Focus. Connect. Lead.

Conference Summary Report

With 8,500+ CIOs and senior IT executives in attendance, 2012 marked the largest and most comprehensive Gartner Symposium/ITxpo yet. Our agenda aligned four powerful forces — social, mobile, cloud and information — in perspective with this year’s theme of Focus. Connect. Lead. Attendees learned how to achieve greater focus on key strategies and technologies, connect people with empowering information and ideas, and lead the way to unlimited IT possibility.

A post-event interview with Peter Sondergaard, global head of Gartner Research

Watch this video interview with Peter Sondergaard for his key observations and recommendations from all seven Gartner Symposium/ITxpo events held this year worldwide. Video highlights include:

What top concerns and questions did you hear in the many discussions you had with CIOs at this year’s Gartner Symposium/ITxpo?

Infrastructure optimization: How do I get commoditized infrastructures?

Mobility: How do I develop and deploy applications for my organization?

Cloud has turned into software as a service: How do I develop specific applications for the cloud and scale them within my enterprise?

Governance: Who is responsible for development of both software and products outside of IT?
Video and conference highlights

What top concerns and questions did you hear in the many discussions you had with CIOs at this year’s Gartner Symposium/ITxpo? (continued)

How do I manage infrastructure and overall IT budget in this new world?
How do I optimize contracts with large technology providers, and am I using the right vendors today?

What were the common challenges or priorities that CIOs faced?
Every budget is becoming an IT budget.
With consumerization and new devices within the organization, we need a new approach that addresses security and the nexus.
All projects need to be customer-focused.
To succeed in this new world as an organization, we need to develop the right leaders.

What recommendations can you give to help attendees and clients gain the most value from their Gartner Symposium/ITxpo 2012 experience?
Look at Events On Demand (see page 3).
Talk to your account executive.
Frequently visit gartner.com for new research updates.
Mark your calendar for 2013 (see page 8).

Role-based conference summary reports coming soon!
In addition to these overall Gartner Symposium/ITxpo 2012 highlights, we’ve created IT role-based and industry-focused summary reports that will be posted on gartner.com/us/symposium shortly:

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

gartner.com/us/symposium

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

Gartner analyst keynotes

Opening keynote: Peter Sondergaard, Senior Vice President; Chris Howard, Managing Vice President; Mary Mesaglio, Vice President; David A. Willis, Vice President and Distinguished Analyst
View webcast ▶

Industry analyst keynote: Bruce Bond, Group Vice President; David Furlonger, Vice President and Gartner Fellow; Marcelo Camara, Innovation Director, Banco Bradesco
View webcast ▶

Guest keynotes

Innovators keynote panel: Aaron Levie, Co-founder and CEO, Box; Clifford Nass, Thomas M. Storke Professor, Stanford University; Stephanie Young, Senior Vice President, Global Business Technology Strategy, Walt Disney World Parks & Resorts
View webcast ▶

Mastermind Interview keynotes:

John T. Chambers, Chairman and CEO, Cisco
View webcast ▶

Meg Whitman, President and CEO, HP
View webcast ▶

Mastermind keynotes:

Daryl Wolfe, Senior Vice President and CMO and Craig Neeb, Vice President, Multi-Channel Marketing and CIO, International Speedway Corporation
View webcast ▶

General Colin Powell, USA (Ret.)*
*On-site exclusive; presentation not available

Missed a session or want to see those “aha” moments again?

All full-conference attendees receive free online streaming of available sessions from the event for one year! High-quality recordings feature synchronized video, audio and slides. Visit gartnereventsondemand.com for more information.
Guest speakers

Other guest speakers included:

• Douglas Ash, Vice President and CIO, Global Training and Logistics, Lockheed Martin
• Ricardo Bartra, Senior Vice President, CIO, DHL Global Forwarding Americas, Deutsche Post DHL
• Frank DeArmas, Vice President IT and CIO Global Surgery NA, Johnson & Johnson
• Keith Ferrazzi, Professional Relationship Development Expert, Founder and CEO, Ferrazzi Greenlight
• Ken Freeman, CIO, Webster University
• Chris Friday, Senior Vice President of IT and CIO, Mohegan Sun
• David Giambruno, Senior Vice President and CIO, Revlon
• Gary Harnel, Author and Director, Management Lab*
• Rob Jacks, CIO, Chickasaw Nation Division of Commerce
• Thomas McEnery, CMO, Optum
• Kris Nelson, Director of Workflow and Content Preparation Services, Thomson Reuters
• Kevin Rhein, Senior Executive Vice President and CTO, Wells Fargo & Company
• Stephen Warren, Principal Deputy Assistant Secretary for IT, Department of Veterans Affairs (VA)

Visit gartnereventsondemand.com to see these presentations and more

*On-site exclusive; presentation not available

Audience highlights

2,300+ CIOs
500+ sessions

295 solution providers
8,500+ total attendees

3,500+ organizations

944 Sym Club members
(attended three or more consecutive years)

180 Gartner analysts

“I always leave Gartner Symposium/ITxpo smarter than I was when I arrived. I feel like I get a window into the future here.”

T. Davis-Muffett, Director, Public Sector, NetApp
Audience polling results

Attendees participated in daily polling questions at the Gartner Events Booth.

**Will the nexus of forces change IT market competition?**
- Yes – 97%
- No – 3%

**Which nexus force will disrupt you the most in the coming two years?**
- Mobile – 44%
- Information – 20%
- Social – 18%
- Cloud – 18%

Based on 272 responses

**In order to help your employees’ expectations and skills in regard to the nexus, you plan to:**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer interactive info sessions for a mix of IT and business people</td>
<td>42%</td>
</tr>
<tr>
<td>Establish internal social sites where people can actively share ideas</td>
<td>30%</td>
</tr>
<tr>
<td>Send my IT people for formal training</td>
<td>17%</td>
</tr>
<tr>
<td>None of the above</td>
<td>11%</td>
</tr>
</tbody>
</table>

Based on 272 responses

“The forces challenge us to think about shadow IT and how to engage those stakeholders, as well as embrace these technologies within the enterprise in a safe and scalable fashion.”

C. Steinberg, CIO, Nassau BOCES
Audience polling results

How do you plan to take advantage of the new nexus-related business opportunities?

<table>
<thead>
<tr>
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<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Create new mobile experiences</td>
<td>44%</td>
</tr>
<tr>
<td>Explore disruptive vendors and their offerings, and mix up my provider portfolio</td>
<td>24%</td>
</tr>
<tr>
<td>Increase our presence in and analysis of social media</td>
<td>19%</td>
</tr>
<tr>
<td>None of the above</td>
<td>13%</td>
</tr>
</tbody>
</table>

Based on 173 responses

What types of ecosystems do you think will evolve more rapidly in response to the nexus of forces?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Ecosystems that foster pockets of start-up mentality</td>
<td>42%</td>
</tr>
<tr>
<td>Open source and open innovation markets</td>
<td>34%</td>
</tr>
<tr>
<td>Traditional IT shops with mature IT processes and delivery</td>
<td>14%</td>
</tr>
<tr>
<td>Established multiline megavendors</td>
<td>10%</td>
</tr>
</tbody>
</table>

Based on 173 responses

What do you think is the most important power shift being caused by the nexus?

<table>
<thead>
<tr>
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<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shifting complexion of control as users gain more autonomy</td>
<td>37%</td>
</tr>
<tr>
<td>Shift of perspective from the enterprise to the individual</td>
<td>35%</td>
</tr>
<tr>
<td>Shift from strategic IT vendors (e.g., Microsoft) to disruptive ones (e.g., Google)</td>
<td>21%</td>
</tr>
<tr>
<td>New perspectives on currency, value and spontaneous markets</td>
<td>7%</td>
</tr>
</tbody>
</table>

Based on 173 responses

“This conference has been helpful on many levels, from the networking to product selection to strategic planning.”

R. Ficoturo, ITPS Engagement Manager, Wawa
Gartner Sym Club

Attention, Gartner Symposium/ITxpo Alumni!

The Sym Club Program (formerly known as the Gold Program) is available for participants who attend consecutively on an annual basis for more than two years. To retain Sym Club privileges, members must attend each year. Alumni membership is nontransferable. Sym Club benefits include:

- Access to the Sym Club member-only networking lounge, including refreshments, seating and laptop access
- Priority keynote seating, plus live streaming keynote access in the lounge
- Advanced pre-event analyst one-on-one booking
- On-site executive gift
- Hotel room block (availability based on a first-come, first-served basis)

“Gartner Symposium/ITxpo is a tremendous experience and should not be missed by any technology leader.”

S. Kilgore, IT Director, Randall-Reilly
Mark your calendar

Help shape Gartner Symposium/ITxpo 2013

Planning for Symposium/ITxpo 2013 is already under way, and your input is critical. If there is something you’d like to share with us regarding any aspect of the event — an idea or suggestion that may have occurred to you since you completed your evaluation form — please email symposium@eventgartner.com.

Thank you for your feedback, and we look forward to seeing you again next year at a global Gartner Symposium/ITxpo 2013 event:

Dubai, UAE
March 5 – 7
New location!

Cape Town, South Africa
September 16 – 18

Orlando, Florida
October 6 – 10
Takes place two weeks earlier next year!

Tokyo, Japan
October 16 – 18

Goa, India
October 21 – 23

Gold Coast, Australia
October 28 – 31

São Paulo, Brazil
November 4 – 6

Barcelona, Spain
November 11 – 14

Register now and lock in at 2012 rates — registration rates increase beginning January 1, 2013.

gartner.com/symposium

Plan ahead
View the full 2013 Gartner Events Calendar
Thank you to our 2012 Sponsors

View the full Sponsor listing here ▶

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gartner.com/us/symposium
The Digital Enterprise and Beyond

Information and technology are at the forefront of changing business demands, requiring CIOs to evolve how they lead IT. Gartner CIO Leadership Forum 2013 focuses on the future digital leadership requirements by covering what CIOs need to:

Do new: Create value using new technologies

Undo: End obsolete practices, organizational structures, roles and legacy limitations

Redo: Refresh management approaches to drive excellence in information and technology

Not do: Follow the pack, continue to make best-practice mistakes, attend to false signals and surf dead-end trends

Due to the exclusivity of this event, attendees must be preapproved to register.

Visit gartner.com/us/cio for more information.

*Register now and lock in 2012 rates — registration rates increase beginning January 1, 2013.