



Business Intelligence & Data Warehousing Marketplace

Aligns with Business Intelligence & Information Management Community

The **Business Intelligence & Data Warehousing Marketplace** is designed to aggregate solution providers around a central technology focus to make it convenient for attendees to locate innovative products and services based on their needs. Take advantage of this ideal setting to maximize interaction with senior IT and business executives.

PROGRAM OVERVIEW

Each year, Gartner Symposium/ITxpo 2008 is the industry's most strategic conference for IT and business executives. The agenda for Symposium/ITxpo rolls up into more than three dozen tracks across eight supertracks that deliver on our audience-defined needs and expectations. It is a mix of management and technology insight and advice that positions our senior-level IT and business audience to make the strategic, organizational and technology-investment decisions needed to weather the current economic challenges and emerge with a competitive edge.

EIGHT SUPER TRACKS

IT in the Business	Business and Technology Leadership: Delivering the Difference	Strategic Initiatives: Acting on Disruptions and the Opportunities They Create	Enterprise Architecture and Strategic Planning in a Turbulent World
Process, Applications and Information	Infrastructure Platforms	IT Operations Management and Security	IT Acquisition and Vendor Management Strategies to Maximize Performance

Sessions* that cover the Business Intelligence & Data Warehousing space:

- Maximizing Business Value and Avoiding the Fatal Flaws of Business Intelligence*
- Building the Business Case for Business Intelligence and Performance Management*
- Using Corporate Performance Management to Understand the Drivers of Profitability and Deliver on Strategy*
- Defining a BI Competency Center to Fit Your Organization*
- BI & Information Management Leaders Scenario*
- The Convergence of BI and Applications: Driving Superior Business Performance*
- The Master Data Management Scenario*
- Alternative Delivery Models Will Change The Nature of Data Management*
- Best Practices for Data Quality Improvement: Delivering Data You Can Trust*
- Using Metadata to Tame Information Assets*
- Enterprise Information Management*
- Information Governance Tools and Techniques to Manage Risk*
- Measuring & Managing Corporate Performance: The State of the Art*
- Social Networking and the Future of CRM*
- Benchmarking IT: How Much Should You Spend and Where?*

*As of June 12, 2008; subject to change

MARKETPLACE ANALYST



Bill Hostmann
VP Distinguished Analyst

PROGRAM FEATURES

- 275+ sessions focused on the most critical imperatives for the next 12-18 months
- 140+ Gartner analysts provide insight and advice
- 6,000 + senior IT and business executives looking for solutions
- 220+ Gartner breakout sessions
- 20+ Analyst User Roundtables
- 84 Solution Provider Sessions
- 14 Hours of ITxpo
- 4 Keynotes

KEYNOTES



Steve Ballmer
CEO, Microsoft Corporation



John Chambers
CEO, Cisco Systems

Gartner Analyst Opening Keynote

CIO Mastermind Interview

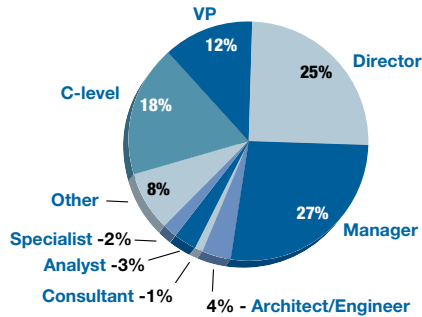
INVEST NOW!

Contact Lue Villa
at 203 316 3865 or email
lue.villa@gartner.com

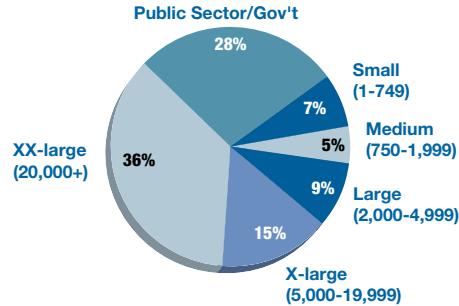


ATTENDEE PROFILE*

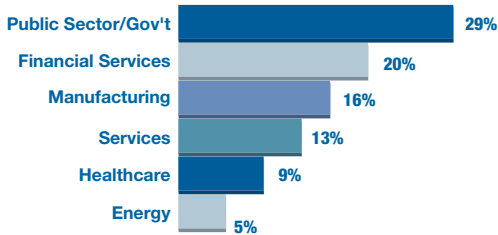
JOB TITLE



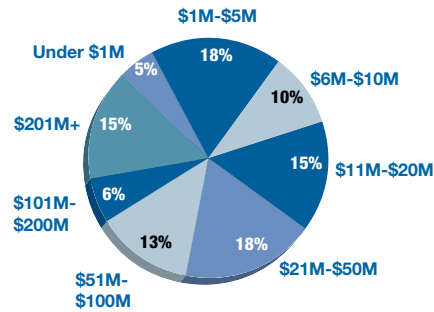
COMPANY SIZE (Number of Employees)



VERTICAL MARKETS REPRESENTED



IT BUDGET



80% have budgets of \$6 million and higher

**profile of 2007 Symposium/ITxpo Orlando Attendees*

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

2008 PORTFOLIO OF BUSINESS INTELLIGENCE & DATA WAREHOUSING EVENTS

Portals, Content & Collaboration Summit

September 17-19, Los Angeles

Master Data Management Summit

November 17-19, Chicago

ADDITIONAL MARKETPLACES

- Application Development & Integration
- Business Applications
- Business Process Management
- Data Center & IT Operations Management
- Enterprise Architecture
- Enterprise Networking
- Outsourcing & IT Services
- Portals, Content & Collaboration
- Program & Portfolio Management
- Security & Compliance
- Wireless & Mobile

BUSINESS INTELLIGENCE & DATA WAREHOUSING SPONSORS*:

Ciber
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**Sponsors as of July 14, 2008*



Business Intelligence & Data Warehousing Marketplace

A Recommended Agenda for Business & Data Warehousing

	Session	Speaker(s)
SUNDAY, October 12, 2008		
1:00 – 2:00 pm	Workshop: Succeeding in Your BI, Information Management and SharePoint Projects	Mark Gilbert, Ted Friedman
2:30 – 3:30 pm	Enough About Google: The Future of Enterprise Search for the Rest of Us	Whit Andrews
4:00 – 5:00 pm	Data Integration Technology and Architecture: Increasing the Value of Your Information Assets	Ted Friedman
5:30 – 6:30 pm	Delivering the Difference: The 2009 CIO Agenda	Mark McDonald
6:30 – 8:30 pm	Symposium Communities Welcome Reception	
MONDAY, October 13, 2008		
8:00 – 8:15 am	Welcome Address	Gene Hall
8:15 – 9:15 am	Gartner Analyst Opening Keynote	
9:45 – 10:45 am	Building the Business Case for Business Intelligence and Performance Management	Mark Beyer
	Enterprise Applications Scenario: How ERP, CRM and SCM Will Evolve to 2012	Jeff Woods
	Delivering the Difference: The 2009 CIO Agenda	Mark McDonald
11:15 – 12:15 pm	Who Is the Consumer and What Do They Want?	David Furlonger
	<i>The 2008 Gartner Scenario: The Current State and Future Direction of the IT Industry</i>	Ken McGee
12:30 – 1:30 pm	Solution Provider Sessions	
2:00 – 3:00 pm	Maximizing Business Value and Avoiding the Fatal Flaws of Business Intelligence	Bill Hostmann
3:30 – 4:30 pm	Information Governance: Stop Managing Technology and Start Managing Information	Debra Logan, Ted Friedman
5:00 – 6:00 pm	Solution Provider Sessions	
6:00 – 8:00 pm	ITxpo Opening Reception	
TUESDAY, October 14, 2008		
8:00 – 9:00 am	A Scenario: The Future of Business Intelligence and Information Management	Bill Hostmann, Whit Andrews
	The Business Case for Business Applications	Tim Payne, Andrew White, Dwight Klappich
9:30 – 10:30 am	Using Corporate Performance Management to Understand the Drivers of Profitability and Deliver on Strategy	Nigel Rayner
11:00 – 11:45 am	A Mastermind Interview With John Chambers, CEO, Cisco Systems, Inc.	
12:30 – 1:30 pm	Solution Provider Sessions	
2:00 – 3:00 pm	The Master Data Management Scenario	Andrew White
3:30 – 4:30 pm	Defining a BI Competency Center to Fit Your Organization	Bill Hostmann
	Do You Know Where Your Data Is? Why You Shouldn't Care	Jeffrey Mann
	How to Align IT With ERP, CRM and SCM Users	Jim Holincheck, Isher Kaila
4:45 – 5:45 pm	Solution Provider Sessions	
5:45 – 7:30 pm	ITxpo Cocktail Reception	
8:00 – 10:30 pm	Special Tuesday Evening Event at Disney's Hollywood Studios	



A Recommended Agenda for Business & Data Warehousing

	Session	Speaker(s)
WEDNESDAY, October 15, 2008		
8:00 – 9:00 am	Maximizing the Value of Information Through EIM	David Newman
9:30 – 10:30 am	Content Management and Vertical Applications: Where's the Value? Analyst/User Roundtable: Master Data Management – Developing Your Strategy <i>(Note: Limited availability peer discussion; end users only; registration required.)</i>	Toby Bell Andrew White
11:00 – 11:45 am	A Mastermind Interview With Joseph Eng, EVP, Systems & Technology, JetBlue	
12:30 – 1:30 pm	Solution Provider Sessions	
2:00 – 3:00 pm	Taming the E-Mail Beast	Matt Cain
3:30 – 4:30 pm	Using Metadata to Tame Information Assets	Mark Beyer
4:45 – 5:45 pm	Solution Provider Sessions	Ted Friedman
6:00 – 6:20 pm	Gartner Magic Quadrant: Data Quality Tools <i>(ITxpo Theater Presentation)</i>	
5:45 – 7:30 pm	ITxpo Cocktail Reception	
THURSDAY, October 16, 2008		
8:00 – 9:00 am	Best Practices for Data Quality Improvement: Delivering Data You Can Trust E-Discovery, Records Management and Information Governance: Can Rationality Prevail?	Ted Friedman Debra Logan
9:30 – 10:30 am	Measuring and Managing Corporate Performance: The State of the Art	Nigel Rayner
11:00 – 11:45 am	A Mastermind Interview With Steve Ballmer, CEO, Microsoft Corp.	
12:30 – 1:30 pm	Solution Provider Sessions	
3:00 – 4:00 pm	The Convergence of BI and Applications: Driving Superior Business Performance	Tim Payne
4:30 – 5:30 pm	DBMS 2010: The Evolution of DBMSs in the World of OLTP and Data Warehousing	Mark Beyer
5:30 pm	<i>Conference Adjourns</i>	