

行政院及所屬各機關因公出國人員出國報告書  
(出國類別：開會)

2010Gartner 資訊發展國際研討會  
Gartner Symposium ITxpo 2010

服務機關：行政院研考會  
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出國地區：澳洲  
出國期間：99.11.15-99.11.18  
報告日期：100.01.31

## 公務出國報告提要

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出國計畫主辦機關/聯絡人/電話

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出國人員姓名/服務機關/單位/職稱/電話

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關鍵詞：資訊科技、行動化、雲端計算、社會網絡、通訊系統整合

內容摘要：(二百至三百字)

Gartner 於澳洲雪梨舉辦一年一度的全球資訊科技業界盛會 ITxpo 2010，分析師 Nick Jones 提出未來三年對企業營運具影響力的十大策略性科技，包括雲端運算(Cloud Computing)、行動應用和平板裝置 (Mobile Applications and Media Tablets )、下一代分析 (Next-Generation Analytics)、社交分析 (Social Analytics)、社交通訊和協同 ( Social Communications and Collaboration )、視訊 (Video)、情境感知運算 (Context-Aware Computing)、無所不在的運算 (Ubiquitous Computing)、存取記憶體 (Storage Class Memory) 及基於結構的基礎架構和電腦 (Fabric-Based Infrastructure and Computers)，並分析 2011 年與 2010 年十大策略科技的變化。本次會議議題除以策略性科技為主題外，亦以 CEO、CIO 觀點提供資訊科技(IT)方面的看法與見解，如 2010 年各大企業資訊部門主管所關切的「十大要務」。此外亦探討行動化、Web2.0 趨勢及雲端運算的挑戰等。

本文電子檔上傳至公務出國報告資訊網 (<http://report.gsn.gov.tw>)

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## 壹、目的

Gartner 公司為高科技研究應用及市場研究之國際性顧問公司，定期針對資訊管理、資訊科技、資訊軟體及應用系統、科技發展趨勢等議題舉辦國際研討會議，除分享研究成果及技術情報外，並邀請各領域專家提供經驗分享服務。Gartner ITXpo 是其一年一度舉辦之全球資訊科技業界盛會，主要內容為探討高科技產業策略趨勢，數百名來自世界各行各業的資深資訊或業界人員藉由與會彼此交流。行政院研究發展考核委員會刻正積極規劃第四階段電子化政府計畫，為了解及掌握電子化政府最新發展趨勢，爰派員與會以了解國際資訊策略趨勢，以為規劃相關資訊發展策略之參考。

## 貳、過程

11 月 15 日（星期一）：

上午抵達雪梨，下午辦理大會註冊，參觀會場各式資訊新技術應用展示。

11 月 16 日（星期二）：

出席研討會開幕（9:30-11:00）及 4 場專題研究發表會(The Gartner 2011 Information Security Scenario、The 2011 CIO Agenda：Leading in Times of Transitions、How the Cloud Changes Business Expectation and What IT Can Do Right Now 及 Top 10 Strategic Technology Trends for 2011)

11 月 17 日（星期三）：

出席 4 場專題研究發表會(The Mobile Scenario：A New Age of Mobile Services、Interactive Intelligence：Entering a New Era：Contact Centres and Cloud-Based Computing、Fabric Computing in the Next Generation Data center：What，How and When 及 Top 10 Collaboration Failure Modes and How To Avoid Them)

晚間參與研討會的交流晚宴

11 月 18 日（星期四）：

出席 3 場專題研究發表會(The Next Frontier of Mobile Application Development：Consumer-Oriented，Context-Aware、Transforming the Enterprise：A Day in the Life of the Social Media Steering Committee、Networking and Mobility for the Next Decade)

## 參、報告重點

### 一、 2011 年十大策略科技趨勢(Strategic Technology)

Gartner 分析師 Nick Jones 提出未來三年對企業營運具影響力的十大策略性科技，並分析 2011 年與 2010 年十大策略科技的變化(如圖 1 所示)。其中「行動應用和平板裝置 (Mobile Applications and Media Tablets)」、「情境感知運算 (Context-Aware Computing)」、「無所不在的運算 (Ubiquitous Computing)」、「基於結構的基礎架構和電腦 (Fabric-Based Infrastructure and Computers)」為新的趨勢，而「綠色節能 IT (IT for Green)」、「資料中心改造 (Reshaping the Data Center)」、「(資訊安全行動監控 Security – Activity Monitoring)」、「可用性虛擬化 (Virtualizaion for Availability)」等 4 項策略科技則是退出前十大趨勢。



圖 1：2011 年、2010 年十大策略科技趨勢變化

1. 雲端運算(Cloud Computing)：雲端運算服務模式同時存在從封閉私有 (closed private) 到開放公開 (open public)，預計未來三年提供的服務模式將介於這兩個極端間 (如圖 2 所示)。業者將提供成套的私有雲端建構服務，提供用戶公共雲端服務技術 (軟體/硬體) 與方法 (如建立與運作某項服務的最佳方式)，讓消費者在企業中進行部署。Gartner 更預測，2012 年前將有大型企業會陸續成立外包團隊，負責雲端委外之相關決策與管理。

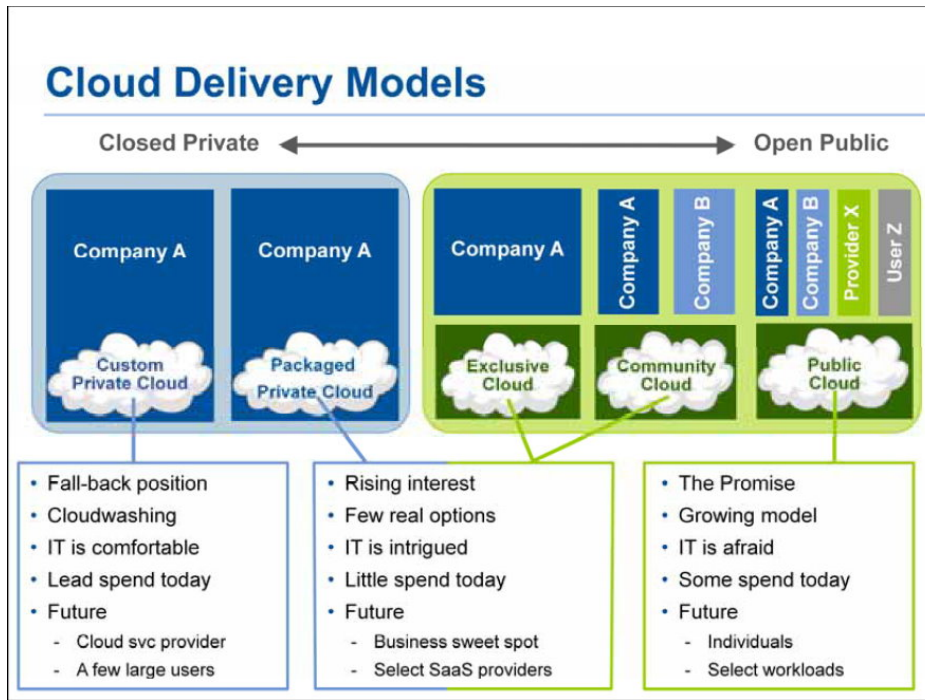


圖 2：雲端運算服務模式

2. 行動應用和平板裝置 (Mobile Applications and Media Tablets): 全球預估 2010 年底將有 12 億人擁有具備行動商務與行動網路功能的手機。行動裝置應用程式能運用在使用者的位置或其他生活相關應用, 讓業者透過這些行動裝置與使用者互動, 促使眾業者競相推出應用程式以提昇競爭力, 較單純以瀏覽器介面為主的業者更具優勢。(如圖 3)



圖 3：行動應用

3. 下一代分析(Next-Generation Analytics)：除了透過 CRM、ERP 或其他應用程式，企業已逐漸改用新的分析（模擬方法或模型優化進行即時預測），以支持各項業務行動，新的分析模式雖可能需要大幅調整既有的營業與商業智慧基礎架構，卻可使決策更加靈活、帶來顯著的業績成長等。（如圖 4）
4. 社群分析(Social Analytics)、社交溝通與協同 (Social communications & Collaboration)：Gartner 預測在 2016 年前，多數的商業應用程式將結合社交相關技術，因此企業必須協調社交客戶關係管理、內部溝通協同與公眾社交網站計畫，使其整合成一套完整的策略。（如圖 5）

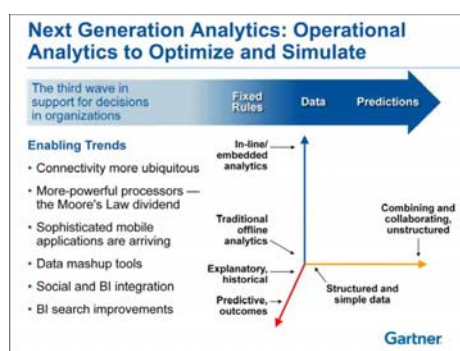


圖 4：下一代分析

圖 5：社交溝通與協同

5. 視訊(Video)：Gartner 認為未來 3 年，視訊對多數使用者而言將成為一種普遍的內容類型與互動型式，而且到了 2013 年，企業員工每天將接觸超過 25%以上的圖片、視訊或語音為主的訊息。（如圖 6）



圖 6：視訊



6. 情境感知運算(Context-Aware Computing)：可預測使用者需求，並主動提供最適切的客製化內容、產品、服務。Gartner 並預估在 2013 年前將有超過 50% 名列財富雜誌全球 500 大的企業會主動採用情境感知運算；2016 年前全球手機消費行銷將有三分之一將會以情境感知運算為主。(詳圖 7)。
7. 無所不在的運算(Ubiquitous Computing)：依 Mark Weiser 與全錄帕羅奧多研究中心 (Xerox's PARC) 研究員指出，即將到來的第三波運算時代，電腦將自然而然融入生活中，隨著電腦的普及與日常用品被賦予無線射頻識別 (RFID) 標籤具備通訊能力時，網路便能達到或超過傳統集中方式所管理的範圍。(詳圖 8)

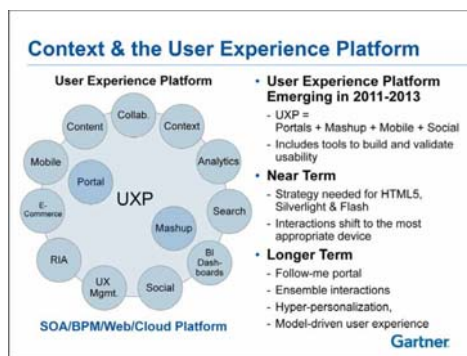


圖 7：情境感知運算

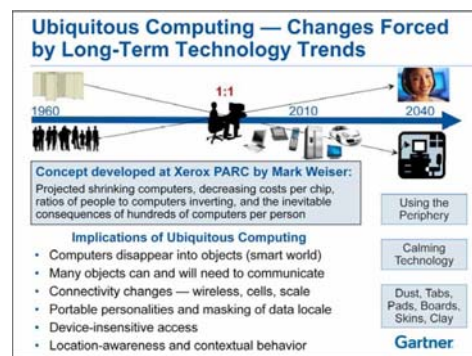


圖 8：無所不在的運算

8. 存取記憶體(Storage Class Memory)：未來的消費裝置、娛樂設備，及其他嵌入式 IT 系統將大量使用快閃記憶體，不同於伺服器與個人電腦的主要記憶體 RAM，快閃記憶體即使在沒有電源的情況下仍能持續運作。(詳圖 9)
9. 基於結構的基礎架構和電腦 (Fabric-Based Infrastructure and Computers)：是一種運算的模組化形態，其系統是由類似積木的獨立模組所組合，組合的方式是透過結構或交換背板所聯結而成。(詳圖 10)

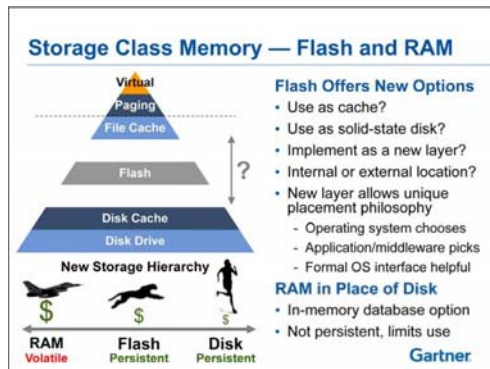


圖 9：存取記憶體

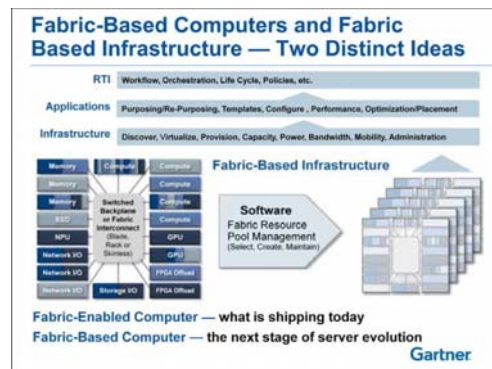


圖 10：基於結構的基礎架構與電腦

## 二、雲端服務管理

### 1. 雲端運算

Gartner 分析師 Andrea Di Maio 表示，社會化與商品化是未來兩項同時影響資訊科技產業與政府部門的重要趨勢，且商品化的重要性與影響性將越來越顯著。受到社群媒體與工具的影響，資訊科技資源與服務的商品化將促使政府機關須和民眾及使用者加強互動。(如圖 11)

雲端運算在政府變革的過程中扮演重要角色，但 Gartner 認為公共雲端目前已過產業過熱期，而公部門也即將到達熱度的高峰(如圖 12)。且透過資訊與服務流程商品化的方式，政府能透過社群媒體連結、提供亦同時取得資訊，達到政府改革的目的。此外，政府也希望能提供電子郵件、主持社群網站、研發特定的應用軟體等服務。

當大多數人都在強調雲端業者效能及如何使用「隨收隨付即付 (pay-as-you-go)」模式，提供使用者更便捷服務時，Gartner 認為最重要的關鍵是有效管理這些提供的服務，如跨部門組織的雲端服務。許多業者 (Google、微軟等) 均曾就跨部會多年來已遭遇許多瓶頸與問題的共用或共享系統，和美國聯邦政府進行相關議題的研究與討論。

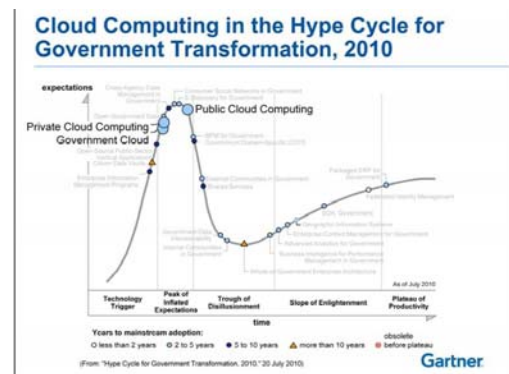
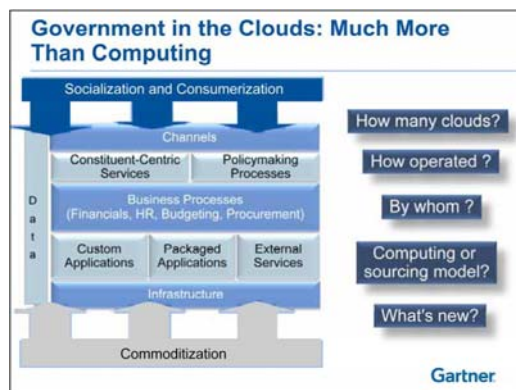


圖 11：政府雲端運用

圖 12：雲端運算成熟曲線

### 2. 安全性

Gartner 分析師 Andrea Di Maio 指出，政府部門可透過不同的程式介面管控雲端服務，如涉及資安、資料庫位置等特殊條件的資料，則必須建制結構性的障礙來加以保護。建議可建立一個公、私雲端之集合體予以分類，定義誰可取得資料、及結構性限制的程度與範圍。

雲端服務可僅限提供給公部門或特定機關組織；雲端的使用內容、權限亦可依據不同的單位和需求加以管控，即使部分管控與資安工作委外辦理，關鍵業務仍須由政府機關主管，政府資訊人員須清楚雲端服務的範圍與限制，及如何有效管控資源與資料，以發揮雲端的最大效益。(如圖 13)

美國聯邦政府提供 6 項風險管控建議，建立跨部會安全管理制、共享系統建立安全機制、降低資料存取與管理成本、加速採購過程、改善跨政府資訊整合流程及透過集中管制方式，以提升安全性。

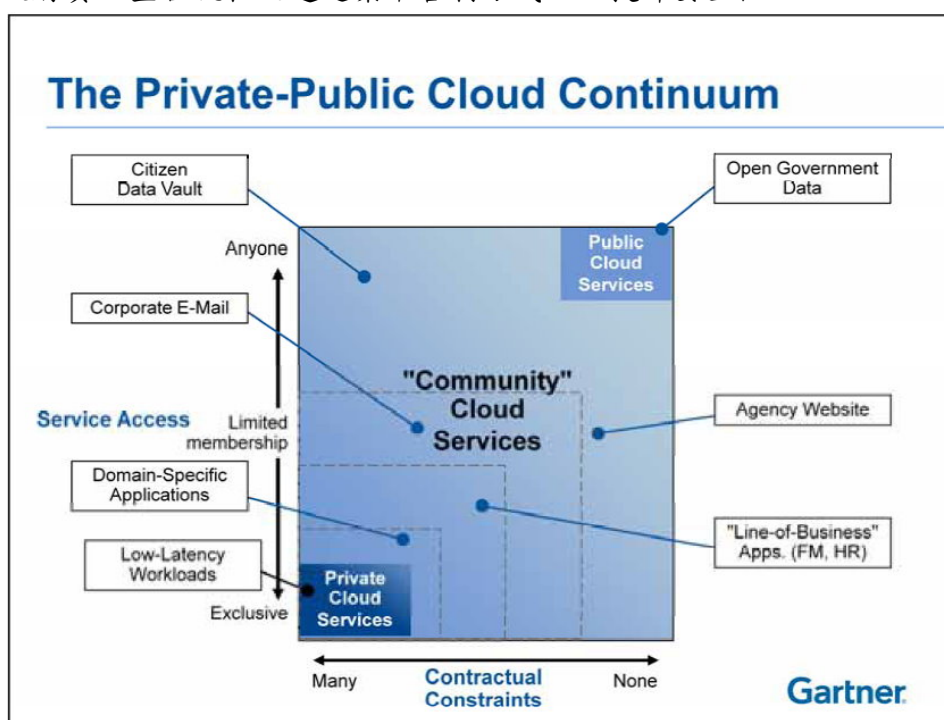


圖 13：雲端應用服務

### 三、 行動化趨勢

Gartner 預測 2014 年前，每年行動裝置和數據業務的營收將超過萬億美元。而行動技術也將為相關產業帶來可觀利潤，如情境、廣告、應用軟體與銷售服務。每項產業每年都可帶來幾十億美元的營收。(如圖 14)

#### 1. 智慧型手機平台百家爭鳴

在 2014 年前，智慧型手機平台市場將相互競爭，如 Symbian 在極短時間內將領先地位拱手讓給 Android 與 iPhone OS (iOS) 作業系統。Gartner 研究表示，Android 將在短期內席捲消費性電子產品與平板週邊設備，同時 iOS 也將在 2012 年前穩坐老三地位。Gartner 認為雖然 iPhone 銷售量遽增，但由於市場擴增，iPhone 的市佔率不會有顯著的改變。另一方面，黑莓機的母公司也逐漸失去消費性應用軟體平台的市場，而甫加入市場的 Windows Phone7 則須更加努力才能在消費者市場贏得注意力與青睞。而 Nokia 則將以 Meego 作為主打工具，試圖在 Netbooks 與其他消費性電子產品介面的市場出線。(如圖 15)

隨著平台間的競爭，其他新款程式亦透過提供使用者新的使用經驗，逐漸加入競爭市場，如以 HTML5 為主的 Mobile Web、無須 OS 的 Flash 系統，以及著名的擴增實境工具 (argumented reality tools)。從長

期來看，這些新工具都將被納入現有的主流作業系統或是瀏覽器。

## 2. 依地區及使用者習性制定策略

各國消費者會因為網路穩定度、3G 電信業者服務、行動市場成熟度、收入與國內文化，而有不同的行動消費行為。如行動答鈴在韓國、印度極獲消費者青睞，但在德國則不然。此外，印度相當風行透過手機下載音樂，但線上串流下載 (streaming) 卻因網路不穩定及價格過高，乏人問津。

由此可見，同樣的服務內容可同時風靡多數國家，惟提供的服務方式 (或業者) 不盡相同。如 Facebook 在英、美兩國是最大的社群媒體，然在南非、南韓，大多數人喜愛的卻是 MX、Cyworld。故跨國合作宜因地制宜，考量彼此的國情與文化、消費者的使用習慣，制訂不同的發展營運計畫。



圖 14：行動化科技產業

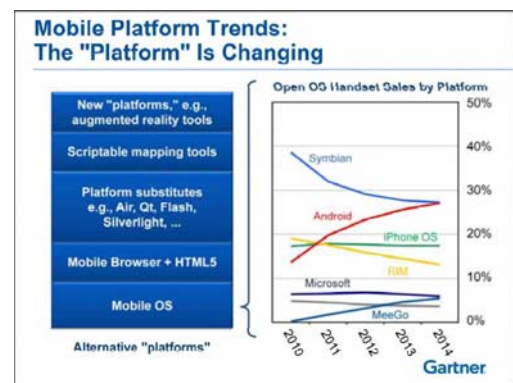


圖 15：行動化平台趨勢

## 肆、心得與建議

國際研究暨顧問機構 Gartner，於每年年底舉辦之全球 IT 大會，無論是規劃的主題、參與的講者及場地、設備等安排，均讓人感受到其專業與用心。本次會議，除參與主辦單位規劃的議題外，並與同為來自台灣的資訊從業人員相互交流，獲取不少企業界資訊業務的觀點經驗，對推動電子化政府服務提供許多規劃方向的思考助益。

- 一、 政府服務提供方式宜考量行動化設備（可攜裝置）之普及、多元化  
依 Gartner 預測的 2011 年十大策略性科技中，行動應用和平板裝置（Mobile Applications and Media Tablets）僅次於雲端運算（Cloud Computing），顯見其重要性。澳洲互動媒體產業協會(Australian Interactive Media Industry Association, AIMIA)於 2010 年 10 月 7 日公布「2010 年澳洲行動電話生活方式指數」，其中顯示近半受訪者願將數據支出包括在其付款計畫內、55%受訪者透過行動電話獲取所需資訊，41%的受訪者已下載並安裝至少一個應用程式，且其中 52%表示曾付費下載過應用程式。另依本會 99 年度數位落差調查報告，個人上網率首度突破 7 成達 70.9%，而行動上網率也突破 5 成達 53%。由此可見，裝置匯流和服務匯流趨勢將持續發展，政府宜因應行動化趨勢強化電子化政府服務提供方式。
- 二、 善用開放 Web 2.0 技術、平台，強化民眾服務  
在 Web 2.0 的帶動下，社群媒體（Social Media）已成為網路應用服務的主流，任何人都可使用社群媒體工具（如 YouTube、MySpace、Facebook、Twitter、Plurk 等），透過網際網路平台，將想傳達的訊息傳遞給網路上的朋友。社群可說是僅次於行動設備（手機）、即時通訊，全球使用量第三大的人際溝通工具。  
政府服務宜考量結合第三方及民間資源、社群，規劃符合民眾需求的電子化系統服務，如新加坡警務處(Singapore Police Force, 簡稱 SPF)，在各個社群媒體中，將 Facebook 視為最關鍵的管道，吸引超過 25,000 粉絲加入，每天頁面瀏覽量超過五千以上，僅次於美國聯邦調查局。其提供預防犯罪、犯罪警示提示及招聘訊息等，並呼籲民眾提供破案資訊線索影片。
- 三、 資訊開放首重資訊安全  
面對日益成形的資訊委外模式及雲端運算（Cloud Computing）普及趨勢，資訊設備及資訊亦已跨過藩籬，達到相互共享。然相對的，資訊風險及安全的管理，是亟需積極應對的課題。  
2010 年 Business.com 透過 全球最大商業社交網站 Linkedin 調查，65 個回應者中有 75%的人認為「安全性」是雲端運算的第一考量。另 Gartner

調查 169 個資料中心經理人，同樣的，亦有 85%的人認為雲端運算的「安全性」可能會是讓他們裹足不前的原因。顯見建立資訊共享機制、取用標準及必要的監督管理已刻不容緩。

此外，國內個人資料保護法業已三讀通過，無論是企業或是政府單位對於所擁有的個人資料，均須善盡善良保管人的職責，將資料外洩的風險盡可能降到最低。

## 伍、附錄

- 一、 2010Gartner 資訊科技發展國際會議 (Gartner Symposium/ITxpo 2010)會議議程
- 二、 照片剪輯

附錄一、2010Gartner 資訊科技發展國際會議議程

2010年11月16日

Tuesday	Networking Breakfast by Role	
08:00-09:15	Moderators: Christopher Ambrose, Tom Austin, Steve Bittinger , .....	Location: Hall 4
	Session Type: Breakfast	ID: 21A
Tuesday	CIO Breakfast: Reuse Is Much More Important and Harder than We Thought	
08:00-09:15	Speaker: Peter Weill	Location: Parkside Ballroom B
	Session Type: CIO Networking Breakfast	ID: 21CP
Tuesday	Welcome Address With Gene Hall, CEO, Gartner	
09:30-09:45	Keynote Speaker: Gene Hall	Location: Parkside Auditorium
	Session Type: Keynote Session	ID: 22K1
Tuesday	Opening Remarks With Peter Sondergaard, SVP, Research, Gartner	
09:45-10:00	Keynote Speaker: Peter Sondergaard	Location: Parkside Auditorium
	Session Type: Keynote Session	ID: 22K2
Tuesday	Gartner Keynote	
10:00-11:00	Keynote Speakers: Ian A. Bertram, Yvonne Genovese, .....	Location: Parkside Auditorium
	Session Type: Keynote Session	ID: 22K3
Tuesday	Roundtable: The Future of Storage	
11:15-12:15	Moderator: Stanley Zaffos	Location: via Telepresense, ...
	Session Type: Analyst/User Roundtable	ID: 1T
Tuesday	Sell or Hold? Reviewing Major IT Initiatives	
11:15-12:15	Speaker: Matt Light	Location: Session Room C
	Session Type: Gartner Session	ID: 23A
Tuesday	Roundtable: Effective Networking Relationships - Developing your Social Capital {Pre Registration is now closed, please stop by the One-on-one Desk}	

11:15-12:15	Speaker: Julia Palmer	Location: Parkside Room G05
	Session Type: Analyst/User Roundtable	ID: 23AUR
Tuesday	The Gartner 2011 Information Security Scenario	
11:15-12:15	Speaker: Andrew Walls	Location: Session Room D
	Session Type: Gartner Session	ID: 23B
Tuesday	BI Initiatives and Competencies: Foundations and Trends	
11:15-12:15	Speaker: Ian A. Bertram	Location: Session Room E
	Session Type: Gartner Session	ID: 23C
Tuesday	The Cloud Computing Scenario	
11:15-12:15	Speaker: Daryl C. Plummer	Location: Parkside Ballroom A
	Session Type: Gartner Session	ID: 23D
Tuesday	Building the Compelling Case For Application Overhaul	
11:15-12:15	Speaker: Andy Kyte	Location: Parkside Room 110A
	Session Type: Gartner Session	ID: 23E
Tuesday	Management of Next Generation Virtualization and Cloud Infrastructures: A Review of Providers and Standards	
11:15-12:15	Speaker: Cameron Haight	Location: Parkside Room 110B
	Session Type: Gartner Session	ID: 23F
Tuesday	CEO Concerns 2010 & The IT Implications	
11:15-12:15	Speaker: Dave Aron	Location: Parkside Auditorium
	Session Type: Gartner Session	ID: 23G
Tuesday	Contract Negotiation Clinic: Infrastructure Outsourcing	
11:15-12:15	Speaker: Christopher Ambrose	Location: Parkside Room G07
	Session Type: Contract Negotiation Clinic	ID: 23WS
Tuesday	Magic Quadrant: Secure Web Gateways	
12:45-13:05	Speaker: Andrew Walls	Location: ITxpo Theatre 1



	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 1MQ
Tuesday	Magic Quadrant: Enterprise Content Management	
12:45-13:05	Speaker: Kenneth Chin	Location: ITxpo Theatre 2
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 2MQ
Tuesday	Magic Quadrant: x86 Server Virtualization Infrastructure	
12:45-13:05	Speaker: Errol Rasit	Location: ITxpo Theatre 3
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 3MQ
Tuesday	CIO's Guide to Successful Sourcing	
13:30-14:30	Speaker: Linda R. Cohen	Location: Session Room C
	Session Type: Gartner Session	ID: 24A
Tuesday	Roundtable: Smartphones & Tablets in the Enterprise {Pre Registration is now closed, please stop by the One-on-one Desk}	
13:30-14:30	Speaker: Robin Simpson	Location: Parkside Room G05
	Session Type: Analyst/User Roundtable	ID: 24AUR
Tuesday	The BPM Scenario: From Operational Excellence to Adaptive Processes	
13:30-14:30	Speaker: Janelle B. Hill	Location: Session Room D
	Session Type: Gartner Session	ID: 24B
Tuesday	Introducing Hybrid Thinking	
13:30-14:30	Speaker: Richard Buchanan	Location: Session Room E
	Session Type: Gartner Session	ID: 24C
Tuesday	CIO Roundtable: Improving and Maintaining Performance	
13:30-14:30	Speaker: Scott Stein	Location: Parkside Room G07
	Session Type: Analyst/User Roundtable	ID: 24CP
Tuesday	The User Experience Platform: The Next Big Step in User Interaction Technologies and Methodologies	

13:30-14:30	Speaker: Brian Prentice	Location: Parkside Ballroom A
	Session Type: Gartner Session	ID: 24D
Tuesday	Unified Communications and Collaboration Scenario: Are We There Yet?	
13:30-14:30	Speaker: Geoff Johnson	Location: Parkside Room 110A
	Session Type: Gartner Session	ID: 24E
Tuesday	The Gartner Sustainability Scenario	
13:30-14:30	Speaker: Marcus Blosch	Location: Parkside Room 110B
	Session Type: Gartner Session	ID: 24F
Tuesday	The 2011 CIO Agenda: Leading in Times of Transitions	
13:30-14:30	Speaker: Mark P. McDonald	Location: Parkside Auditorium
	Session Type: Gartner Session	ID: 24G
Tuesday	Sitecore: A Customer Intimacy Journey: Creating Value to the Customer via Personalisation and Community	
14:45-15:30	Speakers: Greg Baxter, Simon Marks	Location: Parkside Room 110A
	Session Type: Solution Provider Session	ID: 1026
Tuesday	VMware: VMware and Cloud Computing - The Evolutionary Path to a Revolutionary Approach to IT	
14:45-15:30	Speaker: Michael Warrilow	Location: Parkside Ballroom A
	Session Type: Solution Provider Session	ID: 1029
Tuesday	CA Technologies: Great Expectations: How the Cloud Changes Business Expectation and What IT Can Do Right Now	
14:45-15:30	Speaker: Carl Terrantroy	Location: Session Room D
	Session Type: Solution Provider Session	ID: 1030
Tuesday	Telstra: Making IT Easy for the End User and You	
14:45-15:30	Speaker: Rob Roe	Location: Parkside Room 110B
	Session Type: Solution Provider Session	ID: 1031
Tuesday	HP: Application Lifecycle Management – Building Quality into IT Solutions	

14:45-15:30	Speaker: Philip Bowdery	Location: Session Room C
	Session Type: Solution Provider Session	ID: 1032
Tuesday	EMC: Big Data Analytics - Emerging Practices	
14:45-15:30	Speaker: Steven Hillion	Location: Session Room E
	Session Type: Solution Provider Session	ID: 1040
Tuesday	Gartner Summit Sneak Peek: Infrastructure, Operations and Data Centre 2011	
15:35-15:55	Speakers: Matthew J Boon, Phillip R. Sargeant	Location: ITxpo Theatre 2
	Session Type: Summit Sneak Peek	ID: SP1
Tuesday	The Computing and Communications Tools Your Employees Need	
16:00-17:00	Speakers: Bob Hafner, Mark A. Margevicius	Location: Session Room C
	Session Type: Gartner Session	ID: 26A
Tuesday	Roundtable: Achieving Services Integration in a Multi-sourced World {Pre Registration is now closed, please stop by the One-on-one Desk}	
16:00-17:00	Speaker: Jim Longwood	Location: Parkside Room G05
	Session Type: Analyst/User Roundtable	ID: 26AUR
Tuesday	Zen PPM: A New Approach to Driving Results in a Complex World	
16:00-17:00	Speaker: Donna Fitzgerald	Location: Session Room D
	Session Type: Gartner Session	ID: 26B
Tuesday	Data Center Transformation - How to get started	
16:00-17:00	Speaker: Michele C. Caminos	Location: Session Room E
	Session Type: Gartner Session	ID: 26C
Tuesday	CIO Roundtable: Six IT Decisions IT People Shouldn't Make ... Alone	
16:00-17:00	Speaker: Peter Weill	Location: Parkside Room G07
	Session Type: Analyst/User Roundtable	ID: 26CP
Tuesday	Top 10 Strategic Technology Trends for 2011	
16:00-17:00	Speaker: Nick Jones	Location: Parkside Auditorium

	Session Type: Gartner Session	ID: 26D
Tuesday	The Grand Challenges of Information: Innovating to Make Your Infrastructure and Users Smarter	
16:00-17:00	Speakers: Ted Friedman, Eric Thoo	Location: Parkside Room 110A
	Session Type: Gartner Session	ID: 26E
Tuesday	Executive Interview with Wayne Saunders, Australia Post and Spiro Haralambopoulos, LeasePlan	
16:00-17:00	Speakers: Spiro Haralambopoulos, Wayne Saunders	Location: Parkside Room 110B
	Moderator: Tina Nunno	ID: 26F
	Session Type: Executive Interview	
Tuesday	The CIO's Role in Managing the Expanding Universe of Technology	
16:00-17:00	Speaker: John P. Roberts	Location: Parkside Ballroom A
	Session Type: Gartner Session	ID: 26G
Tuesday	T+0 - The Most Critical Time of a Disaster - you Better Get It Right	
17:15-18:15	Speaker: Roberta J. Witty	Location: Session Room C
	Session Type: Gartner Session	ID: 27A
Tuesday	Roundtable: Getting Started with Application Overhaul {Pre Registration is now closed, please stop by the One-on-one Desk}	
17:15-18:15	Speaker: Andy Kyte	Location: Parkside Room G05
	Session Type: Analyst/User Roundtable	ID: 27AUR
Tuesday	Infrastructure Utility Services: Understanding the Opportunities and Risks	
17:15-18:15	Speaker: Jim Longwood	Location: Session Room D
	Session Type: Gartner Session	ID: 27B
Tuesday	Is your Network the Weak Link in Cloud Computing?	
17:15-18:15	Speakers: Bob Hafner, Geoff Johnson	Location: Session Room E
	Session Type: Gartner Session	ID: 27C
Tuesday	CIO Roundtable: Develop a Networking Matrix of Business Relationships that Work	

	for You
17:15-18:15	Speaker: Julia Palmer Location: Parkside Room G07
	Session Type: Analyst/User Roundtable ID: 27CP
Tuesday	How to use Thought Leadership to Maintain a Competitive Edge
17:15-18:15	Speaker: Scott Stein Location: Parkside Auditorium
	Session Type: Business Breakthrough Sessions ID: 27D
Tuesday	Achieving Cloud Computing at Scale: A Review of Architecture and Methods
17:15-18:15	Speaker: Cameron Haight Location: Parkside Room 110A
	Session Type: Gartner Session ID: 27E
Tuesday	Google versus Microsoft – The Battle for Future Dominance (And Apple's Sneak Attack)
17:15-18:15	Speaker: Tom Austin Location: Parkside Room 110B
	Session Type: Gartner Session ID: 27F
Tuesday	IT as Business Peers: Building a Business-Capable IT Workforce
17:15-18:15	Speaker: Diane Berry Location: Parkside Ballroom A
	Session Type: Gartner Session ID: 27G
Tuesday	Contract Negotiation Clinic: ECM
17:15-18:15	Speaker: Kenneth Chin Location: Parkside Room G04
	Session Type: Contract Negotiation Clinic ID: 27WS
Tuesday	Roundtable: Web Content Management
17:45-18:45	Moderator: Mick MacComascaigh Location: via Telepresence, powered by Telstra and Cisco at Booth TP1
	Session Type: Analyst/User Roundtable ID: 3T
Tuesday	Magic Quadrant: Data Integration Tools
18:30-18:50	Speaker: Ted Friedman Location: ITxpo Theatre 2
	Session Type: Magic Quadrant and ITxpo ID: 4MQ

	Theater Session
Tuesday	Magic Quadrant: Unified Communications
18:30-18:50	Speaker: Geoff Johnson Location: ITxpo Theatre 1
	Session Type: Magic Quadrant and ITxpo Theater Session ID: 5MQ
Tuesday	Magic Quadrant: Program & Portfolio Management
18:30-18:50	Speaker: Matt Light Location: ITxpo Theatre 3
	Session Type: Magic Quadrant and ITxpo Theater Session ID: 6MQ

2010 年 11 月 17 日

Wednesday	A Mastermind Interview with Shane Robison, Executive Vice President and Chief Strategy and Technology Officer, HP
08:30-09:30	Keynote Speaker: Shane Robison Location: Parkside Auditorium
	Session Type: Keynote Session ID: 31K4
Wednesday	Gartner Summit Sneak Peek: Business Intelligence and Information Management 2011
09:35-09:55	Speaker: Ian A. Bertram Location: ITxpo Theatre 1
	Session Type: Summit Sneak Peek ID: SP2
Wednesday	Workshop: Best Practices in Data Quality Improvement: What Works and What Doesn't
09:40-11:00	Speakers: Ted Friedman, Eric Thoo Location: Parkside Room G04
	Session Type: Workshop ID: 32WS
Wednesday	The Identity and Access Management Scenario
10:00-11:00	Speaker: Roberta J. Witty Location: Session Room C
	Session Type: Gartner Session ID: 32A
Wednesday	Roundtable: Sustainability and the Supply Chain {Pre Registration is now closed, please stop by the One-on-one Desk}
10:00-11:00	Speaker: Marcus Blosch Location: Parkside Room G05
	Session Type: Analyst/User Roundtable ID: 32AUR

Wednesday	Enterprise Architecture and Portfolio Management: Future State as Risk Evaluation in Practice	
10:00-11:00	Speaker: Bard Papegaaij	Location: Session Room D
	Session Type: Gartner Session	ID: 32B
Wednesday	The Mobile Scenario: A New Age of Mobile Services	
10:00-11:00	Speaker: Nick Jones	Location: Session Room E
	Session Type: Gartner Session	ID: 32C
Wednesday	CIO Roundtable: Lean IT	
10:00-11:00	Speaker: Andy Rowsell-Jones	Location: Parkside Room G07
	Session Type: Analyst/User Roundtable	ID: 32CP
Wednesday	Enterprise Software Scenario: What Happens When Social, BI, Application Development and Business Applications Collide?	
10:00-11:00	Speaker: Valentin T. Sribar	Location: Parkside Ballroom A
	Session Type: Gartner Session	ID: 32D
Wednesday	The Impact of Hosted Virtual Desktops on IT Infrastructure, Investments, and Implementations	
10:00-11:00	Speaker: Mark A. Margevicius	Location: Parkside Room 110A
	Session Type: Gartner Session	ID: 32E
Wednesday	Case Study: Contact Energy's Vendor Management Journey	
10:00-11:00	Speaker: Michelle Luping	Location: Parkside Room 110B
	Session Type: End-User Case Study Session	ID: 32F
Wednesday	Communicating with the Board	
10:00-11:00	Speaker: Tina Nunno	Location: Parkside Auditorium
	Session Type: Gartner Session	ID: 32G
Wednesday	Roundtable: IT Asset Management and Procurement	
10:00-11:00	Moderator: Guriq Sedha	Location: via Telepresence, powered by Telstra and Cisco at Booth TP1

	Session Type: Analyst/User Roundtable	ID: 4T
Wednesday	Hitachi Data Systems: Hitachi Data Systems Solution Provider Session	
11:15-12:00	Session Type: Solution Provider Session	Location: Parkside Room 110A ID: 1022
Wednesday	Kaspersky Lab Australia & New Zealand: How the AFL Utilises Technology on and off the Field	
11:15-12:00	Speaker: Andrew Young	Location: Session Room E
	Session Type: Solution Provider Session	ID: 1024
Wednesday	Riverbed Technology Pty Ltd: Cloudy with a Chance of Latency: WAN Acceleration for Cloud Computing	
11:15-12:00	Speaker: Steve Dixon	Location: Session Room D
	Session Type: Solution Provider Session	ID: 1025
Wednesday	HP: Business Innovation through Automation	
11:15-12:00	Speakers: Jason Hodges, David McMillen	Location: Session Room C
	Session Type: Solution Provider Session	ID: 1033
Wednesday	Citrix Systems Asia Pacific: Desktop Virtualisation, Today, Tomorrow and Beyond	
11:15-12:00	Speakers: Michael Harries, Adam Jaques	Location: Parkside Room 110B
	Session Type: Solution Provider Session	ID: 1041
Wednesday	Interactive Intelligence: Entering a New Era: Contact Centres and Cloud-Based Computing	
11:15-12:00	Speakers: Jason Alley, Thatcher Young	Location: Parkside Ballroom A
	Session Type: Solution Provider Session	ID: 1081
Wednesday	CIO Lunch: Navigating the 2010s - How Demographics and Technology is Changing the Australian Community	
12:00-13:15	Speaker: Bernard Salt	Location: Parkside Ballroom B
	Session Type: CIO Program Luncheon	ID: 33CP
Wednesday	Market Overview: IT Outsourcing Providers in Australia and New Zealand	
12:30-12:50	Speakers: Rolf Jester, Jim Longwood	Location: ITxpo Theatre 2



	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 7MQ
Wednesday	Magic Quadrant for Content-Aware Data Loss Prevention	
12:30-12:50	Speaker: Rob McMillan	Location: ITxpo Theatre 1
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 8MQ
Wednesday	Magic Quadrant: Storage Resource Management and SAN Management Software	
12:30-12:50	Speaker: Phillip R. Sargeant	Location: ITxpo Theatre 3
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 9MQ
Wednesday	Debate: Unified Communications — The Biggest Scam Since Ponzi?	
13:15-14:15	Speakers: Geoff Johnson, Nick Jones	Location: Session Room C
	Moderator: Robin Simpson	ID: 34A
	Session Type: Debate	
Wednesday	Roundtable: Put a Stake Through It's Heart - Killing Projects and Programs {Pre Registration is now closed, please stop by the One-on-one Desk}	
13:15-14:15	Speaker: Matt Light	Location: Parkside Room G05
	Session Type: Analyst/User Roundtable	ID: 34AUR
Wednesday	Collaborative Decision-Making Platforms: A New Way to Make Decisions	
13:15-14:15	Speaker: Ian A. Bertram	Location: Session Room D
	Session Type: Gartner Session	ID: 34B
Wednesday	Business Rules Are King	
13:15-14:15	Speaker: Janelle B. Hill	Location: Session Room E
	Session Type: Gartner Session	ID: 34C
Wednesday	CIO Roundtable: Innovation - The Ultimate Survival Tool	
13:15-14:15	Speaker: Craig Rispin	Location: Parkside Room G07
	Session Type: Analyst/User Roundtable	ID: 34CP
Wednesday	Cloud Computing: Changing the Vendor Landscape	

13:15-14:15	Speaker: Daryl C. Plummer	Location: Parkside Ballroom A
	Session Type: Gartner Session	ID: 34D
Wednesday	Fabric Computing in the Next Generation Data Center: What, How and When	
13:15-14:15	Speaker: Errol Rasit	Location: Parkside Room 110A
	Session Type: Gartner Session	ID: 34E
Wednesday	Executive Interview with Terry Wright, Victorian Department of Treasury and Finance	
13:15-14:15	Speaker: Terry Wright	Location: Parkside Room 110B
	Moderator: Andrea Di Maio	ID: 34F
	Session Type: Executive Interview	
Wednesday	The New Realities of IT Investment	
13:15-14:15	Speaker: Andy Rowsell-Jones	Location: Parkside Auditorium
	Session Type: Gartner Session	ID: 34G
Wednesday	Contract Negotiation Clinic: Infrastructure Outsourcing	
13:15-14:15	Speaker: Christopher Ambrose	Location: Parkside Room G04
	Session Type: Contract Negotiation Clinic	ID: 34WS
Wednesday	Ektron: Australian Water Association Taps Ektron WCM for Solid Results	
14:30-15:15	Speaker: Martin Bjarke	Location: Session Room D
	Session Type: Solution Provider Session	ID: 1020
Wednesday	Symantec: Why Security Is No Longer a Barrier to Cloud Adoption	
14:30-15:15	Speaker: Bjorn Engelhardt	Location: Session Room E
	Session Type: Solution Provider Session	ID: 1028
Wednesday	EMC: Don't Lose Data Along The Way: Creating a Collaborative Campus	
14:30-15:15	Speaker: Peter Nikolettatos	Location: Session Room C
	Session Type: Solution Provider Session	ID: 1060
Wednesday	Solution Provider Session	

14:30-15:15	Session Type: Solution Provider Session	Location: Parkside
		ID: 35D
Wednesday	Telstra: Telstra Forecast.....Cloud Increasing	
14:30-15:15	Speaker: Mark Pratley	Location: Parkside Ballroom A
	Session Type: Solution Provider Session	ID: Telstra
Wednesday	Marketscope: Managed Security Services in Asia/Pacific	
15:20-15:40	Speaker: Andrew Walls	Location: ITxpo Theatre 3
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 10MQ
Wednesday	Magic Quadrant Social Software in the Workplace	
15:20-15:40	Speaker: Brian Prentice	Location: ITxpo Theatre 2
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 11MQ
Wednesday	Magic Quadrant for Enterprise Wireless E-Mail Software Market	
15:20-15:40	Speaker: Robin Simpson	Location: ITxpo Theatre 1
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 12MQ
Wednesday	Workshop: Building a Strategy and Business Case for Unified Communications	
15:25-16:45	Speakers: Bob Hafner, Geoff Johnson	Location: Parkside Room G04
	Session Type: Workshop	ID: 36WS
Wednesday	SharePoint 2010 - Is it Enterprise Class?	
15:45-16:45	Speaker: Kenneth Chin	Location: Session Room C
	Session Type: Gartner Session	ID: 36A
Wednesday	Roundtable: Key Roles and Responsibilities for BPM Success {Pre Registration is now closed, please stop by the One-on-one Desk}	
15:45-16:45	Speaker: Janelle B. Hill	Location: Parkside Room G05
	Session Type: Analyst/User Roundtable	ID: 36AUR
Wednesday	Social Media: Changing the Way We Do Business	

15:45-16:45	Speaker: Jason Bradshaw	Location: Session Room D
	Session Type: End-User Case Study Session	ID: 36B
Wednesday	People and Projects: Managing Change, Expectations and Engagement	
15:45-16:45	Speaker: Donna Fitzgerald	Location: Session Room E
	Session Type: Gartner Session	ID: 36C
Wednesday	CIO Roundtable: A Board of Director's Perspective on IT	
15:45-16:45	Speaker: Dale Kutnick	Location: Parkside Room G07
	Session Type: Analyst/User Roundtable	ID: 36CP
Wednesday	Next Generation Data Center – Creating Scalable, Energy Efficient Environments	
15:45-16:45	Speaker: David J. Cappuccio	Location: Parkside Ballroom A
	Session Type: Gartner Session	ID: 36D
Wednesday	Top 10 Collaboration Failure Modes and How To Avoid Them	
15:45-16:45	Speaker: Tom Austin	Location: Parkside Room 110A
	Session Type: Gartner Session	ID: 36E
Wednesday	How to Think Like a Futurist	
15:45-16:45	Speaker: Craig Rispin	Location: Parkside Auditorium
	Session Type: Business Breakthrough Sessions ID: 36F	
Wednesday	Machiavellian CIO 3.0: Love and War	
15:45-16:45	Speaker: Tina Nunno	Location: Parkside Room 110B
	Session Type: Gartner Session	ID: 36G
Wednesday	Roundtable: BI Competency Center Best Practices	
15:45-16:45	Moderator: Bhavish Sood	Location: via Telepresence, powered by Telstra and Cisco at Booth TP1
	Session Type: Analyst/User Roundtable	ID: 5T
Wednesday	Developing a Strategic Vendor Management Program	

17:00-18:00	Speaker: Christopher Ambrose	Location: Session Room C
	Session Type: Gartner Session	ID: 37A
Wednesday	Roundtable: Monoliths, Megaliths and Macadam: A Public-Sector Perspective on Three IAM Paradigms {Pre Registration is now closed, please stop by the One-on-one Desk}	
17:00-18:00	Speaker: Jan-Martin Lowendahl	Location: Parkside Room G05
	Session Type: Analyst/User Roundtable	ID: 37AUR
Wednesday	Build a Key Risk Indicator Catalog to Link Risk and Security to Corporate Performance	
17:00-18:00	Speaker: Roberta J. Witty	Location: Session Room D
	Session Type: Gartner Session	ID: 37B
Wednesday	Enterprise Architecture for CIOs: What Does Enterprise Architecture Really Mean to You and Your Organization?	
17:00-18:00	Speaker: Richard Buchanan	Location: Session Room E
	Session Type: Gartner Session	ID: 37C
Wednesday	EXP Workshop: Developing Your Leadership Talent for the Future	
17:00-18:00	Speaker: Diane Berry	Location: Parkside Room G04
	Session Type: Workshop	ID: 37CP
Wednesday	Networking Know How - Practical Techniques To Get Better Networking Results	
17:00-18:00	Speaker: Julia Palmer	Location: Parkside Room 110B
	Session Type: Business Breakthrough Sessions ID: 37D	
Wednesday	Achieving the Right Balance Between Internal IT Staff, Temporary Contractors, and Outsourcing	
17:00-18:00	Speaker: Steve Bittinger	Location: Parkside Room 110A
	Session Type: Gartner Session	ID: 37E
Wednesday	Get Out of ERP/CRM/SCM Jail With a Layered Application Strategy	
17:00-18:00	Speakers: Yvonne Genovese, Valentin T. Sribar Location: Parkside Room 110B	
	Session Type: Gartner Session	ID: 37F

Wednesday	Executive Interview with Wayne Ruckley, Corrective Services NSW and Rob Pyne, Amcor	
17:00-18:00	Speakers: Rob Pyne, Wayne Ruckley	Location: Parkside Auditorium
	Moderator: Andy Rowsell-Jones	ID: 37G
	Session Type: Executive Interview	
Wednesday	ITxpo Reception: 20th Anniversary Celebration	
18:00-20:00	Session Type: Special Event	Location: Hall 4&5
	Lights, Camera Action! 20 Years of Film	
Wednesday	Magic Quadrant: Business Process Management Suites	
18:15-18:35	Speaker: Janelle B. Hill	Location: ITxpo Theatre 2
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 13MQ
Wednesday	Magic Quadrant: Application Performance Monitoring	
18:15-18:35	Speaker: Cameron Haight	Location: ITxpo Theatre 3
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 14MQ
Wednesday	Magic Quadrant: Wireless LAN Infrastructure (Global)	
18:15-18:35	Speaker: Bob Hafner	Location: ITxpo Theatre 1
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 15MQ

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Thursday	Global Sourcing: A Market in Continuous Evolution	
08:00-09:00	Speaker: Jim Longwood	Location: Session Room C
	Session Type: Gartner Session	ID: 41A
Thursday	Roundtable: Best Practices in Maturing the EA Program {Pre Registration is now closed, please stop by the One-on-one Desk}	
08:00-09:00	Speaker: Richard Buchanan	Location: Parkside Room G05
	Session Type: Analyst/User Roundtable	ID: 41AUR

Thursday	Interactive Session: How to Deal With the Challenges and Opportunities for iPad in the Enterprise	
08:00-09:00	Speaker: Robin Simpson	Location: Session Room D
	Session Type: Gartner Session	ID: 41B
Thursday	Enterprise Content Management: Best Practices and Benchmarks	
08:00-09:00	Speaker: Kenneth Chin	Location: Session Room E
	Session Type: Gartner Session	ID: 41C
Thursday	EXP Roundtable: Machiavellian CIO 3.0	
08:00-09:00	Speaker: Tina Nunno	Location: Parkside Room G07
	Session Type: Analyst/User Roundtable	ID: 41CP
Thursday	Get Tribal – Improving Your Workplace Culture	
08:00-09:00	Speaker: Michael Henderson	Location: Parkside Ballroom A
	Session Type: Business Breakthrough Sessions ID: 41D	
Thursday	Strategies for Surviving Unconstrained Data Growth	
08:00-09:00	Speaker: Phillip R. Sargeant	Location: Parkside Room 110A
	Session Type: Gartner Session	ID: 41E
Thursday	Putting Customer Patterns Into Context	
08:00-09:00	Speaker: Yvonne Genovese	Location: Parkside Room 110B
	Session Type: Gartner Session	ID: 41F
Thursday	Roundtable: Social Media and Social CRM	
08:00-09:00	Moderator: Adam Sarner	Location: via Telepresence, powered by Telstra and Cisco at Booth TP1
	Session Type: Analyst/User Roundtable	ID: 6T
Thursday	If You Want To Overhaul you'll have to Simplify	
09:15-10:15	Speaker: Brian Prentice	Location: Session Room C
	Session Type: Gartner Session	ID: 42A

Thursday	Roundtable: Crisis Management Tactics {Pre Registration is now closed, please stop by the One-on-one Desk}	
09:15-10:15	Speaker: Roberta J. Witty	Location: Parkside Room G05
	Session Type: Analyst/User Roundtable	ID: 42AUR
Thursday	Three Styles of Securing Public and Private Cloud Computing	
09:15-10:15	Speaker: Andrew Walls	Location: Session Room D
	Session Type: Gartner Session	ID: 42B
Thursday	Enterprise Business Architecture: Uniting Business and IT	
09:15-10:15	Speaker: Bard Papegaaij	Location: Session Room E
	Session Type: Gartner Session	ID: 42C
Thursday	CIO Roundtable: Sustainable Business Systems	
09:15-10:15	Speaker: Marcus Blosch	Location: Parkside Room G07
	Session Type: Analyst/User Roundtable	ID: 42CP
Thursday	Case Study: CLP Power's Green Data Centre Journey	
09:15-10:15	Speaker: Andre Blumberg	Location: Parkside Ballroom A
	Session Type: End-User Case Study Session	ID: 42D
Thursday	The External Information Crisis: Will IT Step Up?	
09:15-10:15	Speaker: Tom Austin	Location: Parkside Room 110A
	Session Type: Gartner Session	ID: 42E
Thursday	The Next Frontier of Mobile Application Development: Consumer-Oriented, Context-Aware	
09:15-10:15	Speaker: Nick Jones	Location: Parkside Room 110B
	Session Type: Gartner Session	ID: 42F
Thursday	Infrastructure & Operations: Top 10 Trends to Watch	
09:15-10:15	Speaker: David J. Cappuccio	Location: Parkside Auditorium
	Session Type: Gartner Session	ID: 42G



Thursday	Workshop: Drive Performance through People – A New Look at Setting Expectations and Accountability	
09:15-10:35	Speaker: Diane Berry	Location: Parkside Room G04
	Session Type: Workshop	ID: 42WS
Thursday	Roundtable: Retail Impact of Consumer Technology	
09:15-10:15	Moderator: Van L. Baker	Location: via Telepresence, powered by Telstra and Cisco at Booth TP1
	Session Type: Analyst/User Roundtable	ID: 7T
10:15-10:30	Session Type: Break	Location: Hall 4&5
Thursday	The Lean Project Management Office: From Prioritization to Process Improvement	
10:30-11:30	Speaker: Matt Light	Location: Session Room C
	Session Type: Gartner Session	ID: 43A
Thursday	Roundtable: Measuring and Managing Application Maintenance Teams {Pre Registration is now closed, please stop by the One-on-one Desk}	
10:30-11:30	Speaker: Yvonne Genovese	Location: Parkside Room G05
	Session Type: Analyst/User Roundtable	ID: 43AUR
Thursday	Outsourcing & Cloud Services: a whole new competitive landscape in Australasia	
10:30-11:30	Speaker: Rolf Jester	Location: Session Room D
	Session Type: Gartner Session	ID: 43B
Thursday	Best Practices for Selecting a Business Process Management Suite	
10:30-11:30	Speaker: Janelle B. Hill	Location: Session Room E
	Session Type: Gartner Session	ID: 43C
Thursday	CIO Roundtable: Improving Workplace Culture	
10:30-11:30	Speaker: Michael Henderson	Location: Parkside Room G07
	Session Type: Analyst/User Roundtable	ID: 43CP
Thursday	Reshaping Storage infrastructures for the Next Decade	

10:30-11:30	Speaker: Phillip R. Sargeant	Location: Parkside Ballroom A
	Session Type: Gartner Session	ID: 43D
Thursday	Case Study: Curing EA Autism - How to be Realistic with Enterprise Architecture	
10:30-11:30	Speaker: Deborah Weiss	Location: Parkside Room 110A
	Session Type: End-User Case Study Session	ID: 43E
Thursday	Transforming the Enterprise: A Day in the Life of the Social Media Steering Committee	
10:30-11:30	Speakers: Tom Austin, Kenneth Chin, Dale Kutnick, Brian Prentice, Robin Simpson, Andrew Walls	Location: Parkside Auditorium
	Session Type: Gartner Session	ID: 43F
Thursday	Implementing Lean in IT	
10:30-11:30	Speaker: Andy Rowsell-Jones	Location: Parkside Room 110B
	Session Type: Gartner Session	ID: 43G
Thursday	Contract Negotiation Clinic: Infrastructure Outsourcing	
10:30-11:30	Speaker: Christopher Ambrose	Location: Parkside Room G04
	Session Type: Contract Negotiation Clinic	ID: 43WS
Thursday	Roundtable: Retail CRM & Loyalty	
10:30-11:30	Moderator: Gale Daikoku	Location: via Telepresence, powered by Telstra and Cisco at Booth TP1
	Session Type: Analyst/User Roundtable	ID: 8T
Thursday	A Mastermind Interview with Matt Goldberg, CEO, Lonely Planet and Chris Boden, Global Director Emerging Platforms, Lonely Planet	
11:45-12:45	Keynote Speakers: Chris Boden, Matt Goldberg	Location: Parkside Auditorium
	Moderator: Brian Prentice	ID: 44K5
Thursday	CIO Lunch: Demonstrating IT Value to the Business	
12:45-13:45	Speaker: Dale Kutnick	Location: Parkside Ballroom B

	Session Type: CIO Program Luncheon	ID: 44CP
Thursday	Magic Quadrant: Data Warehouse Database Management Systems	
12:55-13:15	Speaker: Eric Thoo	Location: ITxpo Theatre 3
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 16MQ
Thursday	Magic Quadrant: Web Content Management	
12:55-13:15	Speaker: Kenneth Chin	Location: ITxpo Theatre 2
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 17MQ
Thursday	Magic Quadrant: Enterprise Architecture Tools	
12:55-13:15	Speakers: Richard Buchanan, Bard Papegaaij	Location: ITxpo Theatre 1
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 18MQ
Thursday	Magic Quadrant: Asia Pacific Network Service Provider	
13:25-13:45	Speaker: Geoff Johnson	Location: ITxpo Theatre 3
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 19MQ
Thursday	Magic Quadrant: BI Platforms 2010	
13:25-13:45	Speaker: Ian A. Bertram	Location: ITxpo Theatre 2
	Session Type: Magic Quadrant and ITxpo Theater Session	ID: 20MQ
Thursday	Managing Social Media Security Risks	
13:45-14:45	Speaker: Andrew Walls	Location: Session Room C
	Session Type: Gartner Session	ID: 45A
Thursday	Roundtable: Using Service Providers to Make Cloud Happen {Pre Registration is now closed, please stop by the One-on-one Desk}	
13:45-14:45	Speaker: Rolf Jester	Location: Parkside Room G05
	Session Type: Analyst/User Roundtable	ID: 45AUR
Thursday	Effective Enterprise Architecture Governance Plays Several Roles in IT Governance	

13:45-14:45	Speaker: Bard Papegaaij	Location: Session Room D
	Session Type: Gartner Session	ID: 45B
Thursday	Information Governance: What Every CIO Should Know	
13:45-14:45	Speaker: Ted Friedman	Location: Session Room E
	Session Type: Gartner Session	ID: 45C
Thursday	CIO Roundtable: IT Strategy	
13:45-14:45	Speaker: Dave Aron	Location: Parkside Room G07
	Session Type: Analyst/User Roundtable	ID: 45CP
Thursday	The Real Value of Open Government	
13:45-14:45	Speaker: Andrea Di Maio	Location: Parkside Ballroom A
	Session Type: Gartner Session	ID: 45D
Thursday	Rebooting Open-Source Software — It's Time to Start Again	
13:45-14:45	Speaker: Brian Prentice	Location: Parkside Room 110A
	Session Type: Gartner Session	ID: 45E
Thursday	Networking and Mobility for the Next Decade	
13:45-14:45	Speaker: Bob Hafner	Location: Parkside Room 110B
	Session Type: Gartner Session	ID: 45F
Thursday	How to Develop a Rational and Realistic Social Media Strategy	
13:45-14:45	Speaker: Valentin T. Sribar	Location: Parkside Auditorium
	Session Type: Gartner Session	ID: 45G
Thursday	Roundtable: CRM Analytics	
13:45-14:45	Moderator: Bhavish Sood	Location: via Telepresence, powered by Telstra and Cisco at Booth TP1
	Session Type: Analyst/User Roundtable	ID: 9T
Thursday	The Emerging Enterprise PMO	

15:00-16:00	Speaker: Donna Fitzgerald	Location: Session Room C
	Session Type: Gartner Session	ID: 46A
Thursday	Roundtable: Data Centre Design Best Practices {Pre Registration is now closed, please stop by the One-on-one Desk}	
15:00-16:00	Speaker: David J. Cappuccio	Location: Parkside Room G05
	Session Type: Analyst/User Roundtable	ID: 46AUR
Thursday	Preparing For Data In The Cloud: What Matters To CIOs	
15:00-16:00	Speaker: Eric Thoo	Location: Session Room D
	Session Type: Gartner Session	ID: 46B
Thursday	Create a Sourcing Organization to Optimize IT Performance	
15:00-16:00	Speaker: Linda R. Cohen	Location: Session Room E
	Session Type: Gartner Session	ID: 46C
Thursday	The Big Migration - Windows 7 and Office 2010	
15:00-16:00	Speaker: Mark A. Margevicius	Location: Parkside Ballroom A
	Session Type: Gartner Session	ID: 46D
Thursday	Debate: Technology Should Be Centralized, Owned and Governed by IT — Not the Business	
15:00-16:00	Speakers: Andy Rowsell-Jones, Kristian Steenstrup	Location: Parkside Room 110A
	Moderator: Robin Simpson	ID: 46E
Thursday	How to Reduce the Total Cost of Ownership of Applications	
15:00-16:00	Speaker: Andy Kyte	Location: Parkside Room 110B
	Session Type: Gartner Session	ID: 46F
Thursday	Combine Strategy and Leadership to Maximize IT's Contribution	
15:00-16:00	Speaker: Dave Aron	Location: Parkside Auditorium
	Session Type: Gartner Session	ID: 46G
Thursday	Locknote: Creativity - The Last Remaining Advantage	

16:15-17:00	Speaker: Todd Sampson	Location: Parkside Auditorium
	Session Type: Keynote Session	ID: 47

附錄二、照片剪輯



照片 1：2010 年 11 月 16 日開幕演講會場



照片 2：2010 年 11 月 16 日開幕演講，Transitions -- New Realities, Risks & Opportunities。

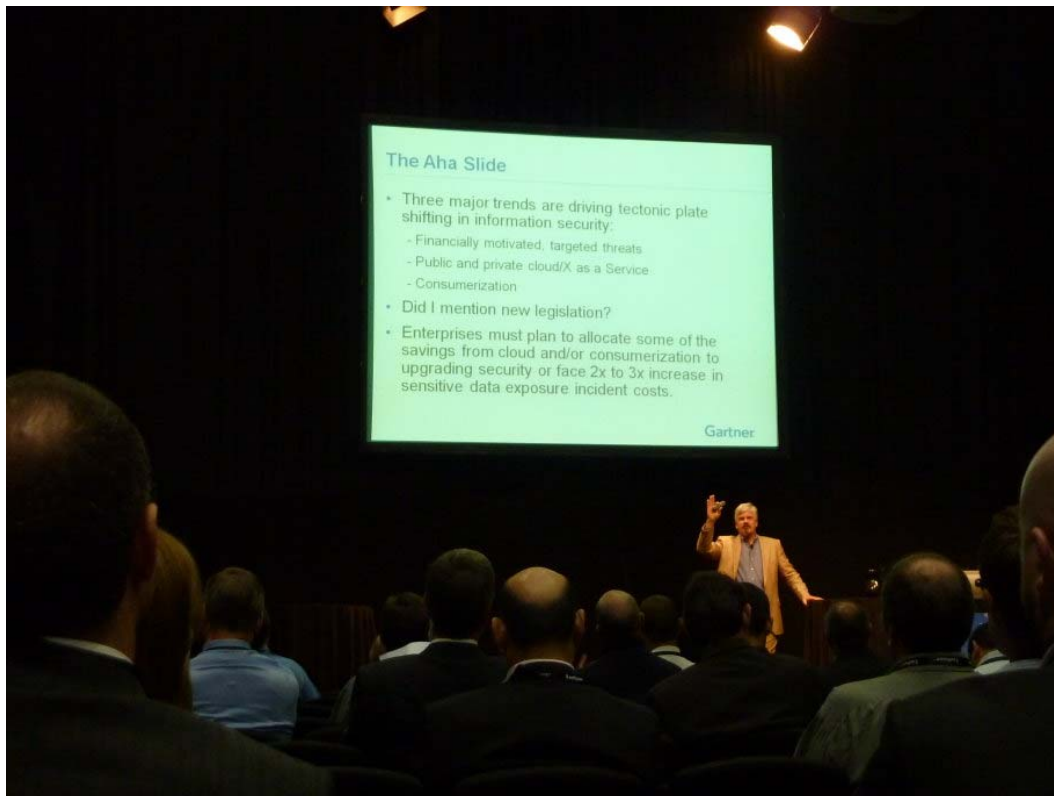


照片 3：2010 年 11 月 16 日開幕演講，Transitions -- New Realities, Risks & Opportunities



照片 4：2010 年 11 月 16 日開幕演講，Transitions -- New Realities, Risks & Opportunities





照片 5 : 2010 年 11 月 16 日



照片 6 : 2010 年 11 月 17 日