



Forrester's IT Forum 2007

Delivering Business Results Through IT Excellence

May 15–18, 2007 • Gaylord Opryland Resort & Convention Center • Nashville, Tenn.

Event Agenda

All track themes and sessions are subject to change.

Event Track Themes — An Overview

TRACK CODE & SESSION TYPES			
<p><u>Types of Track Sessions</u></p> <p>Briefing: Forrester Analyst presentation followed by question and answer session. Executive Exchange: Interactive discussion limited to 20 attendees, led by a Forrester analyst. Roundabout: Open discussion in a large group led by one or more Forrester analysts.</p>			
A	Transforming IT Management	F	Aligning People, Information, And Processes (Business Process/Information Management Focus)
B	Transforming, Enabling, And Innovating Through Enterprise Architecture	G	Transforming Security From Boat Anchor To Business Enabler — Really
C	Application Development Between A Rock And A Hard Place: Balancing Speed And Discipline	H	Technology Marketing And Analyst Relations
D	Source This! Cracking The Value Code Of IT Sourcing	I	Building Business Value With Enterprise Mobility While Minimizing Risk
E	IT Operations And Networking	Spotlight Tracks	<ul style="list-style-type: none"> • Big IT • The Future Of IT • Enterprise Mobility

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Event Agenda

All track themes and sessions are subject to change.

TUESDAY, MAY 15, 2007			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
8:00 a.m.–6:00 p.m.	IT Forum 2007 Event Registration Opens		
8:00– 11:30 a.m.	Join IBM For An Exclusive And Complimentary Pre-Event Conference		
8:00–8:45 a.m. <i>Tennessee C</i>	Continental Breakfast Courtesy Of IBM	All	IBM Pre-Event Conference
8:45–10:00 a.m. <i>Tennessee D</i>	<p>When IT Governance Impacts Business Performance – Managing Risk, Delivering Services and Creating Visibility</p> <p><i>Speakers:</i> Ross Mauri, GM, System p, IBM Systems & Technology Group Bob Madey, VP, IBM Service Management Strategy Jeanine Cotter, VP, IBM Global Technology Services Strategy</p> <p><i>Special guest speaker:</i> Rafael Rodriguez, ACIO, Duke University School Of Medicine</p>	All	IBM Pre-Event Conference
10:00– 10:15 a.m. <i>Tennessee Lobby A</i>	Refreshment Break Courtesy Of IBM	All	IBM Pre-Event Conference
10:15–11:30 a.m. <i>Tennessee D</i>	<p>Identifying Strategic 'Hot Spots' For Enabling IT Governance And Risk Management</p> <p>Philippe Jarre, VP, IBM Global Technology Services Bob Madey, VP, IBM Service Management Strategy Julie Donahue, VP, IBM Global Technology Services</p>	All	IBM Pre-Event Conference

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TUESDAY, MAY 15, 2007			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
12:00 p.m.–1:00 p.m. <i>Presidential Lobby And Presidential AB</i>	Welcome Reception In The Technology Showcase		
1:00 p.m.	IT Forum 2007 Kicks Off		
1:00–1:10 p.m. <i>Presidential Ballroom CDE</i>	Welcome And Introduction Mike Gilpin, <i>Vice President and Research Director</i> , Forrester Research Eric G. Brown, <i>Vice President and Research Director</i> , Forrester Research	All	Keynote
1:10– 1:30 p.m. <i>Presidential Ballroom CDE</i>	Setting The Stage: IT To BT — Attaining The Next Level With Your CEO George F. Colony, <i>Chairman of the Board and Chief Executive Officer</i> , Forrester Research	All	Keynote
1:30–2:15 p.m. <i>Presidential Ballroom CDE</i>	IT Excellence Means Maturity, Alignment, And Innovation Bobby Cameron, <i>Vice President And Principal Analyst</i> , Forrester Research	All	Keynote
2:15–3:00 p.m. <i>Presidential Ballroom CDE</i>	A Process-Centric Approach: Best Practices And Lessons Learned Ralph J. Szygenda, <i>Group Vice President and CIO</i> , General Motors	All	Keynote
3:00–6:00 p.m. <i>Tennessee C</i>	One-On-One Meetings With Forrester Analysts	All	1:1s
3:00–3:30 p.m. <i>Presidential Lobby And Presidential AB</i>	Networking Break In The Technology Showcase		
3:00–3:30 p.m. <i>Presidential Lobby</i>	Analyst Showcase Session IT Planning And Budgeting Assessment Alex Cullen, <i>Vice President, Research Director</i> , Forrester Research <ul style="list-style-type: none">• How can you prepare your business context and drivers for IT spending to your peers?• How do other large organizations currently allocate budget and spending?• What are IT management best practices as they relate to budgeting and planning?	All	Theater Presentation
3:30–4:15 p.m. <i>Presidential Ballroom CDE</i>	Technology — The Enabler Of Business Transformation Robert A. Willett, <i>CEO and CIO</i> , Best Buy International	All	Keynote
4:15–5:00 p.m. <i>Presidential Ballroom CDE</i>	Enterprise Architecture As Strategy Jeanne Ross, <i>Ph.D., Principal Research Scientist</i> , MIT Sloan Center for Information Systems Research	All	Keynote
5:00–5:15 p.m. <i>Presidential Lobby And Presidential AB</i>	Intermission		

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TUESDAY, MAY 15, 2007 (continued)

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<i>TRACK SESSIONS</i>			
5:15–6:00 p.m. <i>Washington B</i>	Developing Your IT Strategic Plan Alex Cullen, <i>Vice President and Research Director</i> , Forrester Research	A Big IT	Briefing
5:15–6:00 p.m. <i>Jackson AB</i>	Building A Strategic (And Tactical) Platform For SOA Randy Heffner, <i>Vice President</i> , Forrester Research	B Big IT	Briefing
5:15–6:00 p.m. <i>Lincoln A</i>	Software Development At The Speed Of Business Carey Schwaber, <i>Senior Analyst</i> , Forrester Research	C	Briefing
5:15–6:00 p.m. <i>Lincoln C</i>	How To Successfully Migrate To IPT, Unified Communications, And VoIP Lisa Pierce, <i>Vice President</i> , Forrester Research Elizabeth Herrell, <i>Vice President</i> , Forrester Research	D	Briefing
5:15–6:00 p.m. <i>Jackson CD</i>	Are You Ready For A Disaster? Best Practices And Trends In Business Continuity And Resiliency Stephanie Balaouras, <i>Senior Analyst</i> , Forrester Research Rich Cocchiara, <i>IBM Distinguished Engineer and CTO</i> , IBM Global Services' BCBS Business	E	Briefing
5:15–6:00 p.m. <i>Jackson EF</i>	Using BPM To Align People, Information, And Processes (Information Management) Connie Moore, <i>Vice President, Research Director</i> , Forrester Research Colin Teubner, <i>Analyst</i> , Forrester Research	F	Briefing
5:15–6:00 p.m. <i>Lincoln D</i>	Next-Generation ERP Strategies (Business Process) Paul Hamerman, <i>Vice President</i> , Forrester Research R “Ray” Wang, <i>Principal Analyst</i> , Forrester Research	F Future Of IT	Briefing
5:15–6:00 p.m. <i>Lincoln E</i>	Mastering The Forrester Wave Process Christopher Mines, <i>Senior Vice President</i> , Forrester Research	H	Briefing
6:00–7:30 p.m. <i>Presidential Lobby And Presidential AB</i>	Evening Reception In The Technology Showcase		
6:15–6:35 p.m. <i>Tennessee Lobby A</i>	Theater Presentation By Microsoft The Business Of Legacy Modernization Spyros Sakellariadis, <i>Director</i> , Microsoft	All	Theater Presentation

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WEDNESDAY, MAY 16, 2007

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:30 a.m. <i>Presidential Lobby/AB</i>	Technology Showcase And Continental Breakfast		
7:50–8:20 a.m. <i>Tennessee B</i>	Breakfast Presentation By Autonomy	All	Presentation
8:30–8:45 a.m. <i>Presidential CDE</i>	Morning Announcements Mike Gilpin, <i>Vice President, Research Director</i> , Forrester Research Eric G. Brown, <i>Vice President, Research Director</i> , Forrester Research	All	Keynote
8:45–9:30 a.m. <i>Presidential CDE</i>	Build For Change: The Dynamic Business Apps Imperative Connie Moore, <i>Vice President, Research Director</i> , Forrester Research John R. Rymer, <i>Vice President</i> , Forrester Research	All	Keynote
9:30–10:15 a.m. <i>Presidential CDE</i>	Shoes For Your Feet: What IT Needs To Win The Business Value Race Robert Beauchamp, <i>President and Chief Executive Officer</i> , BMC Software	All	Keynote
10:15–10:50 a.m. <i>Presidential Lobby And Presidential AB</i>	Networking Break In The Technology Showcase		
10:15–10:50 a.m. <i>Presidential Lobby</i>	Analyst Showcase Session IT Organizational Assessment Marc Cecere, <i>Vice President and Principal Analyst</i> , Forrester Research <ul style="list-style-type: none">• Components of an IT organizational assessment• Forrester’s findings from recent assessments• Organizational design best practices	All	Theater Presentation
10:30 a.m.–5:30 p.m. <i>Tennessee C</i>	One-On-One Meetings With Forrester Analysts	All	1:1s
10:50–11:30 a.m. <i>Jackson EF</i>	Guest Executive Forum With EDS A Maturity Model For The Agile Enterprise Sean Wiley, <i>Director, Integrated Applications and Industry Solutions</i> , EDS	All	GEF
10:50–11:30 a.m. <i>Washington B</i>	Guest Executive Forum With IBM IT Leadership: Deliver Business Results By Leveraging IT Governance And Risk Management Alan Ganek, <i>Chief Technology Officer, IBM Tivoli Software and Vice President</i> , IBM Autonomic Computing, IBM Tivoli Software	All	GEF

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
10:50–11:30 a.m. <i>Jackson AB</i>	Guest Executive Forum With Wipro Technologies CIO's Imperative: Process Transformation within the IT Organization Suraj Prakash, <i>Vice President and Global Head of Quality Consulting Group</i> , Wipro Technologies.	All	GEF
11:30–11:45 a.m.	Intermission		
<i>TRACK SESSIONS</i>			
11:45 a.m.–12:30 p.m. <i>Washington B</i>	Large And Global IT Marc Cecere, <i>Vice President, Principal Analyst</i> , Forrester Research	A Big IT	Briefing
11:45 a.m.–12:30 p.m. <i>Jackson AB</i>	BPM Best Practices Ken Vollmer, <i>Principal Analyst</i> , Forrester Research Colin Teubner, <i>Analyst</i> , Forrester Research	B	Briefing
11:45 a.m.–12:30 p.m. <i>Jackson CD</i>	The New Programming Model For Digital Business Randy Heffner, <i>Vice President</i> , Forrester Research Jeffrey Hammond, <i>Senior Analyst</i> , Forrester Research	C	Briefing
11:45 a.m.–12:30 p.m. <i>Jackson EF</i>	Reality, Risks, And Best Practices For Managing Multiple Service Providers Paul Roehrig, Ph.D., <i>Senior Analyst</i> , Forrester Research	D	Briefing
11:45 a.m.–12:30 p.m. <i>Lincoln D</i>	The State Of Enterprise-Class Fixed Mobile Convergence Solutions Lisa Pierce, <i>Vice President</i> , Forrester Research Brownlee Thomas, Ph.D, <i>Principal Analyst</i> , Forrester Research	D Enterprise Mobility	Briefing
11:45 a.m.–12:30 p.m. <i>Lincoln C</i>	Business Benefits For Unified Communications Elizabeth Herrell, <i>Vice President</i> , Forrester Research	E	Briefing
11:45 a.m.–12:30 p.m. <i>Lincoln E</i>	Why Information Management Pros Must Convert Knowledge to Performance (Information Management) Matthew Brown, <i>Senior Analyst</i> , Forrester Research	F	Briefing
11:45 a.m.–12:30 p.m. <i>Presidential Boardroom B</i>	Framing An Enterprise Master Data Management Strategy — What's In, What's Out, Centralized Versus Federated, Technology Versus Process, And Methodology (Information Management) Moderator: Barry Murphy, <i>Principal Analyst</i> , Forrester Research Rob Karel, <i>Principal Analyst</i> , Forrester Research Kyle McNabb, <i>Principal Analyst</i> , Forrester Research "R" Ray Wang, <i>Principal Analyst</i> , Forrester Research	F Big IT	Roundabout

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WEDNESDAY, MAY 16, 2007 (continued)

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
11:45 a.m.–12:30 p.m. <i>Lincoln B</i>	(The Future Of IT)The Future Of Client And Network Security: Are You Ready? Natalie Lambert, <i>Senior Analyst</i> , Forrester Research Robert Whiteley, <i>Senior Analyst</i> , Forrester Research	G Future of IT	Executive Exchange
11:45 a.m.–12:30 p.m. <i>Lincoln A</i>	Going Vertical Without Going Ballistic Ellen Carney, <i>Senior Analyst</i> , Forrester Research	H	Briefing
12:30–1:45 p.m. <i>Tennessee DE</i>	Peer Networking Lunch		
12:30–1:45 p.m. <i>Presidential Lobby And Presidential AB</i>	General Lunch In The Technology Showcase		
1:20–1:40 p.m. <i>Tennessee Lobby A</i>	Theater Presentation By Blue Coat Systems No User Left Behind Franklyn Jones, <i>Director Of Corporate Marketing</i> , Blue Coat Systems	All	Theater Presentation
1:45–2:30 p.m. <i>Presidential Lobby And Presidential AB</i>	Dessert And Coffee In The Technology Showcase		
2:00–2:20 p.m. <i>Tennessee Lobby A</i>	Theater Presentation By VMWare The Virtualization Market: Today And Tomorrow Parag Patel, <i>Senior Director</i> , VMWare	All	Theater Presentation
TRACK SESSIONS			
2:30–3:15 p.m. <i>Washington B</i>	Using Strategic Measurement to Drive IT Transformation Craig Symons, <i>Vice President</i> , Forrester Research	A	Briefing
2:30–3:15 p.m. <i>Jackson AB</i>	Business-Focused Architecture Enables Proactive Alignment Gene Leganza, <i>Vice President</i> , Forrester Research Alex Cullen, <i>Vice President, Research Director</i> , Forrester Research	B	Briefing
2:30–3:15 p.m. <i>Presidential Boardroom B</i>	What Makes A Standard A Standard? Randy Heffner, <i>Vice President</i> , Forrester Research Michael Goulde, <i>Senior Analyst</i> , Forrester Research	C	Roundabout
2:30–3:15 p.m. <i>Lincoln D</i>	An Enterprise Software Licensee's Bill of Rights R "Ray" Wang, <i>Principal Analyst</i> , Forrester Research	D	Briefing

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WEDNESDAY, MAY 16, 2007 (continued)

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:30–3:15 p.m. <i>Jackson EF</i>	The Forrester Wave™: North American Applications Outsourcing, Q1 2007 William Martorelli, <i>Principal Analyst</i> , Forrester Research	D	Briefing
2:30–3:15 p.m. <i>Jackson CD</i>	Desktop And Application Virtualization Natalie Lambert, <i>Senior Analyst</i> , Forrester Research	E	Briefing
2:30–3:15 p.m. <i>Lincoln E</i>	How To Balance The Trade-Off Between Retention Management & Knowledge Management (Information Management) Barry Murphy, <i>Senior Analyst</i> , Forrester Research	F	Briefing
2:30–3:15 p.m. <i>Lincoln B</i>	BPM Lessons Learned (Business Process) Ken Vollmer, <i>Principal Analyst</i> , Forrester Research Colin Teubner, <i>Analyst</i> , Forrester Research	F	Executive Exchange
2:30–3:15 p.m. <i>Lincoln C</i>	Architecting Your GRC Technology Ecosystem Michael Rasmussen, <i>Vice President</i> , Forrester Research Christopher McClean, <i>Researcher</i> , Forrester Research	G	Briefing
2:30–3:15 p.m. <i>Lincoln A</i>	Partnering With Giants: Working With The Big Four Software Vendors Merv Adrian, <i>Senior Vice President</i> , Forrester Research Peter O'Neill, <i>Principal Analyst</i> , Forrester Research	H	Briefing
3:15–3:30 p.m.	Intermission		
3:30–4:15 p.m. <i>Presidential CDE</i>	Verizon Business IT: Transforming Vision Into Competitive Advantage Judy Spitz, <i>Senior Vice President and CIO</i> , Verizon Business	All	Keynote
4:15–5:15 p.m. <i>Presidential CDE</i>	Keynote Panel: Delivering Business Results Through The Information Workplace Moderated by Erica Driver, <i>Principal Analyst</i> , Forrester Research Panelists: Ken Bisconti, <i>Vice President Workplace, Portal, & Collaboration Software</i> , IBM Software Group Chris Capossela, <i>Corporate Vice President, Microsoft Business Division</i> , Microsoft Vince Casarez, <i>Vice President of Development</i> , Oracle David Girouard, <i>Vice President & General Manager, Enterprise</i> , Google	All	Keynote
5:15–5:30 p.m. <i>Presidential CDE</i>	Day 2 Wrap-Up Mike Gilpin, <i>Vice President and Research Director</i> , Forrester Research Eric G. Brown, <i>Vice President and Research Director</i> , Forrester Research	All	Keynote
6:00–9:00 p.m.	SPECIAL EVENT		

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7:30–8:15 a.m. <i>Presidential Lobby And Presidential AB</i>	Technology Showcase And Continental Breakfast		
8:15 8:30 a.m. <i>Presidential CDE</i>	Morning Announcements Mike Gilpin, <i>Vice President and Research Director</i> , Forrester Research Eric G. Brown, <i>Vice President and Research Director</i> , Forrester Research	All	Keynote
8:30–9:30 a.m. <i>Presidential CDE</i>	Enterprise Software In 2017 Andrew Bartels, <i>Vice President</i> , Forrester Research John R. Rymer, <i>Vice President</i> , Forrester Research Laura Ramos, <i>Vice President</i> , Forrester Research	All	Keynote
9:30–10:15 a.m. <i>Presidential CDE</i>	Amplify The Impact Of Your People Chris Capossela, <i>Corporate Vice President, Microsoft Business Division</i> , Microsoft	All	Keynote
10:15–10:45 a.m. <i>Presidential Lobby And Presidential AB</i>	Networking Break In The Technology Showcase		
10:15–10:45 a.m. <i>Presidential Lobby</i>	Analyst Showcase Session: You've Bet On CRM: Improve Your Odds Of Success William Band, <i>Principal Analyst</i> , Forrester Research <ul style="list-style-type: none"> • CRM Process capabilities best practices • How can you evaluate the risk of your CRM deployment approach? • Picking the right CRM tool using nearly 500 selection criteria 	All	Theater Presentation
10:30 a.m.–6:00 p.m. <i>Tennessee C</i>	One-On-One Meetings With Forrester Analysts	All	1:1s
10:45–11:25 a.m. <i>Washington B</i>	Guest Executive Forum With Oracle Build For Change: The Recipe For Success	All	GEF
10:45–11:25 a.m. <i>Jackson AB</i>	Guest Executive Forum With Mindtree Offshore Outsourcing: Beyond Labor Arbitrage Aiden Colie, <i>VP of Internet Technology</i> , Time Interactive	All	GEF
11:25–11:35 a.m.	Intermission		

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THURSDAY, MAY 17, 2007 (continued)

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<i>TRACK SESSIONS</i>			
11:35 a.m.–12:20 p.m. <i>Washington B</i>	Surveying The Enterprise IT Career Samuel Bright, <i>Analyst</i> , Forrester Research	A	Briefing
11:35 a.m.–12:20 p.m. <i>Jackson AB.</i>	The BPM Software Landscape Ken Vollmer, <i>Principal Analyst</i> , Forrester Research Colin Teubner, <i>Analyst</i> , Forrester Research	B	Briefing
11:35 a.m.–12:20 p.m. <i>Lincoln C</i>	Application Strategy: The Missing Piece In SOA Implementations Jost Hoppermann, <i>Vice President</i> , Forrester Research	C	Briefing
11:35 a.m.–12:20 p.m. <i>Presidential Boardroom B</i>	Best Practices In Rich Internet Applications Jeffrey Hammond, <i>Senior Analyst</i> , Forrester Research Ron Rogowski, <i>Principal Analyst</i> , Forrester Research	C	Roundabout
11:35 a.m.–12:20 p.m. <i>Lincoln A</i>	The Road To SOA Success: Selecting The Correct Service Provider Sean Sweeney, <i>Analyst</i> , Forrester Research	D	Briefing
11:35 a.m.–12:20 p.m. <i>Jackson CD</i>	Using A Goal Tree Approach To Measure And Manage Jean-Pierre Garbani, <i>Vice President</i> , Forrester Research	E	Briefing
11:35 a.m.–12:20 p.m. <i>Lincoln B</i>	How To Run An Enterprise Information Workplace Strategy Development Workshop (Information Management) Erica Driver, <i>Principal Analyst</i> , Forrester Research	F	Executive Exchange
11:35 a.m.–12:20 p.m. <i>Jackson EF</i>	Evolving Data Integration From Technology To Competency (Information Management) Rob Karel, <i>Principal Analyst</i> , Forrester Research	F	Briefing
11:35 a.m.–12:20 p.m. <i>Lincoln D</i>	Global Trends And Best Practices For Selecting Supply Chain Software (Business Process) Patrick Connaughton, <i>Senior Analyst</i> , Forrester Research	F	Briefing
11:35 a.m.–12:20 p.m. <i>Lincoln E</i>	Why Technology Marketers Don't Use Technology Laura Ramos, <i>Vice President</i> , Forrester Research	H	Briefing
12:20–1:20 p.m. <i>Tennessee DE</i>	Peer Networking Lunch		
12:20–1:20 p.m. <i>Presidential Lobby And Presidential AB</i>	General Lunch In The Technology Showcase		
1:20–1:40 p.m. <i>Tennessee Lobby A</i>	Theater Presentation By BlackBerry	All	Theater Presentation
1:20–2:00 p.m. <i>Presidential Lobby And Presidential AB</i>	Dessert And Coffee In The Technology Showcase		

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THURSDAY, MAY 17, 2007 (continued)

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	<i>TRACK SESSIONS</i>		
2:00–2:45 p.m. <i>Washington B</i>	Comparing Your IT Shop To Others Alex Cullen, <i>Vice President and Research Director</i> , Forrester Research	A	Briefing
2:00 – 2:45 p.m. <i>Lincoln C</i>	Best Practices In Scoring Your Applications Phil Murphy, <i>Principal Analyst</i> , Forrester Research	A	Briefing
2:00–2:45 p.m. <i>Jackson AB</i>	SOA Experiences In Real -World Projects Jost Hoppermann, <i>Vice President</i> , Forrester Research	B	Briefing
2:00–2:45 p.m. <i>Tennessee B</i>	Challenges and Opportunities For Application Development & Program Management Professionals Carey Schwaber, <i>Senior Analyst</i> , Forrester Research	C	Briefing
2:00–2:45 p.m. <i>Lincoln A</i>	Big IT And Global WAN Services: Forrester’s GWAN Wave™ Q2 2007 Brownlee Thomas, Ph.D., <i>Principal Analyst</i> , Forrester Research	D Big IT	Briefing
2:00–2:45 p.m. <i>Lincoln E</i>	Managing Your Virtualized Data Center Galen Schreck, <i>Principal Analyst</i> , Forrester Research	E	Briefing
2:00–2:45 p.m. <i>Presidential Boardroom B</i>	The State Of The Corporate PC Benjamin Gray, <i>Analyst</i> , Forrester Research Chris Silva, <i>Analyst</i> , Forrester Research	E	Roundabout
2:00–2:45 p.m. <i>Jackson EF</i>	Panel: How To Develop An Enterprise Collaboration Strategy (Information Management) Erica Driver, <i>Principal Analyst</i> , Forrester Research Anthony Lanzafame, <i>Manager, IT</i> , National Grid Dave Rettig, <i>IT Manager</i> , Raymond James Kirk D. Nelson, <i>Manager, Workplace & Collaboration Engineering IT</i> , Thrivent Financial	F	Panel
2:00–2:45 p.m. <i>Lincoln D</i>	Mobilizing Applications: CRM And Asset Management Go Mobile (Information Management) Maribel D. Lopez, <i>Vice President, Principal Analyst</i> , Forrester Research Patrick Connaughton, <i>Senior Analyst</i> , Forrester Research Liz Herbert, <i>Senior Analyst</i> , Forrester Research	F Enterprise Mobility	Briefing
2:00–2:45 p.m. <i>Jackson CD</i>	The Future Of Enterprise Applications (Business Process) Sharyn Leaver, <i>Vice President, Research Director</i> , Forrester Research	F Future Of IT	Briefing
2:00–2:45 p.m. <i>Lincoln B</i>	How To Tackle Today’s Biggest IT Security Challenges Laura Koetzle, <i>Vice President, Research Director</i> , Forrester Research Michael Malone, <i>Director of IT</i> , Autozone Kevin Yeamans, <i>IT Security Manager</i> , Security Benefit	G	Roundabout
2:45–3:00 p.m.	Intermission		

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THURSDAY, MAY 17, 2007 (continued)

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<i>TRACK SESSIONS</i>			
3:00–3:45 p.m. <i>Lincoln B</i>	The Marketing Of IT Laurie M. Orlov, <i>Vice President, Principal Analyst</i> , Forrester Research	A	Executive Exchange
3:00–3:45 p.m. <i>Jackson AB</i>	How Architects Can Use Information-As-A-Service To Ease Integration Michael Gilpin, <i>Vice President, Research Director</i> , Forrester Research Noel Yuhanna, <i>Principal Analyst</i> , Forrester Research	B	Briefing
3:00–3:45 p.m. <i>Jackson EF</i>	Choosing Between .NET, Java, Dynamic Languages John R. Rymer, <i>Vice President</i> , Forrester Research Michael Goulde, <i>Senior Analyst</i> , Forrester Research	C	Briefing
3:00–3:45 p.m. <i>Jackson CD</i>	Cutting Through The Hype Of SaaS: Real Benefits, Real Tradeoffs Liz Herbert, <i>Senior Analyst</i> , Forrester Research	D	Briefing
3:00–3:45 p.m. <i>Lincoln A</i>	Central & Eastern Europe: A Viable Offshore Alternative To India? Andrew Parker, <i>Vice President, Research Director</i> , Forrester Research Pascal Matzke, <i>Principal Analyst</i> , Forrester Research	D	Briefing
3:00–3:45 p.m. <i>Lincoln E</i>	WAN Optimization: Best Practices For Branch Office Application Delivery Robert Whiteley, <i>Senior Analyst</i> , Forrester Research	E	Briefing
3:00–3:45 p.m. <i>Tennessee B</i>	Challenges And Opportunities For Information And Knowledge Management Professionals (<i>Information Management</i>) Connie Moore, <i>Vice President, Research Director</i> , Forrester Research Matthew Brown, <i>Senior Analyst</i> , Forrester Research Erica Driver, <i>Principal Analyst</i> , Forrester Research Kyle McNabb, <i>Principal Analyst</i> , Forrester Research	F	Briefing
3:00–3:45 p.m. <i>Washington B</i>	Very Large Databases (VLDB) – Challenges And Implications For Business Intelligence (BI) (<i>Information Management</i>) Boris Evelson, <i>Principal Analyst</i> , Forrester Research	F	Briefing
3:00–3:45 p.m. <i>Lincoln D</i>	The End Of eService (<i>Business Process</i>) Chip Gliedman, <i>Vice President</i> , Forrester Research	F	Briefing
3:00–3:45 p.m. <i>Presidential Boardroom B</i>	Corporate Social Responsibility: Are You Prepared For Green IT? Michael Rasmussen, <i>Vice President</i> , Forrester Research	G	Briefing
3:00–3:45 p.m. <i>Lincoln C</i>	The Evolving Practice Of Enterprise Security Jonathan Penn, <i>Vice President, Research Director</i> , Forrester Research	H	Briefing
3:45– 4:15 p.m.	Networking Break In The Technology Showcase		

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THURSDAY, MAY 17, 2007 (continued)

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<i>TRACK SESSIONS</i>			
4:15–5:00 p.m. <i>Washington B</i>	Small And Medium IT Marc Cecere, <i>Vice President, Principal Analyst</i> , Forrester Research	A	Briefing
4:15–5:00 p.m. <i>Presidential Boardroom B</i>	IT Metrics Revisited Craig Symons, <i>Vice President</i> , Forrester Research	A	Roundabout
4:15–5:00 p.m. <i>Jackson AB</i>	Scoping Information Architecture Gene Leganza, <i>Vice President</i> , Forrester Research	B Big IT	Briefing
4:15–5:00 p.m. <i>Lincoln A</i>	Taking Testing — And Quality — To The Next Level Carey Schwaber, <i>Senior Analyst</i> , Forrester Research	C	Briefing
4:15–5:00 p.m. <i>Jackson CD</i>	Want A Healthy Sourcing Deal? Give It An X-Ray Paul Roehrig, Ph.D., <i>Senior Analyst</i> , Forrester Research	D	Briefing
4:15–5:00 p.m. <i>Lincoln E</i>	Debunking The Myth Of The Offshore Captive Center Sudin Apte, <i>Country Head & Senior Analyst, India Operations</i> , Forrester Research	D	Briefing
4:15–5:00 p.m. <i>Lincoln C</i>	Optimizing Transaction Management Jean-Pierre Garbani, <i>Vice President</i> , Forrester Research	E	Briefing
4:15–5:00 p.m. <i>Lincoln D</i>	Informal Learning Is On The Rise! (Information Management) Claire Schooley, <i>Senior Analyst</i> , Forrester Research	F	Briefing
4:15–5:00 p.m. <i>Jackson EF</i>	Best Practices For Customer Process Improvement (Business Process) William Band, <i>Principal Analyst</i> , Forrester Research	F	Briefing
4:15–5:00 p.m. <i>Lincoln B</i>	Software Pricing In The Era Of Multicore CPUs, Server Virtualization, And Software-As-A-Service Julie Giera, <i>Vice President</i> , Forrester Research John R. Rymer, <i>Vice President</i> , Forrester Research	H	Executive Exchange
5:00–5:15 p.m.	Intermission		

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THURSDAY, MAY 17, 2007 (continued)

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
5:15-6:15 p.m.	Techno Innovation Demonstrations IT Forum's Techno Innovation Demonstrations are your first glimpse at new and alternative technologies that will provide solutions to your current business needs. View innovative products and services that will stretch the boundaries of what you'd previously thought possible.	All	Keynote
6:15-7:45 p.m. Presidential Lobby And Presidential AB	Closing Reception In The Technology Showcase		

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FRIDAY, MAY 18, 2007

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:30 a.m. <i>Presidential Lobby And Presidential AB</i>	Continental Breakfast		
8:30 a.m.–12:00 p.m. <i>Tennessee C</i>	One-On-One Meetings With Forrester Analysts	All	1:1s
<i>TRACK SESSIONS</i>			
8:30–9:15 a.m. <i>Jackson AB</i>	The Future Of Database Technology Noel Yuhanna, <i>Principal Analyst</i> , Forrester Research	B Future Of IT	Briefing
8:30–9:15 a.m. <i>Presidential Boardroom B</i>	Process Modeling And Software Modeling: Cousins, Neighbors, Or Strangers? Mike Gilpin, <i>Vice President and Research Director</i> , Forrester Research Colin Teubner, <i>Analyst</i> , Forrester Research Jeffrey Hammond, <i>Senior Analyst</i> , Forrester Research	C	Roundabout
8:30–9:15 a.m. <i>Lincoln C</i>	Global Delivery Model (GDM) Point/Counterpoint Debate Stephanie Moore, <i>Vice President</i> , Forrester Research John C. McCarthy, <i>Vice President</i> , Forrester Research Andrew Parker, <i>Vice President and Research Director</i> , Forrester Research	D	Briefing
8:30–9:15 a.m. <i>Lincoln D</i>	MPLS And Ethernet –A Tale Of Two Protocols Lisa Pierce, <i>Vice President</i> , Forrester Research Phil Sayer, <i>Senior Analyst</i> , Forrester Research	D	Briefing
8:30–9:15 a.m. <i>Jackson CD</i>	Examining Virtualization’s Impact On The Network Robert Whiteley, <i>Senior Analyst</i> , Forrester Research	E	Briefing
8:30–9:15 a.m. <i>Jackson EF</i>	Business Performance Solutions — Making Information Actionable (<i>Business Process</i>) Paul Hamerman, <i>Vice President</i> , Forrester Research Boris Evelson, <i>Principal Analyst</i> , Forrester Research	F	Briefing
8:30–9:15 a.m. <i>Lincoln E</i>	Physical And Logical Security Convergence – “Are We There Yet?” Geoffrey W. Turner, <i>Senior Analyst</i> , Forrester Research	G	Briefing
8:30–9:15 a.m. <i>Lincoln B</i>	IT Enablement Of Flexible Work Will Be Key To Success In The Distributed Enterprise Brownlee Thomas, <i>Ph.D., Principal Analyst</i> , Forrester Research	G Enterprise Mobility	Executive Exchange
8:30–9:15 a.m. <i>Lincoln A</i>	What Tech Marketers Should Know About Enterprise Mobility Maribel D. Lopez, <i>Vice President, Principal Analyst</i> , Forrester Research	H	Briefing
8:30–9:15 a.m. <i>Washington B</i>	North American IT Spending Outlook: Getting Ready To Shift Into Higher Gear In 2008 Andrew Bartels, <i>Vice President</i> , Forrester Research	H	Briefing
9:15–9:30 a.m.	Intermission		

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RIDAY, MAY 18, 2007 (continued)

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<i>TRACK SESSIONS</i>			
9:30–10:15 a.m. <i>Jackson AB</i>	Architects, Developers, And SOA Governance Larry Fulton, <i>Senior Analyst</i> , Forrester Research	B	Briefing
9:30–10:15 a.m. <i>Lincoln A</i>	Where's The Value In Software Modeling Jeffrey Hammond, <i>Senior Analyst</i> , Forrester Research	C	Briefing
9:30–10:15 a.m. <i>Washington B</i>	Best Practices In Legacy Application Modernization And Maintenance Techniques Phil Murphy, <i>Principal Analyst</i> , Forrester Research	C	Briefing
9:30–10:15 a.m. <i>Lincoln D</i>	Who Should You Work With For Effective Business Service Management? Evelyn Hubbert, <i>Senior Analyst</i> , Forrester Research Peter O'Neill, <i>Principal Analyst</i> , Forrester Research	E	Briefing
9:30–10:15 a.m. <i>Lincoln C</i>	Storage Virtualization: Hype Or Reality? Andrew Reichman, <i>Analyst</i> , Forrester Research	E Big IT	Briefing
9:30–10:15 a.m. <i>Jackson EF</i>	The Leading Edge of Successful ePurchasing (Business Process) Andrew Bartels, <i>Vice President</i> , Forrester Research	F	Briefing
9:30–10:15 a.m. <i>Lincoln E</i>	Best Practices For Privacy Jennifer Albornoz Mulligan, <i>Analyst</i> , Forrester Research	G	Briefing
9:30–10:15 a.m. <i>Presidential Boardroom B</i>	Stakeholder Centricity Must Drive Both Strategy And Execution Pascal Matzke, <i>Principal Analyst</i> , Forrester Research Norbert Kriebel, <i>Principal Analyst</i> , Forrester Research	H	Briefing
9:30–10:15 a.m. <i>Jackson CD</i>	What Does Industry Analyst Relations Mean To Technology Marketing? Merv Adrian, <i>Senior Vice President</i> , Forrester Research	H	Briefing
10:15–10:30 a.m.	Intermission		

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FRIDAY, MAY 18, 2007 (continued)

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<i>TRACK SESSIONS</i>			
10:30–11:15 a.m. <i>Washington B</i>	Closing The CEO-CIO Gap Laurie M. Orlov, <i>Vice President, Principal Analyst</i> , Forrester Research	A	Briefing
10:30–11:15 a.m. <i>Jackson AB</i>	Starting Or Renewing An EA Program Gene Leganza, <i>Vice President</i> , Forrester Research Henry Peyret, <i>Senior Analyst</i> , Forrester Research	B	Briefing
10:30–11:15 a.m. <i>Lincoln D</i>	Making Agile Application Development Work With Offshore Partners Stephanie Moore, <i>Vice President</i> , Forrester Research Carey Schwaber, <i>Senior Analyst</i> , Forrester Research	D	Briefing
10:30–11:15 a.m. <i>Lincoln A</i>	Battle For Enterprise Systems Architecture: What's Here, What's Next, What Should You Do Brad Day, <i>Vice President</i> , Forrester Research	E	Briefing
10:30–11:15 a.m. <i>Jackson CD</i>	The Future of Search And Information Access (Information Management) Matthew Brown, <i>Principal Analyst</i> , Forrester Research	F Future Of IT	Briefing
10:30–11:15 a.m. <i>Jackson EF</i>	Price Optimization For Financial Services: What Does IT Take To Get There? (Business Process) Mary Pilecki, <i>Senior Analyst</i> , Forrester Research	F	Briefing
10:30–11:15 a.m. <i>Presidential Boardroom B</i>	Is Windows Vista Secure Enough? Natalie Lambert, <i>Senior Analyst</i> , Forrester Research Benjamin Gray, <i>Analyst</i> , Forrester Research	G	Roundabout
10:30–11:15 a.m. <i>Lincoln E</i>	Effectively Using Marketing Collateral To Convey The ROI Of Your Technology Solution Robert Cormier, <i>Principal Consultant</i> , Forrester Research	H	Briefing
11:15–11:30 a.m.	Intermission		

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FRIDAY, MAY 18, 2007 (continued)

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<i>TRACK SESSIONS</i>			
11:30 a.m.–12:15 p.m. <i>Washington B</i>	Instilling Business Case Discipline Into IT Lewis Cardin, <i>Senior Analyst</i> , Forrester Research	A	Briefing
11:30 a.m.–12:15 p.m. <i>Jackson AB</i>	The Three Sides To Information Architecture Gene Leganza, <i>Vice President</i> , Forrester Research Kyle McNabb, <i>Principal Analyst</i> , Forrester Research Alan E. Webber, <i>Senior Analyst</i> , Forrester Research	B	Briefing
11:30 a.m.–12:15 p.m. <i>Lincoln E</i>	Choosing The Right DBMS To Meet Application Requirements Noel Yuhanna, <i>Principal Analyst</i> , Forrester Research	C	Roundabout
11:30 a.m.–12:15 p.m. <i>Lincoln A</i>	What Longhorn Means To The Enterprise Christopher Voce, <i>Researcher</i> , Forrester Research	E	Briefing
11:30 a.m.–12:15 p.m. <i>Lincoln C</i>	Sharing Perspectives on x86 Server Virtualization Galen Schreck, <i>Principal Analyst</i> , Forrester Research Frank E. Gillett, <i>Vice President</i> , Forrester Research	E	Roundabout
11:30 a.m.–12:15 p.m. <i>Jackson EF</i>	ECM Strategies: Packaging ECM As Reusable Enterprise Services (<i>Information Management</i>) Craig Le Clair, <i>Senior Analyst</i> , Forrester Research	F	Briefing
11:30 a.m.–12:15 p.m. <i>Jackson CD</i>	X-Internet Software Strategies (<i>Business Process</i>) Sharyn Leaver, <i>Vice President, Research Director</i> , Forrester Research Roy C. Wildeman, <i>Senior Analyst</i> , Forrester Research Patrick Connaughton, <i>Senior Analyst</i> , Forrester Research	F	Briefing
12:15–1:00 p.m. <i>Presidential Lobby</i>	Boxed Lunch		

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