The World’s Most Important Gathering of CIOs and Senior IT Executives

Leading in a Digital World

Accelerating growth. Creating new connections. Driving greater agility. A powerful convergence of forces — mobile, social, cloud and information — is rapidly reshaping how business gets done now and in the future. CIOs and senior IT executives are at the center of this transformation, leading the creation of the digital enterprise. At Gartner Symposium/ITxpo 2013, attendees will discover how to seize new opportunities, forge strategic partnerships to drive change, and evolve to become indispensable leaders in the digital world.

Audience highlights

70 solution providers 1400 total attendees 200+ sessions

500 CIOs 50+ Gartner analysts
The digital world is changing the game for CIOs and senior IT executives

CIOs and IT executives are facing an explosion of digital technologies — mobile, social, cloud and information — that’s affecting the enterprise on all levels, creating an abundance of opportunity for senior leaders. Gartner Symposium/ITxpo 2013 keeps you ahead of the digital curve with industry viewpoints and role-specific insights, along with a unique opportunity to compare notes with a diverse CIO community.

Experience the power of Gartner Symposium/ITxpo firsthand — New information and advice you won’t find anywhere else

TOP 5 REASONS TO ATTEND

Newly released Gartner research: In 200+ sessions within 10 IT role-based tracks, see which megatrends and technologies will impact your IT strategy, including the evolution of the Nexus of Forces — mobile, social, cloud and information.

An exclusive CIO Program experience: Optimize your time in a dedicated CIO Program, which features interactive peer workshops and CIO keynote luncheons, based on four key themes: digital growth, innovation, leadership and organizational excellence (application required).

Direct access to 50+ Gartner analysts: Leave with actionable guidance after consulting with CIO-focused analysts and members of the Executive Partners team who have served as CIOs themselves.

Powerful networking: Collaborate and solve problems with 500+ CIOs and senior IT executives in industry-specific formats, roundtables and receptions.

Leading-edge IT solutions: See, try, evaluate and compare leading-edge IT products and services with access to more than 70 providers on the ITxpo exhibit floor.

View the latest conference details at gartner.com/au/symposium

10 role-based tracks

Symposium/ITxpo is aligned by 10 IT roles (including the exclusive CIO Program) and Industry verticals to provide additional focus on the strategies and tactics IT needs to drive a successful enterprise:

- Applications
- Business Intelligence & Information Management
- Business Process Improvement
- CIO
- Enterprise Architecture
- Infrastructure & Operations: Data Center, Server, Storage & IT Operations
- Infrastructure & Operations: Mobile, Client Computing & Communications
- Program & Portfolio Management
- Security & Risk Management
- Sourcing & Vendor Relationships
- Strategic Initiatives

The CIO Program

Based on direct input from CIOs around the world, this program offers the most timely, relevant content available to CIOs — all captured in a comprehensive agenda of interactive workshops, CIO-exclusive sessions, guest speaker and other formats appropriate to a C-level audience.
## Agenda at a Glance

### Monday 28 October
- 09:00 – 17:45: Registration, Information and Refreshments
- 11:00 – 11:45: Gartner Industry Sessions, Analyst-User Roundtables and Workshops
- 12:00 – 12:45: Gartner Industry Sessions, Analyst-User Roundtables and Workshops
- 12:45 – 13:45: Lunch and Networking
- 13:45 – 14:15: Gartner Industry Sessions, Analyst-User Roundtables and Workshops
- 14:15 – 14:45: Solution Provider Sessions
- 15:30 – 15:45: Gartner Industry Sessions, Analyst-User Roundtables and Workshops
- 16:00 – 16:45: Gartner Industry Sessions, Analyst-User Roundtables and Workshops
- 17:00 – 17:45: Industry Keynote
- 17:45 – 18:45: Industry Receptions

### Tuesday 29 October
- 07:30 – 19:15: Registration, Information and Refreshments
- 07:30 – 09:15: Networking Breakfasts
- 08:00 – 09:00: Role Based Executive Briefings
- 09:15 – 10:30: Welcome Address and Gartner Opening Keynote
- 10:30 – 11:00: Refreshment Break on ITxpo Showfloor
- 11:00 – 13:00: Gartner Track Sessions, Analyst-User Roundtables and Workshops
- 13:00 – 14:30: Lunch and Networking
- 14:30 – 15:30: Gartner Track Sessions, Analyst-User Roundtables and Workshops
- 15:30 – 16:00: Refreshment Break on ITxpo Showfloor
- 16:00 – 17:00: Gartner Track Sessions, Analyst-User Roundtables and Workshops
- 17:00 – 17:45: Mastermind Keynote Interview
- 17:45 – 19:15: ITxpo Networking Reception

### Wednesday 30 October
- 07:30 – 19:45: Registration, Information and Refreshments
- 08:30 – 10:30: Gartner Track Sessions, Analyst-User Roundtables and Workshops
- 10:30 – 11:00: Refreshment Break on ITxpo Showfloor
- 11:00 – 12:00: Gartner Track Sessions, Analyst-User Roundtables and Workshops
- 12:00 – 13:30: Lunch and Networking
- 13:30 – 15:30: Gartner Track Sessions, Analyst-User Roundtables and Workshops
- 15:30 – 16:00: Refreshment Break on ITxpo Showfloor
- 16:00 – 17:00: Gartner Track Sessions, Analyst-User Roundtables and Workshops
- 17:15 – 18:15: Guest Keynote
- 18:15 – late: Special event

### Thursday 31 October
- 07:30 – 16:15: Registration Open
- 08:30 – 10:30: Gartner Track Sessions, Analyst-User Roundtables and Workshops
- 10:30 – 11:00: Refreshment Break on ITxpo Showfloor
- 10:45 – 11:15: Solution Provider Sessions
- 11:00 – 12:00: Gartner Track Sessions, Analyst-User Roundtables and Workshops
- 12:00 – 13:00: Lunch and Networking
- 13:00 – 15:30: Gartner Track Sessions, Analyst-User Roundtables and Workshops
- 15:30 – 16:15: Closing Locknote
- 16:15: Conference close
Symposium/ITxpo features

Industry-specific sessions
Gartner Symposium/ITxpo is one of the few events that provide such a broad and in-depth look at industry-specific challenges and opportunities. A dedicated program and sessions throughout the week are designed to give IT and business professionals the chance to apply new ideas to the growing requirements of their industries:
- Banking and Financial Services
- Education
- Energy and Utilities
- Government
- Healthcare
- Manufacturing
- Retail

Analyst access
With more than 50 Gartner analysts in attendance, Gartner Symposium/ITxpo 2013 is an ideal opportunity to receive independent, objective advice on the IT and business issues your company is facing. Choose from an array of ways to interact and seek advice from this formative analyst community.
- **Gartner analyst one-on-ones**
  Attendees have the ability to book up to three 30-minute private consultative meetings with the analysts of their choice.
- **Gartner analyst-user roundtables**
  Moderated by Gartner analysts, roundtables serve as ideal forums for exchanging ideas with peers around a particular issue. Pre-registration required. End-users only.
- **Gartner Hype Cycles, Magic Quadrants and MarketScopes**
  Brief, analyst-led theater presentations on the ITxpo show floor focus on these essential Gartner reporting deliverables.

World-class speakers
- **Gartner analyst opening keynote**
  An invaluable source of inspiration and actionable advice unique to Gartner, the opening keynote provides an insightful preview of the innovations, trends and topics that will be in focus throughout the week ahead.
- **Mastermind keynotes**
  Delivered by the most influential leaders in technology, business and academia, keynote guests reveal breaking news, look into the future of IT and distill the essence of IT’s hottest issues.
- **Case studies**
  Delivered by end-user companies, case study presentations at Gartner Symposium/ITxpo address a unique IT or business problem — and reveal innovative solutions, proven practices and actionable insights that are timely as well as relevant.

Solution providers
- **ITxpo show floor**
  With more than 30 sponsors, ITxpo attracts the most innovative and leading solution providers in IT. The event provides a variety of ways to interact with representatives from these companies, including:
- **Networking receptions**
  Hundreds of attendees participate in the evening receptions on the exhibit floor to sample, touch and discuss products and solutions that are new in the marketplace.
- **Solution provider sessions**
  These sessions offer attendees the opportunity to hear from company representatives and their clients about a range of new solutions, products and services.

Track Descriptions

Applications
Today’s CIOs face the challenges of an application portfolio that lacks the agility to respond to the ever changing demands of an evolving global population. Increased consumer expectations and global economic pressures become true burdens when faced with a chaotic portfolio that has developed through a series of accidental architectures. This track addresses key issues such as governance, cost, modernization and mobility and how to plan, strategize and architect for their effects on an organization’s application portfolio.

Business Intelligence & Information Management
This year, nearly half of all organizations are embarking on big data and advanced analytics initiatives, according to Gartner studies. In this track, CIOs and IT leaders learn how to tune out the hype while developing solid enterprise strategies for leading these efforts — rather than ceding them to individual business units. In addition, attendees take away ideas and approaches for how organizations in every sector are using information and analytics in innovative ways to transform their businesses for improved performance, competitiveness and customer service. This track also addresses the end-to-end curation, management and deployment of information as a formal enterprise asset. This includes a spotlight on enterprise data governance and the emerging roles of the chief data officer, data scientist, data steward and information strategist.

Business Process Improvement
This year, many business leaders are shifting focus from cost cutting to growth. CIOs and IT leaders are challenged to help the business achieve its growth strategies. For many years, process has been a significant tool in achieving cost reduction; however, many initiatives have slipped into the efficiency trap and have failed in driving transformational change and growth. In this track, CIOs and IT leaders learn how to raise the promise of process, from tinkering at the low levels of the organization to creating a strategic tool for business growth, and come to understand how process is the connective element that binds mobile, cloud, social and information into a cohesive accelerator for growth.
CIO

A decade of limited innovation dominated by an internal focus on efficiency, today’s new technologies, global competition and new business models are forcing CIOs to take an outside-in view of the digital world and their role in it. This track is designed to help attendees discover how external factors — markets, channels, new business models and geopolitical challenges — shape expectations of IT and how CIOs should respond to them.

The track uses three lenses that CIOs need to apply to their own situation:

• **Business Progression:** How will CIOs help transform their enterprises in an increasingly digital world? How will technology enhance business capabilities, leading to greater competitive advantage?

• **Enterprise Problem:** How will these external challenges affect the way CIOs conduct the business of IT? How will CIOs overcome internal hurdles and change IT’s value contribution?

• **Personal Development:** How can CIOs leverage the breadth of the IT experience into new enterprise roles? How to change the way CIOs and their staff are perceived as contributors in the enterprise?

Enterprise Architecture

This track will help leaders deliver business outcomes in the face of business and technology disruptions. The focus is now on how enterprise architecture (EA) is applied to solve business challenges to growth and costs and on the adaptation of innovative IT change to the business landscape. Attendees learn how to use EA to analyze investment choices, and their effects on the current and future state of their organization, and how to use it to apply and deliver business outcomes.

Industries

The Industries Track will help CIOs and IT leaders respond to how consumer-driven standards and the convergence of mobile, cloud, social and digital information affect their industries. To succeed, organizations require the smarter decisions and dramatically more agile performance and partnerships made possible through intensely digital enterprises. Their leaders must be strategically aligned with industry-specific contexts and forces. In this track, attendees learn to master the analysis, technologies, skills, roles and priorities required.

Infrastructure & Operations: Data Center, Server, Storage and IT Operations

Infrastructure and operations (I&O) leaders are facing historic challenges. Mobile, cloud, social and big data technologies are converging, creating an explosion of information access and usage. These sessions will help I&O decision makers derive greater value from existing processes and technologies and proactively pursue new ones. Attendees get a total immersion in newly released Gartner research, expert strategic and tactical advice, and insights into best practices of highly effective I&O organizations.

Infrastructure & Operations: Mobile, Client Computing and Communications

End-user computing is turning upside down. Mobile applications and unified communications are not only driving business processes but also creating new application development and enterprise networking challenges. Users are expected to work anywhere in the world. Bring your own device (BYOD) is changing the rules of ownership, support and manageability. This track will help CIOs and IT leaders balance the conflicting demands of mobility for which users want freedom of choice, business units want better access to data, users and customers, while management demands security, compliance and cost reduction.

Program & Portfolio Management

This track is designed to explore new approaches to project and program execution and portfolio processes that focus on value, speed, internal flexibility and strategy execution. And while “on time, on budget” is still on everyone’s lips, this focus inhibits overall success. In an environment of change and uncertainty, there is still a lot of energy expended in pursuit of some elusive best practice. Attendees learn how to adapt to change in new and innovative ways and how to deliver outcomes that are of maximum business value and in line with an organization’s strategic goals and needs.

Security & Risk Management

Security is propelled by the Nexus of Forces and supercharged by the evolving threat. Risk and the security methods to manage it are built on the ever changing circumstances of your enterprise’s technologies, social media, business and threats. Security is further than ever from being included in new technologies and applications, and enterprises no longer control all the links in the chain because of the cloud, BYOD, and a changing workforce and attack landscape. Attendees learn to move beyond chasing security and back into the driver’s seat, providing new perspectives on the risk paradoxes of cloud, virtualization, mobility, and how to secure technology that has not yet landed in their enterprise.

Sourcing & Vendor Relationships

Business and new-generation consumers directly buy cloud services because they can do so. Driven by flat IT budgets and a desire for agility, they are neglecting critical factors such as enterprise architecture, risk management and conflicts of cost versus value. If IT sourcing is to remain relevant in the digital enterprise, demand management and vendor governance are crucial. As software license costs are driven up by maintenance fees and audits, CIOs and IT leaders need to be careful not to forget about compliance and regulation, for IT sourcing and vendor management are experiencing difficult challenges.

Strategic Initiatives

The 2013 Strategic Initiatives track will help CIOs and senior IT leaders capitalize on major business and technology trends, with special emphasis on the Nexus of Forces: Social, Mobile, Cloud, and Information. The content in this track is designed to be simultaneously provocative and pragmatic: new solutions are possible now that weren’t until recently, and organizations worldwide are creating new business opportunities and best practices. Attendees will learn what new IT approaches work to support current and emerging business strategies, while facing tough questions about whether they have the correct mix of partners and skill sets to be successful. Designing the future is happening in the present!
Experience Symposium/ITxpo 2013 with your leadership team

With more than 200 sessions, inspiring keynotes and a vast array of technology solutions on-site, this event provides an ideal opportunity to share all the insight and ideas with key members of your team. Many CIOs attend with several of their business peers to help generate meaningful, in-depth discussion about their business’ key priorities, and to reap the benefits of a unified approach.

Take advantage of Team Send benefits:
- Team meeting with an analyst
- Registration discount:
  - 5 delegates for the price of 4
  - 10 delegates for the price of 8
  - 15 delegates for the price of 12

Learn more about our Team Send Program at gartner.com/au/symposium and find out how your organization can benefit.

Visit the event website at gartner.com/au/symposium for additional tools:
- Justification Toolkit — Download customizable documents to help support your reasons for attending.
- Build Your Own Agenda — Use our online Agenda Builder at ab.gartner.com/ps21 to organize the event based on your availability, role and project needs.
- Gartner Events Navigator mobile app — Manage your customized agenda on your iPhone, BlackBerry or Android device. You can also exchange messages with other attendees, access social media channels, participate in session polling and view event announcements.

3 easy ways to register
Web: gartner.com/au/symposium  |  Email: apac.registration@gartner.com  |  Phone: +61 2 8569 7622

Pricing
Standard Price: A$3,750 Price exc. GST
Public Sector Price: A$3,050 Price exc. GST

Gartner clients
A Gartner ticket covers four days of the Gartner Symposium/ITxpo. Contact your Account Manager or email apac.events@gartner.com to register using a ticket.

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