

~ CONFERENCE AGENDA ~

8:30 am **Registration and Continental Breakfast**

9:00 am – 10:45 am **Presentations**

9:00 am – 10:00 am

The Maturing Cloud: What It Will Take to Win, [Frank Gens](#), *Senior Vice President and Chief Analyst*

For the past few years, we've pointed to the emerging cloud model as the next transforming paradigm for the IT industry. In the last 12 months, we've seen signs that the cloud model is entering a critical stage "crossing the chasm" and evolving for mainstream adoption. A flood of established IT and telecom players have jumped into the competition (along with first generation of cloud leaders) and are claiming they're better equipped to serve the mainstream market's needs. The solution developer community is preparing to migrate existing solutions and develop many new solutions on cloud platforms, and channel players are evolving to bring these cloud solutions across the "last mile" to customers, particularly SMBs. Deployment models are expanding to include public and private cloud models and many hybrid combinations. Users are exploring what parts of their portfolios are ready to leverage the cloud, and vendors are assessing their opportunities to both deliver cloud services and enable others' delivery of others' cloud services. This session will look at the cloud's evolving opportunity landscape and use IDC's latest research to identify several critical paths to success in this IT industry transformation.

10:00 am – 10:45 am

Achieving Competitive Differentiation Through Pervasive Business Intelligence and Analytics,
[Dan Vesset](#), *Vice President, Business Analytics Solutions*

Is our organization ready to leverage its data assets to gain competitive advantage? What is the level of our organization's analytical orientation? Are we investing scarce resources to have the greatest effect on improving our organization's business intelligence competency and pervasiveness? End-user organizations of all sizes are trying to answer these questions as evidence of the competitive value of BI and analytics is growing. The latest IDC research of over 1,100 organizations shows that there is a correlation between indicators of pervasive BI and the organization's competitiveness within its industry. In this session, Mr. Vesset will present IDC research identifying six indicators of pervasive BI and analytics and the five factors that management can affect to have the greatest impact on these indicators. The session will also provide recommendations to technology vendors for addressing end-user demand for more pervasive business intelligence and analytics.

~ CONFERENCE AGENDA (continued) ~

10:45 am – 11:00 am Networking Break

11:00 am – 12:30 pm Presentations

11:00 am – 11:45 am

Notebooks to Smartphones: Devices on the Go, [Bob O'Donnell](#), Program Vice President, Clients and Displays

In an increasingly mobile society, the demand for devices that provide access to information, communication and entertainment on the go is also on the rise. From mini notebooks and smartphones to handheld GPS, portable media players, gaming handhelds, e-book readers, mobile internet devices and more, there is, in fact, a plethora of device options. But while some segments of people own and use more than one of these devices, most only want to carry and prioritize one or two of them – so which ones will win and lose and with whom? In this talk, Mr. O'Donnell will discuss IDC's latest views on these categories as well as some of the critical services and software that need to develop in order to bring best-in-class solutions to market tomorrow and in the coming years.

11:45 am – 12:30 pm

Tech Marketing and Sales: The Transformation Accelerates, [Rich Vancil](#), Vice President, Executive Advisory Group

Across the industry, inside marketing and sales organizations, major changes are taking place. Marketing organizations are being restructured in a forced-alignment with Sales organizations. Budgets are being stripped-down and re-built to accommodate major shifts in media preference and delivery. And as the tech industry consolidates to a fewer number of "scale" vendors, the very biggest and best vendors are centralizing and investing in powerful, centralized marketing and sales operations centers. Is your company a leader or laggard in this transformation? How does the "average" company build a successful marketing and sales operation - and do so in times of lean budgets? In this session, IDC will examine the under-lying factors of marketing and sales transformation, and will provide its guidance for strategic and tactical organizational response. Presenter Rich Vancil, vice president of IDC's Executive Advisory Group, will include the very latest marketing and sales budgets and investment trends for 2010. In addition, IDC's latest "Customer Experience" research will provide guidance on what really matters: how do our customers want to receive and consume materials and information from the vendor community?