



EXCLUSIVE INVITATION

3RD ANNUAL

CIO SUMMIT

June 4-5, 2008

Westin Waterfront Hotel, Boston, MA

PRESENTED BY IDC IN CONJUNCTION WITH THE IDC IT FORUM & EXPO



*IDC's Chief Research Officer John Gantz
extends an exclusive invitation for you
to join him and your CIO peers on
the cutting-edge of IT
innovation for the 3rd Annual
IDC CIO Summit, held in conjunction
with the IDC IT Forum & Expo.*

RSVP

The IDC CIO Summit is highly selective and attendee credentials are individually reviewed to ensure a true peer experience. See qualifying criteria to see if you qualify for attendance. To reserve one of the remaining slots, please RSVP to Dana Basilone, 508.988.6891 or dbasilone@idc.com by April 15, 2008.

For more information on the IDC IT Forum & Expo and the CIO Summit, visit www.idcITexpo.com or call 800.605.5849.

The IDC CIO Summit is an invitation-only event which provides practical, strategic insight and peer-driven solutions to the challenges you need to overcome to be a successful CIO.

BENEFITS OF ATTENDING:

- ▶ Access to IDC's Chief Research Officer John Gantz's wealth of knowledge and experience resulting in key insights and strategies you can use to be a successful CIO
- ▶ Hear the latest case studies on IT innovation from your peers – the good, the bad and the ugly
- ▶ Share best and worst practices
- ▶ Technology in action in the Exhibit Hall – Learn what tools and technologies you need to drive your business transformation and innovation initiatives forward. Solutions providers will be on hand to help you solve your challenges
- ▶ Go 1:1 with IDC Analysts – IDC analysts will be on hand for private meetings designed to give you direct guidance on your unique issues. Limited time slots are available and are filled on a first-come, first served basis.

WHO SHOULD ATTEND

CIOs, CTOs, CISOs and VP level executives in the technology function.

CONFIRMED KEYNOTES



NEIL ARMSTRONG
Apollo 11 Astronaut



FRANK GENS
Senior VP of Research, IDC

CIO SUMMIT QUALIFYING CRITERIA

*IDC reserves the right to determine the total audience profile and all CIO Summit registrations are subject to approval and a \$50 non-refundable administrative fee. In order to facilitate a true peer experience, participants of the CIO Summit must be a top executive in the IT function (including CIO, CTO, VP, CISO, or equivalent), involved in the purchase of IT products and services, from an organization with \$300 million plus in revenue. For government agencies and non-profits, Summit attendees should be a CIO or equivalent from an organization of 500 or more employees. As such, analysts, venture capitalists, sales, marketing and consultants, or those who do not meet the above criteria cannot attend the Summit.

CIO SUMMIT AGENDA



Wednesday June 4, 2008

8:00 am - 9:00 am

What's On Your Agenda – Interactive Breakfast

LARRY BONFANTE, CIO, United States Tennis Association

9:00 am – 9:15 am

OPENING REMARKS

PATRICK J. McGOVERN, Founder and Chairman, IDC

9:15 am – 10:15 am

KEYNOTE SESSION: The New Leadership Basics in a “2.0” World

FRANK GENS, Senior VP of Research, IDC

The ongoing flood of “Web 2.0” technologies — and the growing exploration of collaborative, “2.0” business models — is providing IT organizations with more value-added potential than ever. But leadership agendas, and organizations, will need to change to turn this potential into reality. In this highly interactive session, IDC’s Frank Gens will lead a discussion about what the new “IT Leadership Basics” look like in this “2.0” world. Through a process of small group discussions and report-outs, the session will draw a picture of the new leadership basics, including:

- CIO Role – Business Strategist and Technologist: what’s the right balance for the future?
 - Rethinking Sourcing: which IT capabilities should be externally sourced, which internally generated? Where do Software-as-a-Service, Cloud Computing, and others fit in?
 - Moving up the “Business Value-Add” Stack: how far should the IT organization go in creating real business services and solutions (vs. just IT services)?
 - Anticipating the Future: how can IT do a better job of keeping ahead of new Internet and Consumer-driven technologies and business models?
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10:20 am – 11:00 am

Pulling Ahead of the Pack: IT Strategies for Continual Enterprise Transformation

JOHN F. GANTZ, Chief Research Officer, IDC

We have seen the IT and communications landscape change before, from the era of mainframe computing to personal computing to the Internet era. But now, awash in endless innovation, the industry and market are in continual transformation. Advances are no longer coming in discrete waves, like software releases of yore (version 1.0, 2.0, 3.0, etc.), but more or less continuously. This opening session will examine how CIOs can take all the ways the world of IT and communications is changing — from globalization to virtualization, from software as a service to services as software, from changing network technology to the technology of social networks — and use them to transform their organizations.



11:00 am – 11:45 am

Opening of the Exhibit Hall, Networking Break & One-to-One Analyst Meetings

11:45 am – 12:25 pm

How to Encourage Innovation in Your IT Organization

NORM FJELDHEIM, Senior VP & CIO, Qualcomm

BRIDGET O'CONNOR, CIO, Lehman Brothers

Hear from two IT leaders about their stance on keeping innovation alive in this time of budget cuts and “do more with less” thinking. Mr. Fjeldheim talks about his “do or die” approach to supporting new technologies within his organization and funding new ideas by rolling back cost savings into IT. Ms. O'Connor brings her perspective of bringing the possibilities of technology to the table and about engineering a relationship between the “business guy” and the “technology guy” to achieve a competitive advantage.

12:30 pm – 1:45 pm

EXCLUSIVE CIO SUMMIT LUNCH

with Roundtable Discussions & One-to-One Analyst Meetings



1:45 pm – 2:15 pm

Dessert in the Exhibit Hall

2:15 pm – 2:55 pm

Putting Enterprise 2.0 to Work

The question is no longer why to incorporate Web 2.0 technologies into your enterprise, but how do you move Web 2.0 tools and technologies into the enterprise to help your employees, partners, suppliers and customers work together, share information, and collaborate? How do you manage the marketing and communication benefits of Enterprise 2.0 with the risk of exposing your network to malicious files and losing control of the content that is entered into your website? Learn from CIOs who have forged the way in the process — what has worked, what would they do differently, and how has Enterprise 2.0 changed their organizations?

3:00 pm – 3:30 pm

Refreshments in the Exhibit Hall & One-to-One Analyst Meetings



3:30 pm – 4:10 pm

IT Governance Strategies

Structuring how you align IT strategy with business strategy, how you ensure that your organization stays on track to achieve its goals, and how you measure IT's performance is a huge part of your job as CIO. An IT governance framework should answer some key questions, such as how the IT department is functioning overall, what key metrics management needs and what return IT is giving back to the business from the investment it's making. In this session, hear a CIO tell his story about the IT governance journey and why, if you haven't already, you should embark on a journey of your own.

4:15 pm – 5:00 pm

KEYNOTE SESSION

Visit www.idclTexpo.com for session description and updates.

5:00 pm – 6:15 pm

Casino Night Cocktail Reception in the Exhibit Hall

Thursday June 5, 2008

8:00 am – 8:30 am

What's On Your Agenda – Interactive Session

LARRY BONFANTE, CIO, United States Tennis Association

8:30 am – 9:00 am

Continental Breakfast in the Exhibit Hall & One-to-One Analyst Meetings

9:00 am – 10:00 am

KEYNOTE SESSION

Visit www.idclTexpo.com for session description and updates.

10:00 am – 10:40 am

Unified Communications: Lessons Learned

In this session, attendees will gain a better understanding of where Unified Communications systems offer value and how they improve competitiveness. Unified Communications solutions provide a common infrastructure to deliver, manage, and support a wide range of communications applications including IP telephony calling and management; Web,



audio, and video conferencing; voice, email, and text messaging; and Presence/IM. Hear from one CIO on how he implemented UC, what tools and processes he used to help prevent implementation disaster, and what impact UC has had on the bottom line.

10:45 am – 11:45 am

Break in the Exhibit Hall & One-to-One Analyst Meetings

11:45 am – 12:25 pm

The Data Center of the Future

LARRY CLARK, CIO, Randstad North America
WILLIAM CROSS, CIO, Seminole Electric Cooperative
WILLIAM HOMA, CIO, Hannaford Bros. Co.
DAVID WALSH, CIO, Catholic Charities of Boston

Radical changes are ahead for the future data center, and it's not just about technology. Virtualization, blade servers, emerging management frameworks, ILM strategies and energy efficiency are the end result of a need to shift the fundamental economic equation for the data center. Significant innovation within systems infrastructure is already emerging that will support an increasingly larger infrastructure, but this will necessitate a shift in IT processes and staff skill sets. Hear this panel of experts talk about what they are doing now and what they think the future will hold for data centers.

12:30 pm – 1:45 pm

Sponsor Spotlight Luncheons & One-to-One Analyst Meetings

3:15 pm – 4:15 pm

KEYNOTE SESSION: Leadership, Teamwork, and Innovation – What I Learned on My Journey to the Moon

NEIL ARMSTRONG, Apollo 11 Astronaut

Neil Armstrong will inspire IT and business leaders with stories of how cutting edge technology, teamwork, and innovation enabled him to achieve this unprecedented mission to the moon. This presentation will be invaluable to executives striving to transcend these same boundaries in their own corporate environments.

COMPLIMENTARY EXECUTIVE OFFER

IDC is pleased to provide an Exclusive Gift Pack worth over \$30,000 to qualified attendees of the CIO Summit. This package features leading IT services from IDC used by IT professionals in best-of-breed organizations. Each package includes:

- IDC SmartAnalysis - a custom price benchmark and deal assessment report on an IT product area
- Access for up to 60 days in IDC's Global IT Advisory Services with dedicated analyst account manager and inquiry support
- Conference access for up to 10 IDC conferences during the year

This package allows your organization to sample from some of the best services IDC has to offer to help with strategic planning, vendor validation, peer-to-peer networking, expert analyst access, and locate IT cost savings, all just for attending our CIO Summit.

GET CONNECTED WITH YOUR FELLOW CIOs

Expanding your business network is as important as the key strategies and expert insights you'll glean from the CIO Summit sessions. Join your fellow CIOs and other attendees at:

- "What's on your Agenda?" Interactive Breakfast Sessions facilitated by Frank Gens, Senior VP of Research, IDC and Larry Bonfante, CIO, United States Tennis Association – Bring the most critical issues on your agenda and obtain expert/peer analysis and insight
- Exclusive CIO Luncheon with Roundtable Discussions – Dine with fellow CIOs and catch up on the hottest topics in IT and business
- Relax at the CIO Lounge – Stay connected to the office and set up meetings with peers
- Win Big at the Casino Night Themed Evening Exhibit Hall Reception – Cash in your chips and win while learning which technologies and services can help you achieve your innovation and business goals.

GET A FULL HOUR 1:1 MEETING WITH AN IDC ANALYST

Participate in the Buyer Case Study Interview, a unique opportunity to interview with, and gain strategic guidance from a leading IT market analyst in person at the IT Forum & Expo:

- Validate your organization's IT investment via an independent third-party
- Increase visibility of your company's commitment to implementing IT that has high business and customer value
- Strategize with analysts on ways to improve the business value and performance of your IT environment and IT implementations.

To submit your request for a personal analyst interview, contact Karen Moser at kmoser@idc.com.

Past attendees of the IDC CIO Summit include senior IT executives from these world-class organizations:

AAA	Federal Aviation	National Nuclear Security	The Dow Chemical
ADP	Administration (FAA)	Administration - DOE	Company
AIG	Ford Motor Company	Nationwide Insurance	Timberland Company
Bacardi-Martini	GE	Nike Bauer	UBS
Bank of America	Harvard University	Northrop Grumman	United Airlines
City of Chicago	HP Hood	Novartis	United States Tennis
Cole Haan	International Flavors and	Pacific Life Insurance	Association (USTA)
CompuCredit	Fragrances	Company	UPS
Dick's Sporting Goods	Johns Hopkins University	Pfizer	US Department of
Dow Jones & Company	JP Morgan Chase	Rolls-Royce	Education
Dunkin Brands	Kraft Foods	Royal Caribbean Cruise	Wachovia
Estee Lauder Companies	Mitsubishi International	Lines	Wells Fargo
Exxon Mobil	Monster	Southern Company	Wm Wrigley, Jr. Company
Fannie Mae	National Institutes of	Sunoco	World Wildlife Fund
	Health (NIH)		Xerox