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Gartner Midsize Enterprise Summit 2008

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May 4-7, 2008
Buena Vista Palace
Orlando, FL
www.midsizeenterprise.com



Midsize Enterprise Summit 2008

an invitation only event

May 4-7
Buena Vista Palace
Orlando, FL
www.midsizeenterprise.com

MIDSIZE ENTERPRISE SUMMIT EAST

May 4-7, 2008
Buena Vista Palace
Orlando, FL

MIDSIZE ENTERPRISE SUMMIT EUROPE

June 17-19, 2008
Palau de Congressos de Catalunya
Barcelona, Spain
midsizeenterprise.com

MIDSIZE ENTERPRISE SUMMIT WEST

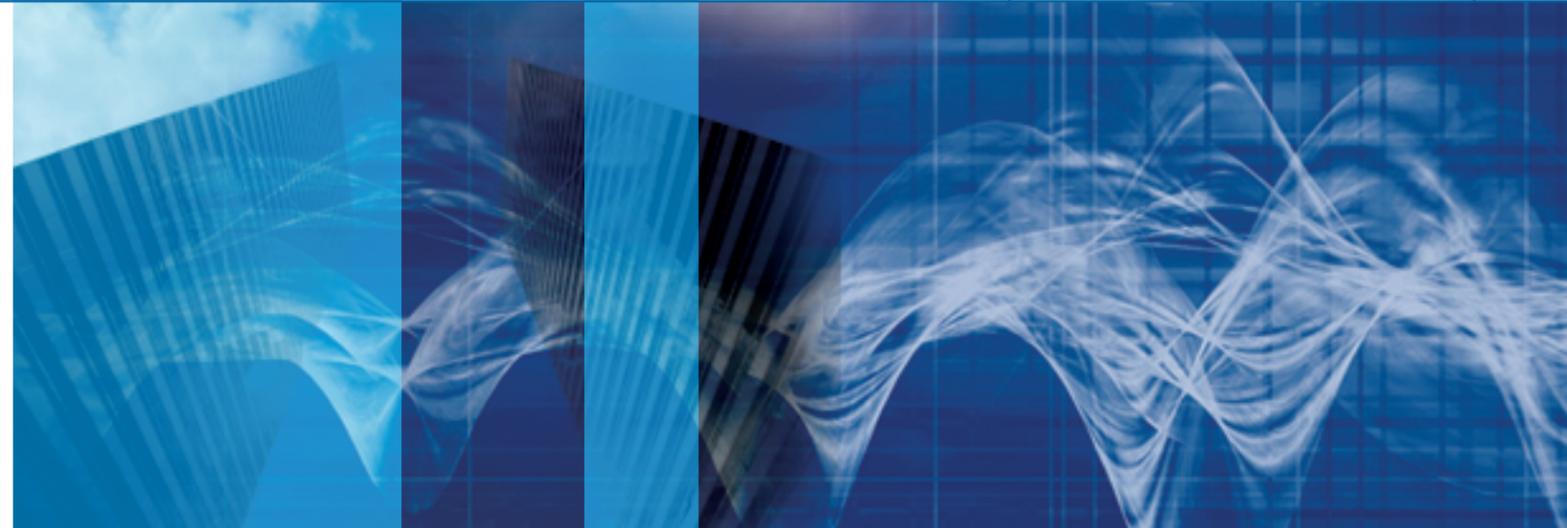
September 14-17, 2008
Gaylord Texan Resort and Conference Center
Dallas, TX

HEALTHCARE SUMMIT

November 16-19, 2008
San Diego Sheraton Hotel and Marina
San Diego, CA
healthcareitsummit.com

PROJECT & PORTFOLIO MANAGEMENT SUMMIT

June 16-18, 2008
Gaylord Palms
Kissimmee, FL



How To Register

Closing the Gap Between Yesterday's IT Implementations & Tomorrow's IT Demands

Complimentary Summit Package

Attendance at Midsize Enterprise Summit is by invitation only for senior IT executives of medium-sized organizations including:

- Chief Information Officers
- Chief Technology Officers
- Vice Presidents, Directors, and Managers of IT
- Enterprise Architects If you qualify, you will receive:
 - Roundtrip airfare
 - Deluxe hotel accommodations and meals
 - Full Summit Registration, which includes:
 - Case Study Presentations
 - One-on-One Meetings with Gartner Analysts and top midmarket technology providers
 - Access to Industry Insight Sessions and Keynote
 - Admission to the Solution Showcase and networking functions

For Technology Providers

Purchase a Boardroom or World Premiere Sponsorship Package and, in addition to your opportunity to present to IT Executives, you will receive:

- One-on-One Gartner Analyst Meetings
- Attendance at Gartner Insight Sessions and Keynote
- Exhibit at Solution Showcase
- Access to Networking Functions

Contact:

John Speaker (Companies A-L)
603-471-4264 or john.speaker@gartner.com

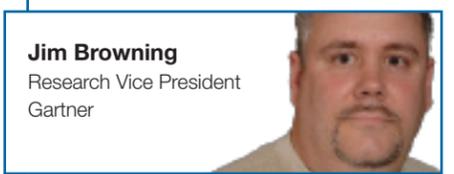
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To apply for your invitation or to learn more about the Summit, contact:

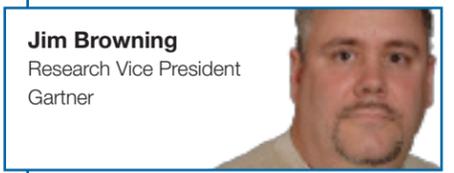
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Hotel Information

Buena Vista Palace
www.buenavistapalace.com
Orlando, Florida



Jim Browning
Research Vice President
Gartner



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Gartner

Welcome to the only global event that addresses IT issues unique to midsize organizations.

Midmarket CIOs have come to realize that they deal with the same general IT issues as their Fortune 500 counterparts: security, disaster recovery, Web development, mobility and business intelligence, among others.

But that doesn't mean the midmarkets can use the same solutions. They need to take a different approach, thanks to limited staffing and limited budgets.

As a result, those CIOs are looking for technology providers with affordable solutions for their market. And they are likely to find those solutions at the Midsize Enterprise Summit 2008.

At the Summit, Gartner analysts will match CIOs with:

- the most promising midmarket solutions and technologies;
- the technology providers who have proven success in addressing the needs of midsize companies;
- best practices for adopting these solutions in a cost-effective manner.

Our analysts will also provide top-level advice for product selections - and manage constructive, positive, ongoing relationships with IT providers.

In addition, there are opportunities to meet with the world's leading technology providers firsthand in Private Boardroom Appointments. CIOs tell us that these boardroom sessions "cut to the chase" and streamline their technology research. Senior IT executives especially appreciate the invaluable information they receive in the boardrooms from colleagues who have field tested technology solutions.

The Midsize Enterprise Summit is the only IT event many midmarket CIOs attend—they say they can't afford to miss something that so thoroughly addresses their unique IT needs and priorities.

So please accept our invitation to receive free guidance from the Gartner analysts and meet the top technology providers who can support those initiatives unique to midsize organizations. Accept a Complimentary Summit Package to Midsize Enterprise Summit 2008 and let Gartner prove why we are the world's most trusted independent authority where business meets technology.

Sincerely,

Jim Browning

Your Priorities + Our Research = Three Indispensable Tracks

Our three summit tracks cover midsize companies' top priorities. These tracks employ the latest Gartner research and recommendations, as well as case studies.

1 Business Application

Business Intelligence has more potential to improve business performance than any other area of technology investment. So it's not surprising that CIOs have told us BI is their top priority. This track will discuss how organizations can successfully align BI deployments with overall corporate strategy and individual business processes, as well as explore the future of the BI vendor landscape and the implications for the IT leaders who make the investment decisions. We'll also look into the ERP lifecycle and identify areas you can focus on to improve performance and ROI.

2 Security

IT leaders at midsize enterprises are under a great deal of pressure to keep their information secure, but how much security is enough? This track helps IT leaders assess their own security readiness and identifies steps they can take to get to the right level, all while keeping security spending within reason.

3 Infrastructure

Even if a company is midsized, it still needs the same sophisticated IT infrastructure as large enterprises. This track delves into infrastructure issues, such as the current and future trends for server virtualization, as well as the drivers and barriers for both server virtualization and blade deployments. When is it best to deploy server virtualization without blades, or blades without virtualization?

Why Should I Attend?

- Get your top 2008 issues addressed - at the only global event focused on your unique midmarket challenges.
- Meet your senior-level peers dealing with similar IT budgets, staffing resources and business needs.
- Evaluate the leading technology providers with midmarket offerings - and return to the office with a shortlist of potential partners.
- Hear case studies of medium-size companies doing big things.
- Bring back a CD of Gartner presentations to share with your staff & your CEO - great for making a business case for new technologies.

Who Should Attend?

Senior IT Executives of Medium-Sized

Organizations including:

- Chief Information Officers
- Chief Technology Officers
- Vice Presidents, Directors, and Managers of IT
- Enterprise Architects

Gartner Recognizes The Unique Challenges & Opportunities of Midmarket CIOs

Attendance at Midsize Enterprise Summit is by invitation only and only one executive from an organization can be hosted with a Complimentary Summit Package. Those CIOs and senior executives who qualify receive:

- Roundtrip airfare
- Deluxe hotel accommodations
- All meals and social functions - including our popular Summit Shotgun Golf Tournament
- Full Summit participation at Gartner Insight Sessions
- Gartner Analyst One-on-One Sessions

Agenda at a Glance

Sunday, May 4			
11:30am	Summit Shotgun Golf Tournament		
2:00pm	Registration	Solution Showcase Setup	
3:00pm	Peer Exchange Workshops		
5:00pm	Canadian CIO Reception (Invitation Only)		
6:30pm	IT Executive Orientation	Technology Provider Orientation	Spouse Reception
7:00pm	Opening Session: IT Modernization - Closing The Gap Between Yesterday's IT Implementations and Tomorrow's IT Demands--Dale Vecchio		
8:00pm	Welcome Reception		
Monday, May 5			
7:00am	Solution Showcase Set-up		
7:15am	Breakfast		
8:55am	World Premiere (****HP Invent logo)		
9:35am	Business Application Track	Security Track	Infrastructure Track
	Business Intelligence Trends and Best Practices Kurt Schlegel	How Much Security Do You Need: Good, Better, and Best, Adam Hils	Blades and Virtualization: Choose One, Both, or Neither, John Enck
10:35am	Boardroom Sessions		
12:00pm	Lunch		
1:00pm	ChannelLine Advisory Council		
1:10pm	Breakout Sessions	Managing Messaging: Staying Sane in an Insane World, Eric Thoo	Key Issues in Data Protection, Dave Russell
2:20pm	Boardroom Sessions		
3:30pm	One-on-One with Gartner Analysts (Prescheduled Technology Providers Only)		
5:30pm	Break		
6:00pm	Solution Showcase		
6:30pm	One-on-One with Gartner Analysts (Prescheduled IT Executives Only)		
8:30pm	Free Night		
Tuesday, May 6			
8:00am	Continental Breakfast		
8:45am	General Session: Maximizing the Value of Microsoft Licensing--Frances O'Brien		
9:45am	World Premiere		
10:30am	Business Application Track	Security Track	Infrastructure Track
	BI Marketplace Dynamics Kurt Schlegel	15 Ways to Spend Less and Get More Secure, Neil MacDonald	Server Virtualization: Trends, Best Practices and the Future, John Enck
11:30am	Boardroom Sessions		
1:15pm	Solution Showcase (Lunch Served)		
1:30pm	One-on-One with Gartner Analysts (Prescheduled IT Executives Only)		
3:15pm	Boardroom Sessions		
3:30pm	One-on-One with Gartner Analysts (Prescheduled Technology Providers Only)		
5:15pm	Breakout Sessions		
	The High Availability/Disaster Proof Network. Is it possible? Ted Chamberlin	New Technologies in Backup/Recovery That You Cannot Ignore, Dave Russell	E-Mail and Content Retention Strategies: Managing the Growth of Your Content, Matt Cain
6:15pm	Solution Showcase and Cocktail Reception with Passport Prize Drawing		
7:30pm	Exhibit Breakdown		
8:00pm	Midsized Enterprise Innovation Awards and Entertainment		
Wednesday, May 7			
7:00am	Exhibit Breakdown		
7:15am	Breakfast		
8:00am	General Session: Software as a Service: No Longer If or When ... Now, Ben Pring		
9:00am	Breakout Sessions		
	Business Application Track	Security Track	Infrastructure Track
	ERP on a Budget, Bob Anderson	Protecting Mobile Users On a Budget, John Girard	
10:00am	Peer Exchange Workshops (IT Executives Only)		

Session Descriptions

General Sessions

Building a Business-Savvy IT Organization

Barbara Gomolski, Research Vice President, Gartner

Increasingly, the most successful IT organizations will be those that have infused their teams with key business skills, such as financial analysis and relationship management. This presentation identifies the business skills that will matter most for IT, and offers insight on how best to build this business acumen. Maximizing the Value of

Microsoft Licensing

Frances O'Brien, Research Vice President, Gartner

Microsoft continues to make changes to its software licensing agreements and licensing practices. Understanding the context of these continual changes is vital for determining license entitlements and negotiating good deals.

- 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 issues will you face when negotiating with Microsoft?

Breakout Sessions

Managing Messaging: Staying Sane in an Insane World

Matt Cain, Research Vice President, Gartner

Everyone hates it but we can't live without it. This presentation looks at strategies for coping with the increasing onslaught of email, including designing an email retention strategy that users and lawyers can live with, helping users cope with overflowing mailboxes, and delivering on user demands for mobile access to email.

- What are the options for creating an email retention policy?
- Are there ways to cut email volume without impacting business cycles?
- What email trends should organizations be preparing for?

Best-in-class Approaches To Improving Data Quality

Eric Thoo, Principal Research Analyst, Gartner

Poor data quality is an often-overlooked business issue but it can have a large negative impact. This session will describe how data quality issues hurt the business, and explore strategies for how to best align resources for achieving lasting improvements in data quality.

Key Issues:

What is data quality, how does it impact your business, and how can you justify taking action?

- Why does data quality improvement require a focus on people and process issues?
- What is the role of technology in data quality improvement, and how will data quality technology evolve?

Key Issues in Data Protection

Dave Russell, Research Vice President, Gartner

Organizations struggle with determining and then implementing the best practices for effectively managing data protection to meet the demanding data availability requirements of users, applications and regulations. The top key issues in data protection are addressed with insight and advice provided to enable you to make the best decisions for your business.

Software as a Service: No Longer If or When ... Now

Ben Pring, Research Vice President, Gartner

SAAS is an alternative to the dysfunctional aspects of traditional client/server. A broad industry consensus holds that SaaS is valuable and no longer the "lunatic fringe." This presentation examines the SaaS wave, where it will go during the next five years, how users can derive maximum value, and how providers can leverage this moment of market discontinuity and opportunity.

Key Issues:

How significant will SAAS be over the course of the next five years and in what areas will SAAS make the most impact?

- What steps should users take to successfully utilize SAAS?
- How can software and service suppliers maximize the potential of SaaS and minimize its associated risks?

The High Availability/Disaster Proof Network. Is it possible?

Ted Chamberlin, Research Vice President, Gartner

9/11 and Hurricane Katrina proved how vulnerable networks are to disasters. Now, the scare of pandemics could send everyone out of their offices for weeks or months. Most companies have a backup solution for their data, but not backup communications plans for more distributed processing than ever. The carriers cannot solve the entire problem. This tutorial discusses how to develop a network recovery plan that meets current and future business needs.

New Technologies in Backup/Recovery That You Cannot Ignore

Dave Russell, Research Vice President, Gartner

Every organization struggles with its backup/recovery practice. The server farm, number of applications and the network infrastructure have grown tremendously in recent years, but often the backup approach has not kept pace. Now IT organizations are being asked to protect remote office and mobile employees as well. Learn what new technologies are available to help you better address your current and the upcoming recovery challenges

E-Mail and Content Retention Strategies: Managing the Growth of Your Content

Matt Cain, Research Vice President, Gartner

Many organizations are facing an exponential growth in email, instant messaging, and other content. The challenge is assessing what to keep and what to delete in order to meet operational and compliance requirements. This presentation will help you develop the email and content retention strategies and deploy the right technologies to address this growing challenge.

- What are the trends influencing email and content retention policies?
- What technologies can be deployed to support email and content retention?
- What are the best practices for email retention and content archiving?

Session Descriptions

Track Sessions

Business Intelligence Trends and Best Practices

Kurt Schlegel, Research Director, Gartner

CIOs indicate Business Intelligence is their top priority. No other area of technology investment has as much potential to improve business performance. However, most BI deployments are overly focused on grass roots reporting. BI deployments must also provide analysis capabilities to discover new insights and integration capabilities to weave those insights into the business. This presentation will discuss how organizations are leveraging their investment in Business Intelligence by aligning BI deployments with the overall corporate strategy and individual business processes.

BI Marketplace Dynamics

Kurt Schlegel, Research Director, Gartner

The Business Intelligence marketplace is facing radical change. With the traditional vendors that pioneered the BI space being acquired by the mega vendors, many are questioning if this is the end game for BI. Can we expect any new innovations from business intelligence? The answer is a resounding yes. There is an enormous amount of innovation yet to be gained from Business Intelligence. This presentation will explore the anticipated evolution of the BI Vendor landscape and the implications for those IT leaders that must make investment decisions.

ERP on a Budget

Bob Anderson, Research Vice President, Gartner

Midsize businesses now have many more options and best practices at their disposal to achieve high performance and ROI from their ERP deployments despite their limited resources. This presentation will illuminate the ERP life-cycle and identify areas you can focus on to improve your own performance.

How Much Security Do You Need: Good, Better, and Best

Adam Hils, Principal Research Analyst

Information security is a top priority among midsize enterprises, and IT leaders are under tremendous pressure to commit a significant portion of their strained resources to the security effort. To make intelligent investment decisions intelligently, decision makers must take stock of their current security posture, identify gaps between their current and desired states, and make technology decisions that fill in the gaps without breaking the budget. This presentation provides a framework to show IT leaders where they stand on security readiness, and points toward specific steps they can take (and steps they don't have to take) to bring their security postures to the right level.

15 Ways to Spend Less and Get More Secure

Neil MacDonald, Vice President and Distinguished Analyst, Gartner

Information Security spending increases continue to outpace IT spending increases. Information security, like the rest of IT, needs to provide more functionality each year for the same or less cost. Attend this session and learn 15 ways to reduce security spending and improve your security profile.

Protecting Mobile Users On a Budget

John Girard, Vice President and Distinguished Analyst, Gartner

The security of mobile users is a top priority for IT Executives in all organizations. Mid-sized organizations have less IT staff and no dedicated security staff to secure mobile users. This presentation will provide specific recommendations for mid-sized organizations to securely deploy and support mobile devices and users.

Key Issues:

How can enterprises streamline processes and technology choices to reduce mobile security costs?

- How can the top mobile security threat scenarios be addressed with limited budget?

Blades and Virtualization: Choose One, Both, or Neither

John Enck, Research Vice President, Gartner

Blade-server technology clearly supports virtualization; however, what is less clear is when it is advantageous to deploy server virtualization without blades, or blades without virtualization. This presentation examines the complementary and conflicting strengths and weaknesses of blades and virtualization by examining these Key Issues:

- What are the drivers and barriers for server virtualization deployments?
- What are the drivers and barriers for blade deployments?
- What guidelines should you use for deploying blades with virtualization (and vice versa)?

Server Virtualization: Trends, Best Practices and the Future

John Enck, Research Vice President, Gartner

Server virtualization technology addresses a number of difficult server issues, including optimizing server efficiency, facilitating disaster recovery, and increasing administrative agility. The presentation examines the evolution and deployment of server virtualization technology by looking at these Key Issues:

- What are the current adoption trends for server virtualization?
- What are the current best practices for deploying server virtualization?
- What are the future trends for server virtualization?

Sponsors

It's the best of both worlds at the Gartner Midsize Enterprise Summit: the latest research and the newest technology solutions. The Solution Showcase features breakthrough innovations and relevant solutions. It's a great place to follow-up on the information you received at a technology provider session or Gartner session. See live product demonstrations and discuss your project needs in detail with senior technology providers in a purposely low-hype atmosphere.

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Attention Technology Providers

The Summit's Private Boardroom Appointments and pre-scheduled IT Executive/Technology Provider Meetings put you in direct, personal contact with IT decision-makers who are looking to buy – for the highest ROI of any midmarket IT event.

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John Speaker (Companies A-L)
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Dan Anibal (Companies M-Z)
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