We deliver on your top priorities

The premier destination for infrastructure and operations leaders around the world, Gartner Data Center Conference focuses on today’s most important I&O topics, trends and technologies. You will meet face to face with the Gartner analyst team, network with your professional peers and take away actionable next steps to help transform your I&O organization and expand your IT leadership role.

Attend Gartner Data Center Conference 2013 to benefit from sessions addressing your key challenges.

1 How can IT organizations take advantage of the innovation seen in Web-scale-type organizations?
   - A1. Bringing the Cloud to the Enterprise
   - E3. What the Open Compute Project Means to Your Data Center
   - A5. What Can I&O Learn From the Netflix and Amazon Application Architectures?
   - A7. Building Your Own Storage: Can You Mimic the Big Cloud Providers?
   - E9. Servers in Your Data Center: Dealing With a Split Personality
   - AUR21. Analyst-User Roundtable: Web-Scale IT

2 How can IT define and align IT services to express and deliver business value?
   - B2. IT Operations Management Scenario: A Road Map for Progress
   - B9. Understanding Business Value Dashboards
   - J8. Empowering Your Costliest Resources: People-Centered Strategies for I&O
   - J9. IT as Business Peers: Building a Business-Capable Workforce
   - AUR22. Analyst-User Roundtable: Strategies for I&O Success in the SMB Environment
   - AUR29. Analyst-User Roundtable: Creating Value Through Metrics

3 How can I&O and the data center optimally support an increasingly mobile-centric world?
   - TTP1. To the Point: Mobile Device Policy Essentials
   - D5. Technical Insights: How to Create Your Mobile Strategy
   - D7. BYOD: The Question Is How
   - D8. Mobile Device Security Exploits in Depth

4 What are the keys to developing and managing a robust cloud computing environment?
   - C2. Hybrid Clouds and Hybrid IT: The Next Frontier
   - C4. How to Use the Cloud Securely
   - I6. Technical Insights: Understanding the True Costs of Moving Applications to the Public Cloud
   - C7. Private Cloud: Turning Abstraction to Advantage
   - F10. Hybrid Cloud Storage Can Be an Antidote for Data Growth
   - AUR18. Analyst-User Roundtable: Cloud Management

The majority of private and community cloud services will evolve to hybrid services by 2017.
   – Gartner predicts
5 What are the implications to users of the changing dynamics of the server market?
- E2. The Server Scenario: Big Changes Ahead in Infrastructure
- E3. What the Open Compute Project Means to Your Data Center
- E5. The Venerable IBM Mainframe: The Next 50 Years
- E7. Unix to Linux and Beyond
- E9. Servers in Your Data Center: Dealing With a Split Personality
- AA5. Ask the Analyst: The Future of the Server

6 What are the developments that will affect my data center networking strategy?
- H1. Software-Defined Networking? Not a Question of If, but of When and How
- H3. Aligning the Network to the Data Center Infrastructure
- H4. Your Network in the Age of the Nexus of Forces
- C6. Virtualization Scenario: The Road to Software-Defined Anything
- TH1. Town Hall: The Software-Defined Data Center and What It Means to You
- AUR5. Analyst-User Roundtable: Data Center Network Architectures

7 How should organizations plan for and source next-generation data center capacity?
- G2. From Co-Lo to Network to Cloud: Why Co-Location Is More Strategic Than You Think
- G4. Best Practices in Data Center Design and Optimization
- E3. What the Open Compute Project Means to Your Data Center
- TTP4. To the Point: Hyperscale Data Centers: Using Innovation in Process and Design to Achieve Massive Scale
- G9. Is a Modular Data Center in Your Future?
- G10. A Sustainable Data Center Framework

8 How can I make sure that my storage infrastructure can meet the future business requirements?
- F1. The Five-Year Storage Scenario: Why Storage in 2018 Won’t Look Like What’s on the Floor Today
- F5. Storage Today: Best Practices for Building Architectures that Meet Your Business Requirements
- A7. Building Your Own Storage: Can You Mimic the Big Cloud Providers?
- F8. Software-Defined Storage: Hope or Hype?
- TTP6. To the Point: File Analysis — Shine a Light on Your Dark Data

9 What is the future of IT operations and how can I keep up with increasing service levels?
- B4. Crash of the Titans: Three Scenarios That Change the ITOM Vendor Landscape
- B1. Automation: The Linchpin for Cloud and Data Centers
- B3. What Foursquare, Facebook and Final Fantasy Can Teach I&O Organizations
- B5. The Elusive Promise of Unified Monitoring: How to Monitor Infrastructure and Applications
- AUR18. Analyst-User Roundtable: Cloud Management
- AUR1. Analyst-User Roundtable: Modernizing Availability and Performance Monitoring

Low-energy servers will deliver true savings in space, energy use and costs for only a tiny fraction of applications, through at least 2016
– Gartner predicts
10 How do I manage security in an ever changing data center?
- C4. How to Use the Cloud Securely
- D8. Mobile Device Security Exploits in Depth
- AUR4. Analyst-User Roundtable: Securing Virtualized Data Centers
- AUR30. Analyst-User Roundtable: Approaches to Security When Using Cloud Services
- TH1. Town Hall: The Software-Defined Data Center and What It Means to You
- AUR34. Analyst-User Roundtable: Managing Data Retention in Office 365 and SharePoint Environments

11 What's new in virtualization, where it is going and how do I plan for the future?
- C6. Virtualization Scenario: The Road to Software-Defined Anything
- E1. Technical Insights: Rethinking Your Hypervisor Choice — Can You Replace VMware
- I4. Technical Insights: Why Your Heterogeneous Virtualization Strategy Is Doomed to Fail
- D2. Winning With Virtual Desktops: Here's How and Why
- AA1. Ask the Analyst: Cutting Through the Myths and Realities of BYOD

12 How do I modernize my backup and disaster recovery systems to keep pace with rising SLAs?
- F3. Building Better Backup
- C1. Can RaaS Really Help Me? The Results Are In!
- G6. Designing and Architecting for 24/7 Availability

13 What are the best practices to help reduce I&O costs?
- I3. IT Financial Management Tools of Trade
- TTP3. To the Point: How to Track and Manage IT Assets That Are Thick, Thin, Virtual and Everything in Between
- I5. Significantly Reducing I&O Costs: The Next Round
- I6. Technical Insights: Understanding the True Costs of Moving Applications to the Public Cloud
- I7. How SMB Organizations Can Optimize I&O Costs
- AUR37. Analyst-User Roundtable: IT Infrastructure and Operations Cost Reduction

14 How can I be a better leader of my IT organization?
- K5. Guest Keynote: Being Decisive
- J3. The Future IT Workforce: Attracting and Retaining the Right Talent
- W4. Workshop: Many Generations — One Workforce: Managing the Multigenerational Workforce
- J8. Empowering Your Costliest Resources: People-Centered Strategies for I&O
- J9. IT as Business Peers: Building a Business-Capable Workforce
- AUR31. Analyst-User Roundtable: Leading Your IT Infrastructure and Operations Staff Through the Transition to Cloud Computing

By 2017, at least 20% of large enterprises will abandon traditional backup methodologies and products.

– Gartner predicts