

Technology Leadership Forum 2006
Prospering In Your IT Ecosystem
 September 18-20, 2006
 The Phoenician, Scottsdale, Ariz.

EVENT AGENDA

Monday, September 18, 2006	
12:00-7:00 p.m.	Event Registration
12:00-1:00 p.m.	Welcome Reception In The Technology Showcase
1:00-1:30 p.m.	Setting The Stage: Prospering In Your IT Ecosystem Tom Pohlmann, <i>VP and Group Director</i> , Forrester Research
1:30-2:15 p.m.	Boosting IT's Role In The Enterprise: One Size Won't Fit All Laurie M. Orlov, <i>VP and Research Director</i> , Forrester Research The past five years have not been kind to IT organizations. They've been downsized, outsourced, offshored, and their spending has been micro-scrutinized. At the same time, technology is evermore pervasive, enabling everybody in the organization to be self-proclaimed experts on how IT should do a better job. Today's IT executives need doses of both realism and optimism about the future. They must acknowledge the changed world order of business expectations, map themselves to the type of IT organization they are today, and reflect on what type of organization they will manage in the future. This keynote will answer the following three questions: What outside forces are causing IT to change what and how it manages? What are the three archetypes for successful IT organizations? How must IT organizations change to succeed in their ecosystem?
2:15-3:00 p.m.	The Changing Software Ecosystem Steven A. Mills, <i>SVP and Group Executive</i> , IBM Software Group, IBM Consolidation in the software industry is not a threat to innovation but a natural part of an evolving industry. A focus on business process, plus modularity enabled by SOA, will lower barriers to entry in this market and keep it intensely competitive.

Monday, September 18, 2006 (continued)	
3:00-3:30 p.m.	Networking Break And Technology Showcase
3:30 - 6:00 p.m.	One-On-One Meetings With Forrester Analysts
Guest Executive Forums With Gold Sponsors	
3:30-4:00 p.m.	<p>Guest Executive Forum: FYI Corporation Kerry Gilger, <i>Founder and CEO</i>, FYI Corporation</p> <p>Getting Value From Information Overload</p> <p>IT departments handle exponentially more data today than ever before. Unfortunately, the difficulty with retrieving and interpreting sheer volumes of increased data create many operational challenges. Our workshop will explain how you can manage-by-exception and be more efficient than you ever thought possible - allowing you to identify challenges and opportunities many times faster than you can today. Topics include:</p> <ul style="list-style-type: none"> • Identifying opportunities faster • Transitioning your work-mix from reactive (putting out fires) to proactive • Increasing your productivity and your companies' profitability through "Data Visualization" and "Data Density" <p>For more information on FYI, visit www.fyicorp.com</p>
3:30-4:00 p.m.	<p>Guest Executive Forum: EDS Suparno Banerje, <i>Vice President, Government Industry</i>, EDS</p> <p>Apps Modernization: Impact On Government And Their Citizens</p> <p>Transformation initiatives have numerous IT implications. Join Suparno Banerje, EDS Vice President of Global Government Industry, to learn how applications modernization impact governments and the ecosystems of governments, citizens and vendors/partners.</p> <p>For more information on EDS, visit www.eds.com</p>

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Monday, September 18, 2006 (continued)

Guest Executive Forums With Gold Sponsors (continued)

3:30-4:00 p.m.	<p>Guest Executive Forum: Keane Laurence Shaw, <i>Senior Vice President</i>, International Operations and Vertical Practices, Keane</p> <p>Crossing Over: Bridging the Gap between Business and IT in the New IT Ecosystem</p> <p>The IT organization has become a technology vendor and - as is required of all vendors - it must take steps to effectively market and sell its products and services to its customers. Key to success is delivering what business users want, the way they want it. In this presentation, Laurence Shaw will discuss the changing needs, requirements, and demands of business buyers in the new ecosystem. Mr. Shaw will provide an example, in the Transport Ticketing arena, the different roles IT must play to meet these needs and ensure successful business outcomes. He'll also explore the increasing competition facing IT as business buyers entertain multiple vendors and a widening array of application service providers. Woven throughout the presentation will be a discussion of the impact of global delivery on the IT ecosystem. Take-a-ways include:</p> <ul style="list-style-type: none">• Business users and management are in the drivers seat, and their control of IT is increasing• Building an IT/business bridge is imperative - and achievable• Software as a service is already here, and is likely here to stay• It is now possible to make bite-sized investments to match business spending initiatives (BSI = BSI) <p>For more information on Keane, visit www.keane.com</p>
4:00-4:15 p.m.	Intermission
4:15-6:00 p.m.	In-Depth Track Sessions

Helping Business Thrive On Technology Change

Monday, September 18, 2006

Track A: Software And Integration

4:15-5:00 p.m.

The Software Ecosystem Shakeout: IBM, Microsoft, SAP, And Oracle
R "Ray" Wang, *Senior Analyst*, Forrester Research; and
Merv Adrian, *Senior VP*, Forrester Research

Enterprise customers demand agility in their new application software, and vendors are responding by embracing service-oriented architecture (SOA) and business process management (BPM). The result will be a software market unlike any previous generation. Set against a backdrop of lines blurring between platform and application providers, this session examines the four hubs of the software universe, their diverse strategies, their efforts to build out their own ecosystems of partners, and ultimately what it means for customers. Here, Forrester makes the call on which strategies make sense and which will fall short.

5:00-5:15 p.m.

Intermission

5:15-6:00 p.m.

The Looming Offshore Midlife Crisis
Stephanie Moore, *VP*, Forrester Research; and
John C. McCarthy, *VP, Asia Pacific Research*, Forrester Research

Global delivery is here to stay, but increasing deal size, the need to deliver services outside the US and the UK, and the need for deep vertical and process expertise will recast the offshore market. Providers' margins will come under pressure as they have to develop more advanced account management and marketing practices as well as be forced to invest in multiple service offerings. The results will strain their competitive positioning and place new pressures on their clients. This session will outline these changes, including a pending consolidation of offshore providers, and give IT and business leaders advice on how to prepare now for its ramifications.

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Monday, September 18, 2006 *Continued*

Track B: Infrastructure And Mobility

4:15-5:00 p.m.	<p>Which Infrastructure Ecosystems Matter Most? Simon Yates, <i>VP and Research Director</i>, Forrester Research</p> <p>IT spends too much time comparing and choosing best-of-breed point products when, in reality, most product decisions are made because core vendors have already settled on specific products with which they work. Instead of an endless matrix of possible technology pairings, there are only a small number of infrastructure stacks that really matter, where stack is the server, OS, database, application server, management tools, etc., that work together as a set. Ultimately, IT should not try to be all Windows, all Linux, or all Oracle but rather identify the stacks or sets that matter to it, cultivate those, and work on the loose linkages between chosen stacks. This session will identify the stacks that matter most, as well as address their health and direction.</p>
5:00-5:15 p.m.	<p>Intermission</p>
5:15-6:00 p.m.	<p>X Internet: Coping With An Ecosystem Of More Than People Ellen Daley, <i>VP and Research Director</i>, Forrester Research</p> <p>The IT ecosystem is expanding as our industry embarks on the next phase of the Internet: the introduction of physical items into enterprise IT systems. Location tracking of fleets, RFID tagging, and wireless sensors for predictive machine maintenance are some of the technologies being used to enforce supplier contracts, reduce labor costs, and enhance customer experiences. This requires the management of new, often embryonic, vendors; the clear justification of new spend based on business process impact; and a new model for educating end users. Leading companies have shown improved supplier management and asset location and less unscheduled downtime across four major process areas. This session will explore their best practices, the process areas to focus on, and the future adoption and size of the X Internet market.</p>

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Monday, September 18, 2006 *Continued*

Track C: Managing Ecosystem Relationships

4:15-5:00 p.m.	<p>From Boomer To Millennial: Prepare Now For The New End User Claire Schooley, Senior Analyst, Forrester Research</p> <p>Changing demographics pose a serious challenge to business and government agencies. Experienced baby boomers are retiring – particularly in regulated industries and the public sector – and fewer talented and highly educated next-generation workers (“millennials”) are available to replace them. At the same time, the millennials bring a whole new set of expectations to IT’s end user customer base. This session will explore strategies to prepare now for the new, slimmed-down workforce, including improvements to human capital management, training and learning, and the role IT can play. The session will feature case studies from companies that have already faced these challenges as well as the lessons they learned from their experiences.</p>
5:00-5:15 p.m.	<p>Intermission</p>
5:15-6:00 p.m.	<p>Is There A Career Future In IT? Laurie M. Orlov, <i>VP and Research Director</i>, Forrester Research; Tim Stanley, <i>SVP & CIO</i>, Harrah’s Entertainment; and Laura Muller, <i>Senior Vice President, Information Technology Group</i>, The Capital Group Companies</p> <p>Most CIOs believe in IT as a viable career, but what are they doing to sustain it internally, market the field in their community, or refresh it with new, entry-level talent? Meanwhile, undergraduate IT programs are slow to change as they watch their enrollments plummet, and traditional IT roles are increasingly being sent elsewhere as commodities. How will IT meet business demand for skills in project management, business analysis, and vendor and contract management, as well as technical architecture, security, and system integration? This session will include Forrester’s view of a “get well plan” for the IT career and a panel of senior IT leaders.</p>
6:00-7:15 p.m.	<p>Technology Showcase Reception</p>

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Tuesday, September 19, 2006	
7:30-8:30 a.m.	Event Registration/Continental Breakfast/Technology Showcase
8:30-8:45 a.m.	Day Two Opening Remarks Tom Pohlmann, <i>VP and Group Director</i> , Forrester Research
8:45-9:15 a.m.	Hello, Goodbye - What IT Can Learn From The Beatles George F. Colony, <i>Chairman and Chief Executive Officer</i> , Forrester Research With business increasingly at the helm of technology and major shifts like the Google effect and Social Computing taking place, the IT organization and the IT industry as a whole need a new act - and a new name.
9:15-10:00 a.m.	Competing And Winning In A Global IT Ecosystem Nandan M. Nilekani, <i>President, CEO, and Managing Director</i> , Infosys Technologies Ltd. This member of the Time 100 does not want to sell you an offshore story. Instead, he'll share his own experience of building a global company on the backbone of IT and what his CEO clients expect from technology in support of their global agendas
10:00-10:45 a.m.	Platinum Sponsor Keynote – SAP: An Ecosystem Strategy In Action Zia Yusuf, <i>Executive VP, Platform Ecosystem</i> , SAP AG The future of enterprise apps will be unlike any previous generation. SAP's efforts to capitalize on demand for SOA and business process management hinge on an extensive ecosystem of partners who offer vertical and domain-specific functionality.
10:45-11:00 a.m.	Intermission
11:00 a.m. - 6:00 p.m.	One-On-One Meetings With Forrester Analysts

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Tuesday, September 19, 2006 (Continued)

Guest Executive Forums With Gold Sponsors

11:00-11:30 a.m.

Guest Executive Forum: Cisco
Rick Hutley, *Managing Director*, Cisco Systems Inc.

Network - Strongest Asset For Your Business

The Services Oriented Network Architecture (SONA) framework illustrates how enterprises can use a fully converged, intelligent network and unique interactive services to close application and resource gaps and enable more efficient applications and business processes across the entire enterprise - data center, campus, branch and teleworker offices. During his speech, Rick Hutley will share Cisco's perspective on the power of the network by addressing -

- How the network's role will continue to expand, delivering ever increasing business value and a more effective business process
- How the network and in particular SONA can be a bottle-neck or asset
- Highlight how SONA has helped with CIO pain points

For more information on Cisco Systems, visit www.cisco.com

11:00-11:30 a.m.

Guest Executive Forum: Collaborative Consulting
Peter Salvitti, *National Architecture Services Practice Director*, Collaborative Consulting

The "E" In SOA

SOAs are the "darlings" of the industry press, offering tangible deliverables: services. However, facilitating the transformation of an enterprise requires careful IT planning and architecture that is the hallmark of enterprise architecture. Rather than simply embracing SOA at the expense of EA, Peter Salvitti, national architecture services practice director at Collaborative Consulting, will discuss the key elements, architectural patterns, controls, and practices that enable effective adoption of SOA concepts and technologies.

Themes that will be covered include:

- Governance
- Rationalization and standards
- Importance of business sponsorship and collaboration
- Implementation of an incremental approach

For more information on Collaborative Consulting, visit www.collaborativeconsulting.com

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Tuesday, September 19, 2006 (Continued)

Guest Executive Forums With Gold Sponsors

11:00-11:30 a.m.	<p>Guest Executive Forum: Softtek Jeffrey L. Davey, <i>Director, Global Application Maintenance & Support (GAMS), Oracle COE, GE Aviation, Energy, Oil & Gas, Transportation</i></p> <p>How GE Infrastructure Division Uses The Near Shore® Component As Part Of Its Global Application Maintenance And Support Model</p> <p>Jeff Davey will explain the benefits obtained by working with Softtek's Near Shore® model. Softtek provides application maintenance and support services for the organization, including 24x7 break fix, user support, job monitoring, minor maintenance, and enhancements for more than 300 applications.</p> <p>For more information on Softtek, visit www.softtek.com/nearshore</p>
11:30 a.m.-1:00 p.m.	Networking Lunch And Technology Showcase
1:00-1:45 p.m.	Track Sessions

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Tuesday, September 19, 2006 (Continued)

Track A: Software And Integration

1:00-1:45 p.m.

Open Source: Business Strategy Or Technology Strategy?

Michael Goulde, *Senior Analyst*, Forrester Research

Open source has emerged to be much broader than just a way of developing and licensing software. It's also an approach to new business models – and a model for working with partners and with customers. This session will look at leading companies that have adopted open source as a technology strategy, their motivations, and whether or not the anticipated benefits were achieved. But it will also look at companies that have adopted open source principles – like community and collaborative innovation – as business strategies, even when technology is not a focus. Finally, the session will also make the call on open source players – both vendors and projects – that matter most in this technology and business context.

Track B: Infrastructure And Mobility

1:00-1:45 p.m.

Best Practices For Managing The New Mobile Enterprise

Ellen Daley, *VP and Research Director*, Forrester Research; and Liz Herbert, *Senior Analyst*, Forrester Research

Mobility, often the stepchild of IT organizations, is becoming the first son, because it poses both significant challenge and opportunity. Mobility raises security risk as data is scattered on easily lost devices and as new types of networks like Wi-Fi and 3G offer connectivity options that may not be centrally accounted for. The opportunity for technology leaders lies in providing their ecosystem of business stakeholders, end users, and external partners with computing anywhere to expedite business processes. The challenge is to dampen the wave of organic mobility to the point where users (even external ones) make their own decisions and introduce risk to the business. Firms need a strategic plan for mobility that encompasses applications, infrastructure, and management across their ecosystem. This session will explore the opportunities and techniques that leading companies are employing to balance the business advantage and risk associated with mobility.

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Tuesday, September 19, 2006 *Continued*

Track C: Managing Ecosystem Relationships

1:00-1:45 p.m.	<p>IT In Transition: From Managing Assets To Marketing Services Craig Symons, <i>Principal Analyst</i>, Forrester Research</p> <p>All companies want the maximum business value from IT investments, but, too often they limit those investments to tangible assets like software, servers, and storage. To cope with the changing IT ecosystem, IT organizations must develop a services mindset, complete with a new portfolio of products and services. This shift goes beyond merely aggregating requests for IT resources and automating workflow to include aligning the supply of IT resources to optimize business value, influencing end user behavior by providing meaningful information, and enabling a more complete understanding of the costs and tradeoffs associated with the consumption of IT services and resources. This session will outline these changes and identify new IT competencies required in product development, service management, marketing, and customer service.</p>
1:45-2:00 p.m.	<p>Intermission</p>
2:00-2:45 p.m.	<p>The New End User: Rise Of The Creative Nation Shaygan Kheradpir, <i>CIO</i>, Verizon Communications</p> <p>IT touches every aspect of business and personal lives, and gives employees and consumers a platform for creativity - not just for business efficiency but for quality of life. Technology leaders play a role in developing this new model of innovation.</p>
2:45 - 3:30 p.m.	<p>Panel: Leading The Multi-Sourced Environment Paul Roehrig, <i>Senior Analyst</i>, Forrester Research Lisa Gage, <i>Director, Corporate Strategy and Planning</i>, General Motors Larry Strohmaier, <i>Vice President of IT</i>, Motorola John D. Kelly, <i>Senior Vice President</i>, ABN AMRO</p> <p>Frameworks like ITIL applied to service delivery and adaptive sourcing tactics will allow companies to manage complex, multivendor environments with lower risk and more accountability placed on the shoulders of vendors and service providers.</p>
3:30 - 3:45 p.m.	<p>Intermission</p>
3:45 - 4:30 p.m.	<p>Track Sessions</p>

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Tuesday, September 19, 2006 (Continued)

Track A: Software And Integration

3:45 - 4:30 p.m.	<p>The Future Of Software-As-A-Service Liz Herbert, <i>Senior Analyst</i>, Forrester Research</p> <p>Enterprise customers have become ambivalent toward software. On one hand, they're increasingly dependent on traditional vendors and delivery models, but, on the other hand, they're frustrated with how software is created, distributed, and priced. Software-as-a-Service (SaaS) is one of the key forces that Forrester has identified with the potential to change and commoditize the software market – and its impact won't be confined to midmarket apps. This session will describe where SaaS will take root, assess the SaaS strategies of key ISVs, inform users if and how they can overcome their legacy-based inertia to SaaS, and describe the steps they need to take to do so.</p>
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Track B: Infrastructure And Mobility

3:45 - 4:30 p.m.	<p>IT Operations: The Next Five Years Jean-Pierre Garbani, <i>VP</i>, Forrester Research</p> <p>The management disciplines associated with IT operations are at once becoming the most expensive part of IT and the most critical element of service quality. Improvements in operations are first seen as matters of process re-engineering, and organizations increasingly focus on frameworks like ITIL, COBIT, and ISO. But the true answer is in process automation. Systems management products must and will evolve to become more intelligent, providing decision support rather than relying on human skills. The management software market will consolidate around a few very large companies, which, because of their financial stature, will acquire innovations proposed by smaller vendors. This session will explore the intersection between processes, products, and people in the new era of IT operations, and how systems management solutions will evolve over the next five years.</p>
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Tuesday, September 19, 2006 (Continued)

Track C: Managing Ecosystem Relationships

3:45 - 4:30 p.m.	<p>Five Technologies Needed To Manage Your Ecosystem Andrew Bartels, <i>VP</i>, Forrester Research; and Margo Visitacion, <i>VP</i>, Forrester Research</p> <p>Technology leaders who sit at the intersection of suppliers, business stakeholders, end users, and customers, require methods and tools to make those relationships succeed. This session will examine key technologies and accompanying management practices to ensure that those relationships benefit the IT ecosystem as a whole. Software ranging from supplier relationship and SLA management to project and portfolio management and user-enabling business rules software will be covered in this session. Forrester analysts will identify the key players in these rapidly changing and consolidating markets, and advise companies about how to engage.</p>
4:30-5:45 p.m.	<p>Technology Showcase Reception</p>
6:00-8:00 p.m.	<p>Special Event: A Western Sunset Join us for a picture-perfect Western evening!</p> <p>Experience firsthand the beauty of a desert sunset and panoramic views of Camelback Mountain while enjoying an authentic Western cookout. The Jokake Inn is conveniently located at the main entrance of The Phoenician.</p> <p>All attendees, speakers, and exhibitors are invited to attend.</p>

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Wednesday, September 20, 2006	
7:30-8:15 a.m.	Continental Breakfast And Technology Showcase
8:15-8:30 a.m.	Day Three Introduction Tom Pohlmann, <i>VP and Group Director</i> , Forrester Research
8:30-9:15 a.m.	Business-Focused Architecture: The Glue For Your Ecosystem Alex Cullen, <i>Principal Analyst</i> , Forrester Research Alignment is an old, never-ending problem in IT. Organizations employ a number of approaches in order to “close the gap” between business and IT, but they don’t go far enough. Gaps remain especially between the business’s desire for more innovation and IT’s ability to deliver, and between the business’s need for speed and the perception that IT still moves too slowly. Neither IT nor business will win if the solution is one of a “fast reaction.” Instead, firms need a business-focused architecture for their IT ecosystem based on proactive alignment. This keynote will discuss how IT can align with business outcomes, not just “the business,” and the steps to create a business-focused architecture that guides where IT places its bets.
9:15-10:00 a.m.	Forcing The Lines To Blur Between Business And IT Bob Suh, <i>Managing Director of Growth and Strategy</i> , Accenture How do you flip the perception of IT from a barrier to an enabler? Put the IT organization ahead of the business, and make IT an agent for process change. In this case, technology, supply chain, and international operations blue together.
9:30 a.m. - 12:00 p.m.	One-On-One Meetings With Forrester Analysts
10:00-10:45 a.m.	Putting IT In Touch With The Customer Mohanbir S. Sawhney, <i>McCormick Tribune Foundation Professor of Technology, Kellogg School of Management</i> , Northwestern University An outward-in view of IT begins with the end customer. The best-run firms align their ecosystems with customer needs and priorities, and market the role of IT both internally and externally.
10:45-11:30 a.m.	Networking Break And Technology Showcase

_____ *Helping Business Thrive On Technology Change* _____

Wednesday, September 20, 2006 (Continued)

11:30 a.m.-12:15 p.m.	<p>Drawing Innovation From Your IT Ecosystem Dr. Raymond E. Gogel, <i>VP, Customer & Enterprise Solutions; Chief Administrative Officer</i>, Xcel Energy</p> <p>Xcel Energy's IT unit put into practice what Forrester calls Innovation Networks, launching more than 20 high-return pilot projects with its ecosystem of business partners. As a result, IT blurs even more with the customer care and HR functions.</p>
12:15-1:00 p.m.	<p>IT's Future As A Service – Better Late Than Never Julie Giera, <i>VP</i>, Forrester Research</p> <p>Businesses tell us what they want best-of-breed but fewer vendors and a component-based SOA world but not the hassle of integrating technology themselves. The time is right for a lasting shift to IT as a service, but the onus is shared by vendor and user.</p>
1:00-1:15 p.m.	<p>Closing Remarks Tom Pohlmann, <i>VP and Research Director</i>, Forrester Research</p>
1:15-2:00 p.m.	<p>Boxed Lunch</p>

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