Learn the latest on:
• Cloud computing
• SOA
• Event Processing
• Agile
• Application governance
• Application development life cycle
• Application and data integration
• Application modernization
• and much more…

See page 8 for Agenda at a Glance.
Recovery isn’t a return to old ways

Sure, you may get some of your budgets back. But there’s a new normal of business and technology that requires adaptation. New user expectations, new governance requirements, new relationships with your customers and partners … the list goes on. There are also new approaches that can help you deal with this new reality—agile, cloud and SaaS, Web and service-oriented architecture, open source, events and much more.

Who should attend

- Applications and enterprise architects
- Development and integration leaders
- Applications infrastructure executives
- SOA and cloud project managers and architects
- Business analysts and consultants
- Web development leaders
- CIOs and IT directors
- Technology watchers and investors

What’s new and notable for 2009?

- New Web and cloud track
- Advanced SOA track with a stronger focus on event processing and event-driven architecture
- Enhanced coverage of governance and agility issues
- New! Rapid-fire sessions let you drill down quickly to the topics that matter to you most in these new 20-minute streamlined sessions.
- New! Real-time interactive polling and Twitter discussions let you weigh in on your biggest concerns.
- New! Expanded networking opportunities start early—don’t miss our Sunday pre-event Power Networking Forum. Set the stage early by joining our LinkedIn group for pre-event and on-site community updates and activities.
- New! Agenda RSS alerts, mobile agenda and a custom agenda wizard are just some of our new Agenda Builder features.

“A chance to learn how others are implementing SOA.”
Benefits of attending

Across three days, six tracks and 100 sessions, you’ll gain big-picture perspectives and practical how-to recommendations on the most important decisions you need to make in 2010.

Key benefits

You will learn how to:

- Adopt cloud computing and SaaS.
- Ensure that your SOA continues to deliver substantial, tangible value.
- Leverage new Web architectures and social solutions to your advantage.
- Use event processing and event-driven architecture to be more agile.
- Improve your application governance and organization to deliver the best results.
- Manage your application life cycle and portfolios more effectively.
- Build a strong application strategy and business alignment.
- Apply the latest on ESBs, SOA, AD tools and cloud vendors.
- Develop applications in a fast-changing environment where agile methods, model-driven development and composition create new synergies.
- Integrate information, platforms and processes as hybrid environments proliferate.

You will experience all this:

- Close to 100 sessions across six tracks
- Seven customized virtual agendas
- Five complimentary preconference tutorials
- Six workshops
- Three visionary keynotes
- 250 Analyst One-on-Ones
- 17 Analyst/User Roundtables
- 35 leading Solution Provider Showcases
- Three solution showcase receptions
- Access to online presentations
- Power Networking Forum
- Two networking breakfasts
- Free 2010 “Road Map to SOA and the Cloud” poster will be provided to all summit attendees on-site.

“A great way to find out how others are working to solve similar business initiatives through technology.”

Justify your attendance

Our attendee Justification Kit makes it easy to demonstrate the value of your summit experience. It includes a customizable letter, cost/benefit analysis, cost optimization highlights, top 10 reasons to attend and more. Get the details at gartner.com/us/aadi.
Guest keynote

The Big Shift: Clouds, ‘Pull’ and the Changing Nature of Business and Innovation

At both the individual and the corporate level we need to realize that what made us successful in the 20th century could actually hold us back in this century. The focus is moving away from efficiency and toward creativity and collaboration—from a push to a pull approach. These new dynamics in the marketplace and the workplace will define tomorrow’s winners and losers. In this session, John Seely Brown will draw from the leading edge to illustrate some of these changes, and show just how much of a game changer cloud computing is in this new picture. Beyond an overview of these trends, Brown will provide a road map for negotiating the big shifts and the different forms of disruption we are experiencing. Constant change and unpredictability are here to stay. Get prepared for it.

8:30 a.m. Tuesday, December 8

Gartner keynote

SOA and Cloud: Gateways to the New Reality of IT

We believe that we have entered a new economic reality—an increased velocity at the intersection of process, operations, information, collaboration and ecosystem. Are there tools for managing in this new reality? We believe there are, and that they will come from the convergence of rapidly evolving AD, SOA, governance and management, and the cloud. This combination promises a new level of capability that opens the gateway to a resetting of the core of application technology.

8:45 a.m. Monday, December 7

Semi-keynotes

Mastermind Interview: Event Processing—Designing IT Systems for Agile Companies

Web and Cloud Computing: How to Ride the Wave and Avoid a Wipeout

Application Leader, 2010

Applications Overhaul: Rationalize, Modernize, Standardize, Consolidate and Simplify

Enterprise 2013

Business-Aligned Applications: New Work, New Skills, New Approaches

“A year’s worth of research and best practices in just three days!”
Six new tracks feature never-presented Gartner content.

Staying on course in today’s highly charged environment requires the right kind of road maps that lead to real business value, rapidly. You’ll find them here in our actionable agenda, along with tactics, tools, strategies, best practices and real-world case studies.

**SOA and the New World of Application Architectures**

Far from being dead, SOA has become the new normal for application architecture. Service-oriented architecture has enabled organizations around the world to gain enterprise leverage, build flexible applications and create agile businesses. This track explores the architecture disciplines and best practices for building the foundations of successful SOA and accelerating successful systems delivery.

**Patterns and Practices for Advanced IT Use of SOA and Events**

Serious enterprise use of SOA goes far beyond the low-hanging fruit of Web services. Event-driven SOA and complex event processing empower real-time business awareness, while federated SOA, extreme transaction processing and SOA governance disciplines complete a mature modern IT environment. Examine the challenges, the best practices and the business empowerment of taking SOA from an IT experiment to the core enterprise IT model.

**Get Your Web House in Order and Prepare for the Cloud**

Web computing is pervasive but still frequently stovepiped, with little cross-enterprise governance and integration. Web 2.0 is now mainstream, and new innovations like Google Wave feed an increasingly consumer-driven Web experience. This track clarifies the place of cloud computing in the bigger Web picture and helps you create a winning Web and cloud strategy.

**The New Reality of Application Development**

AD is undergoing a rebirth, and when it is over, you may not recognize it. The transition to this new reality will require careful planning and strong stewardship. This track examines the different faces of the new AD. It will help you better leverage service-oriented development of applications (SODA), agile and RAD methods, and alternative models like cloud computing and open source.

**Integration: The Essential Enabler for SOA and Cloud Computing**

Initiatives such as SOA, BPM, cloud computing, SaaS and B2B are highly visible due to their direct business impact. But success with these initiatives is heavily dependent on integration. This track helps you master the latest integration trends, technologies and practices that underpin the success of your critical SOA, cloud and other IT initiatives in the new reality.

**Organizations, Governance and Management in the New Reality**

In the new reality, governance is no longer a nice-to-have; it’s an imperative. You think applications organizations of the past were chaotic? Think again. Governance is a way to bound the upcoming chaos. This track provides insight and best practices on how to organize, govern and manage your applications resources—old and new—to deliver maximum business value.

Plus seven customized virtual tracks

- Beginner/Intermediate/Advanced
- The Agile and Real-Time Enterprise
- Modernizing Your Applications
- The Enterprise Architect
- Saving and Growing
- B2B and Multi-Enterprise
- The New Normal
Meet the Gartner Analysts

**Analyst/User Roundtables**

Expect a lively exchange of information and ideas with your peers at these informal sessions moderated by Gartner analysts. Expand your perspective and make valuable connections with peers across industries as you discuss today’s top trends.

**Gartner Analyst One-on-Ones**

Reserve your Analyst One-on-One session. Sit down privately for 30 minutes with a Gartner analyst and get targeted advice. Choose a Gartner analyst who specializes in your area of expertise.

To reserve your One-on-One or Analyst/User Roundtable, please visit agenda builder at gartner.com/us/aadi or the One-on-One Desk on-site at the conference.

For more than 25 years, Gartner analysts have been the trusted advisors to many of the world’s largest and most demanding organizations.

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<th>Analyst/User Roundtables</th>
<th>Gartner Analyst One-on-Ones</th>
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<tr>
<td><strong>Focus areas:</strong> AD modeling tools; business process analysis, design and modeling; information architecture analysis and design; model-driven architecture; object-oriented analysis, design, methods and tools</td>
<td><strong>Focus areas:</strong> Application portfolio management (APM); legacy systems and reengineering; mainframe testing; software change management (SCM)</td>
</tr>
<tr>
<td>Michael Blechar Research Vice President</td>
<td>Nick Gall Vice President and Distinguished Analyst</td>
</tr>
<tr>
<td><strong>Focus areas:</strong> Cloud; semantic Web; Web 2.0 applications and strategies; Web services platforms</td>
<td><strong>Focus areas:</strong> Innovation strategies; interoperability; technical architecture</td>
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<tr>
<td>David Cearley Research Vice President</td>
<td>Frank Kenney Research Director</td>
</tr>
<tr>
<td><strong>Focus areas:</strong> Cloud; semantic Web; Web 2.0 applications and strategies; Web services platforms</td>
<td><strong>Focus areas:</strong> SOA governance technologies; integration appliances; service registries and repositories; Web services management</td>
</tr>
<tr>
<td>Mark Driver Research Vice President</td>
<td>Andy Kyte Vice President and Gartner Fellow</td>
</tr>
<tr>
<td><strong>Focus areas:</strong> Web 2.0 applications and strategies; Web services strategies and platforms; social networking and social software; SOA, advanced SOA; internet and Web collaboration</td>
<td><strong>Focus areas:</strong> Managing applications portfolio; applications strategy; IT modernization</td>
</tr>
<tr>
<td>Anthony Bradley Research Director</td>
<td>Benoit Lheureux Research Director</td>
</tr>
<tr>
<td><strong>Focus areas:</strong> Open source software; AD methods and tools; client/server technologies; development languages and environments; java, .net</td>
<td><strong>Focus areas:</strong> Application integration and middleware; EDI; value add networks (VAN); B2B gateways and integration; multi-enterprise integration; packaged integration; XML, WS networks</td>
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<tr>
<td>Ted Friedman Vice President and Distinguished Analyst</td>
<td>Bill Malik Research Director</td>
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<tr>
<td><strong>Focus areas:</strong> Data integration; data quality; data services</td>
<td><strong>Focus areas:</strong> IT operations; identity and access management; lean; software development life cycle; system security</td>
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<tr>
<td>Matt Hotle Vice President and Distinguished Analyst</td>
<td>Susan Landry Vice President and Distinguished Analyst</td>
</tr>
<tr>
<td><strong>Focus areas:</strong> AD methods and processes; AD life cycle and quality; AD strategy and governance; AD measurement, CMM, software reuse; project and portfolio management</td>
<td><strong>Focus areas:</strong> Application management; applications roles and responsibilities</td>
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</table>
Gartner analysts draw constantly from the real-life challenges and solutions experienced by more than 60,000 clients across the globe.

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Focus areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paolo Malinverno</td>
<td>Research Vice President</td>
<td>Application integration and middleware; SOA governance; integration technology; enterprise integration</td>
</tr>
<tr>
<td>Yefim Natish</td>
<td>Vice President and Distinguished Analyst</td>
<td>Application platform suites; application integration and middleware; cloud application infrastructure; SOA; advanced SOA; event-driven architecture; events; open source middleware</td>
</tr>
<tr>
<td>Massimo Pezzini</td>
<td>Vice President and Distinguished Analyst</td>
<td>Application servers and application platforms; composite applications; application integration and middleware; legacy integration; IT management; SOA best practices, mission-critical SOA</td>
</tr>
<tr>
<td>Jeff Schulman</td>
<td>Managing Vice President</td>
<td>Application strategy; application architecture, development and integration; Web technologies</td>
</tr>
<tr>
<td>Daniel Sholler</td>
<td>Research Vice President</td>
<td>Web services standards; application integration and middleware; composite applications; enterprise service bus; SOA</td>
</tr>
<tr>
<td>David Mitchell Smith</td>
<td>Vice President and Gartner Fellow</td>
<td>Consumer-driven IT; internet and Web platforms and infrastructure; Web 2.0; applications; Web-oriented architecture; Web services</td>
</tr>
<tr>
<td>Jess Thompson</td>
<td>Research Director</td>
<td>Application integration and middleware; integration technology selection; straight-through-processing; compensating transactions; hub-and-spoke architecture</td>
</tr>
<tr>
<td>Dale Vecchio</td>
<td>Research Vice President</td>
<td>Legacy modernization; mainframe SOA; legacy integration; application portfolio management</td>
</tr>
<tr>
<td>Thomas Murphy</td>
<td>Research Director</td>
<td>AD QA and testing; agile development; development environments and tools; software configuration management</td>
</tr>
<tr>
<td>David Norton</td>
<td>Research Director</td>
<td>Agile development; ARAD; AD methods and modeling tools; applications measurement; CMM; model driven architecture and development; service-oriented development</td>
</tr>
<tr>
<td>Gene Phifer</td>
<td>Managing Vice President</td>
<td>Cloud: Web architecture; portals; rich internet applications</td>
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<tr>
<td>Roy Schulte</td>
<td>Vice President and Distinguished Analyst</td>
<td>Business activity monitoring; enterprise service bus; EDA, event processing; real-time enterprise; message-oriented middleware; messaging; SOA; advanced SOA</td>
</tr>
<tr>
<td>Jim Sinur</td>
<td>Vice President and Distinguished Analyst</td>
<td>Business process management; rule-based systems; business modeling</td>
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<tr>
<td>Val Sribar</td>
<td>Group Vice President</td>
<td>Application strategy; application governance; business use of technology</td>
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<tr>
<td>Andrew White</td>
<td>Research Vice President</td>
<td>Master data management; supply chain management; product information management</td>
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Sunday, December 6
3:00 p.m. T1. Tutorial: Service-Oriented Architecture Fundamentals
Daniel Sholler
T2. Tutorial: Finding the Balance in Event Processing and SOA
Roy Schulte
W0. Workshop: Cloud Computing
4:15 p.m. Power Networking Forum: Connections, Beer and Prizes

Monday, December 7
7:45 a.m. T3. Fundamental Models of SOA: Patterns of Design and Patterns of Use
Yelun Naisi
8:45 a.m. K1. Welcome Address and Gartner Keynote: SOA and Cloud—Gateways to the New Reality of IT
Jeff Schulman

Track A
SOC and the New World of Application Architectures

10:15 a.m. K2a. Mastermind Interview
Event Processing: Designing IT Systems for Agile Companies
Yelun Naisi, Roy Schulte, Dr. K. Mani Chandy

Track B
Patterns and Practices for Advanced IT Use of SOA and Events

11:30 a.m. B1. Obscured by Cloud: Transaction Processing at the Heart of SOA, Web 2.0 and SaaS
Massimo Pizzuti
B1.1. WOA That! It’s Time to Make Hard Choices About the Enterprise Web Presence and User Experience
Gene Prifer
B1.2. Cloud Adoption Case Studies: Key Strategies for Making Cloud Work for You
Gene Prifer, Richard Soley

Track C
Get Your Web House in Order and Prepare for the Cloud

12:00 p.m. Attendee Lunch and Solution Showcase Dessert Reception

Track D
The New Reality of Application Development

12:30 p.m. Solution Provider Sessions and Case Studies

Tuesday, December 8
7:30 a.m. Birds of Feather Networking Breakfast (by industry and role)
8:30 a.m. K3. Guest Keynote: The Big Shift: Clouds—Pull! and the Changing Nature of Business and Innovation
John Seely Brown, Co-Chair of Deloitte’s Center for the Edge

9:45 a.m. Solution Provider Sessions and Case Studies

11:00 a.m. RFA1. Rapid-Fire Session
The Worst SOA Mistakes You Can Make
Paolo Malinverno
RFB1. Rapid-Fire Session
Situation Awareness: IT Can Finally Provide It, Now! How Can Business Use IT?
Roy Schulte
RFC1. Rapid-Fire Session
What You Need to Know About Cloud Computing and Security
Bill Malk
RFD1. Rapid-Fire Session
SOA Patterns, Frameworks and Methods
David Norton

11:25 a.m. RFA2. Rapid-Fire Session
Real-World SOA: What Are Your Peers Doing?
Daniel Sholler
RFB2. Rapid-Fire Session
Cloud Services are SOA in the Sky: Master Your SOA on the Way to the Cloud
Yelun Naisi
RFC2. Rapid-Fire Session
Cloud Computing/SaaS Integration: Something New or Deja Vu?
Benedit Uherseum
RFD2. Rapid-Fire Session
A Reference Architecture for Enterprise Business Process Improvement
Michael Blechar

11:50 a.m. RFA3. Rapid-Fire Session
It’s Not as Extreme as You Think: Prepare for XTP in Your Future
Massimo Pizzuti
RFC3. Rapid-Fire Session
Cloud Computing Will Reshape the Vendor Landscape
David Cearley, David Smith
RFD3. Rapid-Fire Session
Gartner Business Value Model for Information
Andrew White

12:10 p.m. Attendee Lunch and Solution Showcase Dessert Reception

3:30 p.m. Solution Provider Sessions

4:55 p.m. A5. Web-Oriented Architecture: SOA and the Programmable Web
Daniel Sholler, Nick Gall

Wednesday, December 9
7:30 a.m. Birds of Feather Networking Breakfast
8:45 a.m. K4a. Enterprise 2013
Val Sibar
K4b. Applications Overhaul: Rationalize, Modernize, Standardize, Consolidate and Simplify
Dave Westch, Andy Kyte

10:00 a.m. Solution Provider Sessions and Case Studies

10:45 a.m. A6. End-User Panel
SOA Success Stories: Delivering Business Value and a Go-Forward Foundation in a Tough Economy
Richard Soley, Daniel Sholler
B2. Divide and Conquer: Taming SOA Complexity Through Federation
Massimo Pizzuti
B5. Best Practices in Advanced SOA
Massimo Pizzuti
C5. Portals, Content and Collaboration in the Cloud
Gene Prifer, Ray Valdes
Thomas Murphy, Michael Blechar

11:45 a.m. Attendee Lunch

1:00 p.m. A7. Developers vs. Architects: SOA Caught in the Middle
Nick Gall
B7. Debunking the SOA Fanatics and the Naytayors
Roy Schulte
Yelun Naisi
D7. The Role of Open Source in the New Reality of IT
Mark Driver

2:15 p.m. A8. Application Architecture: New Paths to Enterprise Agility
Anthony Bradley
C8. Toward a No-Excuses User Experience
Ray Valdes
D8. Application Case Studies: Hot Trends, Cool Ideas and How to Survive
Susan Landry

3:30 p.m. K5. Guest Keynote
Roy Schulte

4:30 p.m. Conference Adjourns
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<tr>
<td>E1. Cloud Computing and B2B Integration: Two Birds of a Feather Benoit Lheureux</td>
<td>F2. Governing and Managing Application Organizations Matt Hole, Susan Landry</td>
<td>W1: 4:00 p.m. – 6:00 p.m. How to Select Technologies for Your SOA Backplane Jeff Schulman, Paolo Malinverno</td>
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<tr>
<td>E2. The Art of Governing Integration and Collaboration</td>
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<td>Frank Kenney, Paolo Malinverno</td>
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<tr>
<td>E3. Data Integration Technology and Architecture: Critical Infrastructure for Enterprise Information Management</td>
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<tr>
<td>Ted Freeman</td>
<td>F3. The ALM Road to More Effective Application Delivery Jem Duggan, Thomas Murphy</td>
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<tr>
<th>T1. Understanding ESB Suites and Other SOA and Integration Technology Alternatives Jess Thompson</th>
<th>T5. SOA Governance for Beginners Paolo Malinverno</th>
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<tr>
<td>Track E</td>
<td>Track F</td>
<td>Workshops</td>
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<tr>
<td>RFE1. Rapid-Fire Session Who Cares About Data Quality and Master Data for SOA Projects? Ted Freeman, Andrew White</td>
<td>RFF1. Rapid-Fire Session Agile Development: The ABCs of Agile Matt Hoth</td>
<td>W2: 8:30 a.m. – 10:15 a.m. Understanding the Core Principles of Enterprise Mashups, Their Uses and How to Build a Business Case Anthony Bradley</td>
</tr>
<tr>
<td>E5. Modernize Your Supply Chain and B2B Project to Save Money and Drive Growth Benoit Lheureux, Paolo Malinverno</td>
<td>F5. Case study: Governance TBA</td>
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<tr>
<td>K4c. Gartner Keynote Business-Aligned Applications: New Work, New Skills, New Approaches Susan Landry, Matt Hoth</td>
<td></td>
<td>W5: 8:45 a.m. – 10:45 a.m. How to Build a Practical Agile Software Factory David Norton</td>
</tr>
<tr>
<td>E7. Integration Case Study TBA</td>
<td>F7. Governing in the New Reality of SOA and the Cloud Frank Kenney</td>
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Special focus on:

Cloud computing
It's the year's most talked about development. But how well do you understand the risks and rewards?

SOA transition
Do you have what you need in place for a strong foundation? And what about embracing advanced practices like event-driven architecture?

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