategy and experience management; portal and web strategies; SharePoint; cloud computing

Jamie Popkin
Managing VP
Text analytics and sentiment analysis; business intelligence and analytics; natural-language question answering

Magnus Revang
Research Director
Portal and web strategies; customer strategy and experience management; application development

Carol Rozwell
VP Distinguished Analyst
Content, collaboration and social initiatives; business gets social; information innovation; business intelligence and performance management

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Solution Showcase

Develop a “shortlist” of technology providers who can meet your particular needs. We offer you exclusive access to some of the world’s leading technology and service solution providers in a variety of settings.

Premier sponsor

EMC Syncplicity is an enterprise sync, share and mobile collaboration solution that users love and IT trusts. EMC Syncplicity focuses on three pillars of innovation: UX, Security and Manageability, and Storage Choice. The delightful new mobile UX and rave user reviews are a testament to our commitment to the business user. Our success with large enterprises, that includes some of the world’s largest sync and share deployments, is a proof of IT’s trust in EMC Syncplicity solution.

Intralinks is a leading, global technology provider of beyond the firewall collaboration solutions. Internationally acclaimed for their Enterprise Collaboration and Social Software solutions, over 99% of the Global Fortune 1000 use the Intralinks platform to securely share content and collaborate anytime, anywhere.

Silver sponsors

AirWatch is a mobile security, device, application, content, email and BYOD management solution designed to simplify mobility in a single, web-based console.

AvePoint is the established leader in enterprise-class big data management, governance, and compliance software solutions for next-generation social collaboration platforms.

BoardVantage leads the market in delivering paperless process for board and leadership communication, it’s trusted by enterprises worldwide to deliver an effective mobile executive experience.

harmon.ie empowers the social collaboration workforce by delivering the one-screen experience today’s mobile enterprises and tech-saturated users demand. Giving companies a way to securely support their employees’ changing work dynamic, harmon.ie now delivers a seamless user experience anytime, anywhere and on any device.

Qumu Corporation provides the tools businesses need to create, manage, secure and distribute videos and other rich content. Qumu solutions are how business does video.

Redbooth is a collaboration platform that enhances productivity and employee engagement by providing a single place for teams and companies to get work done.

Squiz is a global software and services company that builds intelligent, user-centric websites. We combine user insight, beautiful design and our own world-class, fully supported technology to engage people online.

Platinum sponsor

Intralinks is a leading, global technology provider of beyond the firewall collaboration solutions. Internationally acclaimed for their Enterprise Collaboration and Social Software solutions, over 99% of the Global Fortune 1000 use the Intralinks platform to securely share content and collaborate anytime, anywhere.

Backbase delivers Backbase CXP, the customer experience platform helping enterprises create omni-channel, customer-centric digital experiences that are personal and relevant, and work on every device.

AvePoint is the established leader in enterprise-class big data management, governance, and compliance software solutions for next-generation social collaboration platforms.

Backbase delivers Backbase CXP, the customer experience platform helping enterprises create omni-channel, customer-centric digital experiences that are personal and relevant, and work on every device.

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E-Spirit develops FirstSpirit CMS which seamlessly integrates any IT solutions and web apps for a successful online strategy while meeting highest demands for usability, performance and investment protection.

Liferay is the leading provider of enterprise open source portal and collaboration solutions. Its award-winning Liferay Portal is a complete platform for building engaging web experiences for your audience.

Redbooth is a collaboration platform that enhances productivity and employee engagement by providing a single place for teams and companies to get work done.

Squiz is a global software and services company that builds intelligent, user-centric websites. We combine user insight, beautiful design and our own world-class, fully supported technology to engage people online.

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- Complimentary meeting space (based on team size, terms and conditions apply)
- Optional team meeting(s) with select executives from vendor organizations
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- 7 for the price of 5
- 10 for the price of 7

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