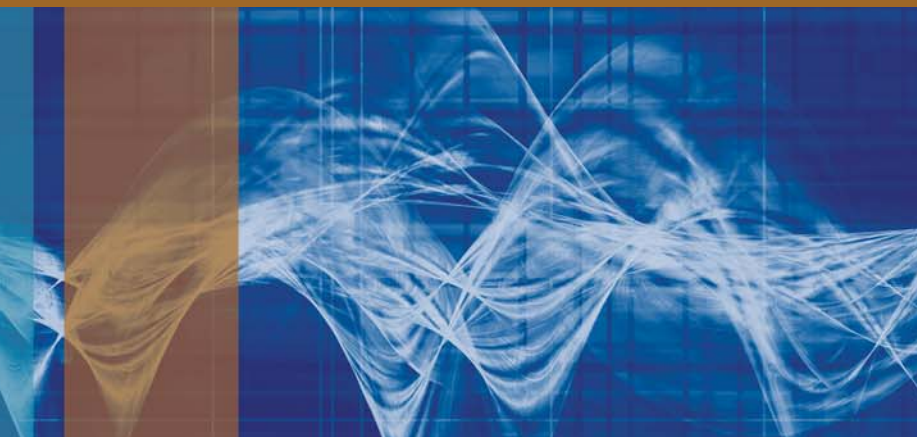


Gartner

IT & Software Asset Management Summit 2007

JUNE 3-6, 2007 GAYLORD OPRYLAND RESORT & CONVENTION CENTER NASHVILLE, TN
www.gartner.com/us/itam



DRIVE IT EFFICIENCIES THROUGH ITAM BEST PRACTICES

KEYNOTE SPEAKER



Bill Geist
Emmy Award-winning
CBS Correspondent
and Commentator

CONFERENCE CHAIRS



Jack Heine
Research Vice President
IT Management and
IT Asset Management



Alexa Bona
Research Vice President
IT Asset Management

Join us at IAITAM's
Best Practice Workshop.

See page 7 for details.

Gartner
IT & Software Asset
Management
Summit 2007

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Summit 2007

JUNE 3-6, 2007
GAYLORD OPRYLAND RESORT
& CONVENTION CENTER
NASHVILLE, TENNESSEE



The industry's most highly rated event in 2006 – find out why IT asset management professionals keep returning year after year.



Dear Colleague,

You're probably wondering what the discipline of IT asset management looks like today.

Our answer is simple: It leverages best practices and processes, capitalizes on significant cost reduction opportunities, ensures successful vendor relationships and contributes to the overall success of IT and your career.

It sounds like a lot to reach for. **But you can achieve it.** That's what the 15th Annual Gartner IT & Software Asset Management Summit, June 3-6, is all about – delivering practical content to help you successfully manage ITAM's complex array of challenges, risk and bottom-line opportunities.

Ask yourself these questions:

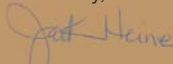
- Do you know the profound effect **new software delivery and licensing models** could have on your margin structures?
- Are you prepared to leverage your resources to negotiate the best outcome as the **vendor landscape changes?**
- Are you aware of the impact of a **software audit** in terms of time and dollars and the areas of risk within your organization?
- Do you know how **virtualization technology** will develop in the next five years and why you should care?

Find the answers to these questions in four cutting-edge tracks. Our focus: The IT asset management best practices for effectively managing the cost of technology assets, reducing liabilities and risks, freeing up budget dollars for growth and increasing your positive impact.

Be there for the powerhouse agenda our team of analysts will deliver to you in Nashville – the 32+ sessions, tutorials, keynotes and first-hand insights into how to drive IT efficiencies through ITAM best practices.

To register, go to gartner.com/us/itam. Then prepare yourself for an experience that **98% of last year's attendees said they would recommend to their colleagues.**

Sincerely,



Jack Heine
Research VP and Conference Co-chair



Alexa Bona
Research VP and Conference Co-chair

Four Tracks Designed to Help You Drive IT Efficiencies and Increase Your Positive Impact with IT Asset Management Best Practices.



BENEFITS OF ATTENDING

- Leverage ITAM best practices and processes
- Reduce the costs of technology assets and free up funding for innovation
- Get ready for dramatic changes in software delivery and licensing models
- Select, contract with and manage vendors and suppliers with less risk
- Choose the right performance metrics to achieve optimal effectiveness
- Print and image management: Identify and take advantage of areas with significant cost savings

WHO SHOULD ATTEND

IT professionals involved in any phase of asset management, including:

- IT asset managers
- Managers working in resource budgeting, finance, software licensing, contract negotiations, service management or strategic planning
- Professional procurement specialists
- Negotiating staff
- Contract administrators and legal staff
- Vendors involved in IT asset management tools and services
- Purchasing and procurement

A **ITAM Fundamentals – Building a Strong Foundation**
If you're new to the ITAM discipline, it's imperative you thoroughly understand how to integrate people, processes and tools to more effectively manage your environment. This track provides operational and tactical approaches that will enable you to build a strong foundation for effective ITAM programs. Sessions will cover elements considered essential in the ITAM discipline.

B **Hardware and Software Procurement Best Practices**
Think of hardware and software procurement in your organization. Is it a system of management practices – procurement team development, roles and responsibilities, vendor assessment and occasional legal wrangling – that is win-win for both customers and vendors? This track will deliver organization and execution best practices for navigating a complex and often geographically dispersed operating environment. You'll also get specific and detailed tactics for negotiating with the "big dogs" in the software industry.

C **What Will Impact ITAM in 2008 and Beyond**
Are you operating at a high level of asset management maturity? It's critical you understand how new technologies, procurement models and rules and regulations governing IT asset management will impact your existing cost and risk models. In this track, learn how to project the cost of assets in the future by understanding which technologies your business will use and how they will be procured.

D **Management – Making Key Resource Decisions**
In many organizations, 80% of the IT budget is spent on supporting existing essential infrastructure and applications. But today's IT manager needs to prove direct business value – in addition to delivering high quality, robust services to customers. This track will deepen your understanding of how IT finance, IT asset management, strategic vendor management and procurement converge into programs that holistically manage IT spend and customer demand.

Keynote Sessions

Way Off the Road Bill Geist

Emmy Award-winning CBS Correspondent and Commentator



Bill Geist is an Emmy Award-winning correspondent and commentator for “CBS Sunday Morning,” whose humorous pieces on American life have also appeared on the “Evening News,” “60 Minutes II” and CBS Sports programs.

He is the best-selling author of six books. His new book, *Way Off The Road*, about his adventures during his 20 years of travel for CBS, is to be published in May 2007.

He has written articles appearing in dozens of periodicals, ranging from *New York* magazine to *Chicago* magazine, *Forbes* to *Rolling Stone* and *Vogue* to *Esquire*.

Prior to joining CBS, Geist was a reporter and columnist for *The New York Times* from 1980 to 1987 and *The Chicago Tribune* from 1972-1980. He served as a combat photographer with the First Infantry Division in Vietnam in 1969.

Geist was born and raised in Champaign, Illinois. He and his wife, Jody, have two children, Willie and Libby, and live in New York City.

Geist has won numerous awards for his work as a humorist, commentator, and reporter in television and newspapers, but seems most proud of finishing a close third in the Illinois State Fair Bake-Off.

KEY TOPICS COVERED BY THE '07 SUMMIT

- New licensing models
- Virtualization of the infrastructure
- ITAM tools and processes
- Selling the ITAM plan
- IT spending trends
- Resources on demand
- Strategic vendor management
- Print and image management
- Storage
- Performance measurement and dashboards
- Negotiating with the “Big Four” software vendors
- Contract analysis
- Data security for mobile devices
- ITAM and business alignment
- IT spending trends
- Procurement best practices

IT Asset Management Scenario 2007 Alexa Bona and Jack Heine

Understanding the challenges ITAM managers will face in the future permits the optimization of near-term decisions. The discipline of asset management focuses on real-world best practices and tactical-to-practical advice for the effective lifecycle management of hardware and software assets. Get an overview of current and future issues and trends affecting customers and suppliers of IT goods, services and ITAM tools.

Strategic Vendor Management Andy Kyte

Most major commercial relationships in information technology have been dominated by suppliers using powerful (and well-rewarded) account executives. CIOs increasingly dependent on a few strategic suppliers must redress the imbalance by investment in Strategic Vendor Management initiatives. Most fail. Success is possible, but requires patient implementation and strong guidance.

Creating Enterprise Leverage: The 2007 CIO Agenda Richard Hunter

Increasing competition and business demands are leading a new generation of technology-aware CEOs to demand more from their IT organizations. Gartner’s CIO survey for 2007, the largest of its kind in the world, shows how CIOs are pursuing increased leverage of IT’s contribution to business value. Examine how demands for increased IT value shape CIO agendas, sources of leverage available to CIOs and how to use them to create results. We’ll also cover how enterprise leverage changes the role of the CIO and IT.

The IT Asset Management Octopus: Oceans of Opportunity, Tidal Waves of Risk

Pat Cicala, President & CEO, Cicala Associates

ITAM touches every facet of the organization. Positive results and risk-laden events are all part of the ITAM experience. This presentation will outline a real-life, leading-edge asset management effort and explore all the areas in an organization it touches. We’ll look at the significant drivers of an ITAM program, how to assess if you really have one in place and how to develop a world class asset management program.

Analysts

For more than 25 years, Gartner analysts (now 700 worldwide) have been the trusted advisors of many of the world's largest and most demanding enterprises. No one sees the implications of technology so clearly.

Gartner analysts draw constantly from the real-life problems and solutions experienced by more than 45,000 Gartner clients worldwide. The value of this resource, combined with our deep analysis of technology vendors, is unrivaled. Gartner's 15th Annual IT & Software Asset Management Summit brings this experience and expertise directly to you. Benefit from Gartner's 15 years of guiding attendees through the evolution of the ITAM discipline. You get an extremely rich research-backed agenda – relevant to your business. Solutions guaranteed.



Patricia Adams
Research Director

Coverage Areas: IT Asset Management, IT Operations



Stewart Buchanan
Research Director

Coverage Area: IT Asset Management



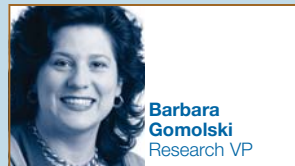
Frank DeSalvo
Research Director

Coverage Areas: IT Management, IT Asset Management



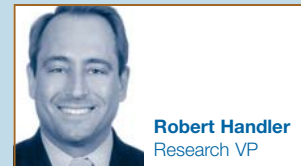
Jane Disbrow
Research VP

Coverage Areas: IT Management, IT Asset Management



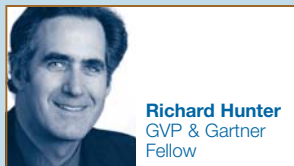
Barbara Gomolski
Research VP

Coverage Area: IT Management



Robert Handler
Research VP

Coverage Area: Enterprise Architecture



Richard Hunter
GVP & Gartner Fellow

Coverage Area: ERP and Supply Chain Management



Andy Kyte
VP & Gartner Fellow

Coverage Area: Content Development EXP



Mark Margevicus
Research VP

Coverage Area: PCs, Laptops and Handheld Devices



Rich Matlus
Research VP

Coverage Area: Outsourcing and IT Services



Lars Mieritz
Research VP

Coverage Area: IT Asset Management



Frances O'Brien
Research VP

Coverage Areas: IT Management, IT Asset Management



Mike Silver
Research VP

Coverage Areas: IT Asset Management, PCs, Laptops and Handheld Devices



Bill Snyder
Research VP

Coverage Area: IT Asset Management



Ken Weilerstein
Research VP

Coverage Area: Print Markets and Management

At a Glance

Sunday, June 3, 2007

3:30pm	Pre-Registration Pre-Conference Workshop	
3:00pm	W1. IAITAM Workshop – ITAM: A Process Approach – Barbara Rembiesa, President & Founder, IAITAM	
	Pre-Conference Tutorials	
4:00pm	T1. Getting Started with IT Leasing and Financing	T2. IT Asset Management in Action – Business Alignment for Real
5:15pm	T3. Basics in Reviewing a Software License Agreement	T4. Make the Latest Office Print Technologies Work to Your Advantage
7:00pm	TBA	

Monday, June 4, 2007

7:00am	Registration			
7:00am	Continental Breakfast			
8:00am	Welcome and Opening Remarks			
8:15am	K1. Gartner Keynote/General Session: IT Asset Management Scenario – 2008 Alexa Bona and Jack Heine			
9:30am	K2. Gartner Keynote/General Session: Strategic Vendor Management Andy Kyte			
10:30am	K3. Keynote Address: Way Off the Road Bill Geist, Emmy Award-winning CBS Correspondent and Commentator			
11:30am	Attendee Lunch and Solution Showcase Dessert Reception			
1:30pm	Solution Provider Sessions			
	Track A	Track B	Track C	Track D
	ITAM Fundamentals	Hardware and Software Procurement Best Practices	Futures Track: What Will Impact ITAM in the Year 2008 and Beyond?	Management Track: Making Key Resource Decisions
2:45pm	A1. Selling ITAM Throughout the Organization	B1. New Client Architectures and Their Impact on PC Purchase Decisions	C1. Is the IT Industry Ripe for Regulation?	D1. Asset Management Serving Two Masters: CIO and CFO
4:00pm	A2. Building a Proactive Software Asset Management Program	B2. Practical Lessons and Practical Uses: Managing Open Source in the Enterprise	C2. Green IT Procurement, Management and Disposal	D2. IT Spending Update: How Do You Stack Up?
5:00pm	Solution Showcase Reception			

Tuesday, June 5, 2007

7:30am	Registration			
7:30am	Networking Breakfast			
8:30am	K4. Gartner Keynote/General Session: Creating Enterprise Leverage: The 2007 CIO Agenda Richard Hunter			
9:45am	A3. Advanced Concepts in IT Asset Management Programs	B3. Software Audits: Surprises and Cost	C3. SOA: The Enterprise Architecture that will Cause an ITAM Revolution	D3. Developing Effective Sourcing Management
11:00am	Solution Provider Sessions			
12:00pm	Attendee Lunch and Solution Showcase Dessert Reception			
2:00pm	A4. ITAM Performance Management: Choosing The Right Metrics	B4. Negotiating with IBM, CA and BMC	C4. Futures of Software Licensing Pricing and Delivery Models: A New World Emerges	D4. How to Use System Integrators – ITAM Implementation A Little Less Conversation A Little More Action
3:15pm	Solution Provider Sessions			
4:30pm	A5. PC and Server Virtualization – Moving From Choice to Default	B5. Buyer Strategies for Managed Print Services	C5. ITAM Tools : What Does the Future Hold?	D5. Advanced ITAM Programs: Moving Beyond Inventory and into Analysis
5:30pm	Hospitality Suites			

Wednesday, June 6, 2007

7:30am	Registration			
7:30am	Breakfast With the Analysts			
8:30am	K5. Keynote Address: The IT Asset Management Octopus: Oceans of Opportunity – Tidal Waves of Risk Pat Cicala, President & CEO, Cicala Associates			
9:45am	A6. SLA Development: Designed for Business Results	B6. Negotiating with Oracle	C6. Best Practices in IT Asset Management – A How-To Guide (IAITAM)	D6. Windows Vista and Office 2007 – If, When and How Fast?
11:00am	Solution Provider Sessions			
11:30am	Attendee Lunch			
12:30pm	A7. Best Practices in IT Procurement	B7. Negotiating with Microsoft: The Rules Have Changed	C7. Advanced Printer Operations: Cost Optimization	D7. IT Project Portfolio Management: Balancing Standardization, Innovation and Cost Management
1:45pm	A8. Do All Roads Lead to a Configuration Management Database (CMDB)?	B8. SAP Licensing and Pricing	C8. Your Systems, Someone Else's Device	D8. Chargeback: Making it Work in Your Organization
3:00pm	K6. Locknote Session			
4:00PM	Summit Wrap-up/Adjournment			

Session Descriptions

Pre-Conference Workshop

ITAM: A Process Approach

Sunday, June 3, 2007

3-6 pm; Fee: \$495



Conducted by **Barbara Rembiesa, President and Co-founder of the International Association of Information Technology Asset Managers (IAITAM)**

IAITAM's Best Practice BluePrint (BP²) provides your ITAM team with a detailed process framework with deliverables such as templates, examples and techniques that can be used as the basis for ITAM project planning, program management, process development, policy deployment, communication planning, technology selection and more. Join other Gartner attendees on Sunday afternoon for a

three-hour workshop about this important process framework to help you understand the 13 Key Process Areas (KPA's), pertinent projects within KPA's and roles and responsibilities within your organization in support of your ITAM program.

Roll up your sleeves in this interactive workshop and build a sample process.

Pre-Conference Tutorials

T1. Getting Started with IT Leasing and Financing

Unfamiliar with the language? Concerned about the implications? Explore the basic concepts and best practices needed for leasing and financing IT equipment and ask the right questions when evaluating lease vs. purchase decisions.

- What are the basic concepts of IT leasing and financing?
- What are the best practices for evaluating lease and financing options?
- What are the critical success factors for managing the lessor selection process and handling operational activities associated with IT leasing and financing?

Lars Mieritz

T2. IT Asset Management in Action – Business Alignment for Real

Data storage is a thorny issue often resulting in confusion and financial conflict. ITAM can provide common ground between IT and the business. Gain a new perspective on how to restore balance and help IT and business work together to confront the perennial problems of data persistence and information storage.

- How can you improve the accuracy and effectiveness of asset cost management?
- How can you prevent deferred costs or future cost liabilities?
- How can you measure and improve on storage assets through consistent service?

Stewart Buchanan

T3. Basics for Reviewing a Software License Agreement

Every software license agreement is different, but the review process will have many of the same steps. This presentation will cover the basic steps and primary areas of risk in a contract and how to improve software contract language to reduce future risks.

- How should you get started with a software contract review?
- What are the primary areas of risk in a contract?
- How can you improve the language in a contract?

Jane Disbrow

T4. Make the Latest Office Print Technologies Work to Your Advantage

Properly implemented, the latest printer and MFP designs can boost your productivity and save you money. Inappropriately implemented, they can waste your time and money. Find out about the implications of A4, Color-Enabled Printing and Page Wide Array Technologies from the buyer's perspective.

- What are the implications of A4?
- What is Color-Enabled Printing and Page Wide Arrays Technology?

Ken Weilerstein

Gartner Analyst Presentations

Track A: ITAM Fundamentals – Building a Strong Foundation

A1. Selling ITAM Throughout the Organization

When the executive committee embraces ITAM and the function receives a budget, your selling process has not ended, but just begun. It is imperative that personnel throughout the organization understand its mission and support your effort. This session provides practical guidance about how to focus your resources to educate and garner enthusiasm for success.

- How can you identify the right projects and make them visible?
- What issues build credibility?
- How can you build better processes others will adopt?

Frank DeSalvo

A2. Building a Proactive Software Asset Management Program

Getting a software asset management program off the ground is challenging. A proactive Software Asset Management (SAM) program can help minimize the difficulties associated with buying and tracking software and ensuring compliance.

- What are the building blocks of a good SAM program?
- How do differing industry standards (such as ITIL and ISO) compare?
- What are best practices for reshaping programs to meet evolving business requirements?

Frances O'Brien

A3. Advanced Concepts in IT Asset Management Programs

Looking to evolve your ITAM implementation? The integration of project and portfolio management, change management, service catalogues and request is not fully understood. Maturing to the next level requires tools, process refinement, decision modeling and data analysis.

- What are the key elements of a mature ITAM implementation?
- What strategies and best practices will help enterprises achieve process maturity and excellence in ITAM?
- How will IT organizations, ITAM tools and vendors evolve and when?

Patricia Adams

A4. ITAM Performance Management: Choosing the Right Metrics

Which metrics should be measured to ensure ITAM processes perform efficiently and effectively? We'll discuss process and volume metrics applicable to both internal IS and vendor performance and scorecard reporting formats for vendor performance assessment.

- Why is a measurement program essential today?
- What methods should be used to calibrate performance?
- How are best-in-class scorecards structured to improve measurement and communication of vendor performance?

Jack Heine

Session Descriptions

(Track A continued)

A5. PC and Server Virtualization: Moving From Choice to Default

We'll examine the current status of virtualization and how the technology is set to develop and map out the key considerations for adoption.

- What does virtualization technology do and why should you care?
- How will virtualization technology develop during the next five years?
- What are best practices for deploying and managing virtualization technologies on PCs and servers?

Mark Margevicius

A6. SLA Development: Designed for Business Results

Learn how to develop the appropriate service levels, link them to business outcomes, measure and communicate the results and use those results to drive provider behavior and satisfy executive management.

- What are the services levels? What is the correct way to develop them?
- What are best practices for service levels? How will using the correct service levels affect vendor relationships?
- What are some common technical, process and business outcome service-level examples?

Rich Matlus

A7. Best Practices in IT Procurement

Hardware, software, professional services, networking and telecommunications – between them, suppliers of these goods and services account for a significant portion of every CIO's budget. Learn best practices from some of the world's leading practitioners in IT procurement.

- What is the best practice in governance and organization for IT procurement?
- What are the best practices for IT procurement?
- How should an IT procurement team be measured?

Andy Kyte

A8. Do All Roads Lead to a Configuration Management Database (CMDB)?

If you're thinking about CMDB or want to know how CMDB intersects with ITAM, don't miss this presentation. We'll dispel CMDB hype and provide insight into market drivers (beyond ITIL) and practical approaches to implementation.

- What is driving all the attention and promise for a CMDB?
- Which vendors are delivering configuration management databases, and what are their functional differences?
- What are the emerging best practices that will enable successful implementations of CMDBs?

Patricia Adams

Track B: Hardware and Software Procurement Best Practices

B1. New Client Architectures and Their Impact on PC Purchase Decisions

Organizations face more than notebooks and desktops in their PC decision-making. Virtualization, server-based computing, streaming and blade PCs are viable alternatives. Find out when to choose the appropriate architecture.

- What factors should you consider when choosing a client architecture?
- What are the strengths and weaknesses of options available?
- What new delivery options will emerge?

Mark Margevicius

B2. Practical Lessons and Practical Uses: Managing Open Source in the Enterprise

Join us as we address the intersection of Open Source and mainstream IT and discuss strategies to minimize risk and maximize your return on investment.

- What are the challenges in adopting and managing Open Source software?
- What steps should you follow to optimally procure and manage Open Source?
- What are future trends as Open Source continues to penetrate software markets?

Mark Driver

B3. Software Audits: Surprises and Cost

There are many reasons why an organization may be out of compliance with their license agreement and not even be aware of it. We'll cover software vendor audits from a contract viewpoint and the areas of risk to an organization.

- Should you be concerned about software audits?
- What are unexpected reasons why an enterprise may be out of compliance with their software license agreement?
- How to build protections into your license agreement that balance the scorecard in case of an actual audit?

Jane Disbrow

B4. Negotiating with IBM, CA and BMC

As software costs continue to spiral and each new dollar committed represents an exponential spend, complacency is not an option. Organizations must learn how to be smarter in their negotiations.

- How can you prevent contract negotiations from being reduced to a level of pain tolerance?
- What are best practices for controlling ROI?
- Where are negotiating shortcuts that won't haunt you later?
- How do you leverage resources to negotiate the best outcome? Build a strategic long-term view into negotiations? Optimize the details of the agreement?

Frank DeSalvo

B5. Buyer Strategies for Managed Print Services

Many IT departments wish they could just hand print off to someone else. Vendors say it can save you money, too.

- Should you outsource your office print, and if so, to whom?
- What are the pros, cons and pitfalls of outsourcing print?
- What is Gartner's criteria for selecting the right print vendor?

Ken Weilerstein

B6. Negotiating with Oracle

Even if you've never negotiated with Oracle, you may in the near future. We'll help you understand Oracle's license models, business practices and negotiating levers so you can negotiate more effectively.

- What basics should you know about negotiating with Oracle?
- What are the license models for both applications and database that Oracle is offering customers?
- What are the areas of contract risk in an Oracle agreement?

Jane Disbrow

Session Descriptions

Track C: Futures Track: What Will Impact ITAM in the Year 2008 and Beyond?

B7. Negotiating with Microsoft: The Rules Have Changed

Microsoft recently made significant changes to its software licensing agreements by introducing the Enterprise CAL Suite. This offering – which coincided with the launch of a new operating system, Vista, and the long-awaited Office 2007 – has the potential to increase licensing costs. Understanding the context of the Enterprise CAL suite is vital for determining license entitlements, negotiating deals and avoiding unpleasant surprises.

- How will changes to Microsoft's software licensing practices affect your licensing costs?
- What are the critical success factors for structuring a good deal?
- What are the issues you will face when negotiating with Microsoft?

Frances O'Brien

B8. SAP Licensing and Pricing

SAP investments are becoming increasingly significant as SAP adds the NetWeaver infrastructure components to its portfolio in addition to the more traditional business applications. This presentation will help you understand the latest SAP pricing changes and the impact on your deals and offer advice on creating best-in-class SAP deals and managing the overall relationship.

- What are the current SAP trends in business application licensing?
- What are current SAP licensing policies and how have they evolved?
- What are the issues you will face when negotiating with SAP?

Alexa Bona

C1. Is the IT Industry Ripe for Regulation?

As the presence and impact of IT have increased, so have the potential consequences of technology failure. Increasing potential for widespread harm in an industry has historically resulted in regulation and/or increased exposure to liability. This session will explore the likelihood and consequences of regulatory regimes aimed at the IT industry.

- How will regulation and liability in the IT industry evolve, how can users and vendors prepare?
- What forms, if any, will increased regulation and liability take?

Richard Hunter

C2. Green IT Procurement, Management and Disposal

Green – or environmentally sustainable – issues are rising to the top of the agenda of both IT and business stakeholders. Enterprises must consider price and service, but also issues such as power consumption and the more-demanding challenge of environmental sustainability.

- How will environmental issues impact IT and the business?
- What are the best practices for embarking on Green IT procurement?
- How can you embed Green principles throughout the IT asset lifecycle?

Lars Mieritz

C3. SOA: The Enterprise Architecture That Will Cause an ITAM Revolution

New software architectures and enterprise projects are rediscovering many familiar challenges addressed by ITAM. ITAM has an important role to play in the commercial success of Service-Oriented-Architecture projects and the implementation of abstract Enterprise Architecture.

- What market trends will affect ITAM?
- How can ITAM support IT budget development and management?
- How will ITAM tools evolve to meet financial and compliance management requirements?

Stewart Buchanan

C4. Futures of Software Licensing Pricing and Delivery Models: A New World Emerges

The emergence of different ways to procure, deliver and manage software will have a profound impact on the traditional power balance between buyers and suppliers of software and on software pricing. These trends may ultimately have significant impact on the underlying margin structures of traditional software vendors.

- What trends will change buyer supplier dynamics and impact software vendor margin structures in the next 5-10 years?
- What are the trends in the way software will be licensed, priced and delivered through 2010?

Alexa Bona

C5. ITAM Tools: What Does the Future Hold?

Have you managed to establish basic ITAM disciplines and are now looking to the next level? This panel will highlight leading-edge ITAM tools and capabilities. We'll look at examples of the next level of ITAM innovation from a technology and process perspective and the early stage business impacts.

Vendor Panel Hosted by Analyst

C6. Best Practices in IT Asset Management: A How-To Guide

The International Association of Information Technology Asset Managers' (IAITAM) introduction of the Best Practice BluePrint (BP²) leads the industry and establishes the foundation and instructional guide for ITAM programs across the enterprise. Barbara will introduce you to the BP² process areas and discuss the real-world application of its methodologies.

Barbara Rembiesa, IAITAM President and Co-founder

C7. Advanced Printer Operations: Cost Optimization

The economics of advanced printer operations are a practical example of how ownership is not the only way to maximize return on assets. The real-world example of printer cost optimization develops how asset management still has an active role to play in alternative delivery models for an important business service.

Vendor Panel Hosted by Ken Weilerstein

C8. Your Systems, Someone Else's Device

The move toward employee-owned mobile devices is appealing for balance sheet and cost of ownership reasons. But, it creates new security and management challenges. We'll examine how technology developments will facilitate increased working with third-party devices.

- How can you decide if employee-owned devices are appropriate for your organization?
- How will technology facilitate working with non-company-owned computing devices?
- How will enterprise policy need to change to contain risks?

Mike Silver

Session Descriptions

Track D: Management – Making Key Resource Decisions

D1. Asset Management Serving Two Masters: CIO and CFO

Maturing ITAM programs often are confronted with difficult decisions on what their strategy should be and who the key constituents are. With the continuing cost pressure in IT organizations, you must be proactive in understanding how ITAM information will be consumed in enterprises and who will be the recipient. Learn here how to reconcile the demands of IT organizations with the pressures of the larger enterprise.

- Who are the key constituents of mature ITAM programs?
- What information is important to the success of IT, ITAM and the Enterprise?
- How can ITAM act as a bridge between the CIO and the CFO?

Bill Snyder

D2. IT Spending Update: How Do You Stack Up?

Each year Gartner collects detailed IT spending data from more than 1,000 companies across the globe. This presentation will include an overview of that data, sliced by industry and geography. It also will reveal how IT investments are shifting among hardware, software, services and IT staff.

- Which forces are having the greatest impact on how organizations invest in IT?
- What are the most significant IT investment trends by industry and geography?
- How can organizations ensure that they are investing appropriately in IT?

Barbara Gomolski

D3. Developing Effective Sourcing Management

Effective sourcing management must be considered during the planning and implementation of the Sourcing and Vendor Relationship Activity Cycle and supported by a robust governance structure. This session identifies activities you must consider in all phases of the Activity Cycle to facilitate successful sourcing management.

- How do you plan ongoing vendor management?
- What is needed to implement successful vendor management once the transition is completed?
- What processes are critical to ensuring dynamic, agile management allowing for cost and service transparency?

Rich Matlus

D4. ITAM Implementation: How to Use System Integrators

Using integrators to successfully implement ITAM programs can accelerate deployment schedules and improve the likelihood of success. But even the best integration efforts can fall short if customers and integrators are not on the same plane. Join us as we get tips and advice on how to best work with integrators in starting an ITAM program.

Panel Discussion

D5. Advanced ITAM Programs: Moving Beyond Inventory and Into Analysis

Mature ITAM programs seem to plateau in value after establishing a reliable inventory, struggling to put the data gathered into a form that is valuable to IT leadership. This presentation will focus on how mature ITAM programs can evolve to address the information needs of IT organizations while continuing to deliver on initial program goals.

- How can IT programs assess the readiness for the next level of maturity?
- What additional information is critical to the long-term success of IT organizations?
- What is the long-term role of ITAM in the IT decision process?

Bill Snyder

D6. Windows Vista and Office 2007: If, When and How Fast?

Windows Vista and Office 2007 have shipped. Now organizations need to understand the migration costs and benefits so they can decide how fast (or even if) they need to migrate to the new technologies and then plan their projects. We'll also discuss how long current technology can be maintained and other possible alternatives.

- What are the key features of Windows Vista and Office 2007?
- How long can you run current versions and what alternatives are there to upgrading?
- How can ROI be attained and what best practices should you follow during migration?

Mike Silver

D7. IT Project Portfolio Management: Balancing Standardization, Innovation and Cost Management

IT organizations are constantly challenged to improve costs and still deliver on diverse project demands. In many cases, projects and core operations demands compete for the same limited resources creating issues for one or both constituents. Proactive IT organizations and ITAM programs are adopting the discipline of balancing budgets, staff and priorities across both projects and core operations demands.

- What does a comprehensive Portfolio Management Program look like?
- What role can ITAM programs play in forwarding the Portfolio Management Program?
- How can you start building toward delivering holistic Portfolio Management Programs?

Robert Handler

D8. Chargeback: Making it Work in Your Organization

It is becoming more important to track and allocate IT costs to the organizational units that consume IT. This presentation will highlight best practices in implementing IT chargeback – one of the most politically charged issues for IT leaders.

- How should IT manage the politics of chargeback?
- Which cost recovery models are most appropriate for IT services?
- How can IT organizations utilize software tools to streamline chargeback?

Barbara Gomolski

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