Prepare for your critical next steps.
Let our team of analysts show you the way.

- Access vast industry knowledge and experience.
- Get answers to difficult questions on emerging trends and technologies.
- Discover creative solutions to complex problems, one-to-one.
- Take away the very best in strategic and practical advice.
Stay engaged with the best minds in the Industry

Steeped in industry knowledge, they understand the core directional issues impacting your data centers. What informs their perspective?

- They share 400 years of collective analyst experience and more than 1,000 years in the IT industry, in total.
- Every year they publish thousands of pages of original research and respond directly to over 13,000 inquiries from Gartner clients around the world.

These conversations can have a dramatic impact on your decision making. Our analysts know the pulse of the market—they can quickly spot directional shifts in management imperatives, and are expert at identifying early signals of emerging trends. They see the implications of technology clearly and consistently, and are ready to deliver insight to you based on what you need and where you are.

You’ll have the opportunity to leverage their knowledge, expertise and unbiased analysis at track sessions, analyst-moderated end-user roundtables and private one-on-one consultations across three and half days.

The benefits of analyst interaction:

- Inform your perspective with intensive knowledge from industry experts.
- Find anecdotal insight that brings analysis to life.
- Get more from Gartner research as you move forward.
- Create a positive impact on business strategy or specific operational plans.
- Drill down to the specifics. Access the right level of expertise for your individual needs.
- Expand your decision-making resources.

Turn to Page 4 to learn more about our conference analysts and their specialized areas of focus.
Meet the Analysts

**Business Continuity Management**
- **John P. Morency**
  - Focus areas: disaster recovery, business continuity, machine recovery, IT auditing, IT governance
- **Robert J. Witty**
  - Focus areas: business continuity/Disaster recovery, IT risk management, identity management, security, compliance planning

**IT Operations Management**
- **Patricia Adams**
  - Focus areas: CMDB, IT asset management, configuration management, dependency mapping
- **Kris Brittain**
  - Focus areas: IT change management, IT service management, patch management, virtualization
- **David M. Coyne**
  - Focus areas: virtualization best practices and metrics, virtualization for IaaS and support, ITIL, Cloud Computing
- **Debra Curtis**
  - Focus areas: IT operations management, business service management, CMDB, IT service management and support, ITIL, Cloud Computing
- **Bill Malik**
  - Focus areas: IT operations management and services, virtualization, service delivery, infrastructure, IT management

**Data Center Management**
- **Roni J. Coldve**
  - Focus areas: data center, infrastructure, data center design, architecture, disaster recovery, physical security
- **John Enck**
  - Focus areas: data center operations, cloud computing
- **Jay E. Pultz**
  - Focus areas: virtualization, IT operations management, IT infrastructure, cloud computing, virtualization, and architecture
- **Joe Skorupa**
  - Focus areas: data center network infrastructure, high-speed computing, virtualization, and IT operations management

**Virtualization**
- **Philip Dawson**
  - Focus areas: virtualization, cloud computing, virtualization, and infrastructure
- **Neil MacDonald**
  - Focus areas: data center, virtualization, and infrastructure
- **Mark A. Margevicius**
  - Focus areas: virtualization, cloud computing, and infrastructure

**Servers and Operating Systems**
- **Andrew Butler**
  - Focus areas: servers, IBM, Microsoft, Windows, Linux, virtualization, cloud computing, and security
- **Mike Chuba**
  - Focus areas: servers, IBM, Microsoft, Windows, Linux, virtualization, cloud computing, and security

**Cloud**
- **Thomas J. Bittman**
  - Focus areas: server virtualization, cloud computing, virtualization, and hyperconvergence
- **Cameron Haight**
  - Focus areas: server virtualization, cloud computing, virtualization, and hyperconvergence

**Private Cloud Computing**
- **David M. Coyne**
  - Focus areas: virtualization, cloud computing, server virtualization, and infrastructure
- **Debra Curtis**
  - Focus areas: IT operations management, business service management (BSM), IT service portfolio management and service catalog, ITIL, IT infrastructure management

**Cloud Computing and System Infrastructure**
- **John R. Phelps**
  - Focus areas: IT infrastructure, infrastructure service providers, content delivery, and service ecosystems

**Application Delivery**
- **Donna Scott**
  - Focus areas: data center, cloud computing, and security

**Data Center Facilities**
- **Diana Leong**
  - Focus areas: data center sustainability, data center design, and infrastructure

**IT Service Dependency Mapping**
- **Ted Chamberlin**
  - Focus areas: IT operations management, data center, infrastructure, cloud computing, and security

**Data Center Network Integration**
- **John R. Phelps**
  - Focus areas: data center network integration, data center infrastructure, infrastructure management, and architecture

**Cloud Computing and System Infrastructure**
- **Joy E. Pultz**
  - Focus areas: virtualization, cloud computing, virtualization, and infrastructure

**Data Center Network Integration**
- **David Williams**
  - Focus areas: data center network integration, data center infrastructure, cloud computing, and security

**Application Delivery**
- **Phil Abang**
  - Focus areas: virtualization, cloud computing, and infrastructure

**Cloud Computing and System Infrastructure**
- **Raymond Paquet**
  - Focus areas: cloud computing, virtualization, and infrastructure

**Meet the Analysts**

**Meet the Analysts**

Gartner Data Center Conference 2010 • December 6 – 9 • Caesars Palace Las Vegas

To register visit gartner.com/us/datacenter or call 1 866 405 2511.
Keynote Sessions

Gartner keynotes

The Infrastructure and Operations Scenario: Crucial Trends You Need to Watch

The Virtualization Scenario: 2010 to 2015

Cloud Computing: Riding Out the Storm

The New Realities of IT Investment

Interactive Polling Results

Guest keynotes

Dave Barry, Pulitzer prize-winning author and humorist

The Wit and Wisdom of Dave Barry

For 25 years Dave Barry was a syndicated columnist in more than 500 newspapers in the United States and abroad. Barry stopped writing his weekly column in 2005, and since then has been hard at work on a number of other projects, ranging from children’s books to movie scripts. A prolific author, Barry recently published a collection of essays entitled “I’ll Mature When I’m Dead.”

Mazen Rawashdeh, Vice President, Technology Operations, eBay Marketplaces

eBay: How One Fast-Growing Company Is Solving Its Infrastructure and Data Center Challenges

Founded in 1995, eBay is now a multibillion dollar company with operations in over 30 countries. Its business model is one that requires extreme scale and agility (over 90 million active users worldwide with more than 93 billion database calls per day and over 230 million active items). Its exponential business growth created tremendous challenges in its data center capacity and infrastructure efficiency. In this interview with Mazen Rawashdeh, Vice President of Technology Operations for eBay, you’ll learn some of the innovative approaches that eBay employed to break the linear relationship between capacity growth and infrastructure cost and improve their infrastructure efficiency.

End-User Case Studies

Gartner-invited end-user case study sessions

Hear real-world stories, absorb the lessons learned and discover how peers from leading organizations are getting it right in the data center.

A.D. “Bud” Albers, Chief Technology Officer, Disney

A Funny Thing Happened on the Way to the Cloud…

Bud Albers presents a look at the ways Disney is using cloud concepts to evolve its shared consumer-facing infrastructure. The company is leveraging these techniques to: provide benefits to consumers and shareholders by offering increased access to its content across the myriad new Internet-connected devices, build organizational agility with an internal cloud deployment, drive cost reduction through virtualization, and drive business value with its vast amounts of data by utilizing open-source software. This discussion talks about Disney’s journey, the results it has achieved and its vision for the future on exploiting public and private clouds.

Alex Victor, Manager, Data Center Operations, Robert Half International

How Robert Half International Employs Hybrid Cloud Storage for Savings and Data Center Efficiency

Learn how one of the very first adoptions of a hybrid public/private cloud-storage deployment is providing a cost-savings alternative to traditional storage and improving efficiency at Robert Half International’s data centers.

Lou Tiseo, Manager, ITS, Data Center Services, Yale University

Designing a Vendor-Neutral High-Density Computing Environment

The growth of research computing at Yale University demanded higher infrastructure requirements for high-density computing within existing facilities. The need to handle quick unexpected growth while maintaining existing standards became a challenge. Lou Tiseo, Data Center Service Manager for Yale University, will discuss the approach taken to design a vendor-neutral, high-density computing environment and the expected results regarding flexibility and sustainability.
The relentless advance of **virtualization**, the new world of **cloud computing**, the explosive growth in **storage**

A host of dynamic factors are bearing down on today’s data center. But how well and quickly you respond depends upon the caliber of resources you can draw from.

For 29 years, Gartner Data Center Conference has been the go-to event for data center and I&O executives. Seven tracks and close to 70 analyst-led sessions offer a powerful combination of insight and analysis broad and deep enough for every major data center discipline.

Whether your focus is servers, storage, facilities or operations, our seasoned analysts will guide you, both tactically and strategically. Their goal: to help you manage your data center’s agility better, pursue game-changing innovation and forge a path to world-class performance.

### Gartner conference features

#### Track sessions

Conducted by Gartner analysts, these research-driven presentations comprise the majority of the conference agenda—close to 70 sessions across seven tracks.

#### Pre-event workshop

Determine your infrastructure and operations maturity at this preconference session designed for end-users only. Registration required.

#### Special workshop

**Crisis Leadership: Managing Behavioral Consequences of a Terrorist Threat**

In a dirty bomb scenario, what would be the best course of action for an organization to take in managing the human factor? You’ll tackle that challenge in an interactive role-playing workshop, focusing on what could be done before and during a crisis to manage behavioral issues to limit their impact on the individual and the organization.

The two-and-a-half hour “learn as you go” session will feature a wealth of multimedia, opportunities for group decision making and a range of expert perspectives.

#### Gartner-invited end-user case studies

Delivered firsthand, these case studies offer a behind-the-scenes look at the successes and challenges experienced by Yale University, Disney Interactive Media Group and Robert Half International. Senior IT executives from the three organizations highlight specific technologies, strategies and approaches.

#### Analyst-user roundtables

Hear how your colleagues from various industries tackle problems similar to yours. These small group discussions provide an informal setting for you and your peers to share insight, challenges and concerns on today’s hottest data center and I&O topics.

#### Town hall sessions

At these lively open Q & A sessions, attendees pose tough questions to a broad panel of Gartner analysts representing selected research areas. Choose from four separate town hall sessions: Cloud’s Impact on I&O, Storage, IT Operations, and Virtualization.

#### Peer networking

Network with your peers at informal networking sessions organized around specific topic areas. Sponsor-hosted receptions and hospitality suites offer additional opportunities to interact with your peers.

#### Gartner Magic Quadrant and MarketScope sessions

Held on the exhibit floor, these 20-minute analyst-led presentations deliver timely Gartner research on key vendors and market conditions.

#### Solution provider sessions

These valuable sessions offer an exclusive look at how new solutions and products work in the real world—a great opportunity to hear directly from solution providers and their customers.

#### Face-to-face sponsor meetings

Confer privately with sponsors in a 30-minute prearranged meeting that will advance your projects and initiatives and you can further your role and reputation.

At the Gartner Data Center Conference, you’ll see how to combine depth and breadth of knowledge to make important connections and contributions to the business as a whole. Boost your organizational value and become more adept at responding and adapting to new and changing environments.

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### Conference Highlights

- **The relentless advance of virtualization**, the new world of cloud computing, the explosive growth in storage
- A host of dynamic factors are bearing down on today’s data center. But how well and quickly you respond depends upon the caliber of resources you can draw from.

### Agenda guidance

To help you navigate the breadth and depth of our conference agenda, we’ve identified track sessions according to your area of interest:

- **Foundational**: Lays the groundwork for a firm foundation.
- **Advanced**: Takes your skills and expertise to the next level.
- **Strategic**: Supports your strategic decision making and long-term planning.
- **Practical**: Enhances your tactical skills with how-to’s, do’s and don’ts, and best practices.
- **Business**: Provides a business perspective and/or orientation.
- **IT**: Provides an IT perspective and/or orientation.

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### Conference Highlights

- **Take a step in the right direction**
  - Advance your professional development
  - Success in IT requires more than just drill-down knowledge in a specific discipline. Understanding the relationship between converging technologies and the business is critical. Apply that understanding to your projects and initiatives and you can further your role and reputation.

At the Gartner Data Center Conference, you’ll see how to combine depth and breadth of knowledge to make important connections and contributions to the business as a whole. Boost your organizational value and become more adept at responding and adapting to new and changing environments.
Cloud Computing and Its Impact on Infrastructure and Operations

Cloud computing can help enterprises improve the creation and delivery of IT solutions by allowing them to access services more flexibly and cost-effectively. Yet separating the hype from reality has been a challenge for most I&O organizations. In public cloud computing, a third-party provider delivers services to external customers. In private cloud computing, IT provides services to internal customers. Few enterprises will abandon on-premises models, but many will move toward private cloud computing models. Gain the advice you need on when and how to make that transition, and a better understanding of new and emerging vendor options and strategies.

Through 2012, IT organizations will spend more money on private cloud computing investment than on offerings from public cloud providers.

Virtualization: You’ve Put the Foundation in Place, Now Raise the Roof!

Virtualization—initially introduced into the x86 and Unix server space—is now transforming data centers. It has enabled significant consolidation of high-volume server hardware for many organizations by addressing excess capacity issues and reducing capital expenditure on new server hardware.

Yet when it comes to the opportunities that virtualization can provide, most organizations have only skinned the surface. In fact, virtualization will have a far greater impact across infrastructure and operations in terms of disaster recovery, flexibility, agility and speed to support business initiatives. Discover leading-edge use case studies and best practices for moving into the next phase of virtualization exploitation. Experience an in-depth look at the growing level of competition in this space and the growing array of products and services that can support a highly virtualized environment effectively.

Over the next two years, 60% of virtualized servers will be less secure than the physical servers they replace.
Aging data center infrastructures, increasing energy costs and the need to improve responsiveness to business demands are forcing many organizations to rethink traditional approaches to supporting the business. Decisions on how many data centers an organization should have, where they should be located and the workload placement within those data centers will be driven by issues such as business requirements, business continuity plans, skills availability and regulatory compliance. What’s more, many users report having older facilities that are less than optimal for today’s compute environment. Options such as colocation or outsourcing need to be considered in addition to the traditional approaches of build, lease or refurbishment.

Here’s targeted advice on how to plan and implement a data center modernization strategy—whether it involves building and populating a new data center, modernizing an existing one or sourcing externally.

A leading-edge data center can reduce energy consumption by 30% compared to traditional designs.

Modernizing the 21st Century Data Center: Getting Agile or Getting Run Over
Making Better Storage Decisions When Demand is Unbounded

Demand for storage continues to grow dramatically. As a result, management and cost optimization have become paramount and exceedingly difficult. Additionally, an effective storage strategy is a necessary component of every organization’s attempt to virtualize and modernize. New technologies and architectures are emerging. In the coming years, some of them may enable profound changes to the storage infrastructure.

This track looks at critical decisions that organizations must address in the following key storage categories: archiving and content, backup and recovery, data security, infrastructure hardware, and resource management and systems. Storage professionals will learn more about selecting technology and/or storage architectures that best meet future organizational requirements.

Conference sessions
F1. Want to Cut the Cost of Storage in Half? Here’s How
F2. Storage Scenario: Getting to Underwhelmed
F3. Backup and Beyond: Rearchitecting Data Recovery
F4. Converging Storage and Network Fabrics: Should You or Shouldn’t You?
F5. Smart Strategies for Cloud-Based Backup and Archiving
F6. From E-mail to Enterprise Information Archiving: The Past Is Just Beginning
F7. Using Storage Innovation to Lower Cost and Increase Business Value
F8. Using Cloud Storage to Improve Agility and Storage Infrastructure Cost-Effectiveness
F10. Getting the Most From Your Storage Vendor Relationships

Town Hall Session: Storage

Servers and Operating Systems: Tectonic Shifts Under Way

Although the server market is mature, there is much dynamism below the surface, thanks to continued technology innovation and ongoing shifts in competitiveness. As the market recovers, there is pent-up demand for a large upgrade cycle. But the recovery phase also brings the potential for greater shifts in the server market, in terms of the key technologies, deployment styles and competitive dynamics. Virtualization, fabric-based computing, energy consumption and cloud computing are just a few of the dynamic changes that will affect server decisions.

By the end of 2013, 30% of the Global 2000 data centers will be, in part or in whole, fabric-enabled.

The OS has traditionally been the center of gravity for server computing. New technologies, new modes of computing and infrastructure virtualization and automation are changing the architecture and role of the OS. Virtual machines will become the norm, creating a new control point below the OS. Appliances—based on a VM architecture—will make modular/customized (lightweight) operating systems interesting and useful.

Investigate the competitive landscape of the complex server marketplace, including the Windows, Unix, Linux and z/OS markets, and the latest server developments and technologies.

Conference sessions
E1. The Future of Server Platforms
E2. Will the Role of the Operating System Become Irrelevant?
E4. Reassessing Your IBM Mainframe Investment
E5. Fabric-Based Computing: The 10 Tough Questions You Must Ask Your Vendors
E6. Windows Server Game Plan
E7. Will Linux Become the New Unix?
E8. Rationalizing the Portfolio, Decreasing the Unix Risk!
E9. Vital Tips You Need to Know for Blade Server Vendor Selection and Negotiation
E10. Trends and Opportunities in High-Performance Computing

Town Hall Session: IT Operations

IBM System z

By the end of 2013, 30% of the Global 2000 data centers will be, in part or in whole, fabric-enabled.

Expect a 650% growth in enterprise data over the next five years; 80% will be unstructured data.
Virtual Track

Track G

Building and Maintaining a World-Class Business Continuity Management Program

The constant influx of new technologies, the rate of change in IT and the challenge of vendor management have deepened the complexity of business continuity management. Recovery time and recovery point objectives continue to shrink. Meanwhile, the economy has left many BCM departments strapped for resources, despite business’ growing awareness of the threats posed by unforeseen catastrophes. The result: maintaining business resiliency and continuity is more difficult than ever.

Learn more about the breadth of strategies and tactics that build continuity, recovery and 24/7 availability within the enterprise. Those in BCM and disaster recovery roles will see how to establish effective recovery plans, cultivate management buy-in, develop a test strategy, make the right purchase decisions, prepare for financial crises and ensure 24/7 availability.

Conference sessions
G1. Uptime All the Time
G2. Operations Resilience: How Achievable Will It Be?
G4. Virtualization and the Cloud: Two Key Technologies That Recovery Managers Should Not Ignore
G5. Best Practices in Risk Assessment and Business Impact Analysis
G6. Managing End-to-End SLAs: On-Premises Services and Across Traditional and Cloud-Based External Services
G7. Building an Effective Recovery Testing Strategy
G8. T+0: The Most Critical Time of a Disaster. You’d Better Get It Right

Analyist-user roundtables
Government Agency Recovery and Continuity Management: Challenges and Opportunities
Achieving High Availability in a Virtualized Environment
Technology Trade-Offs for Multi-site Resilience
Business Continuity Management: Program Management and Maturity Issues
Recovery in the Cloud

By 2014, 15% of large enterprises will use a combination of private infrastructure and public cloud services to improve recovery and continuity readiness.

Cost Optimization: Making Room for 2011’s New Business Initiatives

The economic recovery is moving ahead in fits and starts, with some organizations and geographies struggling more than others. Yet even organizations that are advancing need to be cautious stewards of their IT budgets. Many are looking at ways to lower the costs of maintaining legacy workloads so that they can free up budget dollars to fund and support new business initiatives. Highlighted across the seven tracks are sessions that provide tactical advice on how to save money now and support new efforts without breaking the bank.

Conference sessions
A3. Chargeback and Allocation: Required in the Age of Cloud Computing and Virtualization
A5. Virtualizing the Majority of Your x86 Workloads
D4. Data Center and IT Operations Cost Optimization: The Journey Never Ends
D6. Best Practices in Data Center and Server Consolidation
E9. Vital Tips You Need to Know for Blade Server Vendor Selection and Negotiation
F1. Want to Cut the Cost of Storage in Half? Here’s How
F7. Using Storage Innovation to Lower Costs and Increase Business Value
F10. Getting the Most From Your Storage Vendor Relationships

Recommended agendas
Emerging Technologies: Highlights emerging and potentially game-changing technologies.
Best Practices: Presents I&O best practices rich in tactical information for immediate application.
See all of our recommended and virtual agendas at gartner.com/us/datacenter.

Build your own customized agenda online
Use our convenient Agenda Builder to custom create your own conference curriculum, prior to the event. Complete details at gartner.com/us/datacenter.
Close to 100 vendors are expected to participate in our Solution Provider Showcase. Our solution provider showcase is a great place to follow up on the information you’ve gathered at sessions with solution providers or Gartner analysts.

• Access the world’s leading solution providers as well as emerging players and innovative newcomers.
• Discuss your challenges in detail.
• Become more informed on the latest products and services.
• Engage a solution provider who can address your requirements.
• Walk away with a shortlist of vendors.

And while you’re there don’t miss:
• Learning labs: Experience hands-on demonstrations of the latest technologies.
• Mobiile data centers: Short-term trend or viable alternatives to brick-and-mortar facilities? Conference sponsors will put the concept to the test on the show floor, where they’ll display their own versions of containerized data centers.

Three easy ways to register
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Pricing
Standard price: $2,095
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Bring your team. Reap the benefits!
We’ve designed a program that will help teams of four to 25 maximize the conference experience while on-site and long after the event is over.

Team benefits include:
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Need help justifying your attendance?
Need to justify your attendance? Our ROI toolkit can help you make the case for attending the 2010 conference. Go to gartner.com/us/datacenter and download a variety of materials, including: a conference cost-benefit analysis, practical take-aways, ROI testimonials and much more—all designed to help you demonstrate the substantial and measurable value of the Gartner conference experience.
Everything you need to put your data center on the path to world-class performance

Meet our analysts on Pages 4 – 5, see their specialized focus areas and learn about valuable opportunities to consult with them one-on-one.