



# Forrester’s Business & Technology Leadership Forum 2008

## Embrace Technology Chaos. Deliver Business Results.

September 23–24, 2008 • JW Marriott Grande Lakes Orlando • Orlando, Fla.

### Event Agenda

*All track themes and sessions are subject to change.*

#### Event Track Themes: An Overview

TRACKS	
A	<p><b>CIO: <i>Avoiding Marginalization In A Business-Driven World</i></b>            CIOs face the chaotic realities of rising business expectations for technology’s impact combined with rapid technology change and vendors increasing their sales focus on the business buyer. These realities can be a threat to IT organizations, leaving them marginalized while business areas run ahead with their plans — or they can be an opportunity, blending IT further into the business for greater contribution. This track will address the key issues that CIOs and other IT leaders face and the practices they should employ to boost their role as change agents.</p>
B	<p><b>Business Process &amp; Applications Professional: <i>Moving From Transactional To Transformational</i></b>            Overly structured, transactional applications and procedures won’t cut it in a world where Social Computing and evolving business networks rule the day. This track will highlight new technologies and business models that are designed to balance chaos with control and that can blend with existing solutions to drive growth and profitability.</p>
C	<p><b>Information &amp; Knowledge Management Professional: <i>Taming The Chaos From Social Computing To Web 2.0</i></b>            This track provides a new, fresh look at how to tame the chaos from real-time information overload, Social Computing, Technology Populism, Web 2.0, SharePoint, and virtual worlds without smothering creativity, businesspeople’s enthusiasm, or business results. In this track, Forrester analysts take a hard look at how Information &amp; Knowledge Management professionals can cope with rapid-fire advances in new technologies while still getting value. The roll-up-your-sleeves sessions will drill down on how to get started on some of these emerging technologies so organizations can realize business results faster than the competition.</p>

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# Event Agenda

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TUESDAY, September 23, 2008			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:30 a.m. <i>Palazzo Foyer</i>	Event Registration And Continental Breakfast		
7:30–8:20 a.m. <i>Del Lago 1</i>	<p><b>Breakfast Session: Forrester Research</b>  <b>Community Marketing: Tapping Into The B2B Side Of Social Computing</b>            Peter Burris, <i>Principal Analyst, Research Director</i>, Forrester Research</p> <ul style="list-style-type: none"> <li>• How have business decision-makers changed the IT buying process?</li> <li>• Where do these new stakeholders turn for information and advice? (Hint: It's not your product brochures.)</li> <li>• How can tech marketers participate in, join, or build online communities of business buyers?</li> </ul>		
7:30–8:20 a.m. <i>Segura 1</i>	<p><b>Breakfast Session: Forrester Research</b>  <b>Why Embracing Chaos Is Smarter Than Seeking The Balance: A Better Way To Think About The Work-Life Relationship</b>            Virginia C. Crosa, <i>Director, Strategic Growth</i>, Forrester Research</p> <p>Why is “work-life balance” still on the keeps-me-up-at-night list of top executives 30 years after the phrase first appeared? An unyielding focus on using the wrong approaches to solve the wrong problem. While many remain focused on solving the problem of the '80s, technology chaos and new generations have changed all the rules and boundaries. Work-life balance is no longer a corporate problem to solve nor is it a one-size-fits-all set of tools, tips, or practices. Like leadership, it is an individual style each of us must develop as our — and the world's — values, priorities, and demands shift and evolve. Participants in this session will:</p> <ul style="list-style-type: none"> <li>• Experience the shift in thinking necessary to successfully move from focusing on balance to embracing chaos</li> <li>• Evaluate where they currently are on the transition from balance to chaos</li> <li>• Identify goals for embracing and thriving in the chaotic work-life relationship</li> </ul>		

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TUESDAY, September 23, 2008 (continued)			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
8:30–8:45 a.m. Palazzo A–D	<b>Welcome And Setting The Stage</b> Connie Moore, <i>Vice President, Research Director</i> , Forrester Research	All	Keynote
8:45–9:30 a.m. Palazzo A–D	<b>Chaos Or Emerging Structure?</b> Sharyn Leaver, <i>Vice President, Research Director</i> , Forrester Research  An unprecedented onslaught of chaotic realities like Web 2.0, globalization, and virtualization threatens to unravel the conformity and structure that technology and business leaders have brought to the workplace over the past several years. But a lack of imposed structure does not necessarily result in chaos. Instead, smart executives will embrace and foster a new world where structure emerges from lower levels of necessity and creativity. How? By focusing employees and partners on business results and blending structured and unstructured processes, data, and organizations to create business value that far exceeds the sum of its parts — without placing the organization at risk. In this session, attendees will: <ul style="list-style-type: none"> <li>• Explore the elements of chaos facing leaders today</li> <li>• Learn how to identify gems of opportunity among a sea of technology and business chaos</li> <li>• Understand the value of fostering emerging structure to drive business and mitigate risk</li> </ul>	All	Keynote
9:30–10:15 a.m. Palazzo A–D	<b>Cutting Through The Chaos: Addressing Enterprise Security And Privacy Challenges</b> Kenneth Washington, Ph.D., <i>Vice President and Chief Privacy Leader</i> , Lockheed Martin  Technology chaos is real, and it’s reinventing how we collaborate in our personal and business lives — and in the fuzzy space that spans both worlds. This session will address how business can harness this chaos in an enterprise setting to drive greater value, while keeping a close eye on security and privacy. Questions abound — for instance, “Is privacy even achievable in a 24x7, always-on Internet world?” and “How can companies protect their information assets while encouraging new collaboration models and modalities?” Learn how Lockheed Martin is dealing with chaos in the secure world of aerospace and the best practices and lessons learned from its experience driving cultural change.	All	Keynote
9:30 a.m.–5:30 p.m. Palazzo Foyer	<b>One-On-One Meetings With Forrester Analysts</b>		
10:15–11:00 a.m. Palazzo E–H	<b>Morning Break In The Technology Showcase</b>		

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TUESDAY, September 23, 2008 (continued)			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
11:00–11:40 a.m. Palazzo A–D	<p><b>Smart SOA™ Powers Smarter Business Outcomes</b> Sandy Carter, <i>Vice President, SOA &amp; Websphere Strategy, Channels and Marketing, IBM</i></p> <p>It takes a smart business to win in today’s dynamic business climate. In a world economy that is increasingly more competitive, smart businesses align business savvy with proven IT know-how to drive more efficient and innovative business models for competitive advantage. IBM’s Smart SOA™ approach is built on many thousands of customer experiences and helps companies to drive more efficient and agile operations. To gain competitive advantage and deliver value, you need the capability to make efficient changes to business processes, share resources across geographies, and reduce expenses. Learn about five Smart SOA™ projects that you can implement today to reduce expenses, improve productivity, and deliver bottom-line impact to transform your business into a “Smart” business!</p>	All	Keynote
11:40 a.m.–12:30 p.m. Palazzo A–D	<p><b>Delivering Business Value Through Continuous Improvement (A Panel Discussion)</b> Gene Rawls, <i>Vice President, Continuous Improvement, Wells Fargo Financial</i> Don Toland, <i>Senior Director of Product Strategy, Qwest</i> Moderated by Connie Moore, <i>Vice President, Research Director, Forrester Research</i></p> <p>Continuous improvement projects should not be the streamlined, antiseptic efforts that they often sound like. At its heart, continuous improvement is about change, and that strikes fear in the hearts of many a businessperson and IT professional alike. IT often sees chaos everywhere — whether it is from businesspeople making process and business rule changes or valid concerns about testing and performance. And once it gets over its initial euphoria, the business faces the daunting task of massive culture change before business process management (BPM) delivers real value. For this panel, two process executives with experience in BPM will share their views on how continuous improvement teams can tap into the constant, relentless changes that all companies go through to power business process automation that finally keeps pace with the business.</p>	All	Keynote Panel
12:30–1:45 p.m. Palazzo E–H	<b>Lunch In The Technology Showcase</b>		

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TUESDAY, September 23, 2008 (continued)			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
12:30–1:15 p.m. <i>Del Lago 1</i>	<p><b>Lunch Session: Forrester Research</b>  <b>Introducing Forrester’s Strategy Boardroom Program</b>            Mike Kasparian, <i>Director, Tech Industry</i>, Forrester Research            Thomas Mendel, <i>Vice President, Research Director</i>, Forrester Research</p> <p>Forrester’s Strategy Boardroom Program bundles access to our research with a quarterly, personalized digest of relevant Forrester content and a quarterly meeting with a dedicated analyst. Join us for this lunch to learn how the Strategy Boardroom Program will help you succeed by:</p> <ul style="list-style-type: none"> <li>• Clarifying and validating current trends in your market and your competitors’ moves</li> <li>• Reviewing your company’s current market momentum and challenges</li> <li>• Evaluating partnership, business development, and product portfolio opportunities</li> </ul>		
1:00 – 1:20 p.m. <i>Role Resource Center Lower Level</i>	<p><b>Web 2.0 TechRadar™ Demo</b>            Kyle McNabb, <i>Principal Analyst, Research Director</i>, Forrester Research            Gil Yehuda, <i>Senior Analyst</i>, Forrester Research</p>		
1:45–2:30 p.m. <i>Del Lago 1</i>	<p><b>Bridging The Technology Gap Between Business And IT</b>            Alex Cullen, <i>Vice President, Research Director</i>, Forrester Research            Anton Hios, <i>Vice President, Forrester Leadership Boards CIO Group</i>, Forrester Research</p> <p>Our research has found that business leaders are becoming more conscious of technology’s importance to their business goals as well as more engaged in technology decisions. This is creating a gap between business expectation and IT capability, which, if left untreated, will result in marginalization of the IT organization. This session explores the implications of this gap and how CIOs in Forrester Leadership Boards’ The CIO Group envision changing their organizations to address this. Alex and Anton will address the following issues:</p> <ul style="list-style-type: none"> <li>• How different business functions view technology and how they view the IT organization</li> <li>• The symptoms and causes of a worsening IT-business relationship</li> <li>• Strategies that leading CIOs from The CIO Group are employing</li> </ul>	A: CIO	Briefing

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TUESDAY, September 23, 2008 (continued)			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:45–2:30 p.m. <i>Del Lago 3</i>	<p><b>Processes And Technologies That Drive Performance And Profit</b> Paul D. Hamerman, <i>Vice President, Principal Analyst</i>, Forrester Research Scott Tiazkun, <i>Senior Analyst</i>, Forrester Research</p> <p>Our chaotic world makes it impossible to predict, automate, and track every step of every business process in any organization. This session will explore how focusing employees and partners on the end goals of performance and profitability — rather than attempting to micromanage how work gets done — drives business results. This session offers the opportunity to learn about the tools that deliver visibility to key performance metrics and to hear real-world examples of how companies have overcome typical cultural and technology barriers to becoming performance-driven organizations. This session will answer the following questions:</p> <ul style="list-style-type: none"> <li>• What are the key concepts of business performance management?</li> <li>• What tools help provide visibility into and guidance on key performance metrics and profitability?</li> <li>• What are some best practices and success stories for creating a performance-driven culture?</li> </ul>	B: Business Process & Applications Professional	Briefing
1:45–2:30 p.m. <i>Segura 1</i>	<p><b>Next-Generation BI, Or Pervasive BI</b> Boris Evelson, <i>Principal Analyst</i>, Forrester Research</p> <p>Business intelligence (BI) is not just about reporting anymore. It is migrating from being a back- and middle-office tool for productivity and efficiency gain to being a major, strategic corporate asset used for competitive differentiation. BI technologies, architectures, and approaches are evolving across multiple dimensions. The next generation of BI will involve such technologies as different user interfaces, actionable BI, predictive analytics, alternative DBMS, and data modeling technologies. In this session, we will review all of the major trends in next-generation BI and dive deeper into one of the most significant themes: convergence of the three B's — BI, BPM (business process management), and BRE (business rules engines). This briefing session will answer the following questions:</p> <ul style="list-style-type: none"> <li>• Why is BI front and center of everyone's priorities?</li> <li>• What are the key components in next-generation or pervasive BI?</li> <li>• What are the key components necessary to achieve ultimate enterprise optimization?</li> <li>• What are the major barriers to enterprise optimization?</li> <li>• How is the emerging trend of process-centric BI changing market dynamics and the competitive landscape?</li> </ul>	C: Information & Knowledge Management Professional	Briefing
2:30–2:45 p.m.	<b>Intermission</b>		

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:45–3:15 p.m. <i>Del Lago 1</i>	<p><b>Guest Executive Forum With Computer Science Corporation (CSC)</b></p> <p><b>Maximizing Your IT Environment Through BSM</b> Sam Gross, <i>Chief Technology Officer, Business Service Management Market Solutions, Computer Sciences Corporation</i></p> <p>Business service management (BSM) is a highly publicized approach to IT service management that aims to provide business alignment in terms of objectives, impact, and organizational strategy. BSM should not be treated as a simple software solution to a complex organizational issue; it is an approach that questions operational maturity at many companies and requires C-level support to truly attain. Sam Gross will discuss the benefits of BSM, what constitutes a BSM solution, and ways to engage in an effective program.</p>	GEF	Briefing
2:45–3:15 p.m. <i>Del Lago 3</i>	<p><b>Guest Executive Forum with Fujitsu</b></p> <p><b>Citigroup’s Global Wealth Management And SaaS — Empowering The Business</b> Robert Cantelmo, <i>Managing Director, Strategic Initiatives, Citigroup’s Global Wealth Management Division</i></p> <p>The software-as-a-service (SaaS) model is irrefutably changing how companies leverage technology in providing business solutions. In 2008, Citigroup’s Global Wealth Management business made the commitment to transition to this model to provide customer relationship management capabilities to financial advisors. Bob Cantelmo, managing director of GWM technology, will share why Citigroup made this strategic decision and what key benefits will be realized.</p>	GEF	Briefing

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TUESDAY, September 23, 2008 (continued)			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
3:15–4:00 p.m. Palazzo E–H	Afternoon Break In The Technology Showcase		
3:25 – 3:45 p.m. Role Resource Center Lower Level	<b>Web 2.0 TechRadar™ Demo</b> Kyle McNabb, <i>Principal Analyst, Research Director</i> , Forrester Research Gil Yehuda, <i>Senior Analyst</i> , Forrester Research		
4:00–4:45 p.m. Palazzo A–D	<b>Delivering Results With Virtual Worlds</b> Oliver Goh, <i>Business Development Executive</i> , Implenia  European construction giant Implenia has teamed with IBM and SAP to develop one of the world's most visionary Second Life islands — EOLUS ONE. The twist? Executives don't see this as a grand experiment in collaborative virtual worlds but rather as supporting Implenia partners and customers through focused processes that deliver value and business results. Whether you are just starting to learn about the basics or need up-to-the-minute best practices on this edgy technology, this is a can't-miss session.	All	Keynote
4:45–5:30 p.m. Palazzo A–D	<b>Anticipating Change For Your Collaboration Strategy</b> Karla Gill, <i>Vice President, Enterprise Workplace Solutions</i> , Marriott International  Everyone instinctively knows the value of collaboration, but how do you prove the ROI to hard-nosed business and finance execs who want tangible evidence? Learn how Marriott not only devised an enterprisewide collaboration strategy for its far-flung global organization but also about the business case that won them the support for implementation.	All	Keynote
5:30–5:45 p.m. Palazzo A–D	<b>Thoughts From George Colony</b> George F. Colony, <i>Chairman of the Board and Chief Executive Officer</i> , Forrester Research	All	Keynote
5:45–7:15 p.m. Palazzo E–H	Networking Reception In The Technology Showcase		

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WEDNESDAY, September 24, 2008			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:20 a.m. <i>Del Lago 1</i>	<p><b>Breakfast Presentation By ASG</b></p> <p><b>Federating Configuration Management Databases (CMDDBs)</b> Brent Brightwell, <i>Senior Vice President of Product Management and Marketing</i>, ASG</p> <p>Please join ASG's Brent Brightwell to discover how companies are approaching the implementation and federation of configuration management databases (CMDDBs) as the foundation of business service management (BSM). ASG will share market findings and feedback from CIOs on how they are successfully implementing CMDDBs and BSM solutions. ASG's approach to CMDDB technology begins with a metadata repository to federate configuration information in a way that is scalable and adaptable to any industry.</p>		
7:30–8:30 a.m. <i>Palazzo Foyer</i>	<b>Event Registration And Continental Breakfast</b>		
8:30–8:35 a.m. <i>Palazzo A–D</i>	<p><b>Day Two Opening Remarks</b> Connie Moore, <i>Vice President, Research Director</i>, Forrester Research</p>	<b>All</b>	Keynote
8:35–9:20 a.m. <i>Palazzo A–D</i>	<p><b>Thriving In The Age Of Tech Populism</b> Matthew Brown, <i>Principal Analyst, Research Director</i>, Forrester Research</p> <p>Self-provisioned consumer technologies, user-generated applications, public social networks, and cloud computing are just starting to challenge conventional methods for managing workplace technologies. Web 2.0 and the age of Technology Populism will usher in a new wave of experimentation as information and communications technologies become more immediately consumable by our technology-native workforce. This wave is different because information management professionals will find themselves trying to balance empowering people and managing age-old IT risks. To thrive in this environment, IT professionals will find themselves rethinking the way they manage technology and walking a fine line between control and chaos. In this session, you will:</p> <ul style="list-style-type: none"> <li>• Understand the forces at work that are driving Technology Populism</li> <li>• Learn what implications this megatrend has for how information and communications technologies are provisioned and managed</li> <li>• Hear what IT professionals must do to minimize risks and maximize rewards presented by this trend</li> </ul>	<b>All</b>	Keynote

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WEDNESDAY, September 24, 2008			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
9:20–10:20 a.m. Palazzo A–D	<p><b>Using Social Technology To Deliver Results (A Panel Discussion)</b>            Boyd Beasley, <i>Senior Director, Customer Support</i>, Electronic Arts            Bob Pearson, <i>Vice President of Communities and Conversations</i>, Dell            Moderated by Sharyn Leaver, <i>Vice President, Research Director</i>, Forrester Research</p> <p>The rise of Web 2.0, social networking, and what Forrester calls “Technology Populism” introduces an opportunity to turbocharge many business processes across your organization. This session will highlight real-world examples of companies that have found innovative ways to engage with emerging “social consumers”; enrich customer, partner, and employee experiences through community-based interactions; and architect solutions that are flexible and foster strong collaboration. Learn how these leaders tackled the organizational, process, and technology chaos that comes with social technologies to drive new business value while minimizing organizational risk.</p>	All	Keynote Panel
9:30 a.m.–4:00 p.m. Palazzo Foyer	<b>One-On-One Meetings With Forrester Analysts</b>		
10:20–11:00 a.m. Palazzo E–H	<b>Networking Break In The Technology Showcase</b>		
10:30 – 10:50 a.m. Role Resource Center Lower Level	<p><b>ECM TechRadar™ Demo</b>            Kyle McNabb, <i>Principal Analyst, Research Director</i>, Forrester Research</p>		
11:00–11:45 a.m. Del Lago 1	<p><b>What Business-Driven Technology Means To The Vendor-CIO Relationship (A Panel Discussion)</b>            Alex Cullen, <i>Vice President, Research Director</i>, Forrester Research            Peter Burris, <i>Principal Analyst, Research Director</i>, Forrester Research</p> <p>The relationship among business executives, CIOs, and their IT organizations, and the vendors of business applications and services can be viewed as triangular. Over the past decade, CIOs have worked to strengthen the relationship between IT and the business, striving to make IT a conduit for sourcing vendor solutions to business needs. In a BT world, business execs are more involved with technology decisions and have a greater ability to make sourcing decisions on their own — and vendors will want to exploit this. This panel session, featuring participants from Forrester’s CIO Group and Forrester’s Technology Marketing Executives Council, will discuss steps organizations can take to keep CIOs and vendors working together to solve business needs. This session will cover:</p> <ul style="list-style-type: none"> <li>• How vendors view BT and how they want to leverage greater business involvement</li> </ul>	A: CIO	Briefing

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	<ul style="list-style-type: none"><li>• Where IT organizations can provide value to the business buyer and the vendor</li><li>• Strategies to build a strong IT/vendor partnership</li></ul>		
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WEDNESDAY, September 24, 2008			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
11:00–11:45 a.m. <i>Del Lago 3</i>	<p><b>CRM 2.0: Fantasy Or Reality? (A Panel Discussion)</b>            William Band, <i>Vice President, Principal Analyst</i>, Forrester Research            Boyd Beasley, <i>Senior Director, Customer Support</i>, Electronic Arts            Bob Pearson, <i>Vice President of Communities and Conversations</i>, Dell</p> <p>Forrester has long predicted customer relationship management's (CRM's) evolution from supporting traditional customer-facing transactional processes to developing collaborative connections with customers, suppliers, and even competitors. So is it all just buzz? This session will highlight real-world examples of companies that have found innovative ways to engage with emerging "social consumers," enrich the customer experience through community-based interactions, and architect solutions that are flexible and foster strong intra-organization and customer collaboration. The session will answer:</p> <ul style="list-style-type: none"> <li>• What are common CRM 2.0 capabilities that early adopters have implemented?</li> <li>• Which vendors are delivering the most innovative CRM 2.0 capabilities?</li> <li>• What are the best practices for building support for CRM 2.0 initiatives?</li> </ul>	B: Business Process & Applications Professional	Panel
11:00–11:45 a.m. <i>Segura 1</i>	<p><b>Fostering A Collaborative Culture To Drive Business Results</b>            Claire Schooley, <i>Senior Analyst</i>, Forrester Research            Gil Yehuda, <i>Senior Analyst</i>, Forrester Research</p> <p>In a business context, collaboration is a means to an end, not an end in and of itself. Yet many Information &amp; Knowledge Management professionals focus solely on the tools that support collaboration rather than on the organizational, social, and behavioral dimensions that drive effective collaboration among information workers. Companies that broaden their strategies beyond tools and make collaboration part of their organizational DNA will capitalize on the mutual self-interest of information workers and drive meaningful business results from technology investments. In this session, you will:</p> <ul style="list-style-type: none"> <li>• Learn about recent research into the real drivers of team-based and companywide collaboration</li> <li>• Understand the impact workforce roles, demographics, and distributed operations have on collaboration within companies</li> <li>• Discover real-world examples of companies that move beyond just tools and that employ practices that drive effective collaboration among workers.</li> </ul>	C: Information & Knowledge Management Professional	Briefing
11:45–12:00 p.m.	Intermission		

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WEDNESDAY, September 24, 2008 (continued)			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
12:00–12:30 p.m. <i>Del Lago 1</i>	<p><b>Guest Executive Forum With IBM</b></p> <p><b>Maintaining Continuity While Deploying Today’s Discontinuous Technologies</b></p> <p>Technologies such as SOA, Web 2.0, content management, and virtualization all provide potentially enormous benefits to both IT and the business. However, these technologies are typically deployed into already complex IT environments. This presentation will investigate pragmatic ways to integrate these innovative, discontinuous technologies into IT while maintaining service levels and containing costs.</p>	GEF	Briefing
12:00–12:30 p.m. <i>Del Lago 3</i>	<p><b>Guest Executive Forum With TIBCO</b></p>	GEF	Briefing
12:30–1:45 p.m. <i>Palazzo E–H</i>	<p><b>Lunch In The Technology Showcase</b></p>		
12:30–1:15 p.m. <i>Del Lago 1</i>	<p><b>Lunch Session: Forrester Research</b>  <b>Moving Up The SaaS Maturity Model</b>            Stefan Ried, Ph.D., <i>Senior Analyst</i>, Forrester Research</p> <ul style="list-style-type: none"> <li>• Assess the current offering along the SaaS maturity model</li> <li>• Define your appropriate target maturity level</li> <li>• Align vendor communication and packaging consistently</li> <li>• Drive economy of scale in sync with the corporate strategy</li> </ul>		
1:00–1:20 p.m. <i>Role Resource Center Lower Level</i>	<p><b>ECM TechRadar™ Demo</b>            Kyle McNabb, <i>Principal Analyst, Research Director</i>, Forrester Research</p>		
1:45–2:35 p.m. <i>Palazzo A–D</i>	<p><b>Business Applications Of 2020: A Three-Role Perspective</b>            R “Ray” Wang, <i>Vice President, Principal Analyst</i>, Forrester Research            Bobby Cameron, <i>Vice President, Principal Analyst</i>, Forrester Research            George Lawrie, <i>Principal Analyst</i>, Forrester Research            Rob Koplowitz, <i>Principal Analyst</i>, Forrester Research</p> <p>Fast-forward to the year 2020. Dynamic Business Applications have run their course, and the next BBB (big bad buzzword) has emerged. Three distinguished guests — a CIO, a Business Process &amp; Applications professional, and an Information &amp; Knowledge Management professional — travel back in time to share insights and lessons learned from a decade of dynamic apps. Discover what worked well and what could have worked better. Attendees of this futures keynote can expect to:</p> <ul style="list-style-type: none"> <li>• Gain perspective on how each role has met its success imperatives</li> </ul>	All	Keynote

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	<ul style="list-style-type: none"> <li>• Explore the challenges and opportunities each role faces</li> <li>• Understand how these three roles will work together in 2020</li> </ul>		
2:35–2:50 p.m.	<b>Intermission</b>		

## Event Agenda

*All track themes and sessions are subject to change*

WEDNESDAY, September 24, 2008 (continued)			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:50–4:35 p.m. Segura 5	<p><b>Roll-Up-Your-Sleeves Session: Building A Bulletproof App Strategy</b> R “Ray” Wang, <i>Vice President, Principal Analyst</i>, Forrester Research Paul D. Hamerman, <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>Amid a consolidating vendor landscape, Business Process &amp; Applications professionals face an onslaught of initiatives focused on service-oriented architecture (SOA), next-generation apps, upgrades, instance consolidation, and licensing and pricing. Most existing efforts are chaotic — or reactive at best — resulting in excessive overspending, missed project deadlines, and overtaxed staff. To help, Forrester developed a framework of more than 150 applications strategy elements organized around the four pillars of a successful long-term packaged app strategy: people, process, technology, and ecosystem. In this hands-on session, Forrester analysts will guide you through our packaged app strategy framework and help you use the self-assessment tool to evaluate your current strategy and to identify areas for improvement. This session will answer the following questions:</p> <ul style="list-style-type: none"> <li>• What does a bulletproof app strategy include?</li> <li>• How does your own app strategy stack up against best practices?</li> <li>• What are the immediate next steps you can take to improve your app strategy?</li> </ul>	B: Business Process & Applications Professional	Roll-Up-Your-Sleeves Session
2:50–4:35 p.m. Segura 4	<p><b>Roll-Up-Your-Sleeves Session: Preparing Your Workforce For Web 2.0</b> Ted Schadler, <i>Vice President</i>, Forrester Research Gil Yehuda, <i>Senior Analyst</i>, Forrester Research</p> <p>Part of your workforce claims that they can’t live without Web 2.0. Still others just want to get their jobs done and are skeptical about the value of these new tools for “kids.” One thing is certain: The real value of Web 2.0 depends on critical mass and broad participation. Join us in an interactive session to explore the “people” side of technologies such as wikis, blogs, and social networks. Come learn what it takes to harness the collective intelligence of your workforce by making it easy for them collaborate through these new social technologies. You will also get a glimpse of the role that virtual worlds can play in immersive 3D events and meetings. In this roll-up-your-sleeves session, you will learn:</p>	C: Information & Knowledge Management Professional	Roll-Up Your Sleeves Session

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	<ul style="list-style-type: none"><li>• How to identify which Web 2.0 tools work best in which situations</li><li>• What the adoption barriers are to getting good participation in wikis, social networks, and blogs — and how to overcome them</li><li>• What other organizations are doing to ensure the success of Web 2.0 investments</li></ul>		
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# Event Agenda

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WEDNESDAY, September 24, 2008 (continued)			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:50–3:35 p.m. <i>Del Lago 1</i>	<p><b>How CIOs Can Be Catalysts For Business Change</b> Marc Cecere, <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>IT should be a catalyst for business change, but CIOs are too often left at the margins of business change discussions. This session, based on research conducted with the Forrester Leadership Board’s CIO Group, will present the personal and organization culture attributes and techniques CIOs can adopt to move into a proactive position as business change agents. This session will address the following issues:</p> <ul style="list-style-type: none"> <li>• Barriers IT faces when it tries to be a catalyst for business change</li> <li>• How CIOs can be change agents</li> <li>• What role others in IT play in enabling business change</li> </ul>	A: CIO	Briefing
2:50–3:35 p.m. <i>Del Lago 3</i>	<p><b>Embracing Sensor-Based Apps That Deliver Results</b> Patrick M. Connaughton, <i>Senior Analyst</i>, Forrester Research</p> <p>Over the past several years, sensor technology has matured beyond experimental lab testing into a technically viable solution for tracking the physical location and condition of products, assets, and even people in a wide variety of operating environments. But amid the hype, one question has remained unanswered: When does deploying a sensor-based application actually make business sense? This session will answer:</p> <ul style="list-style-type: none"> <li>• What are the key use cases for incorporating emerging sensor technologies into business operations?</li> <li>• Which vendors are delivering the most innovative capabilities?</li> <li>• How can you mitigate risk in the new world?</li> </ul>	B: Business Process & Applications Professional	Briefing

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WEDNESDAY, September 24, 2008 (continued)			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:50–3:35 p.m. <i>Segura 1</i>	<p><b>Data And Content Classification — It’s Your Trusted Information Backbone</b>            Rob Karel, <i>Principal Analyst</i>, Forrester Research            Leslie Owens, <i>Analyst</i>, Forrester Research</p> <p>Employees, partners, and other stakeholders create, update, and consume massive amounts of data and content every day. An expanding contingent of tech-savvy information workers is bringing outside information inside the firewall. End users evaluate content and express their opinion through ratings and tags. How do you ensure that information is trusted for making decisions and supporting ongoing operations? For example, exciting Web 2.0 technologies and slick interfaces convey a perception of quality that may not reflect your reality. This session will review drivers, inhibitors, and recommendations for prioritizing and scoping the information explosion through a well-governed metadata strategy. This session will address:</p> <ul style="list-style-type: none"> <li>• Why quality data and content is critical to your organization</li> <li>• How classification contributes to quality and trust</li> <li>• How to overcome inhibitors to data and content classification in order to develop a well-governed metadata strategy</li> </ul>	C: Information & Knowledge Management Professional	Briefing
3:35–3:50 p.m.	Intermission		
3:50–4:35 p.m. <i>Del Lago 1</i>	<p><b>Business-Driven Technology And The Future IT Organization</b>            Bobby Cameron, <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>As business leaders become more engaged and invested in technology, the IT organization needs to change to allow for a business-centric set of priorities. This session will cover the functions and relationships of this future IT organization that enables this business focus. Bobby will discuss:</p> <ul style="list-style-type: none"> <li>• The business need for a new IT organization</li> <li>• The key building blocks of a business-driven IT organization</li> <li>• Transitioning to a business-driven IT organization</li> </ul>	A: CIO	Briefing

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WEDNESDAY, September 24, 2008 (continued)			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
3:50–4:35 p.m. <i>Del Lago 3</i>	<p><b>Social Computing Meets Human Capital Management</b> Zach Thomas, <i>Senior Analyst</i>, Forrester Research</p> <p>There are many different business processes that social networks and technologies could turbocharge, but savvy human resources (HR) professionals are taking the lead and using them for recruiting, alumni programs, mentoring, learning, collaboration, and connecting people across the entire organization. Learn how to augment existing HR apps with Web 2.0 technologies and social networks and to secure broad internal support for your initiatives. This session will answer:</p> <ul style="list-style-type: none"> <li>• Which disruptive or social technologies can enhance human capital management (HCM) processes?</li> <li>• What are best practices for tapping corporate social networks?</li> <li>• What are best practices for introducing these technologies into our structured IT world?</li> </ul>	B: Business Process & Applications Professional	Briefing
3:50–4:35 p.m. <i>Segura 1</i>	<p><b>SharePoint Is Here: Get Control Now!</b> Rob Koplowitz, <i>Principal Analyst</i>, Forrester Research Craig Le Clair, <i>Senior Analyst</i>, Forrester Research Stephen Powers, <i>Senior Analyst</i>, Forrester Research</p> <p>SharePoint is providing productivity gains to enterprises by enabling team and community collaboration, yet uncontrolled growth can result in compliance, performance, system, and security issues. Enterprises must balance SharePoint's productivity with operational risk and need governance, the right roles, and leverage of mature ECM platforms. Attending this session will help you to:</p> <ul style="list-style-type: none"> <li>• Take the lead in managing cross-organizational SharePoint deployment and management of SharePoint sites and content</li> <li>• Understand the role of established ECM providers to augment SharePoint deployments</li> <li>• Learn a governance framework targeted at SharePoint applications</li> </ul>	C: Information & Knowledge Management Professional	Panel
4:35 p.m.	Event Ends		

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