Gartner

Web Innovation
Summit 2008

**Profiting from Web 2.0,
SaaS and Cloud Computing**

SEPTEMBER 15-17, 2008
LOS ANGELES, CALIFORNIA
gartner.com/us/webinnovate

Reveal the true value of the new Web.

Get answers. Exploit opportunities.
Everything you need to tackle the new Web.
New tracks on Cloud Computing, consumerization,
social software and more. See inside for details.

Keynote Guests

Clay Shirky
Author and
NYU professor
of new media
and the Internet

**Mastermind
Interview with
Marc Benioff**
Chairman & CEO
salesforce.com

Larry Sanger, Ph.D.
Wikipedia
Co-founder and
editor in chief of
Citizendium

Gartner

Cut through the hype.
Find out what you're looking for at Gartner Web Innovation Summit: Profiting from Web 2.0, SaaS and Cloud Computing.

You're trying to find the best way to evolve your Web environment, but there's so much market hype it's hard to see the path forward.

It's time to clear things up. Discover how to leverage the Web and the Cloud for real competitive advantage at **Gartner Web Innovation Summit: Profiting from Web 2.0, SaaS and Cloud Computing.**

It's the one event specifically designed to:
- **Demystify the landscape** with key insights and knowledge about the technological, social and business aspects of the Web and the Cloud
- **Reveal future trends and innovations**, best practices, vendor and product selections, and tactical decision frameworks
- **Uncover which aspects are ready for prime time** and how to exploit their promise

Don't be left holding the bag with legacy Web services, development methods and processes that won't be competitive. We'll show you how to maximize your Web initiatives and leverage next-generation tools and techniques to advance your enterprise.

Don't get lost in the confusion of the Cloud. While Cloud Computing promises many benefits, it also requires new paradigms, approaches and sourcing options. We'll bring to light what you need to know to make sound decisions.

Don't get caught off guard by consumerization. With end users deploying more solutions on their own, we'll divulge how to give users tools for better communication and decision making, while protecting the enterprise in terms of security, compliance and privacy issues.

Find what you're looking for at **Gartner Web Innovation Summit.**

Event Features

- Four tracks and more than 35 sessions
- New research from a team of 17 Gartner experts offering independent and neutral advice
- Hundreds of Analyst one-on-one meetings
- Analyst-user roundtable discussions
- End-user case studies
- Networking with peers
- Solution Showcase featuring leading providers and a special pavilion for emerging Web entrepreneurs and start-ups
- Pre-conference tutorials
- Co-located with Gartner Portals, Content & Collaboration Summit for a great combined learning experience

Uncover the best Web strategies, methods and tools to leverage for your enterprise.

Keynote Sessions

Keynote Guests

Clay Shirky, Author and NYU professor of new media and the Internet

The Power of Organizing Without Organizations
Monday, September 15, 5:15 pm
Ten years ago the world shifted to the information economy. Today, we're experiencing a new kind of digital revolution. Networked tools are allowing groups to form and collaborate without any of the traditional friction that comes from managing the efforts of multitudes. The source of this revolution is not the computer but the connections between them as our social networks fuse with our technological ones. Compared to the shift to digital information, this change is more painful to embrace because it challenges deeply held assumptions about how society does or should work. We are migrating from an information economy based on the work of the individual mind to new forms of collective intelligence and collective effort.

Marc Benioff, Chairman & CEO salesforce.com

Mastermind Interview
Tuesday, September 16, 11:00 am
A pioneer in software-as-a-service (SaaS and cloud solutions), Chairman & CEO of salesforce.com, Marc Benioff, Chairman & CEO salesforce.com, will be interviewed by Summit co-chairs Gene Phifer, Managing VP, and David Mitchell Smith, VP & Gartner Fellow, on the current status and future of SaaS and Cloud Computing.

Larry Sanger, Ph.D., *Wikipedia* Co-founder and editor in chief of *Citizendium*

A New Vision for Online Knowledge Communities: Collaborative Governance of User-Created Information
Wednesday, September 17, 11:00 am
The most interesting unexploited opportunity of Web 2.0 is to combine the collaborative creative energy of millions of contributors with high quality and high relevance. Developing sheer quantities of information in interactive forums was the Big Exciting Problem 10 years ago. The Big Exciting Problem now is developing quality information. How do communities create enormous amounts of highly relevant, high quality content? This is a much more difficult problem to solve. It is one that not as many online projects will be able to solve, but those that do will wear the crown of being "trusted sources."

Gartner Keynotes

Gene Phifer, Managing VP, Gartner, Gartner Web Innovation Summit Co-chair

David Mitchell Smith, VP & Gartner Fellow, Gartner Web Innovation Summit Co-chair

Web 2.0, SaaS and Cloud Computing
Monday, September 15, 8:30 am
End users in marketing, finance, product development, e-business, etc. have found that using Web 2.0 tools and technologies has opened up a social dimension — user-generated content and collaboration. But it also has huge implications on support and compliance. Blogs and wikis introduce governance, risk and compliance issues. Social networks introduce privacy issues. Mashups introduce system performance and availability issues. IT must not take a 'don't ask, don't tell' approach. Rather, IT should proactively work with its user organizations to introduce 'just enough, just in time' controls for use of these technologies and approaches.

Gartner Predicts: Open Research Meeting and Conference Wrap-Up
Wednesday, September 17, 12:00 pm
Gartner research meetings are lively affairs, with an open exchange of ideas and many perspectives brought to bear on a topic. At the closing session of this conference, we invite you to participate in an open research meeting with Gartner analysts and other conference delegates as we explore several important ideas and build strategic assumptions around topics selected by the audience. The interaction between analysts and delegates, and each other, makes for a spirited and stimulating discussion. Let the games begin ...

Benefits of Attending

Gartner Web Innovation Summit is the only place you'll find the expert insights and unbiased advice you need to:

- **Understand the new technologies** and methodologies associated with Web 2.0 and Cloud Computing to effectively utilize them
- **Learn best practices** regarding the Web and the Cloud from the experiences of leaders and innovators
- **Identify which aspects of the Web and the Cloud are ready** for prime time, and which are too risky due to immaturity
- **Discuss the vendors providing Web and Cloud services** and capabilities, and identify the strongest players
- **Get early read-outs** regarding the technologies, methodologies, vendors and markets of the Web and the Cloud

You'll also be able to:
- Connect with the real-world solutions and strategies of your peers through the online community of registered attendees, onsite networking, end-user case studies, analyst/user roundtable discussions and more.

Hot Topics

- Cloud Computing
- SaaS
- Web 2.0 workplace technologies: blogs, wikis, social networks, tagging tools, mashups, Ajax and RIA
- Effect of consumerization
- Web communities
- Integrating SaaS with other applications
- Web and Cloud Application Development
- B2B, B2C and internal Web sites
- Evolution of Web security
- New Web business models
- SOA/WOA for Web applications
- Web services and Web-oriented architectures
- Web analytics
- Web digital marketing

What's New

Based on attendee input and pre-event survey feedback, we've added two full tracks on Cloud Computing and more content on consumerization, social software (including crowd sourcing), Web analytics, Web digital marketing and brand management.

Back by Popular Demand

Updated and better than ever are top-pick sessions such as integrating SaaS with other applications, mashup technologies, mobile Web, the semantic Web, SOA, WOA and changing business models to take advantage of the Web.

Who Should Attend
- IT managers and directors with responsibility for Web strategy
- Applications Architects/ Designers/Managers
- Web Architects/ Technologists/Strategists
- E-business/E-commerce Managers
- Business Development Managers
- IT/IS Infrastructure/Operations
- Product Managers
- IT/IS Strategist Planners

Why Gartner?

Better decisions every day. Our aim is to help you make more confident decisions, every day. We work with you by researching, analyzing and interpreting the information technology industry — vendors, technologies, business processes — within the context of your individual role in your organization.

Our interactions with **60,000 clients, representing 10,000 distinct organizations worldwide**, enable us to make connections, understand patterns and discover trends no other research firm can envision.

The difference between success and failure. When applying IT to business problems and opportunities, partnering with Gartner can mean the difference between success and failure. We are trustworthy, candid and objective, and we take our independence very seriously. Our unique, actionable insight will profoundly affect your business outcomes in positive and lasting ways in any of the following:
• strategic planning
• business alignment
• provider selection
• implementation planning and execution

Your indispensable partner. 44,000 technology and business professionals from around the globe benefit from the information, insight and networking opportunities at our 62 annual events; we are the world's leading IT conference provider.

Constant interactions with clients around the world enable us to challenge conventional wisdom, understand patterns and discover trends no one else can envision. You get the right information at the right time from people you trust. Before committing to projects, all types of clients, in all types of roles, consult us for insight that can make the difference between a successful IT investment and one that fails.

Cloud Computing

It's as big as the e-business revolution:
• By 2012, 80 percent of Fortune 1000 enterprises will pay for some Cloud Computing service and 30 percent of them will pay for Cloud Computing infrastructure.

• Through 2010, more than 80 percent of enterprise use of Cloud Computing will be devoted to very large data queries, short-term massively parallel workloads, or IT use by startups with little to no IT infrastructure.

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Agenda at a Glance

Experience the most comprehensive coverage of workplace technologies, direction and best practices that you'll find anywhere through unbiased Gartner analyst presentations, guest keynotes, real-life case studies, interactive panels and solution provider sessions.

Sunday, September 14
2:30pm	Pre-registration
5:00pm	Pre-conference Tutorials

Monday, September 15
7:00am	Registration/Attendee Breakfast
8:15am	Welcome Address
8:30am	Gartner Keynote Session
9:45am	Track Sessions
11:00am	Solution Provider Sessions & Case Studies
12:00pm	Attendee Lunch & Solution Showcase Dessert Reception
2:00pm	Track Sessions
3:15pm	Track Sessions
4:30pm	Solution Provider Sessions & Case Studies
5:15pm	Keynote Session: Clay Shirky, Author
6:15pm	Solution Showcase Reception

Tuesday, September 16
7:00am	Registration
7:30am	Vertical Industry Networking Breakfast
8:30am	Track Sessions
9:45am	Solution Provider & Case Study Sessions
11:00am	Keynote Session: Mastermind Interview with Marc Benioff, Chairman & CEO salesforce.com
12:00pm	Attendee Lunch & Solution Showcase Dessert Reception
2:00pm	Track Sessions
3:15pm	Track Sessions
4:30pm	Track Sessions
5:30pm	Hospitality Suites

Wednesday, September 17
7:00am	Registration
7:30am	Breakfast with the Analysts
8:30am	Track Sessions
9:45am	Track Sessions
11:00am	Keynote Session: Larry Sanger, Ph.D.,co-founder of *Wikipedia*
12:00pm	General Session: Gartner Predicts
12:30pm	Conference Adjourns

Co-located Gartner Portals, Content & Collaboration Summit begins September 17. See page 10 for more details.

Track Descriptions

The Gartner Web Innovation Summit: Profiting from Web 2.0, SaaS and Cloud Computing, agenda was developed entirely based on the feedback of your peers at previous events and is focused around four compelling tracks:

A

Web 2.0 and Beyond
Web 2.0 has provided some of the most innovative Web technologies and methodologies since the creation of the Web itself. Blogs and wikis are becoming commonplace in the enterprise, and social networks are starting to gain traction. Add mashups, Ajax and RIA technologies, infuse consumerization, and you've got a whole new world of support and management challenges.

B

Pushing the Web in the Enterprise
The Web continues to dominate as the primary user interface for applications and services. While there are well-known practices around managing Web sites and applications, many enterprises still have huge opportunities to improve customer service through the Web.

C

Cloud Computing
Cloud Computing has become the most hyped issue in IT. While the concepts are not new, the massive interest by users — and focus by vendors — is. Software as a Service (SaaS) is the most popular form of Cloud Computing, but other forms will take on similar importance over time. Enterprises must learn how the Cloud works, what is ready for prime time and what is not, and how to incorporate services from the Cloud.

D

Making SaaS and Cloud Computing Work
With Cloud Computing comes the challenges of how to integrate Cloud-based services, manage processes with Cloud-based components, source solutions and manage providers. Enterprises must learn how to make the Cloud work to their advantage.

See insert for complete session descriptions.

Meet the Gartner Analysts

For over 25 years, Gartner analysts have been the trusted advisors of many of the world's largest and most demanding enterprises. No one sees the implications of technology so clearly. Gartner analysts draw from the real-life problems and solutions experienced by more than 45,000 Gartner clients worldwide. The value of this resource, combined with our deep analysis of technology vendors and unbiased opinions is something you just can't get anywhere else.

Gene Alvarez
Research VP

Focus area: CRM Sales Web strategies and technologies, business impact assessment, vendor management, project management, software development and delivery of complex business applications and Web sites

Tom Austin
VP & Gartner Fellow

Focus area: High-performance workplace, collaboration, social process support and Enterprise 2.0, Cloud Computing and Google Apps

Tom Bittman
VP, Distinguished Analyst

Focus area: Infrastructure and operations maturity, server virtualization, Cloud Computing

### Anthony Bradley
Managing VP

Focus area: Service-oriented architecture (SOA), Web-oriented architecture (WOA), and the enterprise employment of Web 2.0 technologies, including enterprise mashups and social software applications

David Cearley
VP & Gartner Fellow

Focus area: Software architectures and standards, component software models, application design, the Internet, business/IT alignment, Cloud Computing, Web platforms and emerging technologies

Mark Driver
Research VP

Focus Area: Development technologies and open-source software

Joseph Feiman
VP & Gartner Fellow
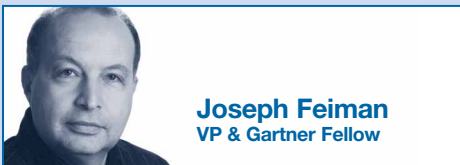
Focus area: Technologies and methodologies enabling secure software life cycle, data privacy, security of large systems and packaged applications, legacies, SOA, Web 2.0 and security as a service

Andrew Frank
Research VP

Focus area: Digital advertising, marketing and monetizing Web 2.0 and social media

Nick Gall
VP, Distinguished Analyst

Focus area: Enterprise architecture, integration, middleware, SOA, Web-oriented architecture, information architecture

Bill Gassman
Research Director

Focus area: Business Activity Monitoring, Business Intelligence, Web analytics

Matt Goldman
Research VP

Focus area: CRM Services, including consulting, system integration and business process outsourcing providers and service provider evaluation and selection

David Gootzit
Research Director

Focus area: Enterprise portal market, vendors and deployment issues, and the impact of Web 2.0 on enterprise Web deployments

Kathy Harris
VP Distinguished Analyst

Focus area: Application strategy and management, knowledge and intellectual capital management, innovation management, collaboration, and business value of IT

Hung LeHong
Research VP

Focus area: E-commerce, Web 2.0, retail, business intelligence, merchandising and analytics

Gene Phifer
Managing VP

Focus area: Web-centric infrastructure software, including Web architectures, intranets, extranets, e-business infrastructures, portals, Web Services, Web business models, Web 2.0 and Cloud Computing

Darryl Plummer
Managing VP & Research Fellow

Focus area: Internet platforms and Web services, applications development, application integration and middleware, emerging trends and technologies, and enterprise architecture

Ben Pring
Research VP

Focus area: IT utility computing (including SaaS, On Demand, Cloud etc), application outsourcing, and business process outsourcing services

Joe Skorupa
Research VP

Focus area: Maximizing application performance via advanced networking technologies

David Mitchell Smith
VP & Gartner Fellow

Focus area: Web 2.0, consumerization, Cloud Computing, Web platforms, Web services, alternative acquisition and delivery models

Val Sribar
Group Vice President

Focus area: Application portfolio management, application organizational models, staffing & skills, sourcing, strategic vendor relationships and application financials
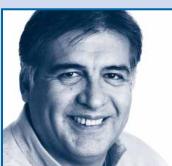
Ray Valdes
Research Director

Focus area: Internet platforms, Web development, user experience design, social platforms, portal technology and Cloud-based development tools

Gartner Portals, Content & Collaboration Summit 2008

**SEPTEMBER 17-19, 2008
LOS ANGELES, CALIFORNIA**
gartner.com/us/pccfall

Extend your content value by continuing with **Gartner Portals, Content & Collaboration Summit**, September 17-19, a co-located event.

Business and IT leaders continue to struggle with how to realize productivity gains from their portal, content and collaboration investments. Even when technologies are implemented, users are hesitant to adapt. Web 2.0 technologies appear to promise easy access, cost efficiency and popularity for the "virtual generation," yet the influx of so many alternatives makes it difficult to determine the best approach.

Gartner Portals, Content & Collaboration Summit sessions have been developed along four compelling tracks:
- **Innovate** – How to foster agility with new technologies, processes and changes to your business model
- **Consolidate** – How to benefit from streamlined approaches to architecture and governance
- **Motivate** – How to drive organizational effectiveness through improved user interfaces and much more
- **Advance** – How to create value in a high-performance workplace, out maneuver competitors and position for an economic upswing

Preliminary Planner for Gartner Co-located Events

GARTNER WEB INNOVATION SUMMIT: Profiting from Web 2.0, SaaS and Cloud Computing
September 15-17
gartner.com/us/webinnovate

- Cloud Computing
- SaaS
- Web 2.0 workplace technologies: blogs, wikis, social networks, tagging tools, mashups, Ajax and RIA
- Integrating SaaS
- Evolution of Web security
- New Web business models
- Web analytics
- Web digital marketing

CONCURRENT SESSIONS
September 17

Joint Keynote Guest: Larry Sanger, Ph.D. co-founder of Wikipedia
- Portal of the future
- Mastering business innovation
- The corporate side of Web 2.0
- Consumerization
- Web analytics

GARTNER PORTALS, CONTENT & COLLABORATION SUMMIT
September 17-19
gartner.com/us/pccfall

- Emerging collaboration trends: exploiting social software
- Enterprise content management
- Social networks
- Information governance
- Changing roles for effective leaders
- Portals, content and collaboration
- Web conferencing
- E-mail management

Sponsors

At our exhibit showcase, you'll have the opportunity to get acquainted with exhibitors in an atmosphere of learning and sharing. Get a handle on what's available in today's market with:

- **Private solution briefings** tailored to the needs of your organization
- **Hands–on demonstrations** of the most compelling solutions
- **Turnkey exhibits** showcasing products and services
- **Solution provider case study sessions** on how others are using these solutions

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Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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Magic Software's uniPaaS is the industry's only unified SaaS and Rich Internet Application platform. **uniPaaS** enables companies to focus on rich user experiences, automating partitioning of business logic. It empowers dynamic business applications in a hybrid mode. Fortune 500 providers have already chosen uniPaaS for mission-critical on-premise and multi-tenant applications.

magicsoftware.com

IBM

IBM, an industry leader in providing Web 2.0 products for business, is helping companies of all sizes across the globe derive significant value from Web 2.0 and social computing technologies by taking advantage of the Web as a delivery platform to extend the value of computing to the extranet and increase the efficiency of the value network.

ibm.com

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BRONZE SPONSOR

WorkLight, Inc.

Sponsorship Opportunities

Rob Whitehurst (Companies A-M)
1 203 316 1733 or rob.whitehurst@gartner.com

Dylan Williams (Companies N-Z)
1 203 455 0498 or dylan.williams@gartner.com

The Web Innovation Summit Blog

Get a regular dose of industry knowledge from the Summit analysts on everything Web related, including Web 2.0, SaaS and Cloud Computing.

gartner.com/us/webinnovate

Gartner®

Web Innovation Summit 2008

How to Register

Web: gartner.com/us/webinnovate
E-mail: **gartner.events@gartner.com**
Phone: 1 866 405 2511

REGISTRATION FEES:

Early Bird Price: $1,695
Early Bird Combo Price: $2,595
(a savings of $1,195)
(for Gartner Portals, Content & Collaboration Summit
AND Gartner Web Innovation Summit)

Standard Price: $1,895
Standard Combo Price: $2,795

GARTNER EVENT TICKETS

We accept Gartner conference tickets as full
payment. If you are a client with questions
about tickets, please contact your sales
representative.

HOTEL AND TRAVEL INFO

Make your hotel reservations directly with the
Hyatt Century Plaza at the same time you
register for the summit.

Hyatt Regency Century Plaza
2025 Avenue of the Stars
Los Angeles, CA 90067
Phone: 1 310 228 1234

Register by July 25 for $200 Early Bird Discount.
Call 1 866 405 2511 or visit **gartner.com/us/webinnovate**

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make a difference for your enterprise.

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56 Top Gallant Road P.O. Box 10212 Stamford, CT 06904-2212 USA

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