

IT FORUM EMEA 2007 AGENDA					
Monday June 11, 2007					
TIME	SESSION CODE	ROOM	SESSION	TRACK	SESSION TYPE
08:30-09:30 Registration & Breakfast					
Forrester's IT Forum Opens					
09:30-09:50	10A	Green	Welcome & Setting The Stage David Metcalfe, SVP, Forrester Research		
09:50-10:10	11A	Green	Keynote Presentation: IT to BT - Attaining The Next Level George Colony, CEO, Forrester Research		Keynote
10:10-10:45	12A	Green	Keynote Presentation: Delivering Business Results Through IT Excellence Robin Dargue, CIO & Business Process Director, Diageo		Keynote
10:45-11:10 Networking Break In The Technology Showcase					
11:10-11:55	13A	Green	How Do CEOs View IT? Laurie M. Orlov, Vice President, Principal Analyst	Chief Information Officer & IT Leadership	Briefing
	13B	Red	Corporate Social Responsibility: Are You Prepared For Green IT? Michael Rasmussen, Vice President	Security & Risk Management	Briefing
	13C	Yellow	How To Choose Between .NET, Java, And Dynamic Languages John R. Rymer, Vice President	Application Development	Briefing
	13D	Blue	Eastern Europe: A Viable Offshore/Nearshore Alternative To India? Euan Davis, Senior Analyst & Andrew Parker, Vice President, Research Director	ICT Sourcing & Vendor Management	Briefing
	13E	Orange	Strategic Business Imperatives For Market Success Within The New IT Ecosystem Pascal Matzke, Principal Analyst & Thomas Mendel, Vice President, Research Director	Strategy & Marketing For Technology Providers	Briefing
	13F	Purple	How Businesses Can Ensure Successful Disaster Recovery And Business Continuity Bill Nagel, Researcher & Ruediger Krojnewski, Principal Consultant	IT Operations & Networking	Briefing
	13G	Pink	How To Develop An Enterprise Collaboration Strategy Matthew Brown, Principal Analyst	Information Management & Business Processes	Executive Exchange
11:55-12:05 Changeover Break					
12:05-12:50	14A	Green	Three Archetypes Of IT Bobby Cameron, Vice President and Principal Consultant	Chief Information Officer & IT Leadership	Briefing
	14B	Red	Application Strategy: The Missing Piece In SOA Implementations Jost Hoppermann, Vice President	Application Development	Briefing
	14C	Yellow	The Future of SMB ERP: A World of Ecosystems Emerge R "Ray" Wang, Principal Analyst & Paul Hamerman, Vice President	Strategy & Marketing For Technology Providers	Briefing
	14D	Blue	Are You Ready For A Disaster? Best Practices And Trends In Business Continuity And Recovery Stephanie Balaouras, Senior Analyst	IT Operations and Networking	Briefing
	14E	Orange	Negotiating With Software Giants Duncan Jones, Senior Analyst	ICT Sourcing & Vendor Management	Briefing
	14F	Purple	Consumer Technology In The Workplace: Threat Or Opportunity? Paul Jackson, Principal Analyst & Bill Nagel, Researcher	Information Management and Business Processes	Briefing
	14G	Pink	BPM Lessons Learned Ken Vollmer, Principal Analyst	Enterprise Architecture	Executive Exchange
12:50-13:50 Lunch					
13:50-14:30	15A	Green	Keynote Presentation: IT Excellence Means Maturity, Alignment, And Innovation Bobby Cameron, Vice President & Principal Consultant, Forrester Research		Keynote
14:30-15:10	16A	Green	Keynote Presentation: When IT Governance Impacts Business Performance Jeanine Cotter, VP, IT Strategy & Architecture Services, IBM Global Technology Services		Keynote
15:10-15:20 Changeover Break					
15:20-15:50	17A	Green	Guest Executive Forum: Business-Aware IT Peter Armstrong, Corporate Strategist, BMC Software		Guest Executive Forum
	17B	Red	Guest Executive Forum: Managed Network Services, Network Outsourcing And The Virtual Network Operator Allen Timpany, Founder & CEO Of Vanco		Guest Executive Forum
	17C	Yellow	Guest Executive Forum: The Road To SOA Governance Lars Drexler, Vice President, Director Product Marketing, Software AG		Guest Executive Forum
15:50-16:20 Networking Break In The Technology Showcase					
16:20-17:05	18A	Green	Software Development At The Speed Of Business Caroy Schwaber, Senior Analyst	Application Development	Briefing
	18B	Red	The Future Of Enterprise Applications Duncan Jones, Senior Analyst, Paul Hamerman, Vice President & R "Ray" Wang, Principal Analyst	Information Management and Business Processes	Briefing
	18C	Yellow	Third-Generation Offshore Outsourcing: The Shift To Value Andrew Parker, Vice President, Research Director	ICT Sourcing & Vendor Management	Briefing
	18D	Blue	The New CISO Khalid Kark, Senior Analyst	Security and Risk Management	Briefing
	18E	Orange	Guest Panel: Keeping The Lights On: A Road Map To SOA Gary Valentine, Senior Vice President, Global Architecture, Methods & Standards, Diageo & Jost Hoppermann, Vice President	Enterprise Architecture	Briefing
	18F	Purple	Why Telecom And IT Strategists Must Pursue Converged Service Delivery To 2010 And Beyond Rolf M. Schonhowd, Senior Analyst	Strategy & Marketing For Technology Providers	Briefing
	18G	Pink	Managing Global IT Organizations Marc Cecere, Vice President, Principal Analyst	Chief Information Officer & IT Leadership	Executive Exchange
	18H	Gray	Your Turn: Help Shape Forrester's Research Agenda And Services Tell us about the challenges you face and opportunities you see for Enterprise Architects	Enterprise Architecture	Executive Exchange
17:05-17:15 Changeover Break					
17:15-18:00	19A	Green	Building A Strategic (And Tactical) Platform For SOA Randy Heffner, Vice President	Enterprise Architecture	Briefing
	19B	Red	Where's The Value In Software Modeling? Jeffrey Hammond, Senior Analyst & Diego Lo Giudice, Principal Consultant	Application Development	Briefing
	19C	Yellow	Navigating The Forrester Wave Process Chris Mines, Senior Vice President	Strategy & Marketing For Technology Providers	Briefing
	19D	Blue	Comparing Yourself With IT In Other Organizations Alex Cullen, Vice President, Research Director	Chief Information Officer & IT Leadership	Briefing
	19E	Orange	Translating IT Metrics To Show Business Impact Lutz Peichert, Vice President & Ruediger Krojnewski, Principal Consultant	ICT Sourcing & Vendor Management	Briefing
	19F	Purple	WAN Optimization: Best Practices For Branch Office Application Delivery Robert Whiteley, Senior Analyst	IT Operations and Networking	Briefing
	19G	Pink	How To Define An Enterprise Master Data Management Strategy Kyle McNabb, Principal Analyst & R "Ray" Wang, Principal Analyst	Information Management and Business Processes	Executive Exchange
	19H	Gray	Your Turn: Help Shape Forrester's Research Agenda And Services Tell us about the challenges you face and opportunities you see for Security and Risk Management Professionals	Security and Risk Management	Executive Exchange
18:00-19:15 Drinks Reception In The Technology Showcase					

*All track themes and sessions are subject to change.

IT FORUM EMEA 2007 AGENDA					
Tuesday June 12, 2007					
TIME	CODE	ROOM	SESSION	TRACK	SESSION TYPE
08:00-09:00			Breakfast		
09:00-09:05	20A	Green	Morning Announcement David Metcalfe, SVP, Forrester Research		
09:05-09:40	21A	Green	Keynote Presentation: IT Excellence: From Function To Process Stefan Ostrowski, Group Chief Technology Officer, Volkswagen		Keynote
09:40-09:50			Changeover Break		
09:50-10:35	22A	Green	Using Strategic Measurement To Transform IT Organizations Craig Symons, Vice President	Chief Information Officer & IT Leadership	Briefing
	22B	Red	How To Select Enterprise Architecture Modeling Tools Henry Peyret, Senior Analyst	Enterprise Architecture	Briefing
	22C	Yellow	The Future Of Information Access Matthew Brown, Principal Analyst	Information Management and Business Processes	Briefing
	22D	Blue	Vendor Alternatives In The IT Management Software Market Thomas Mendel, Ph.D, Vice President, Research Director	IT Operations and Networking	Briefing
	22E	Orange	Defining Business-Centric Security Metrics Khalid Kark, Senior Analyst	Security and Risk Management	Briefing
	22F	Purple	Carrier Ethernet Opportunities For The Enterprise Phil Sayer, Senior Analyst	ICT Sourcing & Vendor Management	Briefing
	22G	Pink	The State Of The Corporate PC Roundtable Natalie Lambert, Senior Analyst	IT Operations and Networking	Executive Exchange
	22H	Gray	What Makes A Standard A Standard? Randy Heffner, Vice President & Diego Lo Giudice, Principal Consultant	Application Development	Executive Exchange
10:35-11:05			Networking Break In The Technology Showcase		
11:05-11:50	23A	Green	Partnering With Giants: How To Work With The Big Four Software Vendors Peter O'Neill, Principal Analyst	Strategy & Marketing For Technology Providers	Briefing
	23B	Red	Build For Change: The Dynamic Business Apps Imperative John R. Rymer, Vice President	Enterprise Architecture	Briefing
	23C	Yellow	Managing Your Virtualized Data Center Ruediger Krojnewski, Principal Consultant	IT Operations and Networking	Briefing
	23D	Blue	Implementing Green ICT Sourcing Euan Davis, Senior Analyst	ICT Sourcing & Vendor Management	Briefing
	23E	Orange	Very Large Database Issues And Strategies In Business Intelligence Boris Evelson, Principal Analyst	Information Management and Business Processes	Briefing
	23G	Pink	Process Modeling And Software Modeling: Cousins, Neighbors, Or Strangers? Mike Gilpin, Vice President, Research Director & Jeffrey Hammond, Senior Analyst	Application Development	Executive Exchange
11:50-12:00			Changeover Break		
12:00-12:30	24A	Green	Guest Executive Forum: Convergence and Consolidation Peter Glock, Head of Solution Development and Marketing for the IT Services Business Unit, Orange Business Services		Guest Executive Forum
	24B	Red	Guest Executive Forum: Dynamic Services: ICT - Like Electricity And Water? Tony Feeney, Chief Sales & Services Officer, T-Systems		Guest Executive Forum
12:30-13:40			Lunch		
13:40-14:20	25A	Green	Panel Debate: Future Excellence: The New IT Ecosystem Ian Cohen, CIO, Associated Newspapers; David Metcalfe, SVP, Research, Forrester Research; Darryl West, CTO, Lloyds TSB		Keynote
14:20-15:00	26A	Green	Keynote Presentation: Advanced Use Of Modern IT Architectures, Telkomsel Present The Last 10 Years Of SOA And BPM. Arman Hazalrin, IT Vice President, Telkomsel		Keynote
15:00-15:30			Networking Break In The Technology Showcase		
15:30-16:15	27A	Green	Next-Generation ERP Strategies Paul Hamerman, Vice President & Duncan Jones, Senior Analyst & R "Ray" Wang, Principal Analyst	Information Management and Business Processes	Briefing
	27B	Red	The Goal Tree Approach To Measurement And Management Peter O'Neill, Principal Analyst & Wolfgang Benkel, Principal Consultant	IT Operations and Networking	Briefing
	27C	Yellow	SOA Experiences In Real-World Projects Jost Hoppermann, Vice President	Enterprise Architecture	Briefing
	27D	Blue	The Enterprise Service Bus Story: Successes, Failures, And Lessons Learned Mike Gilpin, Vice President, Research Director	Enterprise Architecture	Briefing
	27E	Orange	Best Practices For Global And European WAN Services Phil Sayer, Senior Analyst	ICT Sourcing & Vendor Management	Briefing
	27F	Purple	The Insider Threat or How To Safeguard Your Corporate Assets With Information Leak Prevention Thomas Raschke, Senior Analyst	Security and Risk Management	Briefing
	27G	Pink	The Marketing Of IT Laurie M. Orlov, Vice President, Principal Analyst	Chief Information Officer & IT Leadership	Executive Exchange
	27H	Gray	Your Turn: Help Shape Forrester's Research Agenda And Services Tell us about the challenges you face and opportunities you see for Sourcing & Vendor Management Professionals	ICT Sourcing & Vendor Management	Executive Exchange
16:15-16:25			Changeover Break		
16:25-17:10	28A	Green	BPM, SOA, And Dynamic Applications Ken Vollmer, Principal Analyst	Enterprise Architecture	Briefing
	28B	Red	Best Practices For Rich Internet Applications Jeffrey Hammond, Senior Analyst	Application Development	Briefing
	28C	Yellow	Architecting Your GRC Technology Ecosystem Michael Rasmussen, Vice President	Security and Risk Management	Briefing
	28D	Blue	IT Services Adoption Outlook For 2007 Sonoko Takahashi, Associate Analyst	Strategy & Marketing For Technology Providers	Briefing
	28E	Orange	Do Your "Green" Credentials Matter To Customers? Chris Mines, Senior Vice President	Strategy & Marketing For Technology Providers	Briefing
	28F	Purple	Information Architecture For The Web Kyle McNabb, Principal Analyst	Information Management and Business Processes	Briefing
	28G	Pink	Best Practices For The RFP Process Lutz Peichert, Vice President & Wolfgang Benkel, Principal Consultant	ICT Sourcing & Vendor Management	Executive Exchange
20:00-22:30			IT Forum Evening Event		

*All track themes and sessions are subject to change.

IT FORUM EMEA 2007 AGENDA

Wednesday June 13, 2007

TIME	CODE	ROOM	SESSION	TRACK	SESSION TYPE
08:00-09:00			Breakfast		
09:00-09:05	30A	Green	Morning Announcement David Metcalfe, SVP, Forrester Research		
09:05-09:45	31A	Green	Panel Debate: Future Excellence: Green IT Scenarios Axel Haentjens, Senior VP and Head of Marketing, Orange Business Services; David Metcalfe, SVP, Forrester Research; Chris Mines, Senior Vice President; Klaus Hieronymi, European Director of Environmental Business Management, HP		Keynote
09:45-09:55			Changeover Break		
09:55-10:40	32A	Green	The BPM Software Landscape Ken Vollmer, Principal Analyst & Henry Peyret, Senior Analyst	Enterprise Architecture	Briefing
	32B	Red	Six Common Mistakes To Avoid In Software Selection Duncan Jones, Senior Analyst & Paul Hamerman, Vice President	Information Management and Business Processes	Briefing
	32C	Yellow	How To Select A Business Service Management Vendor Peter O'Neill, Principal Analyst	IT Operations and Networking	Briefing
	32D	Blue	Converting Knowledge To Performance Matthew Brown, Principal Analyst	Information Management and Business Processes	Briefing
	32E	Orange	Selective Outsourcing: What Buyers Want And What They Buy Pascal Matzke, Principal Analyst & Paul Roehrig, Ph.D., Senior Analyst	ICT Sourcing & Vendor Management	Briefing
	32F	Purple	Effectively Using Marketing Collateral To Convey The ROI Of Your Technology Solution Eric G. Brown, Vice President & Bob Cormier, Principal Consultant	Strategy & Marketing For Technology Providers	Briefing
	32G	Pink	IT Metrics Revisited Craig Symons, Vice President	Chief Information Officer & IT Leadership	Executive Exchange
	32H	Gray	Best Practices For Starting Or Renewing An EA Program Jost Hoppermann, Vice President & Diego lo Giudice, Principal Consultant	Enterprise Architecture	Briefing
10:40-11:10			Networking Break In The Technology Showcase		
11:10-11:55	33A	Green	How Architects Can Use Information As a Service To Ease Integration Mike Gilpin, Vice President, Research Director & Noel Yuhanna, Principal Analyst	Enterprise Architecture	Briefing
	33B	Red	Next-Generation Data Centers: Implications For IT Management Processes Lutz Peichert, Vice President & Ruediger Krojnewski, Principal Consultant	IT Operations and Networking	Briefing
	33C	Yellow	Enterprise Content Management Strategies Kyle McNabb, Principal Analyst	Information Management and Business Processes	Briefing
	33D	Blue	Strategic Sourcing: How IT Sourcing Depends On IT Governance And Organization Richard Peynot, Senior Analyst	ICT Sourcing & Vendor Management	Briefing
	33E	Orange	Achieving Market Success With Industry Offerings Eric G. Brown, Vice President	Strategy & Marketing For Technology Providers	Briefing
	33F	Purple	Desktop Virtualization Natalie Lambert, Senior Analyst	IT Operations and Networking	Briefing
	33G	Pink	Building Meaningful Business Value Propositions Norbert Kriebel, Director	Strategy & Marketing For Technology Providers	Executive Exchange
	33H	Gray	Going . . . Gone! What IT Security Vendor Consolidations Means For IT Thomas Raschke, Senior Analyst	Security and Risk Management	Briefing
11:55-12:05			Changeover Break		
12:05-12:50	34A	Green	Why IT Needs To Be Managed Differently According To Organizational Size Marc Cecere, Vice President, Principal Analyst	Chief Information Officer & IT Leadership	Briefing
	34B	Red	Global Trends And Best Practices For Selecting Supply Chain Software George Lawrie, Principal Analyst	Information Management and Business Processes	Briefing
	34C	Yellow	What to Expect When Taking European Infrastructure Offshore Pascal Matzke, Principal Analyst & Richard Peynot, Senior Analyst	ICT Sourcing & Vendor Management	Briefing
	34D	Blue	The Future Of Database Technology Noel Yuhanna, Principal Analyst	Enterprise Architecture	Briefing
	34E	Orange	What Does Industry Analyst Relations Mean To Technology Marketing? Kevin Lucas, Senior Analyst	Strategy & Marketing For Technology Providers	Briefing
	34F	Purple	Storage Virtualization: Hype Or Reality? Stephanie Balaouras, Senior Analyst	IT Operations and Networking	Briefing
	34G	Pink	The Build Versus Buy Decision: Strategies And Tactics Carey Schwaber, Senior Analyst & Jost Hoppermann, Vice President	Enterprise Architecture	Executive Exchange
12:50-14:00			Lunch		
14:00-14:45	35A	Green	The New Programming Model For Digital Business Randy Heffner, Vice President & Jeffrey Hammond, Senior Analyst	Application Development	Briefing
	35B	Red	Best Practices For Privacy, Or How To Keep Your Company Off The Front Page Michael Rasmussen, Vice President	Security and Risk Management	Briefing
	35C	Yellow	The Value Of Benchmarking Within The Sourcing Cycle Wolfgang Benkel, Principal Consultant & Euan Davis, Senior Analyst	ICT Sourcing & Vendor Management	Briefing
	35D	Blue	Business Performance Solutions — Making Information Actionable Boris Evelson, Principal Analyst & Paul Hamerman, Vice President	Information Management and Business Processes	Briefing
	35E	Orange	Developing Your IT Strategic Plan Alex Cullen, Vice President, Research Director	Chief Information Officer & IT Leadership	Briefing
	35F	Purple	Stakeholder Centricity Must Drive Both Strategy And Execution Pascal Matzke, Principal Analyst & Norbert Kriebel, Director	Strategy & Marketing For Technology Providers	Briefing
	35H	Gray	EMEA Software Spending Plans For 2007 Kevin Lucas, Senior Analyst	Strategy & Marketing For Technology Providers	Briefing
14:45-14:55			Changeover Break		
14:55-15:40	36A	Green	Aligning Your Messaging To What Buyers Are Really Looking For Norbert Kriebel, Director	Strategy & Marketing For Technology Providers	Briefing
	36B	Red	Using Forrester's Sourcing Deal X-Ray To Strengthen Outsourcing Governance And Delivery Paul Roehrig, Ph.D., Senior Analyst	ICT Sourcing & Vendor Management	Briefing
	36C	Yellow	Building A Virtual Worlds Strategy Paul Jackson, Principal Analyst	Information Management and Business Processes	Briefing
	36D	Blue	Building Competitive Intelligence To Win In Your Markets Rolf M. Schonhowd, Senior Analyst	Strategy & Marketing For Technology Providers	Briefing
	36E	Orange	Exploring Virtualization's Impact On The Network Robert Whiteley, Senior Analyst	IT Operations and Networking	Briefing
15:40			IT Forum Closes		

*All track themes and sessions are subject to change.