

IT Forum 2009 EMEA

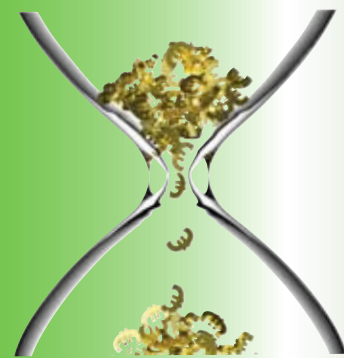
Track G: THRIVING IN AN EVOLVING ECONOMY

Role served: TECHNOLOGY PRODUCT MANAGEMENT & MARKETING STRATEGY PROFESSIONAL

How can technology industry vendors thrive in the midst of evolving marketing, economic turmoil, and shifting buyer dynamics? This track will help technology marketing leaders understand innovative go-to-market strategies to drive business growth and help them drive strategy in the face of an "as-a-service" world

Success Imperatives

- Develop products that exceed customer expectations
- Target and win share in promising market segments
- Boost sales through online channels and social networks
- Anticipate and respond to emerging technologies and competitors
- Maximize the return from my channel and ecosystem relationships
- Craft compelling messages and share-capturing campaigns



Sessions



Profiting From Enterprise Adoption Of Green IT *Euan Davis, Senior Analyst, Forrester Research*

Corporate IT departments are going green in their policies, their procurement, and their operations. Twenty-five percent of enterprises tell us they are implementing an overall plan for greener IT practices, and another 61% are creating or considering such a plan. This session will highlight the opportunities that the green IT megatrend presents for suppliers of hardware, software, and services. How can IT suppliers distinguish themselves in a market crowded with green messaging? Which customer roles are the true decision-makers about green IT? Where are the biggest opportunities for sustainability software and green IT services: in the data center, on the desktop, or in other areas like building automation or teleworking?



The Future Of Enterprise Software: Is Virtual Hardware The Future Of Software? *Peter O'Neill, Principal Analyst, Forrester Research*

Hardware was originally the dominant element of computing. As the process of building technologies improved, the focus shifted to software and applications. Today's computing has become such an intrinsic part of the business fabric that IT is close to reaching utility status. The focus shifted from the ability to build platforms to the ability to develop software applications, and it is going to shift again, this time to the cost of resources used to deliver and support business services. We see now new models of delivering IT services, from cloud computing to software-as-a-service. Through these new models, we tend to standardize IT services more and more to avoid the cost of building and supporting them. As the price of hardware continues to decline, the ultimate evolution of IT may be a revival of the hardware/software bundle but in the reverse order, where virtual machines become dedicated containers for predeployed and preconfigured applications or application- or process-oriented machines that can plug-and-play on the enterprise application bus.

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Why Tech Will Power The Economic Recovery-Forrester's 2009 To 2017 IT Market Forecast

Andrew Parker, Vice President, Research Director, Forrester Research

With the US and global economies in recession and US consumers moving to the sideline as a growth factor, technology has the potential to be the new engine of growth, just as it was from 1992 to 2000. The critical challenges facing the US and other industrial countries — energy costs; global warming; burgeoning healthcare costs; education of young people and displaced workers for a new economy; overburdened transportation, communications, and energy distribution systems; and lagging productivity in services sectors — will only be solved through new technology solutions. Forrester's long-term IT market forecast assumes that tech vendors will rise to this opportunity, leading to a new boom in tech investment that will help stimulate economic growth over the next decade. But tech vendors will need to get their mojo back and once again be advocates for how "technology changes everything." This session will review our long-term IT market forecast for the US and global IT market, identify where the growth opportunities will be, and point out what tech vendors will need to do to sell the solutions that will drive growth.



Cloud Services: How To Match Pricing Models To Customer Segments

Pascal Matzke, Vice President, Principal Analyst, Forrester Research

Stefan Ried, Ph.D., Senior Analyst, Forrester Research

Although cloud computing ideas vary wildly, most have a service pricing model rather than a product sales approach. But there isn't one uniform cloud pricing model. This session will answer the following questions: What are the cloud pricing models? What do customers want from cloud pricing models? How do the different cloud pricing models map to customer buying scenarios?



Strategic Sales Enablement: Rethinking Siloed Product, Marketing, And Sales Relationships To Drive Growth

Brad Holmes, Vice President, Research Director, Forrester Research

As business decision-makers become more central to the buying process, the key to differentiation lies in rapidly shifting away from product capabilities and moving more into the conversations that client-facing employees have with buyers about their problems. To succeed in this emerging world, vendors must establish a sales enablement program that allows sales teams to configure messages, capabilities, and engagement strategies appropriate for a given customer scenario. This session will lay out a framework to align marketing content and programs with customers' needs to allow salespeople to have the perfect conversation: timely, relevant, and in context.

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Community Marketing: A New Discipline For Reinventing Technology Marketing *Tim Harmon, Senior Analyst, Forrester Research*

Tough economic conditions in 2009 potentially mask fundamental changes in technology and services marketing. Market and buying dynamics have changed profoundly: The Internet creates pricing and feature transparency; solution sales require situation-specific customization; and community interactions strongly influence purchase and execution decisions. This session will look at the principles behind community marketing, present data about business buying behavior in the emerging social space, and explore why marketing leadership must overhaul attitudinal, procedural, and technological marketing practices to better match buyers' business needs with offered capabilities to sustain ongoing business relationships that withstand the ebb and flow of economic, political, and market structure tides.



Selling Technology Solutions To The Business Customer: Best Practices For Service Providers *Pascal Matzke, Vice President, Principal Analyst, Forrester Research*

Several powerful market trends point to the fact that business professionals will play an increasingly important role in the purchase of traditional IT services. This shift will have major implications for IT services vendors that must begin to anticipate the needs of business customers in their strategies, offerings, and go-to-market approaches. Vendors that develop their business-focused offerings now will be able to target an entirely new base of customers and facilitate more strategic relationships with their clients. In this session, we will present the opportunity created by the alignment between IT and business customers and provide examples of companies that are leading in this important market shift.



Evolutionary SaaS And PaaS Challenges For Software Vendors And Service Providers *Stefan Ried, Ph.D., Senior Analyst, Forrester Research*

Software-as-a-service (SaaS) and platform-as a service (PaaS) are not only major paradigm changes to the deployment of software products and infrastructure. The total business model of software vendors and service providers is facing one of the biggest evolutions since hardware and software vendors split into two groups. This session will give guidance for marketing and product management professionals of software vendors and service providers on how to turn the recent market movement into an opportunity for new business. Attendees will learn how to map SaaS and PaaS opportunities to your current capabilities as a software vendor or as an outsourcing, ASP, or offshore service provider.

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Evolving The Four P's Of Marketing To Grow Revenue In Emerging Markets *Tim Harmon, Senior Analyst, Forrester Research*

Despite the economic downturn, there remain pockets of near- and long-term opportunities in regions around the world. While the BRIC story is widely known, vendors may choose to test the waters with smaller emerging markets or locations closer to home. To exploit these opportunities, vendors must revisit the four P's of marketing: product, pricing, promotion, and placement. This session will draw from new Business Data Services global surveys and research on best practices for entering emerging markets and will address product-as-a-service offerings, incremental or micropricing models, appropriate channels and go-to-market partners, and target market selection.



New Business In Telecoms *Mike Cansfield, Principal Analyst, Forrester Research*

Abstract to be confirmed

Book up to three one-on-one sessions with Forrester analysts. Below are the analysts specializing in your track (Other Forrester speakers at the event will be also available upon requests)



Tim Harmon, Senior Analyst

Reach vertical, SMB, and global customers through advantageous channel structures, Build tools, create collateral, and orchestrate field marketing programs to improve sales performance, Establish a global brand that attracts opportunity and drives sales, Define, launch, and manage products and services that create value for customers, Participate effectively in and deploy social networks to boost leads, Craft engaging messages and a winning mix of B2B campaigns that drive business



Euan Davis, Principal Analyst

Green IT, Business Process Outsourcing, Sourcing Strategy & Execution, IT Infrastructure & Operations, Systems Integration, Sourcing & Procurement, Financial Services, Media & Entertainment, Telecommunications Services, Offshore Services, High-Tech, Outsourcing, IT Services, Data Center Management



Peter O'Neill, Vice President, Principal Analyst

Marketing & Advertising, Partnership Best Practices, Partner & Affiliate Marketing, IT Infrastructure & Operations, Partnership Strategies, Partner Ecosystems, IT Process Automation, IT Management Software, High-Tech, ITIL, IT Asset Management, Business Service Management, Data Center Management



Andrew Parker, Vice President, Research Director

Offshore Services, IT Strategic Planning, Outsourcing, High-Tech, IT Services, Systems Integration, Media & Entertainment, IT Strategy, Planning, & Governance, IT Management, Professional Services



Mike Cansfield, Principal Analyst

Telecommunications Services By Region, European Telecommunications Services, Wholesale Communications, Convergence Services, Managed Telecommunications Services, Telecommunications Marketing, Telecommunications Services, Structural Separation, Communication Service Provider Issues & Technologies



Pascal Matzke, Vice President, Principal Analyst

Marketing & Advertising, Partnership Best Practices, Sourcing Strategy & Execution, Strategy Execution & Measurement, Systems Integration, Stakeholder Alignment, Sourcing & Procurement, Go-To-Market Strategies, Packaged Applications, Product & Solutions Strategies, Offshore Services, Tech, Sourcing Execution, Partner Relationship Management, Customer Relationship Management, Partner & Affiliate Marketing, Partnership Strategies, Partner Ecosystems, Mergers & Acquisitions, Strategy Frameworks & Models, Outsourcing, IT Services, Mergers & Acquisitions Strategy & Restructuring, Product Portfolio Strategies, Mergers & Acquisitions Best Practices



Stefan Ried, Ph.D., Senior Analyst

Enterprise Architecture, Service-Oriented Architecture, Application Platforms & Programming Strategy, Application Development, IT Infrastructure & Operations, Application Server Platforms, Repositories & Registries, Application Infrastructure Technologies, EA Governance Processes, EA Organizational Structure, Application Planning & Strategy, Enterprise Architecture Practices, High-Tech, SOA & Web Services, Application Development Processes & Tools, Architecture & Technology Strategy, Enterprise Service Bus, SOA Governance, Professional Services



Bradford J. Holmes, Vice President, Technology Industry Research

Tech Marketing Tools & Best Practices, Government, High-Tech, Tech Marketing Strategies, Healthcare & Life Sciences