

# IT Forum 2009 EMEA

## Track D: DELIVERING VALUE WITH INFORMATION – FOR LESS

*Role served: INFORMATION & KNOWLEDGE MANAGEMENT*

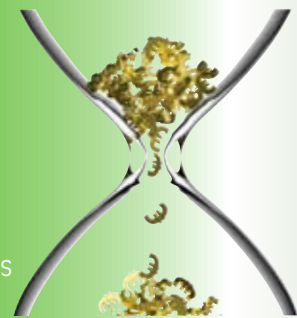
*PROFESSIONAL & BUSINESS PROCESS & APPLICATIONS PROFESSIONAL*

In uncertain times, there are three types of organizations: those that lose, those that survive, and those that create long-term advantages. Smart IT organizations will seize the opportunity to leverage their most valuable assets — their knowledge workers — by creating strategies to provide better information and tools for communicating and collaborating. This is not about surviving a down economy. This is about IT creating an environment that drives better decisions — smarter, faster, and cheaper

### Success Imperatives

*Information & Knowledge Management Professionals*

- Drive productivity higher by putting content to use
- Differentiate customer experiences through multichannel content delivery
- Mitigate business risks associated with unstructured information
- Converge business information, processes, and rules
- Empower employees through Web 2.0 and nextgeneration collaboration tools
- Deliver timely, trusted enterprise intelligence for efficiency and foresight



*Business Process & Applications Professionals*

- Define an applications strategy that maximizes value and protects against vendor lock-in
- Become a more business-process-oriented organization
- Continuously improve customer relationship management processes and technologies
- Continuously improve supply chain processes and technologies
- Continuously improve human capital management processes and technologies

## Sessions



### Benchmarking Your Collaboration Strategy

*Tim Walters, Ph.D, Senior Analyst, Forrester Research*

Global organizations are wondering if they're getting the most out of their collaboration investments. And what are their competitors and peers doing? This session will lay out the critical success factors in a global collaboration program, analyze the technology elements of an Information Workplace, introduce collaboration success metrics, and provide a benchmark assessment tool for measuring the success of your own company's collaboration strategy. This session will give attendees a way to define their contribution and measure their success.

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### **BI Belt Tightening**

*Boris Evelson, Principal Analyst, Forrester Research*

While overall IT budgets have become targets for cost cutting, business intelligence (BI) applications and infrastructure need not fall into the same category. Smart Information & Knowledge Management (I&KM) professionals are leveraging BI as a corporate asset to continue to survive, compete, and thrive — even in tough economic times. Rather than cut BI costs across the board, this session will recommend that I&KM pros use a more targeted approach of BI consolidation and optimization, as well as an evaluation to see if lower-cost technology alternatives are right for you. These approaches can enable you to do more with less, leading to a win-win scenario that can contribute to both your top and bottom lines. This session will also review other alternative approaches such as BI SaaS, open source BI, and products from smaller BI vendors.



### **Budgeting And Staffing For Records Management**

*Brian W. Hill, Senior Analyst, Forrester Research*

Increasingly, enterprises are struggling with the need to mitigate legal risk and at the same time strictly control costs for applications that support this imperative. Session attendees will get guidance from soon-to-be-published Forrester research on this topic and benefit from the lessons learned from enterprise records management practitioners.



### **The True Cost Of Open Source ECM**

*Stephen Powers, Senior Analyst, Forrester Research*

Enterprise content management (ECM) projects have traditionally been time-consuming, resource-intensive, and expensive, and in this economic climate, enterprises are looking to open source in order to reduce costs. However, the idea that open source translates into “free” is a major misconception. This presentation will identify the true costs of open source in multiple areas, including enterprise licensing, development, operations, customization, and support. It will review the components that best lend themselves to open source and the characteristics of organizations that have the most potential for open source success. It will also identify the major players in the open source ECM market.

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### **Enterprise Software Contract Negotiation Strategies: Four Perspectives On Crafting A Win-Win Relationship: Vendor Panel**

*R "Ray" Wang, Vice President, Principal Analyst, Forrester Research*

Rapid changes in business models and market dynamics require new approaches to the client-vendor relationships. As interest in enterprise agreements, SaaS, BPO, and virtualization gain traction in an economic recession, Business Process & Applications professionals should learn what impact these trends will have on their existing and future agreements. More importantly, find out how vendors are working with their customers to simplify pricing and licensing while meeting requirements in today's business climate.

By attending this session, you will:

- Learn how software licensing and pricing trends will affect contracts
- Find out how some vendors are working with their vendors in today's business climate
- Identify best practices for building stronger client-vendor relationships

*Other relevant roles: Sourcing & Vendor Management Professional, Technology Product Management & Marketing Professional*



### **ERP's Evolving Landscape: Implications For Applications Professionals**

*Paul D. Hamerman, Vice President, Principal Analyst, Forrester Research*

*R "Ray" Wang, Vice President, Principal Analyst, Forrester Research*

As the ERP applications market evolves, SAP and Oracle will attempt to gain more market share with vertical and midmarket plays and lock in recurring revenues with customer retention strategies. Several other viable choices remain, particularly for those placing a premium on vertical expertise and geographic specialization. This session will describe the future of ERP, discuss the go-to-market and product innovation strategies of the key vendors, and examine the strategic choices available for IT applications professionals in managing enterprise application portfolios.

Attendees will learn:

- How the ERP market landscape is evolving
- The key strategies of the leading vendors and what customers should be wary of
- What IT applications professionals should do for long-term packaged application strategies

*Other relevant roles: Application Development & Program Management Professional*

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### **Architecting IT For Customer Service Excellence**

*Chip Gliedman, Vice President, Principal Analyst, Forrester Research*

Competitive pressures in the marketplace are placing increasing emphasis on customer service as a differentiator. However, effective customer service requires a robust and dynamic internal infrastructure that unites multiple disparate communication channels; underlies services for knowledge management, entitlements, and workflow; and ties to multiple disparate internal systems. This session will discuss these systems' challenges and provide a set of alternatives for bringing those pieces together to best meet customer needs. By attending this session, you will learn about:

- Key building blocks of the customer service architecture
- Architectural challenges and solutions
- The economics of effective customer service

*Other relevant roles: CIO*



### **The Importance Of Intranet Experience Design**

*Tim Walters, Senior Analyst, Forrester Research*

Intranets often fail to deliver on expectations. While many blame poor technology choices, poor design contributes most to poor adoption and underused intranets. But the era of the "plain vanilla" Intranet is coming to an end. Successful Intranets now borrow design and user experience lessons learned from customer-facing Web sites. This sessions reviews the trends in Intranet design, shows how the added investment in Intranet design can ultimately save money by increasing adoption and employee productivity, and demonstrates how Forrester's "design for people" principles enable Intranet design to support the work assignments, styles, and preferences of employees.



### **Applications Strategies From The Business Process Owner's Perspective**

*Paul D. Hamerman, Vice President, Principal Analyst, Forrester Research*

Abstract to be confirmed

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*Expert Advice: Book up to three one-on-one sessions with Forrester analysts. Below are the analysts specializing in your role.*

### *Business Process & Applications Professionals*



**Chip Gliedman, Vice President, Principal Analyst**  
Customer Relationship Management, Help Desk/Service Desk, Customer Service & Support, Packaged Applications



**Paul D. Hamerman, Vice President, Principal Analyst**  
Human Resources Management Applications, Financial Management Applications, Application Upgrades & Maintenance, Sarbanes-Oxley Act of 2002, Accounting Systems, IT Management, Packaged Applications, Human Capital Management, Government, Software As A Service, Payroll, Outsourcing, High-Tech, IT Services, Financial Management, Business Performance Solutions, Application Strategy & Selection, Enterprise ERP, Enterprise Resource Planning Applications, Professional Services



**R "Ray" Wang, Vice President, Principal Analyst**  
Sourcing Strategy & Execution, Application Development -Platforms & Programming, Systems Integration, Sourcing & Procurement, IT Management, Software Licensing, Total Economic Impact™, Integration Technologies, Data Management, Portfolio Management & PMOs, Master Data Management, Data Integration, Contract Negotiations, Mergers & Acquisitions, Package Implementation Services, Outsourcing, SaaS, Sourcing & Procurement Applications, IT Services, IT Spending & Budgeting, SOA, Financial Services, Vendor Management, Packaged Applications, Application Strategy & Selection, CRM, Information & Knowledge Management, Hosting & Managed Services

### *Information & Knowledge Management Professionals*



**Boris Evelson, Principal Analyst**  
Information & Knowledge Management, Business Intelligence, Financial Services, Professional Services



**Stephen Powers, Senior Analyst**  
Information & Knowledge Management, Digital Asset Management, Enterprise Content Management, Document Management, Web Content Management



**Brian W. Hill, Senior Analyst**  
Information & Knowledge Management, Retention Management, Records Management, Message Archiving, High-Tech, Enterprise Content Management, eDiscovery



**Tim Walters, Ph.D., Senior Analyst**  
Information & Knowledge Management, Digital Asset Management, Enterprise Content Management, Document Management, Web Content Management