

IDC IT FORUM + EXPO

IT-enabled Business Transformation

3rd Annual IDC IT FORUM & EXPO

June 4-5, 2008
Westin Waterfront Hotel
Boston, MA

CONFIRMED KEYNOTE SPEAKERS:



NEIL ARMSTRONG
Apollo 11 Astronaut



FRANK GENS
Senior Vice President
of Research, IDC



Welcoming Remarks by:
PATRICK J. MCGOVERN
Founder and Chairman,
IDG



Conference Chairman:
CRAWFORD DEL PRETE
Senior Vice President,
Communications,
Hardware, and Services
Research, IDC

CONFERENCE HIGHLIGHTS

- ▶ **Four high-impact tracks** focused on Applications, Services, Enterprise Infrastructure, and Information Management – choose your own winning strategy
- ▶ **End-user case studies** on topics such as Unified Communications, Virtualization, Web 2.0, Green IT, SOA, Open Source and more
- ▶ **Over 30 IDC analysts onsite** offering expert advice and guidance on your unique issues
- ▶ **Invitation-only CIO Summit** – IDC's Chief Research Officer John Gantz will dare the nation's top CIOs to explore their toughest issues while learning from each other's successes and challenges
- ▶ **Peer Networking Opportunities** – participate in Interactive Breakfast Sessions, Spotlight Luncheon Discussions, Casino Night-Themed Opening Reception on the Exhibit floor

3RD ANNUAL IDC IT FORUM IT-Enabled Business Transformation

The IDC IT Forum & Expo is designed for IT and business executives interested in using IT to drive their innovation and business transformation initiatives forward. Unlike the typical conference & expo, this program is focused on end-user case studies from organizations across all industries who will share their stories of how they successfully overcame obstacles to innovation. Also featuring IDC analysts and industry experts, this event brings you closer to the opportunities, insights and solutions you need to successfully compete in the new IT marketplace.

YOU'LL BENEFIT FROM:

Forty sessions that tackle the key issues and challenges facing IT and business executives in four tracks: Applications, Services, Enterprise Infrastructure, and Information Management.

End-user case studies from global IT leaders who are taking business transformation to the next level.

An invitation-only CIO Summit featuring a select group of the nation's top CIOs (see pages 14-15).

Access to over 30 IDC analysts who will give you essential guidance and strategic advice in private one-to-one meetings (see page 16).

A 42-booth exhibit floor featuring the best in technology & services – tools of the trade to accelerate your innovation and business transformation initiatives (see page 18).

WHO SHOULD ATTEND

Key IT and LOB decision-makers across all industries including:

- Senior IT Management (CIOs, CTOs, CISOs, CSOs, VPs of IT/IS/MIS, Networking, IT Operations, Applications)
- Directors and Managers of IT, Applications, Networking, Security, Governance, Risk, Compliance, Sourcing, BPM, Knowledge Management, Data Center
- Enterprise and Solutions Architects
- Government Directors and Administrators
- Line of Business Managers
- Strategic Planners

HEAR WHAT THESE ORGANIZATIONS ARE SAYING ABOUT INNOVATION IN THE NEW IT MARKETPLACE

American Heart Association
Avail Services (subsidiary of The Boeing Company)
Becker & Poliakoff, P.A.
Catholic Charities of Boston
Cox Enterprises
Ford Motor Company
IDC
Hannaford Bros. Co.
Kellwood Company
Lehman Brothers
Liberty Mutual
Merck & Co.
Morgan, Lewis & Bockius
National Grid
Nationwide Insurance
Northeastern University
Qualcomm
Randstad North America
Seminole Electric Cooperative
The Christian Science Monitor
The Hershey Company
TransUnion Interactive, a wholly-owned subsidiary of TransUnion, LLC
United States Tennis Association
VistaPrint Ltd.



For information about sponsorship and exhibit opportunities, contact Elizabeth Cutler at: 508.935.4790 or ecutler@idc.com.

Day One, Wednesday, June 4

	TRACK 1: APPLICATIONS	TRACK 2: SERVICES	TRACK 3: ENTERPRISE INFRASTRUCTURE
	Track Chair: HENRY MORRIS, Group Vice President and General Manager, Integration, Development and Application Strategies, IDC	Track Chair: BOB WELCH, Group Vice President and General Manager, Worldwide Services Research, IDC	Track Chair: MICHELLE BAILEY, Research Vice President, Enterprise Platforms and Datacenter Trends, IDC
7:30am - 9:00am	Registration & Continental Breakfast		
9:00am - 9:15am	WELCOME AND OPENING REMARKS — Patrick J. McGovern, Founder and Chairman, IDG		
9:15am - 10:15am	KEYNOTE SESSION: The New Leadership Basics in a "2.0" World - Frank Gens, Senior Vice President, Research, IDC		
10:20am - 11:00am	Business Optimization: Where Business Intelligence, Process Management, and SOA Come Together	The Ongoing Evolution of the Services Industry: An Overview	The Data Center Evolution: Technologies, Designs, People and Green
11:00am - 11:45am	Opening of Exhibit Hall, Networking Break and One-to-One Analyst Meetings		
11:45am - 12:25pm	Enterprise SOA: Strategies for Success	Understanding the Business Benefits and Challenges of Software-as-a-Service	Ford Motor Company Case Study: Virtualization Opportunities in a Large Enterprise
12:30pm - 1:45pm	Sponsor Spotlight Luncheons (Exhibit Hall Closed)		
1:45pm - 2:15pm	Dessert in Exhibit Hall and One-to-One Analyst Meetings		
2:15pm - 2:55pm	Business Process Management: A Case Study	Implementing Change Management Practices to Ensure Effective Transformation	Unified Communications: One Organization's Journey
3:00pm - 3:30pm	Refreshment Break in Exhibit Hall and Analyst One-to-One Meetings		
3:30pm - 4:10pm	The Challenges and Opportunities of Software as a Service	Constructing the High Performing IT Shared Services Organization	Using ITIL to Align Business and IT
4:15pm - 5:00pm	KEYNOTE SESSION		
5:00pm - 6:15pm	CASINO NIGHT COCKTAIL RECEPTION IN EXHIBIT HALL		

Day Two, Thursday, June 5

	TRACK 1: APPLICATIONS	TRACK 2: SERVICES	TRACK 3: ENTERPRISE INFRASTRUCTURE
	Track Chair: HENRY MORRIS, Group Vice President and General Manager, Integration, Development and Application Strategies, IDC	Track Chair: BOB WELCH, Group Vice President and General Manager, Worldwide Services Research, IDC	Track Chair: MICHELLE BAILEY, Research Vice President, Enterprise Platforms and Datacenter Trends, IDC
8:00am - 8:30am			
8:30am - 1:00pm	Registration Open		
8:30am - 9:00am	Continental Breakfast in the Exhibit Hall and Analyst One-to-One Meetings		
9:00am - 9:50am	KEYNOTE SESSION		
10:00am - 10:40am	Maximizing Strategic Value Through Enterprise Resource Planning Systems	Deal and Contract Innovation	Mobile Enterprise: Issues and Opportunities
10:45am - 11:45am	Morning Break in the Exhibit Hall and One-to-One Analyst Meetings		
11:45am - 12:25pm	The Business Advantage of Using Open Source	Three Keys to Managing Multi-Vendor Environments for Success	The Value of Integrated Portfolio Management for Running IT Like a Business
12:30pm - 1:45pm	Sponsor Spotlight Luncheons (Exhibit Hall Closed)		
1:45pm - 2:25pm	Web 2.0: What You Need to Know	Captive Outsourcing vs. Contract Outsourcing	The Case for Going Green: Building Highly Efficient Data Centers
2:30pm - 3:10pm	Empowering Your Enterprise with Business Analytics	Using Services to Improve Business Innovation	Network/Convergence IT Trends
3:15pm - 4:15pm	KEYNOTE SESSION: Leadership, Teamwork, and Innovation - What I Learned on My Journey to the Moon - Neil Armstrong, Apollo 11 Astronaut		

= Exhibit Hall Open

Wednesday tracks continued

TRACK 4: INFORMATION MANAGEMENT		CIO SUMMIT
	Track Chair: RICHARD VILLARS, Vice President, Storage Systems, IDC SPONSOR: Autonomy	Summit Co-Chairs: JOHN GANTZ, Chief Research Officer, IDC and CRAWFORD DEL PRETE, Senior Vice President, Communications, Hardware, Services and Software Research
7:30am - 9:00am	Registration & Continental Breakfast	CIO SUMMIT Registration & What's On Your Agenda? Interactive Breakfast Sessions
9:00am - 9:15am 9:15am - 10:15am	WELCOME AND OPENING REMARKS — Patrick J. McGovern, Founder and Chairman, IDG KEYNOTE SESSION: The New Leadership Basics in a "2.0" World - Frank Gens, Senior Vice President, Research, IDC	
10:20am - 11:00am	Storage and Data Management Solutions in the Collaborative Enterprise	Pulling Ahead of the Pack: IT Strategies for Continual Enterprise Transformation
11:00am - 11:45am	Opening of Exhibit Hall, Networking Break and One-to-One Analyst Meetings	
11:45am - 12:25pm	A Proactive Approach to Information Risk Management	How to Encourage Innovation in Your IT Organization
12:30pm - 1:45pm	Sponsor Spotlight Luncheons (Exhibit Hall Closed)	CIO SUMMIT LUNCH
1:45pm - 2:15pm	Dessert in Exhibit Hall and One-to-One Analyst Meetings	
2:15pm - 2:55pm	Privacy and Information Management	Putting Enterprise 2.0 to Work
3:00pm - 3:30pm	Refreshment Break in Exhibit Hall and Analyst One-to-One Meetings	
3:30pm - 4:10pm	Developing and Managing an Archiving Strategy for Web 2.0	IT Governance Strategies
4:15pm - 5:00pm	KEYNOTE SESSION	
5:00pm - 6:15pm	CASINO NIGHT COCKTAIL RECEPTION IN EXHIBIT HALL	

Thursday tracks continued

TRACK 4: INFORMATION MANAGEMENT		CIO SUMMIT
	Track Chair: RICHARD VILLARS, Vice President, Storage Systems, IDC SPONSOR: Autonomy	Summit Co-Chairs: JOHN GANTZ, CRO, IDC and CRAWFORD DEL PRETE, Senior Vice President, Communications, Hardware, Services and Software Research
8:00am - 8:30am		CIO SUMMIT Registration & What's On Your Agenda? Interactive Breakfast Sessions
8:30am - 1:00pm	Registration Open	
8:30am - 9:00am	Continental Breakfast in the Exhibit Hall and Analyst One-to-One Meetings	
9:00am - 9:50am	KEYNOTE SESSION	
10:00am - 10:40am	Information Management for a Collaborative Environment	Unified Communications: Lessons Learned
10:45am - 11:45am	Morning Break in the Exhibit Hall and One-to-One Analyst Meetings	
11:45am - 12:25pm	A Proactive Approach to Information Security	The Data Center of the Future
12:30pm - 1:45pm	Sponsor Spotlight Luncheons, One-to-One Analyst Meetings (Exhibit Hall Closed)	
1:45pm - 2:25pm	Case Study: Nationwide Leveraging Master Data Management	
2:30pm - 3:10pm	Best Practices in Information Lifecycle Management	
3:15pm - 4:15pm	KEYNOTE SESSION: Leadership, Teamwork, and Innovation - What I Learned on My Journey to the Moon - Neil Armstrong, Apollo 11 Astronaut	

GENERAL SCHEDULE

DAY ONE Wednesday, June 4, 2008

7:30 am – 9:00 am

Registration & Continental Breakfast

9:00 am – 9:15 am

Welcome & Opening Remarks

PATRICK J. MCGOVERN, Founder and Chairman, IDG

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, Frank Gens will lead a discussion with Forum participants 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 IT 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?
- 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?

11:00 am – 11:45 am

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

12:30 pm – 1:45 pm

Sponsor Spotlight Luncheons (Exhibit Hall Closed)

Determining if Unified Communications is Right for Your Business

CBE technologies

Speaker: SEAN KELLEY, VP, Unified Communications, CBE Technologies

Evolving Applications for SOA

Speaker: BRYN JENKINS, COO, Four J’s Development Tools



Enabling Your Business for Success Through Managed Services

DIMENSION DATA

Speaker: TBD, Dimension Data

1:45 pm – 2:15 pm

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

3:00 pm – 3:30 pm

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

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 Exhibit Hall



DAY TWO Thursday, June 5, 2008

8:30 am – 9:00 am

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

9:00 am – 9:50 am

KEYNOTE SESSION

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

10:45 am – 11:45 am

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

12:30 pm – 1:45 pm

Sponsor Spotlight Luncheons (Exhibit Hall Closed)

Becoming More Effective Through the Use of Collaborative Technologies

CSC
EXPERIENCE. RESULTS.

Speaker: CHRISTINE SILVA, Director, Collaborative Market Solutions, CSC

Visit idclTexpo.com for additional spotlight luncheon topics.

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 his unprecedented mission to the moon. This presentation will be invaluable to executives striving to transcend these same boundaries in their corporate environments.

TRACK 1: APPLICATIONS

TRACK CHAIR:



HENRY MORRIS,
Group VP and General Manager,
Integration, Development and
Application Strategies, IDC

DAY ONE

Wednesday, June 4, 2008

10:20 am – 11:00 am

Business Optimization: Where Business Intelligence, Process Management, and SOA Come Together

HENRY MORRIS

Organizations need to justify projects with reference to the benefits from the specific applications that are enabled. These applications must provide process visibility (monitoring and analyzing a business process) leading to process optimization (focusing on the decision points within a process). This session provides examples of applications that address the requirement of business optimization by combining business intelligence and business process management within the framework of a service-oriented architecture.

11:45 am – 12:25 pm

Enterprise SOA: Strategies for Success

Are you faced with the myriad of incompatible applications and technology platforms in your enterprise? Adopting a service-oriented architecture (SOA) can provide both technical and competitive advantages for an organization. This session will highlight both the benefits and the challenges for the transition to an SOA implementation. The speaker will outline key reasons for doing this and how he chose to deal with the challenges of multiple platform support, lack of alignment between IT and the business centers, as well as how he leveraged the benefits of a comprehensive SOA to tap into and reuse existing IT assets.

2:15 pm – 2:55 pm

Business Process Management: A Case Study

Business Process Management (BPM) can be described as a management system enabled by technology assets. What technology do you use? Who in your organization is responsible for BPM implementation and management?

How can BPM help your organization become more agile? This session will highlight one organization's strategy for BPM. Topics to be discussed include management challenges, organizational design, roles and responsibilities, strategic planning, and metrics. Whether you are just starting out or are well underway in your BPM effort, this session will have something for you.

“Great presentation & discussion. Real project, real results, real useful”

2007 Applications Track attendee

3:30 pm – 4:10 pm

The Challenges and Opportunities of Software-as-a-Service

JOE LACIK, Senior VP, Information Services, Aviall Services (subsidiary of The Boeing Company)

Software-as-a-Service (SaaS) is emerging in the marketplace as a practical model to achieve business innovation, agility, and flexibility while also reducing costs and increasing efficiency. Aviall is the largest independent provider of new aviation parts and related aftermarket services in the aerospace industry. In response to Aviall's need for high performance and 24/7 availability for its supply-chain management services, Aviall designed and deployed a state-of-the-art SaaS program that enables the company's customers to quickly and efficiently order, receive price and availability information, as well as allow Aviall to effectively forecast demand. This ultimately results in more satisfied customers and more time for Aviall sales to develop relationships with its suppliers by providing them with data for better matching production with demand. In this session, Joe Lacik will share the entire process of how they have gone from concept to delivery of a SaaS solution – what has worked well, and what they would do differently.

TRACK 1: APPLICATIONS continued

DAY TWO

Thursday, June 5, 2008

10:00 am – 10:40 am

Maximizing Strategic Value Through Enterprise Resource Planning Systems

Implementing an Enterprise Resource Planning (ERP) System can improve alignment of your strategies and operations, as well as enhance productivity for your organization. Find out from one company how they chose their ERP solution, implemented the software, and handled the organizational change activities that needed to be implemented. Then, hear about the business benefits that resulted from the implementation.

11:45 am – 12:25 pm

The Business Advantage of Using Open Source

RUSS DANNER, Software Architect, The Christian Science Monitor

Open source is blurring boundaries between IT consumer and IT producer. In so doing, it is removing the fetters vendors use to lock-in enterprise buyers. However, to make full use of open source, companies must increasingly become part of the project communities they rely on, and operate more like these communities. This session will examine The Christian Science Monitor's experience in open source, and how open source has changed the way the company views recruitment, support, development, and vendor interaction. Attendees will

learn how enterprises can best interact with open source communities, demystify the process, and lay ground rules for maximizing ROI from buying into open source.

1:45 pm – 2:25 pm

Web 2.0: What You Need to Know

The social networking application market is one of the fastest growing technology markets in the industry. What does this mean for you and your organization? Have you adopted Web 2.0 and are wondering how to measure its success and maintain or update? Or are you looking into making an investment? No matter what your current status with Web 2.0 Technologies, hear from an early adopter of Web 2.0 technology who will offer solutions that you can implement.

2:30 pm – 3:10 pm

Empowering Your Enterprise with Business Analytics

DAN MURPHY, BI Program/Project Manager, Cox Enterprises, Inc.

The Business Intelligence (BI) team at Cox Enterprises has been implementing BI applications since 2001 and was recently recognized by ComputerWorld, InfoWorld, and by Howard Dresner in his book, *The Performance Management Revolution*. This discussion will cover examples of BI applications and how they addressed specific business needs, the use of prototyping to ensure business buy-in and set expectations, sharing costs between IS and the business, and lessons learned.

TRACK 2: SERVICES

TRACK CHAIR:



BOB WELCH,
Group VP and General Manager,
Worldwide Services Research,
IDC

DAY ONE

Wednesday, June 4, 2008

10:20 am – 11:00 am

The Ongoing Evolution of the Services Industry: An Overview

BOB WELCH

The global services market, and the players in it, are going through a generational change in

how services are envisioned, marketed, sold, and delivered. The relationships between supplier and client are evolving to new models, hastened by the deployment of new service delivery platforms, and the need to ground investments to attain business objectives. Today, buyers are applying the procurement, sourcing, and risk mitigation lessons learned in the early part of the decade. In this session we will look at:

- The decision criteria services buyers are applying to choosing their providers, and how they are evolving
- New areas of alignment and separation in business and IT management in sourcing
- The "return to relationship," a renewed importance on trust and intimacy, and the role of the "permeable ecosystem"

TRACK 2: SERVICES continued

11:45 am – 12:25 pm

Understanding the Business Benefits and Challenges of Software-as-a-Service

Often large and mid-sized companies, with customer data housed in multiple systems and faced with significant long-term financial and growth goals, face the need to consolidate and automate processes into a single system. Some turn to a less traditional outsourced method using SaaS for their solution. This session will explore the business and technological benefits and challenges faced when this decision is made. We will learn about the implementation as well as the ROI achieved including improved tracking and management activities, more integrated campaign management, and better coordination of internal departments.

“This was extremely helpful and gave key points to use across any industry”

2007 Services Track attendee

2:15 pm – 2:55 pm

Implementing Change Management Practices to Ensure Effective Transformation

Outsourcing brings a set of unique challenges to manage around the changing landscape of your IT infrastructure and systems, organization and culture, and human capital and staffing. An effective change management strategy is critical to the success of your outsourcing initiative and the lack of a well thought out and executed plan could be your downfall. Using first hand perspectives from BPO, ITO and offshoring buyers, this panel will provide perspectives and practical tools for managing business transformation initiatives across the organization to sustain long-term organizational and technology change. You will obtain guidance for putting together effective governance strategies; examples of communication techniques for managing organizational change and leveraging optimum performance; the impacts on your IT infrastructure and resources, and realignment strategies.

3:30 pm – 4:10 pm

Constructing the High Performing IT Shared Services Organization

DAN MELCHIOR, Vice President, Southern Wine and Spirits

Learn what determines success vs. failure when structuring and designing shared service functions. One company will share their insights and checklist for success from their own journey to a high performance shared services model. Learn from experience how one organization was able to deliver value, what it could have done better, and how it is looking toward the future of shared services.

DAY TWO

Thursday, June 5, 2008

10:00 am – 10:40 am

Deal and Contract Innovation

ED HANSEN, Partner, Morgan, Lewis & Bockius
MICHAEL SAUNDERS, CIO, Kellwood Company

One thing that should be very clear to anyone who has been through a complex outsourcing contract is that getting favorable terms is an important step, but it will not guarantee success. Truth be told, your success in an outsourcing deal is mostly dependent on your relationship with the outsourcing provider. And if that relationship is determined by a contract, it has a high probability of failing. A better approach is to develop a contract based on a deal process that tests the relationship before contract negotiations take place. In this session, hear from an expert how to negotiate any complex outsourcing contract by employing a process based on inclusion, not exclusion.

11:45 am – 12:25 pm

Three Keys to Managing Multi-Vendor Environments for Success

BRAD RUBIN, Director of Operations, TransUnion Interactive, a wholly-owned subsidiary of TransUnion, LLC

How do you successfully manage an outsourcing relationship while reducing costs and adding value to your business? This question is often raised when companies want to grow their operations. People choose to expand for different reasons that include business continuity and generating vendor competition to increase performance, generate negotiation strategies and align strategies with partners providing specialized services. Mr. Rubin will discuss three principles to assist you with managing a multi-sourced environment. You will learn about multi-sourcing strategies, performance management tools, and promoting an innovation paradigm with your vendors.

TRACK 2: SERVICES continued

1:45 pm – 2:25 pm

Captive Outsourcing vs. Contract Outsourcing

The choice between operating a captive facility or outsourcing offers advantages *for both approaches*. Either approach — in-house operation or third-party outsourcing — will deliver benefits to the enterprise in the areas of focus, process optimization, and streamlined information processing, not to mention cost savings. However, companies must carefully evaluate each option to assess which one is the best fit for their culture and goals. This session's speakers will highlight why they chose the route they did, what has worked for them, and what hasn't.

2:30 pm – 3:10 pm

Using Services to Improve Business Innovation

Innovation has always played an important role in the success of all types of companies. However, today, with normal circumstances being extreme competition and demanding customers, innovation has become absolutely critical to companies generating consistently superior levels of operational and financial performance. IT leaders must be willing to embrace collaborative relationships with other companies, including alliances and outsourcing, to improve their operations. In this session, hear how one company formed a strategic partnership with a service provider to cut costs and improve innovation.

TRACK 3: ENTERPRISE INFRASTRUCTURE

TRACK CHAIR:



MICHELLE BAILEY,
Research VP, Enterprise
Platforms and Datacenter
Trends, IDC

DAY ONE

Wednesday, June 4, 2008

10:20 am – 11:00 am

The Data Center Evolution: Technologies, Designs, People and Green

MICHELLE BAILEY

The future of the data center includes drastic, fundamental transformation, and it's not only about technology. The data center is in the middle of a continuous stream of IT innovation that meets the real time demands of the business. The future data center is larger, more dense, and on path to break free from the IT silos of the past, all the while demanding more bandwidth. The future data center must have a network that is both responding to and capitalizing on this innovation. This session will discuss how new technologies will ensure that the network is evolving into an enterprise platform that integrates, protects, and scales IT resources in the data center.

“Excellent presentation that was not only timely but a good mix of technical & business content”

2007 Enterprise Infrastructure
Track attendee

11:45 am – 12:25 pm

Ford Motor Company Case Study: Virtualization Opportunities in a Large Enterprise

ERIC KARSTEN, Senior Manager, Enterprise Engineering, Ford Motor Company

Ford Motor Company has implemented infrastructure virtualization in networking, storage, and servers over the past couple of years. This presentation will discuss the challenges and benefits of various virtualization strategies based on real world experiences. In addition, the discussion will cover the history, trends, and benefits of virtualization through use cases. The presentation will conclude with examples of where large enterprises can take virtualization in the future to lower their IT costs.

TRACK 3: ENTERPRISE INFRASTRUCTURE continued

2:15 pm – 2:55 pm

Unified Communications: One Organization's Journey

Unified Communications (UC) is undoubtedly changing business. UC components include messaging (email, IM, voice, video), calling (audio, video), conferencing (audio, web, video), presence, device awareness, information sharing (web chat, file sharing, document sharing), mobility, business applications, and database access, tied together with a common user interface. Developing an appropriate strategy could allow your business to flourish and the wrong strategy could cause cataclysmic disruptions. In this session, hear from an IT leader about how he chose a UC strategy, what implementation looked like, what went well and what he would do differently if he could do it all over again.

3:30 pm – 4:10 pm

Using ITIL to Align Business and IT

STEPHEN WRENN, VP I/S Quality and Process Excellence, Liberty Mutual

“Faster, Better, Cheaper” is the mantra that all customer-focused organizations strive to deliver upon. This presentation will focus on how the ITIL service management framework is being applied across Liberty Mutual I/S to increase end-to-end service delivery quality and performance, and thus increase the value of IT to the business. Discussion will focus on how the Voice of the Customer (VOC) is being established and used to identify the opportunities for improvement, the importance of real data in the process, and then how Lean, Six-Sigma, and other process improvement tools and techniques are being used to improve performance and “run IT like a business.”

DAY TWO

Thursday, June 5, 2008

10:00 am – 10:40 am

Mobile Enterprise: Issues and Opportunities

To realize the true potential offered by the mobile enterprise, organizations must move beyond providing email to delivering secure access to real-time line-of-business applications. To do this, technology professionals must fully understand the impact it will have on infrastructure and support requirements to deliver a comprehensive mobility program that

extends application and data resources to mobile workers regardless of location or device. With a plethora of new hardware, software, and telecommunications innovations coming to market, there is a constant need to stay well informed. This session will cover one organization's movement to becoming a mobile enterprise – from infrastructure and security changes, to device management and access, to business intelligence.

11:45 am – 12:25 pm

The Value of Integrated Portfolio Management for Running IT Like a Business

PHYLLIS POST, Senior Director, Global Business Planning & Management, Corporate IT, Merck & Co.

An integrated portfolio management approach can provide a foundation for running IT as a business by improving visibility, control, and decision support for IT. This session will look at Merck's journey to implement dynamic portfolio management by establishing an end-to-end portfolio capability to support IT financial management and investment governance. Key takeaways from the session will be a greater understanding that:

- Process is foundational
- Change management through all levels of the organization is critical
- Establishing a portfolio mindset into the DNA of the organization is a cornerstone to implementing a successful and effective portfolio management capability.

1:45 pm – 2:25 pm

The Case for Going Green: Building Highly Efficient Data Centers

AARON BRANHAM, VP of Technical Operations, VistaPrint, Ltd.

At a point in time where the company is growing at a near 60% rate, quarter over quarter, online print leader VistaPrint has managed to expand its IT capabilities while cutting energy costs by 75%; and through several key initiatives, VistaPrint will save a half million dollars over the next three years. The potential is also there for VistaPrint to cut future energy bills by as much as 70%. How is this possible? Mr. Branham will discuss what steps the company is taking to achieve these results, which include embracing virtualization and constructing a brand new data center north of the border in Windsor, ON.

TRACK 3: ENTERPRISE INFRASTRUCTURE continued

2:30 pm – 3:10 pm

Network/Convergence IT Trends


RICHARD MICKOOL, Executive Director & CTO, Information Services Northeastern University

JOSH HINKLE, Manager, Network Management & Security, American Heart Association

In this age of “on-demand information,” how do you as an IT professional keep up? For both Northeastern University and the American

Heart Association, research, collaboration and learning doesn't just happen between 8 a.m. and 4 p.m. Both organizations implemented networks that meet the demands of all the audiences they serve and provide information when people want it and how people want it, no matter what time of day it is or where the user is geographically. Find out in this session how they did it, why they did it, and what they learned along the way.

TRACK 4: INFORMATION MANAGEMENT

Sponsored by:  Autonomy

TRACK CHAIR:



RICHARD VILLARS,
Vice President,
Storage Systems, IDC

DAY ONE

Wednesday, June 4, 2008

10:20 am – 11:00 am

Storage and Data Management Solutions

RICHARD VILLARS

The hallmark of Web 2.0 businesses was adding social networking and collaboration capabilities that allowed individuals to quickly create, share, and critique information. Today, many of the collaborative techniques, such as wikis, that were pioneered in the public Internet are making their way into enterprises. In addition, new network-based collaborative solutions like Microsoft's Sharepoint and IBM's Teamroom are playing a great role in businesses that want to extend collaboration across the globe. In this session, Mr. Villars will highlight how these new solutions are effecting companies' information management and records retention practices. He will also provide insight on new storage and data management solutions designed to address these collaborative environments.

11:45 am – 12:25 pm

A Proactive Approach to Information Risk Management

NICOLE EAGAN, Chief Marketing Officer, Autonomy ZANTAZ

Most organizations have defined policies regarding electronic information and communi-

cations, but lack an enterprise-wide, automated approach to monitoring and enforcement. The implementation of such a system can prevent deletion of data relevant to litigation and the storage of damaging information. Autonomy ZANTAZ offers the most advanced software for Real-time Policy Management, Archiving, E-discovery, and Enterprise Legal Hold on a single platform. Listen to how the world's leading organizations are changing their approach to information risk management.

2:15 pm – 2:55 pm

Privacy and Information Management

BRADLEY GROSS, Chair, Business Technology Law Group, Becker & Poliakoff, P.A.

It is no secret that protecting corporate data is becoming more of a challenge for large and small businesses. Media stories explode after companies lose confidential data. But security risks remain. Mr. Gross will cover how to identify internal vulnerabilities and ensure that your company's most sensitive data is secure from the threats. Learn about recent examples of companies that have suffered data losses and hear about the scope of the problem. Do you have a comprehensive privacy protocol in place? Attendees will get a valuable glance into practical solutions and tips they can use to protect their data.

3:30 pm – 4:10 pm

Developing and Managing an Archiving Strategy for Web 2.0

Archiving is no longer a basic storage issue for IT, especially now that enterprises are embracing wikis, blogs, IM, and other Web 2.0 technologies. E-discovery, litigation, compliance regulations, and risk management require IT leaders to have detailed archiving policies, which include storage, retrieval and data pro-

TRACK 4: INFORMATION MANAGEMENT continued

tection. Managing these policies and keeping up to date on storage and archiving can help IT teams save time and money, while maintaining maximum productivity. Learn how one organization has embraced Web 2.0 technologies and set up an archiving system that works with those technologies.

DAY TWO

Thursday, June 5, 2008

10:00 am – 10:40 am

Information Management for a Collaborative Environment

ANTHONY LANZAFAME, Manager, Planning & Technology Advancement, National Grid

Developing an enterprise collaboration strategy can be an exercise in frustration. Issues like culture, politics, and inertia sometimes get in the way, thwarting even the most diligent efforts. National Grid has embarked on a five-phase collaboration software implementation project. Attendees in this session will learn: what the enterprise can do to overcome issues and move enterprise collaboration strategies forward; how to structure collaboration strategy documents; and what it takes to implement a collaboration strategy throughout an enterprise.

11:45 am – 12:25 pm

A Proactive Approach to Information Security

STEPHEN HENDRIE, Senior Security Architect, The Hershey Company

The Hershey Company incorporated a proactive mindset across their entire security program, which included automating many of their security operations as well as getting better at finding ways to prevent incidents from occurring in the first place. In support of this effort, Hershey has completed a large identity and access management roll-out. In this session, learn how Mr. Hendrie and his team changed the organization's mindset around security, what planning was involved, and what results they have seen.

1:45 pm – 2:25 pm

Case Study: Nationwide Leverages Master Data Management

VIKAS GOPAL, AVP of Finance IT, Nationwide Insurance

In 2004, Nationwide embarked on a finance transformation program to help build a finance

shared service center and to obtain an enterprise view of financial information. This required standardization of business processes and binding together information housed in siloed and incompatible platforms. Today, the company has improved its ability to address the everchanging demands of the insurance industry. Developing a data governance organization and implementing a complete master data management (MDM) solution were foundational in accomplishing this. During this presentation attendees will learn:

- The business case Nationwide used for its project
- The technological and organizational decisions made by Nationwide
- Best practices and lessons learned based on the implementation
- How MDM helped drive consistency in information analysis.

“Extremely relevant to the work I'm doing. IDC analyst is excellent. Customer presentation was compelling & honest about mistakes as well as best practices.”

2007 Information Management Track attendee

2:30 pm – 3:10 pm

Best Practices in Information Lifecycle Management

This session will provide insights on one organization's experience of cost justification, design, installation and management of an Information Lifecycle Management (ILM) project. Attendees will learn how departments such as IT, legal, human resources and line of business departments can come together to learn from each other and solve mutual problems by implementing a shared ILM project.

CIO SUMMIT

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.

DAY ONE

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, IDG

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?

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 IT role. 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

DAY TWO

Thursday, June 5, 2008

8:00 am – 8:30 am

What's On Your Agenda – Interactive Breakfast

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 – 9:50 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 (UC) systems offer value and how they improve competitiveness. UC 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

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.

program subject to change



ANALYSTS

IDC Analysts available for one-to-one meetings

Attendees have the opportunity to sign up for complimentary one-to-one meetings with select analysts at event registration. This will enable you to gain strategic advice and essential guidance on your organization's business transformation initiatives from a senior IDC analyst. Arrive early since meetings are on a first-come, first-served basis. Some of the analysts who will be available for meetings include:

MICHELLE BAILEY, Research Vice President, Enterprise Platforms and Datacenter Trends

MELINDA BALLOU, Program Director, Application Life-Cycle Management & ITMS

LUCINDA BOROVIK, Research Vice President, Datacenter Networks

CHRIS CHRISTIANSEN, Program Vice President, Security Products & Services

CRAWFORD DEL PRETE, Executive Vice President, Worldwide Research

LAURA DUBOIS, Program Director, Storage Software

STEPHEN ELLIOT, Research Director, Enterprise Systems Management Software & ITMS

NORA FREEDMAN, Senior Research Analyst, Enterprise Networks

JOHN GANTZ, Senior Vice President and Chief Research Officer

FRANK GENS, Senior Vice President, Research

CLARE GILLAN, Senior Vice President, Executive and Go-to-Market Programs

TIM GRIESER, Program Vice President, Enterprise System Management

MARIANNE HEDIN, Program Manager, Worldwide Services and Services-Oriented Architecture:
The Services Opportunity

LEE LEVITT, Program Director, Sales Advisory Service

PATRICK LEVY, Program Manager, Business and IT Consulting

ALAN LOUIE, Research Director, Health Industry Insights, An IDC Company

JOSEPH LOISELLE, Vice President, IDC Global IT and Financial Advisory Services

HENRY MORRIS, Senior Vice President, Worldwide Software and Services Research

JOSEPH PUCCIARELLI, Program Director, Technology Financing & Management Strategies

LISA ROWAN, Program Director, HR and Talent Management Services

SEAN RYAN, Research Analyst, Mobile Enterprise Devices

REBECCA SEGAL, Vice President, Global Services Markets and Trends

DAN VESSET, Program Vice President, Business Analytics

RICHARD VILLARS, Vice President, Storage Systems

BOB WELCH, Group Vice President and General Manager, IDC Global Services

BENJAMIN WOO, Vice President, Enterprise Storage Systems

WU ZHOU, Senior Research Analyst, Network Consulting and Integration Services

REGISTRATION INFORMATION

Two Easy Ways to Register

1. ONLINE:

Visit www.idcITexpo.com or email registration@idcITexpo.com

2. PHONE:

Call 800-605-5849

REGISTRATION FEES

Register by April 30 and save \$400 –

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May 1 to May 16, 2008 \$895

May 17, 2008 until event \$1,095

Group Discount Rate Additional \$100 off each registrant for groups of 3 or more

WHAT YOUR REGISTRATION INCLUDES

- Admission to all tracks and sessions, except the CIO Summit which is open to qualified CIOs only*
• Full access to the expo floor
• Breakfasts, receptions, networking events
• 20-minute one-to-one meeting with an expert analyst onsite
• Access to Media Resource Center
• Participation in Sponsor Spotlight Luncheons
• Access to presentations online**

*CIO SUMMIT REGISTRATION

To qualify for the Summit, you must be a VP or C-level executive in the IT function with company revenue of \$300 million or higher. Upon review of your application, if you do not qualify, you will receive an email extending a special discounted rate to attend the conference.

*Participants of the CIO Summit can attend any conference session and have access to the exhibit floor.

** Printed proceedings will not be available at the conference. Presentations submitted to IDC will be available to attendees via www.idc.com.

SPONSORS & EXHIBIT INFORMATION

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EXHIBIT HALL OPEN

Wednesday, June 4, 2008 11:00 am - 12:30 pm 1:45 - 3:30 pm 5:00 - 6:15 pm

Thursday, June 5, 2008 8:30 - 11:45 am

AND DON'T MISS:

Sponsor Spotlight Luncheons

Wednesday, June 4, 2008

12:30 pm - 1:45 pm

Determining if Unified Communications is Right for Your Business

Speaker: SEAN KELLEY, VP, Unified Communications, CBE Technologies

Evolving Applications for SOA

Speaker: BRYN JENKINS, COO, Four J's Development Tools

Enabling Your Business for Success Through Managed Services

Speaker: TBD, Dimension Data

Thursday, June 5, 2008

12:30 pm - 1:45 pm

Becoming More Effective Through the Use of Collaborative Technologies

Speaker: CHRISTINE SILVA, Director, Collaborative Market Solutions, CSC

Visit www.idclTexpo.com for additional spotlight luncheon topics.

Exhibit Hall Special Events

Wednesday, June 4, 2008

11:00 am - 11:45 am

Networking Break in Exhibit Hall and One-to-One Analyst Meetings

12:30 pm - 1:45 pm

Exhibit Hall Closed During Lunch

1:45 pm - 2:15 pm

Dessert Served in Exhibit Hall and One-to-One Analyst Meetings

3:00 pm - 3:30 pm

Refreshment Break in Exhibit Hall and One-to-One Analyst Meetings

5:00 pm - 6:15 pm

Casino Night-Themed Opening Reception in the Exhibit Hall

Thursday, June 5, 2008

8:30 am - 9:00 am

Continental Breakfast in the Exhibit Hall

10:45 am - 11:45 am

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

A LIMITED NUMBER OF SPONSORSHIP & EXHIBITING OPPORTUNITIES ARE LEFT!

Contact Elizabeth Cutler, ecutler@idc.com, 508.935.4790 for more information on sponsorship and exhibiting opportunities.

MEDIA INFORMATION

Our Media & Association Partners

We'd like to offer our sincerest thanks to our media and association partners for their support. They include:

ARMA International	ITtoolbox
CIO Magazine	KMWorld
Computer Technology Review	Network World
CSO Magazine	Network Security Journal
Daily Wireless	Open Group
Data Storage Connection	Storage Networking Industry Association
DM Review	SoftwareDeveloper.com
Enterprise Systems	Virtual Strategy Magazine
InfoStor	VON Magazine
IT Management	Wall Street Technology Association
IT Security	Windows IT Pro

HOTEL ACCOMMODATIONS

Room Reservations

We encourage you to book early to secure your room. For your convenience, IDC has reserved a block of rooms at the Westin Waterfront Hotel at the discounted rate of \$279 per night. Dial 1.888.627.7115 to make reservations. The special room rates are available until May 14, 2008. When booking your room reservations, identify yourself as an attendee of the IDC IT Forum & Expo.

Additional sleeping rooms are also available at the Seaport Hotel at the discounted rate of \$259 per night. Dial 1-877-Seaport to make reservations. The special room rates are available until May 5, 2008. When booking your room reservations, identify yourself as an attendee of the IDC IT Forum & Expo.



IMPORTANT INFORMATION

Payment

Registrations must be accompanied by full payment. You may pay by credit card (American Express, Visa, or MasterCard), purchase order or check, payable to IDC US Conference Group.

Cancellation Policy

Substitutions may be made at any time by faxing a written request to 603.293.4602 or emailing a written request to jwittren@rcn.com. Cancellations communicated to IDC by May 16, 2008, are subject to a \$150 processing fee. Registrants who either cancel after May 16 or do not attend the conference are liable for the full registration fee.

Special Needs

IDC fully supports the Americans with Disabilities Act. If you require special assistance of any kind, please call us at 800.605.5849 or 603.293.4600.



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