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DELIVERING 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
Infrastructure & Operations Professionals

DELIVERING 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

- Directors and VPs transforming the IT infrastructure and operations organization.
- IT infrastructure leaders developing cloud strategy across server, storage, and networking infrastructure.
- Workforce computing leaders supporting consumerization across desktops, laptops, tablets, mobile devices, and productivity applications.
- Service management and IT operations leaders designing service strategy, operational excellence, monitoring, and automation.
- Resiliency leaders ensuring business uptime through disaster recovery, high availability, and backup strategies.

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 set new paths to provide the agility and flexibility needed to deliver the business outcomes of the digital age.

FEATURING

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

- *Happy Employees, Happy Customers*, David Johnson, *Senior Analyst*, Forrester Research
- *Customer Experience Index for IT Service Desks*, John Rakowski, *Analyst*, Forrester Research
- *Stephen Mann*, *Senior Analyst*, Forrester Research
- *Forrester Wave: Unified Communications*, Henry Dewing, *Principal Analyst*, Forrester Research

COLOCATED FORUMS

Forrester's Forum for Infrastructure & Operations Professionals is colocated with Forrester's Forums for CIOs, Enterprise Architecture, 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.



DELIVERING TOMORROW'S BUSINESS OUTCOMES



“Your business is only as agile as its underlying technology. Choose to empower and delight your customers and employees with IT infrastructure and operations.”

Doug Washburn

Principal Analyst, 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.



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.



Adrian Carr

Vice President EMEA
MarkLogic

Prior to joining MarkLogic, Adrian Carr worked at a VCE startup after a three-year period as Vice President, Enterprise for Juniper Networks in Europe. He also worked as Vice President Europe, Middle East, Africa, and Australasia at Chicago-based analytics software company SPSS.



Natasha McCabe

Head of Information Security
Royal Mail Group

Natasha McCabe specializes in leading large-scale transformation programs for major private- and public-sector organizations.



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:

Chris Bennett, *Director of IT Service and Infrastructure*,
Royal Mail Group

Stefan Falk, *Head of Corporate Booking*,
Redeye Corporate Finance

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

John Whitfield, *Chief Information Officer*,
Platts, a McGraw-Hill Company

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.

TRANSFORMING ROYAL MAIL



Natasha McCabe

Head Of Information Security
Royal Mail Group

Chris Bennett

Director of IT Service and Infrastructure
Royal Mail Group

With a history dating back nearly 500 years, Royal Mail Group employs 1% of the country's population and holds records of nearly 30 million customers. Now, as the organization shifts to more data-intensive services and prepares for private ownership, the IT infrastructure must move quickly to support new business requirements. In this session, you will learn how Royal Mail Group is dealing with:

- Legacy vendor contracts.
- Massive staffing needs.
- A huge investment in IT transformation.

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.

DELIVERING TOMORROW'S WORLD – TODAY



Adrian Carr
Vice President EMEA
MarkLogic

With the ever-changing demands and requirements from internal and external sources, how do you build an infrastructure that can support today's business needs and be able to deal with the unknown ones of tomorrow without having to keep starting over? Attendees will learn:

- How to support today's business needs.
- How to build an infrastructure.
- How to prepare for the future.

ASSESS YOUR UC AND COLLABORATION STRATEGY



Henry Dewing
Principal Analyst
Forrester Research

Join us for a session that uncovers market adoption trends and new usage scenarios across the unified communications and collaboration (UC&C) landscape. This session will provide a roadmap for:

- The increasingly mobile nature that is driving information workers to use both personal and corporate cloud services.
- The power and potential of live and archived video — from desktops to telepresence suites — in transforming the way business communicates.
- The adoption of enterprise social software to leverage the wisdom of crowds to improve effectiveness and creativity.

HAPPY WORKERS, HAPPY CUSTOMERS



David Johnson
Senior Analyst
Forrester Research

The link between empowered, happy employees and happy customers is indisputable, but today's barriers to giving employees freedom seem insurmountable. This session will address how you can nurture the fragile links between motivation, innovation, and personal computing technologies while decreasing costs and risk. Join us to learn:

- What management science tells us about how, and why, technology freedom and empowerment motivate employees.
- How highly successful companies apply these principles to their workforce computing strategy.

SECURE NETWORKING TO MEET CUSTOMER EXPECTATIONS



John Kindervag
Principal Analyst
Forrester Research

Today's business leaders don't believe that networking has any business value, and we've deployed security controls in a haphazard, ineffective way. With aging networks due for a refresh, this is the opportunity to not only redesign networks for today's critical workloads and technology transformations (VDI, VoIP, video, virtualization, etc.) but also to take a unified approach to both networking and security. In this session, I&O and S&R Professionals will come together to learn:

- How an intelligent, automated, and secure network can contribute directly to the business' strategic objectives.
- The key architectural concepts of Forrester's Zero Trust Model for networking.
- How to redesign your network to support an ecosystem of customers, clouds, service providers, partners, supply chains, mobile devices, and empowered users.

HOW CUSTOMER AND BUSINESS OUTCOMES WILL INFLUENCE YOUR FUTURE



Stephen Mann
Senior Analyst
Forrester Research

Viewing cloud, social, BYOD, "shadow IT," and mobile through a technology lens limits your future. Tomorrow's successful IT infrastructure and operations (I&O) embodies customer demands and business outcomes in every decision made. This session will help I&O leaders:

- Understand increasing business and internal customer expectations of IT.
- Appreciate that business value comes from technology consumption.
- Change your focus from the assembly and management of technology to an innovative provider of high-value business services.

EXPANDING YOUR BUSINESS WITH THE CLOUD



Lauren Nelson

Analyst

Forrester Research

Systems of engagement drive business outcomes by empowering customers, partners, and employees to help them decide and act immediately in their moments of need. But to deliver on this, Infrastructure & Operations Professionals must make room for public, private, and hybrid cloud infrastructure. This session will teach attendees:

- How peers use cloud infrastructure to develop systems of engagement.
- When to use public, private, and hybrid cloud infrastructure.
- How to balance agility, efficiency, security, compliance, and integration.

PANEL: DISRUPT YOUR VENDOR LANDSCAPE



PANEL MODERATOR: **Glenn O'Donnell**

Principal Analyst

Forrester Research

PANELISTS:

John Whitfield, *Chief Information Officer*,
Platts, a McGraw-Hill Company

You purchase technology and services from a plethora of large and small vendors. Tomorrow's business outcomes likely demand technology that your old standbys just don't provide. Emerging providers play a role in your successful future. In this industry panel session attendees will learn:

- How your peers plan to support tomorrow's business outcomes.
- How your peers augment, and in some ways replace, incumbents with emerging innovators.
- How to find disruptive technology from your old standbys.

THE ECONOMICS OF BYOD



Michele Pelino

Principal Analyst

Forrester Research

More than 66% of North American and European enterprise information workers get work done using their own personal smartphones. Yet in this age of the perpetually connected worker, only 40% of enterprises have bring-your-own-device (BYOD) programs, as firms struggle to understand their business value. This session will teach you:

- How BYOD programs affect IT and line-of-business elements.
- How to develop a business case for BYOD investments that empower your workforce and deliver cost improvements.

CURE YOUR SERVICE DESK WITH CUSTOMER EXPERIENCE



John Rakowski

Analyst

Forrester Research

The service desk is the focal point between the I&O organization and your customers of IT services. The problem is that measuring service desk value is becoming increasingly difficult as your customers become rapidly empowered. In this session we will prescribe a way to avoid as well as cure service desk metric migraines and give you the medicine to help structure a great customer-centric operation. Attendees will learn:

- How to outline the diseases that service desks face.
- How to cure poor customer experience ratings.
- How to energize your service desk operation.



Agenda: Monday, 10 June 2013

8:00 AM	Networking Breakfast In The Solutions Showcase
9:00 AM	Welcome And Setting The Stage Kyle McNabb, <i>Vice President, Practice Leader</i> , Forrester Research
9:15 AM	The Business Demands Of The Perpetually Connected George Colony, <i>Chairman of the Board, Chief Executive Officer</i> , Forrester Research
9:45 AM	Unleashing The Data Economy James Staten, <i>Vice President, Principal Analyst</i> , Forrester Research Eve Maler, <i>Principal Analyst</i> , Forrester Research
10:15 AM	Industry Keynote: TBA
10:45 AM	Morning Networking Break In The Solutions Showcase
11:30 AM	Delivering Tomorrow's Business Outcomes: Opening Chris McClean, <i>Principal Analyst, Research Director</i> , Forrester Research Doug Washburn, <i>Principal Analyst, Research Director</i> , Forrester Research
11:40 AM	Secure Networking To Meet Customer Expectations John Kindervag, <i>Principal Analyst</i> , Forrester Research
12:10 PM	Transforming Royal Mail Natasha McCabe, <i>Head of Information Security</i> , Royal Mail Group Chris Bennet, <i>Director of IT Service and Infrastructure</i> , Royal Mail Group
12:40 PM	Intermission
12:45 PM	Premier Keynote With Box: Whitney Bouck, <i>Enterprise General Manager</i> , Box Premier Keynote With Brasil IT+: Paulo Bezerra, <i>Marketing Development USA</i> , Brasil IT+ Premier Keynote With Orange Business Services: Helmut Reisinger, <i>Senior Vice President Europe</i> , Orange Business Services
13:15 PM	Lunch And Dessert In The Solutions Showcase
14:30 PM	Happy Workers, Happy Customers David Johnson, <i>Senior Analyst</i> , Forrester Research
15:00 PM	Platinum Session With ServiceNow: TBA
15:30 PM	Afternoon Networking Break In The Solutions Showcase
16:00 PM	How Customer And Business Outcomes Will Influence Your Future Stephen Mann, <i>Senior Analyst</i> , Forrester Research
16:30 PM	The Economics Of BYOD Michele Pelino, <i>Principal Analyst</i> , Forrester Research
17:00 PM	Industry Keynote: Stefan Falk, <i>Head of Corporate Broking</i> , Redeye Corporate Finance
17:30 PM	Networking Reception In The Solutions Showcase

Agenda: Tuesday, 11 June 2013

8:00 AM	Networking Breakfast In The Solutions Showcase
9:00 AM	Delivering Tomorrow's Business Outcomes: Welcome Back Doug Washburn, <i>Principal Analyst, Research Director</i> , Forrester Research
9:10 AM	Cure Your Service Desk With Customer Experience John Rakowski, <i>Analyst</i> , Forrester Research
9:40 AM	Platinum Session With MarkLogic: Adrian Carr, <i>Vice President EMEA</i> , MarkLogic
10:10 AM	Morning Networking Break In The Solutions Showcase
10:40 AM	Assess Your UC And Collaboration Strategy Henry Dewing, <i>Principal Analyst</i> , Forrester Research
11:10 AM	Expanding Your Business With The Cloud Lauren Nelson, <i>Analyst</i> , Forrester Research
11:40 AM	Disrupt Your Vendor Landscape Panel Moderator: Glenn O'Donnell, <i>Principal Analyst</i> , Forrester Research Panelists: John Whitfield, <i>Chief Information Officer</i> , Platts, a McGraw-Hill Company
12:10 PM	Networking Lunch And Dessert In The Solutions Showcase
13:30 PM	A 10-Year Hype Curve In Perspective: A Personal Reflection Saul Van Beurden, <i>COO</i> , Marsh International
14:00 PM	Lessons From Citizen Engagement Jennifer Belissent, <i>Principal Analyst</i> , Forrester Research
14:30 PM	Architecting Tomorrow's Business Outcomes: Closing Remarks Kyle McNabb, <i>Vice President, Practice Leader</i> , Forrester Research
14:45 PM	Conclusion



1-On-1 Analyst Meetings

Expert Advice

Consistently rated as one of the most popular features of Forrester Forums, Forrester Analyst Meetings give you the opportunity to discuss the unique issues facing your organization. Work 1-on-1 with the analyst of your choice, subject to availability.*

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Kyle McNabb
VP, Practice Leader
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Jennifer Belissent, Ph.D.
Principal Analyst
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Bobby Cameron
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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/IO13EMEA.



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- **Engage with Forrester analysts.** Through prescheduled 1-On-1 Analyst Meetings, you can engage with Forrester analysts to work through how to apply what you are learning at the Forum when you are back at your company.
- **Connect with peers.** During discussions and roundtables or over a drink, share and gain knowledge and new perspectives from a network of peers facing similar challenges.
- **Get an exclusive first look at new research and survey data.** Be the first to hear about Forrester's latest big ideas and survey results.



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