

Outsourcing & IT Services Marketplace



The **Outsourcing & IT Services Marketplace** at ITxpo aggregates solution providers around a central technology focus to make it convenient for attendees to locate innovative products and services based on their needs. This is an ideal setting for sponsors to maximize interaction with CIOs, senior IT and business executives.

Program Overview

Gartner Symposium/ITxpo is the industry's most strategic conference for CIOs and senior IT executives. The comprehensive agenda rolls up into more than three dozen tracks across twelve super tracks that deliver on our audience-defined needs and expectations. The mix of management and technology insight and advice positions our senior-level IT and business audience to make the strategic, organizational and technology investment decisions needed to gain a competitive edge.

2012 Theme: Focus. Connect. Lead.

Disruptive technologies like cloud, social, mobile and information are revolutionizing business. The opportunity to leverage information innovation is right before us. The most successful CIOs and senior IT leaders will embrace the future by turning their attention to growth, cost reduction and competitive differentiation — all while filtering out the unproductive “noise” that can compromise clarity and purpose.

Faced with fundamental changes to the enterprise ecosystem, IT leaders must acquire a new ability to **Focus** on the issues that matter, **Connect** people and ideas, and **Lead** with creativity and confidence.

Super Tracks

Applications	Business Intelligence & Information Management	Business Process Improvement
CIO	Enterprise Architecture	Industries
Infrastructure & Operations	Maverick	Program & Portfolio Management
Security & Risk Management	Sourcing & Vendor Relationships	Strategic Initiatives

Sessions Covering the Outsourcing & IT Services Space:

Executive Briefing: Sourcing & Vendor Relationships

Moving From Outsourcing to the Cloud — Are You Ready?

Magic Quadrant: Data Center & Infrastructure Utility Services Outsourcing, North America

Building Global Sourcing Maturity: Optimize Your Offshore and Onshore Approach

Contract Negotiation Clinic: Infrastructure Outsourcing & Cloud IaaS

Use Disciplined Vendor Management to Derive More Value From Your IT Suppliers

To the Point: Change Vendors or Insource — That Is the Question

Contract Negotiation Clinic: Application Outsourcing

To the Point: Vendor Governance Will Tame the Complexity of Multisourcing

Workshop: The Five-Step Process to Develop Outsourcing Business-Outcome Measures

Contract Negotiation Clinic: Application Outsourcing

Marketplace Analyst



Chris Ambrose
Research VP

Program Features

- 450+ sessions focused on the most critical imperatives for the next 12-18 months
- 170 Gartner analysts provide insight and advice
- 8,500+ senior IT and business executives looking for solutions
- 2,400+ CIOs and their buying teams
- 220+ Gartner breakout sessions
- 220+ Sponsors
- 65+ Solution Provider Sessions
- 15 Hours of ITxpo
- 5 Keynotes

2012 Keynotes

Gartner Analyst Opening Keynote

John T. Chambers
Chairman & CEO, Cisco

General Colin Powell
USA (Ret.)

Meg Whitman
President & CEO, HP

Invest Now!

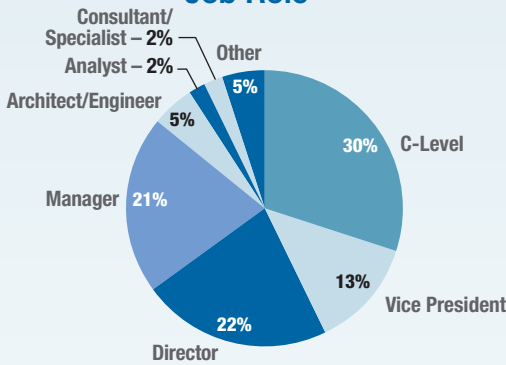
Contact Patrick Polk at
203-316-6819 or
email patrick.polk@gartner.com

21 – 25 October
Orlando, Florida
gartner.com/us/symposium

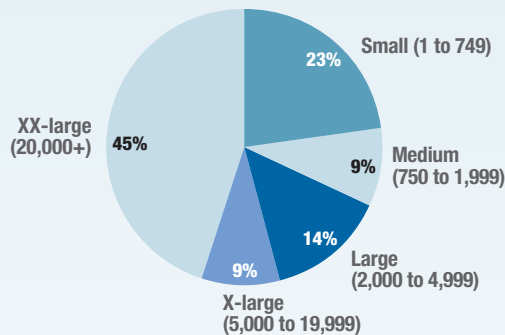
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Outsourcing & IT Services Marketplace

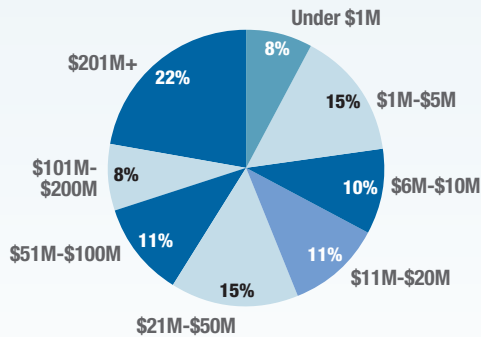
Job Role



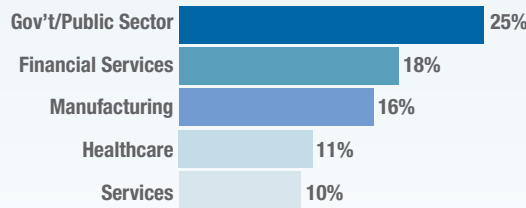
Company Size (by Employees)



IT Budget



Top Industries



77% have budgets of \$6M and higher

* based on 2011 Symposium/ITxpo Orlando attendees

2012 Outsourcing & IT Services Sponsors:

- | | | |
|--|--|-------------------------|
| Appirio | ComSci | Pomeroy |
| Arrow ECS | David-Kenneth Group | Q3 Technologies, Inc. |
| Atos | dbaDIRECT | SHI International Corp. |
| Capgemini | International Institute for Learning, Inc. | Telerik |
| Catalyst IT Services Inc. | Lexmark International Inc. | THE WINDSOR GROUP |
| China Council for International Investment Promotion | LogiGear | Truphone inc. |
| | Nagarro | |

as of 10/02/12

Quality Interaction at Symposium/ITxpo

Take advantage of these opportunities to get in front of your prospects through a combination of one-on-one meetings, interactive theater sessions or intimate boardrooms. Additional investment may be required.

ITxpo Theaters: Immersion Learning

Learning Labs: Hands-On Testing

Face-to-Face Sponsor Meetings

Solution Provider Sessions

Symposium/ITxpo Invitational Program

Portfolio of Outsourcing & IT Services Events

Gartner Outsourcing & Strategic Partnerships Summit

September 10-12, 2012, Orlando, FL

IT Financial, Procurement & Asset Management Summit

September 12-14, 2012, Orlando, FL

Additional Marketplaces

- Applications
- Business Process Management
- Business Intelligence, Data Management & Integration
- Content, Collaboration & Social Software
- Data Center & IT Operations
- Enterprise Architecture
- Enterprise Networking & Communications
- Program & Portfolio Management
- Security & Compliance
- Wireless & Mobile

PREMIER



21 – 25 October
Orlando, Florida
gartner.com/us/symposium

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2012 Recommended Agenda for Outsourcing & IT Services

Monday, October 22, 2012

9:30 a.m. – 9:45 a.m.	Welcome Address	Gene Hall
9:45 a.m. – 10:45 a.m.	Gartner Analyst Opening Keynote	Peter Sondergaard
11:15 a.m. – 12:15 p.m.	Executive Briefing: Sourcing & Vendor Relationships	Linda R. Cohen, Helen Huntley, Frances O'Brien
12:30 p.m. – 1:30 p.m.	Solution Provider Sessions	
2:00 p.m. – 3:00 p.m.	Moving From Outsourcing to the Cloud — Are You Ready?	Linda R. Cohen
3:30 p.m. – 4:30 p.m.	Solution Provider Sessions	
6:00 p.m. – 8:00 p.m.	ITxpo Opening Reception	

Tuesday, October 23, 2012

9:30 a.m. – 10:30 a.m.	Contract Negotiation Clinic: Infrastructure Outsourcing & Cloud IaaS	David Edward Ackerman
11:00 a.m. – 11:45 a.m.	Mastermind Interview Keynote	John T. Chambers, Chairman and CEO, Cisco
12:00 p.m. – 1:00 p.m.	Solution Provider Sessions	
12:00 p.m. – 3:00 p.m.	ITxpo Reception	
12:10 p.m. – 12:30 p.m.	Magic Quadrant: Data Center & Infrastructure Utility Services Outsourcing, North America	William Maurer
3:30 p.m. – 4:30 p.m.	Solution Provider Sessions	
5:00 p.m. – 6:00 p.m.	Keynote Session	
5:45 p.m. – 7:15 p.m.	ITxpo Cocktail Reception	

Outsourcing & IT Services Marketplace

2012 Recommended Agenda for Outsourcing & IT Services

Wednesday, October 24, 2012

9:45 a.m. – 12:00 p.m.	ITxpo Reception	
10:45 a.m. – 11:45 a.m.	Building Global Sourcing Maturity: Optimize Your Offshore and Onshore Approach	Helen Huntley
10:45 a.m. – 11:45 a.m.	Contract Negotiation Clinic: Application Outsourcing	Christopher Ambrose
12:15 p.m. – 1:15 p.m.	Solution Provider Sessions	
1:30 p.m. – 3:00 p.m.	Workshop: Use Dashboards for Successful IT Outsourcing Vendor Management	David Edward Ackerman
3:15 p.m. – 4:15 p.m.	Solution Provider Sessions	
3:30 p.m. – 5:00 p.m.	ITxpo Reception	
4:30 p.m. – 5:30 p.m.	Mastermind Keynote	General Colin Powell USA (Retired)
5:45 p.m. – 7:30 p.m.	ITxpo Cocktail Reception	

Thursday, October 25, 2012

8:00 a.m. – 9:00 a.m.	Use Disciplined Vendor Management to Derive More Value From Your IT Suppliers	Helen Huntley
9:30 a.m. – 10:30 a.m.	Roundtable: Mastering Outsourcing in China	Frances Karamouzis
11:30 a.m. – 11:50 a.m.	To the Point: Change Vendors or Insource — That Is the Question	Helen Huntley
12:00 p.m. – 1:30 p.m.	ITxpo Reception	
12:15 p.m. – 1:15 p.m.	Solution Provider Session	
1:30 p.m. – 1:50 p.m.	To the Point: Vendor Governance Will Tame the Complexity of Multisourcing	Linda R. Cohen
2:45 p.m. – 3:45 p.m.	Contract Negotiation Clinic: Application Outsourcing	Christopher Ambrose
4:00 p.m. – 5:00 p.m.	Contract Negotiation Clinic: Infrastructure Outsourcing & Cloud IaaS	David Edward Ackerman
5:00 p.m.	Conference Adjourns	