

The Greatest Minds of Today in the City of Scholars



Gartner Symposium/ITxpo 2003 - Florence

The Technology Event of the Year



Florence, Italy 10-12 March 2003



Short term, long term or *real-time*?

Visionary companies are delivering enterprise success by being faster than the competition. What can you do to gain a competitive advantage *now*?

Structure

The Event

For nearly two decades, Gartner Symposium/ITxpo has been a focus for the world's best IT and business brains. This is the 4th year in Florence, the city where some of the greatest minds in history shaped ideas and technologies that changed the world forever.

Gartner Symposium/ITxpo 2003 will be your opportunity to gather important information and make vital connections.

you'll be offered guidance that can increase the value of IT in your enterprise and transform your business with the agility you need in today's economic climate. New features this year will include:

- Tailored sessions for C-Level executives
- Improved Best Practice and Interactive Sessions
- Open sessions with audience participation
- Private Consultancy Workshops

The Opportunities

The emphasis in Florence will be on practical implementation, along with more interactive facilities for networking and team building. You'll be able to meet IT and business leaders, network with over 1500 of your peers and have one-to-one interviews with Gartner analysts on issues that specifically concern you.

Symposium/ITxpo 2003 will also offer intensive learning on cutting-edge topics and interaction with over 40 solution providers. Over three days

With 1200 research analysts and consultants in 90 locations worldwide, Gartner is the leading independent authority in the technology industry. Our research helps 11000 clients across the globe make business-critical decisions on issues and technology that will affect their performance tomorrow.

Be part of the new Renaissance in IT strategy and business performance: join us at Symposium/ITxpo 2003 in Florence, 10-12 March. Register now at gartner.com/eu/symposiumsp

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Themes

When is Now?

When will you be able to evaluate infrastructure demands, balance the business value of IT strategy, formulate new enterprise architecture? When is now? *When is too late?*

Gartner Symposium/ITxpo 2003 will offer you the facts, insight and strategies you need to answer these crucial questions now. The priorities of business and IT have merged. The key issues in IT are agility and ability. Now they're the key issues in business performance, too. Short-termism is never the answer, but swift and effective solutions always are – hence the themes of Symposium/ITxpo in Florence:

- Essential Strategies for the Real-Time Enterprise
- The Business Value of IT
- Enterprise Architecture

Essential Strategies for the Real-Time Enterprise:

They say times are tough. They say cost control is still issue number one. But some visionary enterprises are demonstrating how being *faster* is the key. Being faster and more effective than the competition recaptures the customer.

Up-to-date information, minimised delays, speed for competitive advantage are what the real-time enterprise is about. By the end of 2003, over 20% of G2000 enterprise CIOs will cite real-time enterprise as one of their top five investment areas. Gartner can show you how to accelerate into the real-time future.

The Business Value of IT:

CIOs need to show how IT makes businesses more agile, less expensive and more responsive to the customer. Often, the problem is the lack of a methodology to identify the objectives and benefits of IT investments. Management need to be able to assess risk and gain. Users need to understand how components of an IT infrastructure can work together for business benefit. But if you can't tell what it's all worth, what can you tell? Gartner tells it all at Symposium/ITxpo.

Enterprise Architecture:

Systems that don't enable key new business opportunities are redundant and expensive. Worse still, they may actually be putting you at a competitive disadvantage. Understand, develop and maintain your architecture with expert advice from Gartner. Build successful systems based on the real-time operations that are changing business faster than many of us can comprehend.



A first-class ticket to the future.
Who's got it? If anyone has, they'll be with Gartner in Florence. Maybe it's you. Maybe it's someone you might never have met anywhere else.

The Symposium/ITxpo Experience

Why You Should Attend

At Symposium/ITxpo 2003, you'll have exclusive access to senior industry leaders and Gartner analysts – their views on new technologies, real-time enterprise, hot IT issues and many more topics of critical importance.

Over 70% of companies send more than one delegate and this year we have made it even easier to bring the whole team. You start saving as soon as you bring 3 or more people; for example, send 6 people and save over 30% on registration, equivalent to 2 free places! To ensure you gain maximum benefit, visit our website to look at our new group discount scheme.

Team 10+: There's privilege in numbers

Send a team of 10 or more and you can benefit from a private hour-long session with a Gartner analyst, free meeting room and a personalised introduction to ITxpo.

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The Experience

Conference Sessions Targeting Your Issues

Based on Gartner's wealth of independent research and covering issues such as cost control, security, web services, wireless infrastructure, CRM, strategic sourcing and more.

Gartner Mastermind Keynotes: Hear first hand from senior industry leaders and our analysts; their views on the future of new technologies; discuss how they have built a better business; the challenges they faced; the pitfalls; the shortcuts they could have practically taken and the impact on their users.

Interactive Sessions: Pre-presentation material will be sent to you prior to the event, to enable you to take part in a live research meeting or presentation. Put the experts on the spot with live debate and discussion.

Complimentary Tutorials: Fast-track your conference experience with overviews of the main topics featured in Symposium/ITxpo 2003.

Peer Exchange Workshops: Meet with like-minded professionals to discuss practical solutions to common challenges.

Custom Diagnostic Workshops with Gartner Consulting: Exclusive and highly interactive two-hour workshop sessions with leaders in five different practice areas, including Strategic Sourcing, CRM, IT Optimisation, Enterprise Architecture and Sales Transformation.

One-on-One with Gartner: Symposium/ITxpo 2003 offers more one-on-one time with Gartner analysts than ever before. Grill them! Prepare your own agenda. Make the most of a private consultation.

Marketplace Theatre Presentations: Get the latest on application development, integration and web services, security and sourcing.

Face to Face Exhibitor Meetings: Inspired by our popular one-to-one meetings with Gartner analysts - an opportunity to confer in private with exhibitors.

A range of tracks are available to tailor the learning experience to your own requirements.

- **Hardware infrastructure:** data centres, mainframe/Linux, vendors.
- **Software infrastructure:** ERP, enterprise management, open source software, applications development and integration, portals, RTE, mySAP.
- **CRM:** architecture, deployment, vendors.
- **Sourcing:** SCM, services marketplace, sourcing in government, contract lifecycle management.
- **Information:** business intelligence, data warehousing, BAM, e-workplace, corporate performance management.
- **Communication:** infrastructure, vendors, operators trends, networking.
- **Strategy/EXP:** CIO agenda, enterprise risk management, RTE, government, emerging technologies etc.

Join Us

Reserve your place at
Symposium/ITxpo 2003.
10-12 March.

New group and client discounts available

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main picture: Michael Fleisher
Chairman and CEO, Gartner

below : Mark Raskino
Research Director, Gartner

bottom : Andy Kyte
Vice President, Gartner



The Agenda

Symposium/ITxpo 2003 offers over 80 individual sessions led by more than 55 world-renowned Gartner analysts. Our extensive agenda provides a wealth of practical advice, knowledge and information.

The Symposium/ITxpo programme is designed to help you understand the challenges that lie ahead. Use the structure to navigate and criss-cross the tracks, tailoring the event to your needs.

Keynotes

Opening Address	Michael Fleisher
Gartner Keynote	Steve Prentice, Andy Kyte, Nick Jones, Mark Raskino
External Keynote	Robert Lloyd, President of EMEA Operations, Cisco Systems, Inc
External Keynote	Sergio Giacometti Executive Vice President, Oracle EMEA
External Keynote	Elie Simon, Vice President, Sun Microsystems EMEA

Workshops

Critical Infrastructure Planning	French Caldwell
Network Sourcing Strategies	Jean Claude Delcroix, Claudio Da Rold
Metadata Management: Crucial for the Real-Time Enterprise	Charles Abrams
Introduction to Web Services	Alan MacNeela
Introducing Gartner Membership Programmes - Architects and Planners	Regina Casonato
Gartner Membership Programmes - Telecom Managers	John Lilley

Interactive Sessions

IT Markets: Opportunities and Risks	Betsy Burton, Anne-Marie Roussel
The Real Time Enterprise	Mark Raskino, David Flint
Customers	Jennifer Kirkby
Business Intelligence and Data Warehousing	Frank Buytendijk, Ted Freidman, Fabrizio Biscotti
Application Integration & Web Services: Past Present and Future	Massimo Pezzini, Yefim Natis, Brian Wood, Charles Abrams, Milind Govekar
Hot IT Issues in Government	Andrea Di'Maio, Claudio Da Rold, Jennifer Kirkby, Nikos Drakos, John Mahoney
Wireless LANS: Essential for the Real Time Enterprise	Andy Rolfe
Emerging Technologies	Nick Jones, Alex Linden
Business Value of IT - Shaping the CIO's Agenda	Simon Mingay, John Mahoney, Lars Mieritz, Tony Murph

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Track

1.

Strategy/EXP

Achieving Business Value From Technology
Tony Murphy

2003 CIO Agenda - Leading For Productivity and Growth
Marianne Broadbent

Designing Effective IT Governance
M Broadbent

Setting Priorities for IT Investment
Charles Chang

Becoming a High-Performance IS Team
Marcus Bloesch

Building and Sustaining IT Credibility
John Mahoney

Business 2007 : Drivers for Change
Andy Kyte

Communicating the Business Value of IT - Challenge Whose Time Has Come
Lars Mieritz

Enterprise Risk Management - Why and What
Simon Mingay

Best Practices and Trends in Business Continuity Planning
Simon Mingay

Emerging Technology Scenario - With Best Out of Peripheral Vision.
Alexander Linden

Government Scenario: Joining Up Services and Forces
Andrea Di Maio

Vertical Focus: Travel
Mark Riseley

Vertical Focus: Retail
John Davison

Vertical Focus: Financial Services
Graham Taylor

Multichannel Strategy Issues
Adam Daum

Track

2.

Hardware Infrastructure

Monolithic and Modular Storage Scenario
Bob Passmore, Josh Krischer

Data Center Scenario
Josh Krischer

Client PC and Vendor Selection
Brian Gammage

Hardware Vendor Ratings and MQs
Andy Butler, Josh Krischer, Ian Brown

Enterprise Server Selection
Andy Butler

Windows in the Data Center
Ian Brown

Storage Networking: Present and Future
Andy Butler

Linux in the Enterprise
George Weiss

Future of the Server
George Weiss

Track

3.

Software Infrastructure

ERP Scenario
Tony Humphries

Portal Scenario: Portalising Your Enterprise
Nikos Drakos

Managing Application Servers and Web Services
Milind Govekar

The Enterprise Management Scenario
Milind Govekar

Leveraging Legacy Assets: Web Services Through Integration
Massimo Pezzini

Implementing Architecture for the Real-Time Enterprise
Yefim Natis

Application Server Scenario: .NET, J2EE and Application Platform Suites
Yefim Natis

Application Integration Scenario: Making it all Work Together
Massimo Pezzini

SAP: Transformation or Adaptation?
Derek Prior, Yvonne Genovese

Open Source Software: How to Extract Value and Minimize Risk
Nikos Drakos

User Provisioning: Identity and Access Management in the Real-Time Enterprise
Ant Allan

The IS Security Scenario
Alain Dang Van Mien

Web Services Scenario - Resetting Expectations
Charles Abrams

Planning a mySAP Enterprise Architecture
Derek Prior

Track

4.

Customers

CRM Architecture and Integration Challenges in the Real Time Enterprise
John Radcliffe, Brian Wood

Creating and Deploying Customer Information and Insight in the Real-Time Enterprise
John Radcliffe

CRM Vendors
Laurent Lachal

Track

5.

Sourcing

Contract Life Cycle Management in the Real-Time Enterprise
Andy Kyte

SCM Scenario: How to Meet Customer Demands Without Breaking the Bank
Maria Jimenez

Trends in Supply Chain Execution
Maria Jimenez

BPO in Europe - Best Practices in an Immature But Growing Market
Cathy Tombohm

Sourcing Strategies and Relationship Models
Claudio DaRold

European IT Services and Sourcing Scenario
Roger Cox

From Chaos to Harmony: Managing the Multi-Sourced Environment
Jonathan Cliff

Track

6.

Information

E-Workplace Scenario: Managing Diversity
Regina Casonato

A New Suite: What Every Smart Enterprise Wants
Debra Logan

Data Warehousing and Business Intelligence: Manage Costs and Enhance Value
Ted Friedman

Business Intelligence Scenario: Insight for All
Frank Buytendijk

From Enterprise Content Management to SES and Beyond
French Caldwell

Track

7.

Communication

Mobilising the Real Time Enterprise
Nick Jones

Should Microsoft be Allowed to Own Your Pocket?
Nick Jones, Nigel Deighton

Networking Scenario
Neil Rickard

Infrastructure: Vendor and Operator Trends
Frank Fabricius



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Our Promise. This Symposium/ITxpo will leave you with a renewed assurance that your future IT decisions will be based on the most rigorous information and planning assumptions, built on the integrity of Gartner's very latest research and analysis. If we do not meet this commitment at Symposium/ITxpo 2003, simply tell us and we will refund your registration fee.

NB: While every effort has been made to keep to the published programme, Gartner maintains the right to change the programme due to circumstances beyond its control.