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CIOs

# MASTERING TOMORROW'S BUSINESS OUTCOMES

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“The drumbeat of business change is speeding up. At this forum, we’ll help technology leaders ensure that their technologies, skills, and competencies keep pace.”

**Kyle McNabb**  
*VP, Practice Leader*  
Forrester Research

# Join Us

Forrester's Forum For CIOs

## MASTERING TOMORROW'S BUSINESS OUTCOMES

Your leaders demand new strategies, new architectures, new ecosystems, and new competencies. In this environment, you must play a central role in defining new technology-fueled destinations to achieve business outcomes and thrive in the digital age.

## WHO SHOULD ATTEND

- CIOs
- Chief business technology officers
- Chief technology officers
- SVPs and VPs of information technology
- Directors of IT

## WHAT ATTENDEES WILL GAIN

During this results-oriented Forum, Forrester will unveil its **newest big ideas, toolkits, and Forrester Waves™** to teach you how to manage risks appropriately so that you can achieve – and protect – your desired business outcomes.

## FEATURING

In addition to the latest content from our analysts, Forrester will give attendees a complimentary copy of two new Forrester Reports:

- *BT Explodes, Transforming Into Business-As-A-Service* by Bobby Cameron, VP, Principal Analyst, Forrester Research.
- *Winning The Customer Experience Game* by Nigel Fenwick, VP, Principal Analyst, Forrester Research.

## COLOCATED FORUMS

Forrester's Forum for CIOs is colocated with Forrester's Forums for Enterprise Architecture, Infrastructure & Operations, Security & Risk, and Sourcing & Vendor Management professionals. These Forums are being held simultaneously to allow you to network with more business leaders, bring additional team members, and access valuable additional content relevant to your challenges and responsibilities. All attendees receive complimentary access to all Forum sessions.



# MASTERING TOMORROW'S BUSINESS OUTCOMES



“As technology shapes and disrupts businesses, CIOs have a unique opportunity to solve business problems and boost business outcomes through the use of technology.”

**Khalid Kark**  
*VP, Research Director*  
Forrester Research

# Industry Speakers



**Paulo Bezerra**

*Marketing Development USA*  
Brasil IT+

Paulo Bezerra is the market development leader for BRASSCOM in the US. Paulo leads efforts to introduce and connect international markets and companies with Brazilian software and IT service companies. He has 20 years of experience assisting groups and companies interested in developing partnerships.



**Dr. Chris Boorman**

*CMO*  
Huddle

Chris Boorman leverages more than twenty years of international marketing leadership experience at enterprise software category leaders including Informatica, SDL, salesforce.com, VERITAS and Oracle. In his current position he works to drive Huddle's global marketing initiatives as the company expands across the globe.



**Whitney Bouck**

*Enterprise General Manager*  
Box

Whitney Bouck is responsible for driving the growth strategy for Box in the enterprise market across sales, marketing, product, and services. Prior to joining Box, Whitney was Chief Marketing Officer of the Information Intelligence Group at EMC.



**David I. Goulden**

*President and COO*  
EMC

David Goulden oversees the management of EMC's business units as well as global sales and customer operations, global services, global marketing, and G&A functions. He also serves as EMC's Chief Financial Officer, a position he has held since 2006.



**Matthew Graham-Hyde**

*CIO*  
Kantar Group

Matthew Graham-Hyde is a highly commercial senior IT executive. He has designed and delivered the IT strategy for numerous household name organizations. He possesses a rare mix of incisive technical knowledge with the ability to translate that to a big picture.



**Jacques Pommeraud**

*CEO*  
Canopy

Jacques Pommeraud joined Canopy from its inception and is passionate about partnering with large multinational enterprises as they embark on their journey to the cloud. Jacques joined Atos in 2009 as Chief Lean Officer, leading a team of 200 experts to improve operational efficiency in all areas of the business.



**Greg Swimer**

*Vice President IT, Business Intelligence*  
Unilever

Greg Swimer is a global IT leader at Unilever, responsible for delivering new information management, business intelligence, reporting, consolidation, analytics, and master data solutions to more than 20,000 users across all of Unilever's businesses globally.



**Saul Van Beurden**

*COO*  
Marsh International

Saul Van Beurden oversees the operations and technology (O&T) of the regions and countries Marsh International serves. His main objective is to set up and execute a common agenda by and with the regional heads of O&T, which will drive operational excellence.

Also Featuring:

**Daniel Ballin**, *Senior Innovation Consultant*,  
British Telecom

**Jon Mell**, *IBM Smarter Workforce, European Sales Integration Leader*, IBM

**Christopher Morace**, *Chief Strategy Officer*, Jive Software

**Helmut Reisinger**, *Senior Vice President Europe*,  
Orange Business Services

# Featured Keynotes

## THE BUSINESS DEMANDS OF THE PERPETUALLY CONNECTED



### **George F. Colony**

*Chairman of the Board, Chief Executive Officer*  
Forrester Research

Device proliferation and consumer adoption of cloud brings an epochal change in expectations and a tectonic shift in future business outcomes. People — your customers and employees — are increasingly perpetually connected. Forrester Chief Executive Officer George Colony will discuss how the perpetually connected customer has redefined business strategy. During this session attendees will learn:

- How the perpetually connected customer affects your competitive strategy.
- What the new role of technology is in our perpetually connected world.
- What will characterize tomorrow's winners and losers.

## UNLEASHING THE DATA ECONOMY



### **Eve Maler**

*Principal Analyst*  
Forrester Research



### **James Staten**

*VP, Principal Analyst*  
Forrester Research

The time is now for a data economy that lets you unlock the hidden value of your corporate data. Emerging marketplaces exist today and are showing the way toward broader market adoption. In this session attendees will learn:

- Who today's market leaders in opening up the data economy are.
- What technologies, standards, and methodologies they leverage to make this market real.
- What steps you can take today to assess your opportunities and begin profiting from the data economy.

## A 10-YEAR HYPE CURVE IN PERSPECTIVE:

### A PERSONAL REFLECTION



### **Saul Van Beurden**

*COO*  
Marsh International

Saul will share lessons of the past and look into the future of IT. Attendees will learn:

- How IT has evolved over the past 10 years.
- Lessons from Saul's personal experiences.
- How IT will continue to evolve.

## LESSONS FROM CITIZEN ENGAGEMENT



### **Jennifer Belissent, Ph.D.**

*Principal Analyst*  
Forrester Research

Demands of connected citizens increasingly challenge business and government. New digital technologies help address those demands, facilitate new forms of engagement & service delivery, open new avenues for economic development & innovation, and change the business of government. Attendees will learn:

- What connected citizens and governments expect of each other.
- What businesses can learn from governments' efforts to better engage with connected citizens.

How governments use technology to foster economic development.

## BRASIL IT+: REGIONAL LEADER, GLOBAL PLAYER



### **Paulo Bezerra**

*Marketing Development USA*  
Brasil IT+

Brazil is well positioned as a leading growth economy. The time is now right to consider Brazil's IT capabilities as strategic alternatives for your innovation, productivity, competitive, and growth plans and requirements. Join us for an enlightening conversation with BRASSCOM, the Brazilian Association of Information Technology and Communication Companies, as well as with executives from selected leading ITC companies. Attendees will learn:

- How leading global and Brazilian IT companies have been successfully enabling the growth of companies in the domestic Brazilian and international markets.
- How your company can prosper and succeed when leveraging Brazil's ITC capabilities.
- How Brasil IT+ can collaborate in companies' productivity and competitive goals.

## THE EVOLUTION OF IT: DRIVING INSIGHT AND INNOVATION IN THE POST-PC ERA



### **Whitney Bouck**

*Enterprise General Manager*  
Box

Today's knowledge workers demand device choice and flexibility, and IT decision-makers require technology that regulates the flow of information but also delivers new innovations to vendors, clients, customers, and employees. In this keynote presentation, Whitney Bouck will look at the evolution of IT and the intersection of cloud, mobile, and social. In this session attendees will learn:

- What is driving all of the growth in mobile tools.
- What this shift means for the future of content management and collaboration.
- How we will communicate and collaborate in the post-PC enterprise.

## BT EXPLODES, TRANSFORMING INTO BUSINESS-AS-A-SERVICE



### **Bobby Cameron**

*Vice President, Principal Analyst*  
Forrester Research

To satisfy tomorrow's users, CIOs must deliver customer-driven business services. If you don't, business peers will turn to third-party solutions without your direct involvement. This session will help you master this important business outcome. You will learn:

- How to focus on systems of engagement.
- How to consolidate and integrate existing technologies into stable, agile platforms.
- How to orchestrate business services across internal and external providers.

## THE CIO'S ROLE IN BUSINESS TRANSFORMATION



### **Marc Cecere**

*Vice President, Principal Analyst*  
Forrester Research

Tomorrow's business outcomes demand business transformation that requires changes to business operating models, roles, structures, and processes. IT organizations, too, will change, but the role of IT leaders has never been clear. This session will teach attendees:

- The steps in a business transformation.
- The role of the CIO in supporting and even driving these steps.
- The knowledge, skills, and mechanisms that must be in place to enable this role.

## WINNING THE CUSTOMER EXPERIENCE GAME



### **Nigel Fenwick**

*Vice President, Principal Analyst*  
Forrester Research

Systems of engagement seek to move the customer around the customer-journey game board. CIOs must understand the game and put the analytic components in place to measure how well the organization moves the customer around the board. This session will teach attendees:

- How systems of engagement affect the customer experience.
- What information business leaders need in order to understand customers' interactions with the business.
- How to weave tools together to provide this business intelligence.

## PANEL: MAKE INNOVATION COST EFFECTIVE



### PANEL MODERATOR: **Chip Gliedman**

*Vice President, Principal Analyst*  
Forrester Research

PANELISTS: TBA

A panel of experts will share their experiences of why innovation is essential for any company that wants to remain successful and how they leveraged technology to enable, enhance, and deliver solutions around business innovation. This session will teach attendees:

- Strategies for triaging new technologies to support your innovation agenda.
- Best practices for developing innovation capabilities within your organization.
- How to establish measurements and ensure return on your innovation investment.

## WHICH WORKLOADS IN WHICH CLOUDS



### **David I. Goulden**

*President and COO*  
EMC

Which workloads are ripe for virtualization to deliver greater efficiency, control, choice, and agility? Which workloads are migrating to on-premises private clouds or virtual private clouds? Which are growing in public cloud infrastructures managed by service providers? And how does all of this spell the end of flat-tax-funded IT? Attendees will learn:

- How to manage workloads in the cloud.
- How to decide between on-premises private vs. virtual private clouds.
- How all of this ends a flat-tax-funded IT.

## PANEL: DRIVING BUSINESS OUTCOMES



### PANEL MODERATOR: **Khalid Kark**

*Vice President, Research Director*  
Forrester Research

PANELISTS:

**Matthew Graham-Hyde**, *CIO*, Kantar Group  
**Joe Little**, *Senior Technology Consultant*, CTO Office

A panel of experts will help CIOs understand their role in managing, motivating, and engaging the enterprise while creating disruptive change and providing business outcomes. The panelists in this session will teach attendees:

- How to evaluate and experiment with emerging technologies.
- How to lead an organization in times of significant change.
- How to identify and proactively address business problem.

## PANEL: FINDING SOCIAL BUSINESS VALUE



**PANEL MODERATOR: Rob Koplowitz**  
*Vice President, Principal Analyst*  
Forrester Research

### PANELIST:

**Dr. Chris Boorman**, *CMO*, Huddle  
**Jon Mell**, *IBM Smarter Workforce*,  
*European Sales Integration Leader*, IBM  
Christopher Morace, *Chief Strategy Officer*, Jive Software

For years, you have heard how social transforms business. Yet for most, today's high investment in social technology has been followed by low adoption. Real enterprise business impact does exist, and the promise of value remains. In this session, attendees will learn:

- How real-world implementations have succeeded and failed.
- What pitfalls lead to poor adoption.
- Where to find the highest value.

## THE CIO'S WORLD IN 2020



**PANEL MODERATOR: Christopher Mines**  
*Vice President, Research Director*  
Forrester Research

### PANELISTS:

**Pascal Matzke**, *Vice President, Research Director*,  
Forrester Research  
**John McCarthy**, *Vice President, Principal Analyst*,  
Forrester Research

Seven years ago, there were no tablets, no 4G networks, and no cloud services. What will the next seven years bring? This session will sketch facets of the world that CIOs will face in 2020 and instruct attendees on:

- Which new technologies will affect business results.
- How technology will set new rules for customer and employee engagement.
- What CIOs should do now to set a course for 2020.

## BRINGING THE CLOUD DOWN TO EARTH



**Jacques Pommeraud**  
*CEO*  
Canopy

Much has been promised with the advent of the cloud, but just how easy is it to harness the cloud and all it has to offer? Canopy, an Atos company powered by EMC2 and VMware, shares its vision of how organizations can accelerate their journey to the cloud — simply, cost effectively, and securely. Attendees will learn:

- How to accelerate your journey to the cloud.
- How to manage cost and effectiveness in the cloud.
- How to ensure security in the cloud.

## BUILD A MOBILE APP STRATEGY



**Ted Schadler**  
*Vice President, Principal Analyst*  
Forrester Research



**Simon Yates**  
*Vice President, Principal Analyst*  
Forrester Research

Now that you've established a BYOD program, your employees want business apps on their smartphones and tablets. Can you deliver? If you're like most CIOs, you have more requests for apps than budget to supply them. In this session we will instruct attendees on:

- Mobile app adoption and use.
- Architectural approaches for mobilizing and modernizing business apps.
- Frameworks to prioritize apps on business value and mobile relevance.

## PLAN FOR AN ENGAGED WORKFORCE



**Simon Yates**  
*Vice President, Principal Analyst*  
Forrester Research

### PANELISTS: TBA

CIOs must increasingly ensure that technology meets business needs. In order to master business outcomes, CIOs must ensure that technology enhances the workforce experience, empowering workers to be more productive and innovative. This panel discussion will teach CIOs:

- The importance of employee engagement.
- How to lay the foundation for an outcome-oriented workplace.
- How to continuously work with the business to tune the worker experience.



# Agenda: Monday, 10 June 2013

8:00 AM	<b>Networking Breakfast In The Solutions Showcase</b>
9:00 AM	<b>Welcome And Setting The Stage</b> Kyle McNabb, <i>Vice President, Practice Leader</i> , Forrester Research
9:15 AM	<b>The Business Demands Of The Perpetually Connected</b> George Colony, <i>Chairman of the Board, Chief Executive Officer</i> , Forrester Research
9:45 AM	<b>Unleashing The Data Economy</b> James Staten, <i>Vice President, Principal Analyst</i> , Forrester Research Eve Maler, <i>Principal Analyst</i> , Forrester Research
10:15 AM	<b>Industry Keynote: TBA</b>
10:45 AM	<b>Morning Networking Break In The Solutions Showcase</b>
11:30 AM	<b>Mastering Tomorrow's Business Outcomes: Opening Remarks</b> Khalid Kark, <i>Vice President, Research Director</i> , Forrester Research
11:40 AM	<b>BT Explodes, Transforming Into Business-As-A-Service</b> Bobby Cameron, <i>Vice President, Principal Analyst</i> , Forrester Research
12:10 PM	<b>Industry Keynote: TBA</b>
12:40 PM	<b>Intermission</b>
12:45 PM	<b>Premier Keynote With Box:</b> Whitney Bouck, <i>Enterprise General Manager</i> , Box <b>Premier Keynote With Brasil IT+:</b> Paulo Bezerra, <i>Marketing Development USA</i> , Brasil IT+ <b>Premier Keynote With Orange Business Services:</b> Helmut Reisinger, <i>Senior Vice President Europe</i> , Orange Business Services
13:15 PM	<b>Lunch And Dessert In The Solutions Showcase</b>
14:30 PM	<b>Plan For An Engaged Workforce</b> Simon Yates, <i>Vice President, Principal Analyst</i> , Forrester Research
15:00 PM	<b>Platinum Session With EMC:</b> David I. Goulden, <i>President and COO</i> , EMC
15:30 PM	<b>Afternoon Networking Break In The Solutions Showcase</b>
16:00 PM	<b>Make Innovation Cost Effective</b> Panel Moderator: Chip Gliedman, <i>Vice President, Principal Analyst</i> , Forrester Research Panelist: Daniel Ballin, <i>Senior Innovation Consultant</i> , British Telecom
16:30 PM	<b>The CIO's Role In Business Transformation</b> Marc Cecere, <i>Vice President, Principal Analyst</i> , Forrester Research
17:00 PM	<b>Finding Social Business Value</b> Panel moderator: Rob Koplowitz, <i>Vice President, Principal Analyst</i> , Forrester Research Panelist: Dr. Chris Boorman, <i>CMO</i> , Huddle Jon Mell, <i>IBM Smarter Workforce, European Sales Integration Leader</i> , IBM Christopher Morace, <i>Chief Strategy Officer</i> , Jive Software
17:30 PM	<b>Networking Reception In The Solutions Showcase</b>

# Agenda: Tuesday, 11 June 2013

8:00 AM	<b>Networking Breakfast In The Solutions Showcase</b>
9:00 AM	<b>Mastering Tomorrow's Business Outcomes: Welcome Back</b> Khalid Kark, <i>Vice President, Research Director</i> , Forrester Research
9:10 AM	<b>Winning The Customer Experience Game</b> Nigel Fenwick, <i>Vice President, Principal Analyst</i> , Forrester Research
9:40 AM	<b>Platinum Session With Atos:</b> Jacques Pommeraud, <i>CEO</i> , Canopy
10:10 AM	<b>Morning Networking Break In The Solutions Showcase</b>
10:40 AM	<b>Build A Mobile App Strategy</b> Ted Schadler, <i>Vice President, Principal Analyst</i> , Forrester Research Simon Yates, <i>Vice President, Principal Analyst</i> , Forrester Research
11:10 AM	<b>Driving Business Outcomes</b> Panel Moderator: Khalid Kark, <i>Vice President, Research Director</i> , Forrester Research Panelists: Matthew Graham-Hyde, <i>CIO</i> , Kantar Group
11:40 AM	<b>The CIO's World In 2020</b> Panel Moderator: Christopher Mines, <i>Senior Vice President</i> , Forrester Research Panelists: Pascal Matzke, <i>Vice President, Research Director</i> , Forrester Research John McCarthy, <i>Vice President, Principal Analyst</i> , Forrester Research
12:10 PM	<b>Networking Lunch And Dessert In The Solutions Showcase</b>
13:30 PM	<b>A 10-Year Hype Curve In Perspective: A Personal Reflection</b> Saul Van Beurden, <i>COO</i> , Marsh International
14:00 PM	<b>Lessons From Citizen Engagement</b> Jennifer Belissent, <i>Principal Analyst</i> , Forrester Research
14:30 PM	<b>Architecting Tomorrow's Business Outcomes: Closing Remarks</b> Kyle McNabb, <i>Vice President, Practice Leader</i> , Forrester Research
14:45 PM	<b>Conclusion</b>



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## Expert Advice

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**Bobby Cameron**  
*VP, Principal Analyst*  
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**Marc Cecere**  
*VP, Principal Analyst*  
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**Nigel Fenwick**  
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**Chip Gliedman**  
*VP, Principal Analyst*  
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**Khalid Kark**  
*VP, Research Director*  
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**Rob Koplowitz**  
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*SVP, Research Director,*  
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To assist you in finding suitable accommodation for the duration of the Forum, Forrester and DonaldsonDavis have negotiated a discounted room rate at the Lancaster London and at the nearby Cumberland Hotel.

To receive the group rate you must book online under the travel info tab at [www.forrester.com/CIO13EMEA](http://www.forrester.com/CIO13EMEA).



# MASTERING TOMORROW'S BUSINESS OUTCOMES

10–11 June 2013

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