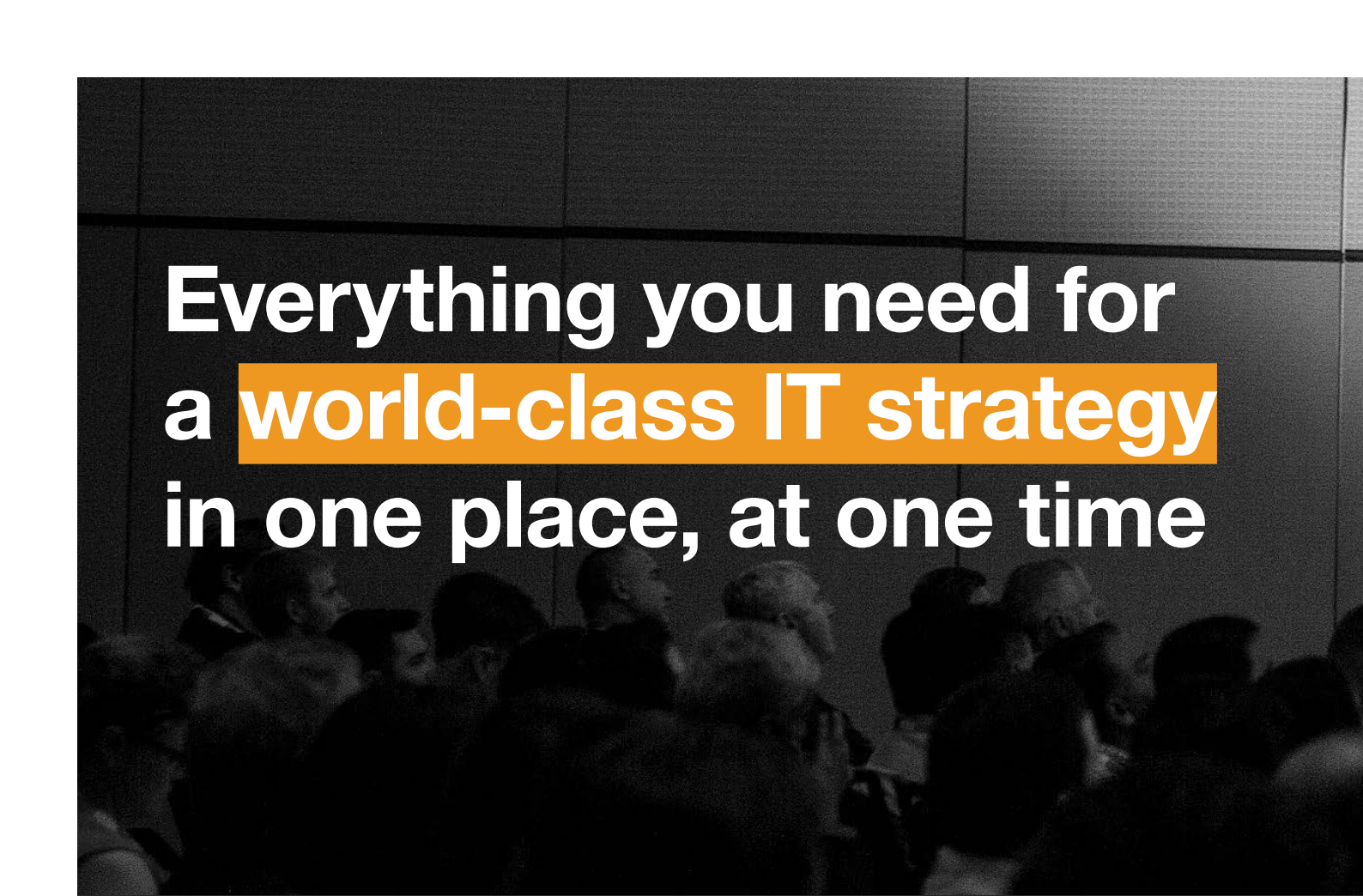# Gartner®

SYMPOSIUM | ITXPO®

29 October – 1 November 2018 / Gold Coast, Australia
gartner.com/au/symposium

The #1 Conference
for CIOs and Senior
IT Executives

Connect.
Discover.
Lead.

Everything you need for a **world-class IT strategy** in one place, at one time

To fuel your organization's digital future, you need a technology strategy built and executed on a clear understanding of the industry's most critical trends. Where will you find the latest ideas and technology to ignite innovation? How can you validate your strategies and find the capabilities to confidently deliver value to your business?

Through an intersection of visionary speakers, peers, experts and technology providers, Gartner Symposium/ITxpo provides the inspiration, insights and confidence needed to spur and sustain digital transformation as your organization defines it.

Join your fellow CIOs and senior IT leaders from around the world at Gartner Symposium/ITxpo 2018 to explore the latest trends and shape the future of your IT and business strategy.

Experience more: The power of Gartner live. Take what you learn in the keynote to your one-on-one meeting; cross-check new technology solutions at ITxpo with peers and Gartner experts — this is the only place to find everything you need to envision and deliver a world-class IT strategy.

Strategic advice

Meet with Gartner experts to learn about the latest strategic trends and explore how these insights can be applied to achieve your mission-critical priorities.

Thought leadership

Get inspired by visionary leaders who have unique perspectives on business, technology and life.

Technology solutions

Try out game-changing technologies in one place — and discover solutions that will add the most value to your business.

Peer community

Expand opportunities through networking and discover answers to shared challenges face-to-face.

Visit gartner.com/au/symposium or call +61 2 8520 3132 for updates and to register!

3

An <mark>agenda</mark> for your priorities

This year's topic-focused agenda delivers the latest technology, strategy and leadership insights across 10 key disciplines, covering the challenges most critical to CIOs and IT executives.

Artificial Intelligence

By 2020, 50% of organizations will lack sufficient artificial intelligence (AI) and data literacy skills to achieve business value. CIOs are in the perfect position to educate CEOs about how AI can influence their business and competitive landscape.

Cloud

By 2022, leading cloud providers will predominantly offer platform services addressing the needs of ecosystems rather than of individual companies. CIOs and IT leaders need to constantly adapt their strategies to use cloud as a vehicle for agile, scalable and elastic solutions.

Culture and People

By 2023, organizations that use proven behavioral science techniques to drive workforce digital dexterity will be twice as likely to be listed as 'top-performing' than those that don't. Successful digital enterprises understand that a skilled, engaged and innovative workforce is their greatest asset.

Security and Risk

By 2021, at least one company will publicly acknowledge a $1 billion revenue impact from a business outage resulting from a malware/ransomware attack. Although security has been a major challenge for digital business for many years, recent events mark a shift in security incident and compliance trends.

Internet of Things

By 2020, IoT technology will be in 90% of new compute-enabled product designs. IoT is not a technology looking for a business problem, IoT is a business driver. Business can be more responsive to clients, react faster to issues and create new business opportunities.

Business Intelligence and Data & Analytics

By 2022, every personalized interaction between users and applications or devices will be adaptive. Analytics will adapt to the needs of employees and customers instead of forcing them to adopt traditional approaches to producing and consuming analysis.

Blockchain

By 2025, the business value added by blockchain will grow to slightly over $176 billion, then surge to more than $3.1 trillion by 2030. Blockchain promises to reshape industries by enabling trust, providing transparency and reducing friction across business ecosystems.

Customer Experience

By 2022, 25% of organizations will be able to show a positive relationship between improving the customer experience and the ROI measured as a financial value. The evidence that CX investments are paying off will accelerate the use of technology for CX projects.

Innovation

By 2020, 55% of organizations will have a continuous, and integrated, business and IT strategy planning effort. Keeping up with the increased pace of innovation in digital business while managing disruption can be the difference between thriving and sliding.

Cost Optimization

The pressure to remain competitive and invest in digital initiatives is increasing across industries. Cost optimization in the age of digital business means looking beyond IT and including business costs in the initiative. IT cost cutting is not a business growth strategy, particularly in the age of digital business.

Visit gartner.com/au/symposium or call +61 2 8520 3132 for updates and to register!

5

Agenda tracks

Symposium/ITxpo is the place to hone your leadership skills, refine your strategies, and find the innovative technologies that will help to power your digital transformation.

Technology & Information

Power your digital transformation

Understanding how technology and information is evolving is critical in creating effective digital transformation. This track examines those technologies and innovative uses of information that will have the greatest impact on shaping your digital transformation journey.

Business Strategy

Accelerate your digital transformation

CxOs are investing to exploit opportunities in digital business. Top performers are designing new business, information, and technology operating models that enable and accelerate digital business transformation. This track is for CIOs and IT Leaders planning the role of information and technology in enterprise digital strategy.

Leadership

Lead your digital transformation

In response to digital business demands, technology and information leadership is undergoing a revolution. The beliefs and models of how we work are being shattered and re-shaped. This track challenges your thinking about leadership, skills, and the organization required to successfully navigate uncertainty and create a culture for success.

Sessions include:

- Assessing Innovation in Blockchain Startups
- Top Trends in Application Architecture That Enable Your Digital Business Transformation
- Digital Platforms: The Role Data and Analytics Play in Their Success
- Data Management: Everything You Do Now Will Change, and Soon
- The Economics of FOMO: The Next Generation of Customers Fears Missing Out

- The Top 10 Emerging Digital Workplace Technologies to Energize Your Workforce
- Making Machine Learning Explainable: Unravelling the Mysteries of the Black Boxes
- The Journey to the Mix: Private Cloud, Public Cloud and Edge
- Customer Experience Technology Foundations

- How to Create Digital KPIs That Work
- Battle of the Business Models!
- Superior Customer Experience — The Winner Takes It All
- Developing Innovation Strategy: A Primer for CIO to Deliver Successful Innovation
- Innovate! Top 10 Trends Transforming Digital Commerce

- Top Challenges to Transforming Your Operating Model to Digital and How to Overcome Them
- A Digital Rescue Plan for Tired Value Propositions and Bloated Costs
- Amazon Versus Alibaba
- Embracing "Shadow IT" Within the I&T Operating Model to Accelerate Digital Execution — Resistance is Futile

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- Build the Five Competencies That Drive Digital Dexterity
- Maverick Research — How to Manage a "Selfie-Centered" Workforce
- Identify, Stalk, Attract and Delight (or Pacify) the Wild Digital Worker
- How We Will Work in 2028
- The Art of Culture Hacking — Growth Mindset

- How Digital Businesses Attract and Retain the Best App Development Talent
- Scaling High-Performance Teams: Time to Transform
- A Practical Approach to Present to the Board of Directors for CIOs
- A Leaders Guide to Effective Communication and Rebuilding Trust After a Security Breach

Join a global co

The digital era has brought unprecedented change to technology, business and society. Beyond managing IT, CIOs are called to lead and inspire their teams and business stakeholders through deeply transformative business models, practices and cultures.

The CIO Experience offers a targeted experience to CIOs and attendees who are the most senior IT leader and/or decision-maker in their organization.

Curated specifically for the CIO to enhance their skills to succeed an IT and a business leader, the CIO Experience is the ideal opportunity to connect with peers across regions and industries, to share best practices and gain new perspectives on the challenges and opportunities of digital business.

- CIO workshops, designed to provide valuable how-to insight from CIO peers and Gartner facilitators

- Access to CIO-only luncheons with keynote presentations by visionaries and market leaders

- Early registration privileges for Gartner one-on-one meetings*

Apply to participate in the CIO Experience when you register for Gartner Symposium/ITxpo 2018.*

mmunity of CIOs

CIO Experience lunch keynotes

David Hunt

Historian and Author

Christine Nixon

Former Police Commissioner

Culture, Innovation, Talent, Problem Solving and Teams – Lessons from Australia's History

What has made Australia a successful society? What makes a successful business? The answers to these two questions have a surprising amount in common. David will explore some of the unique factors in Australia's success, as well as some of its failures, and how those lessons may be applied in a business environment.

Dealing with the Dark Side

Policing can teach us much about leadership, change management, strengthening systems and reducing risk. Drawing from experiences with organized crime, corruption and managing a remote workforce, Christine Nixon will offer new insights into leadership, strengthening security and managing risk.

For up-to-the-minute keynote announcements, visit gartner.com/au/symposium

*Gartner one-on-one meetings are 30-minute private on-site consultations with a Gartner expert; each attendee is entitled to two meetings at Gartner Symposium/ITxpo.

There are no additional costs associated with the CIO Experience. To ensure an exclusive CIO-only experience, attendees must qualify and meet the criteria to participate. Preregister on Gartner Events Navigator. CIO Primary Members of Gartner Executive Programs enjoy all of the benefits associated with this program. Visit gartner.com/au/symposium and click on **Why Attend > The CIO Experience to view a complete list of eligibility criteria.

Explore future trends in our Signature Series

Each year from the Gartner Symposium/ITxpo stage, we reveal never-before-seen research as part of our Signature Series. These sessions cover some of the most anticipated insights and findings to get you ready for the year ahead, putting you at the forefront of disruption and innovation.

The CEO Perspective 2018: How CIOs Should Respond

Kristian Steenstrup

The new 2018 CEO survey sheds light on important issues that all CIOs should pay attention to. Survey insights reveal growth, corporate strategies, IT and workforce issues are top priorities for CEOs. With simple, implemental growth becoming harder to achieve, CEOs are concentrating on changing and upgrading the structure of their companies, including a deeper understanding of digital business. We discuss how to address these priorities.

A CXO's Perspective on the Opportunities and Limits of AI

Tom Austin

It's easy to hear great visions for what AI could do. It's more important to come and learn of its practical accomplishments and core limitations, as well as what Gartner clients are actually doing with AI technologies. Most visions are fanciful. Most limitations are manageable. Most accomplishments still await action by the bulk of organizations puzzling over what's next.

The Top 10 Strategic Technology Trends for 2019

Nick Jones

Strategic technology trends have significant disruptive potential over the next five years. The top trends for 2019 underpin the digital platform and set the stage for business innovation. Companies must examine their business impacts and adjust business models and operations appropriately or risk losing competitive advantage to those who do. These are trends that IT cannot afford to ignore.

Gartner's Top Strategic Predictions for 2018 and Beyond: Practicality Exists Even in Instability

Brian Prentice

Predicting future technology impact on business strategy is an activity filled with uncertainty and anxiety. However, through the uncertainty, there is one inevitable outcome — CIOs must find practical approaches to dealing with fast paced trends. The meme of the future will be practice, practice, practice.

2019 CIO Agenda: Driving Business Model Transformation

Andy Rowsell-Jones

The "job" of CIO must grow and evolve as digital business spreads, and disruptive technologies, including smart machines and advanced analytics, reach critical mass. The complication is, for many CIOs, the path forward is unclear. What powerful practices should CIOs and IT leaders adopt to position themselves and their organizations to face the coming challenges and opportunities? This session will provide an answer, helping CIOs plan their 2019 leadership agenda.

Get inspired through our <mark>keynotes</mark>

Hear powerful insights to challenge and re-assess your thinking — only at Gartner Symposium/ITxpo

Industry Monday 29 October

Genevieve Bell

Intel Fellow and Director of User Interaction and Experience

Intersection of Culture and Technology

In 2003, science fiction author William Gibson declared that "the future is already here, it is just unevenly distributed". How might this provocative and still timely thought help us make sense of things like digital transformation and artificial intelligence? In this session, Genevieve Bell highlights significant technical innovations and their possible social, cultural and organizational impacts.

Tom Griffiths

Cognitive Scientist, Professor of Information Technology, Consciousness and Culture at Princeton University

Algorithms to Live By: The Computer Science of Human Decisions

Hear a dazzlingly interdisciplinary insight from cognitive scientist Tom Griffiths on how simple, precise algorithms used by computers can also untangle very human questions. Modern life is constrained by limited space and time, limits that give rise to a particular set of problems. What should we do, or leave undone, in a day or a lifetime? How much messiness should we accept? Tom will explain how to have better hunches and when to leave things to chance, how to deal with overwhelming choices and how best to connect with others.

Tuesday 30 October

Gartner Opening Keynote

Digital business transformation is upon us. Enterprises large and small recognize the power of technology to transform their ability to deliver value. But where is it leading? The Opening Keynote will connect the dots on your digital journey — from culture to technologies to strategy to operating models… all so you can adapt to a world of continuous change.

Kristian Steenstrup
VP & Gartner Fellow

Michael Warrilow
Research VP

Cathleen Blanton
Research VP

Wednesday 31 October

Garry Kasparov
Chess Grandmaster and Author

Deep Thinking: Where Machine Intelligence Ends and Human Creativity Begins

Kasparov will leverage his unrivalled experience to look into the future of intelligent machines, which he sees as bright with possibility. As many critics decry artificial intelligence as a menace, particularly to human jobs, Kasparov will explore how humanity can rise to new heights with the help of our most extraordinary creations, rather than fear them. Kasparov will share his Deep Thinking view, a tightly argued case for technological progress, from the man who stood at its precipice with his own career at stake.

These sessions expose unconventional thinking. Get a view outside traditional boundaries and a greater sense of confidence in your speculations and projections.

See the future in a fresh light with our Maverick sessions

How to Manage a "Selfie-Centered" Workforce

Much of the next generation of employees grew up in an unprecedented age of technology innovation — not only impacting their view of the world, but the world's view of them. CIOs and IT leaders must understand the full extent of a "selfie-centered" culture's cross-generational workforce impact.

Gavin Tay
Research Director

What Is the Opposite of Artificial Intelligence?

Behavioral psychologist Dan Ariely said about applicability of artificial intelligence (AI), "Rather than trying to work against human nature I think we should be working with human nature." Use a metamodel of AI through the eyes of people, their expectations and hopes to fix past problems, address current needs and fulfill future aspirations. Most importantly, this model will help to use the opposites of AI to surface how to truly take advantage of AI.

Svetlana Sicular
Research VP

The Illusion of Blockchain Disintermediation

Despite the massive overhype surrounding blockchain, blockchain ecosystems do not disintermediate existing intermediation platforms. We will live in a world with new complex intermediaries with self-sustainable, self-enforcing rules and decentralized governance models. We will show how this new world will look like with recyclable trust systems, new intermediations with fluid and adaptable rules making any business to be prepared for this new world.

Rajesh Kandaswamy
Research VP

It's who you know

Meet directly with Gartner experts in one-on-one meetings

Take the opportunity to discuss your strategy, technology decisions and next steps face-to-face with a Gartner expert. You'll tap years of expertise and insight and find answers to your key questions. These valuable sessions book quickly — many attendees have commented that the one-on-one meeting is "worth the price of admission by itself."

Tap into the power of peer engagement

At Gartner Symposium/ITxpo, you'll experience the strength of peer connection firsthand, in an environment ideal for sharing knowledge, resolving issues and forging meaningful professional relationships.

Expand your network and your thinking

You'll strengthen your peer connections and build your knowledge base, through both informal and structured activities:

• Discuss the topics that matter most to you in peer Meetups.

• Problem-solve with peers at Gartner-facilitated roundtables.

• Learn from your peers' experiences in CIO Story sessions.

• Immerse yourself in your peer group at fun, engaging social activities all week.

Leverage industry insights

Industry Monday provides an exceptional platform for CIOs and senior IT executives to gain multifaceted insight into the opportunities and challenges of powering digital transformation in key verticals, as well as to exchange ideas and experiences with others from similar organizations.

Industry sessions begin on Monday 29 October and cover the following sectors:

Banking and Financial Services

The focus of the Banking and Financial Services track is on "How to become a digital bank." Banks are convinced about why they need to change, but now they need guidance on how to make that change happen. This track presents a mix of the visionary and the practical on subjects such as scenario planning, digital key performance indicators (KPIs), artificial intelligence (AI), cloud, digital maturity, innovation, data centricity and data monetization.

Education

The digitalization of credentials and changing workforce demands are key business trends motivating the need for significant change in higher education. The emergence of analytics, AI, digital assessment tools and next-generation student systems are technology solutions that should be fundamental elements of your response to these trends. This track highlights advice and tools you need to build an implementable institutional plan that delivers scalable digital transformation.

Energy and Utilities

Utility business is driven by four D forces: decarbonization, decentralization, digitalization and democratization. Technology innovation at the grid edge is disrupting the industry. Business model reinvention is gaining speed as utilities look beyond the traditional boundaries of their value chain and participate in the emerging ecosystems and market concepts, including the internet of energy. This track enables you to scale digital transformation and overcome the challenges you face.

Government

The days of huge, costly, lengthy modernization programs are over. Government CIOs must begin building a digital government technology platform opportunistically, gradually replacing custom-made legacy systems with reusable components that set a foundation for future agility. This track addresses how to evolve governance and acquisition approaches. It will help you define a realistic digital ambition and enable you to connect your IT strategy, roadmap and KPIs to the organization's mission. Explore the impact of emerging trends within your government organization, such as blockchain, conversational platforms and applied AI.

To view all sessions by industry visit
gartner.com/au/symposium/agenda

Healthcare

In 2018, the digital business climate in healthcare and life sciences shifted from heady rhetoric to pragmatic reality. Across this track, Gartner's Healthcare and Life Sciences team presents use cases of key digital technologies to help you address pressing priorities, including improving customers' experiences, transforming care delivery and working collaboratively across sectors to innovate new digital products and services to boost revenue.

Insurance

Insurance CIOs are having to adapt to external disruption while combating internal resistance to change. This track helps you overcome these twin challenges with a series of sessions that cover topics such as the new role of the CIO in a changing organization, the digital business platform roadmap (what technologies to invest in and when), the critical success factors for transformation, the promises and the pitfalls behind data and robotics, and what role core systems will play in the future of the digital insurer.

Manufacturing

The manufacturing industry experiences technology and business disruption that directly affects capabilities on productivity and scalability, as well as market and ecosystem requirements. Digitalization through intelligent systems and digital product life cycle management (PLM), as well as industrial Internet of Things (IoT), are generating data insights that are significant in creating manufacturing value chains. The emerging data exchanges will require edge computing requirements, especially in the automotive industry for connected platforms. Embedded artificial intelligence in automation will enhance digital business outcomes, while the benefits of blockchain for transparency are still emerging. Digital transformation also requires a sustainable strategy in organizational change management capabilities, leading to digital culture.

Retail

The retail industry continues to evolve, as it responds to economic disruption, emerging technologies, fierce competition from new business models and increased customer expectations. Retailers must be prepared for what lies ahead, the challenges to expect and the opportunities to explore. This track shows you how to navigate these challenges through an extended partnership ecosystem, an internal organization restructured for digital business and new digital business KPIs to measure success.

Discover the
latest technology

The ITxpo exhibit floor offers you and your team direct access to leading technologies and services — an ideal way to link your top priorities with the most relevant solutions and providers. Previous Symposium/ITxpo attendees report that ITxpo is their best opportunity all year to thoroughly evaluate the vendor landscape and prepare for future projects.

2018 ITxpo highlights include:

Gartner Stage Sessions
Get the unbiased vendor assessment information you need to support your technology acquisition decisions with the qualitative analysis of Gartner Magic Quadrants and Hype Cycles.

ITxpo Stages
Exhibitor-led sessions focus on product vision, client case studies, roadmaps and important new product announcements.

Emerging Technology Pavilion
Be on hand as the most intriguing up-and-coming providers in IT give brief presentations and highlight their innovative technologies in the adjacent Emerging Technologies Pavilion.

ITxpo Receptions
Network, find solutions for upcoming projects and learn about the latest technologies by attending lively receptions that facilitate a meaningful exchange of ideas — all in an environment enhanced by good food and drink.

Face-to-face Exhibitor Meetings
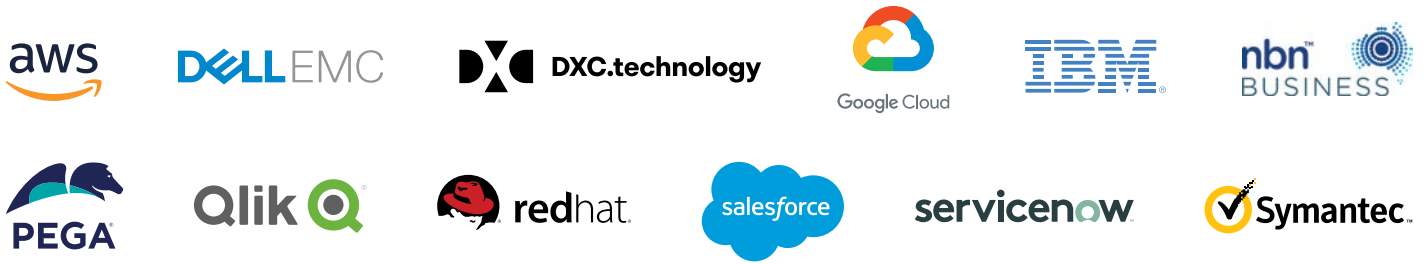Meet in private with any exhibitor on the topic of your choice in a 30-minute session that can be scheduled in advance on Gartner Events Navigator, our online scheduling tool.
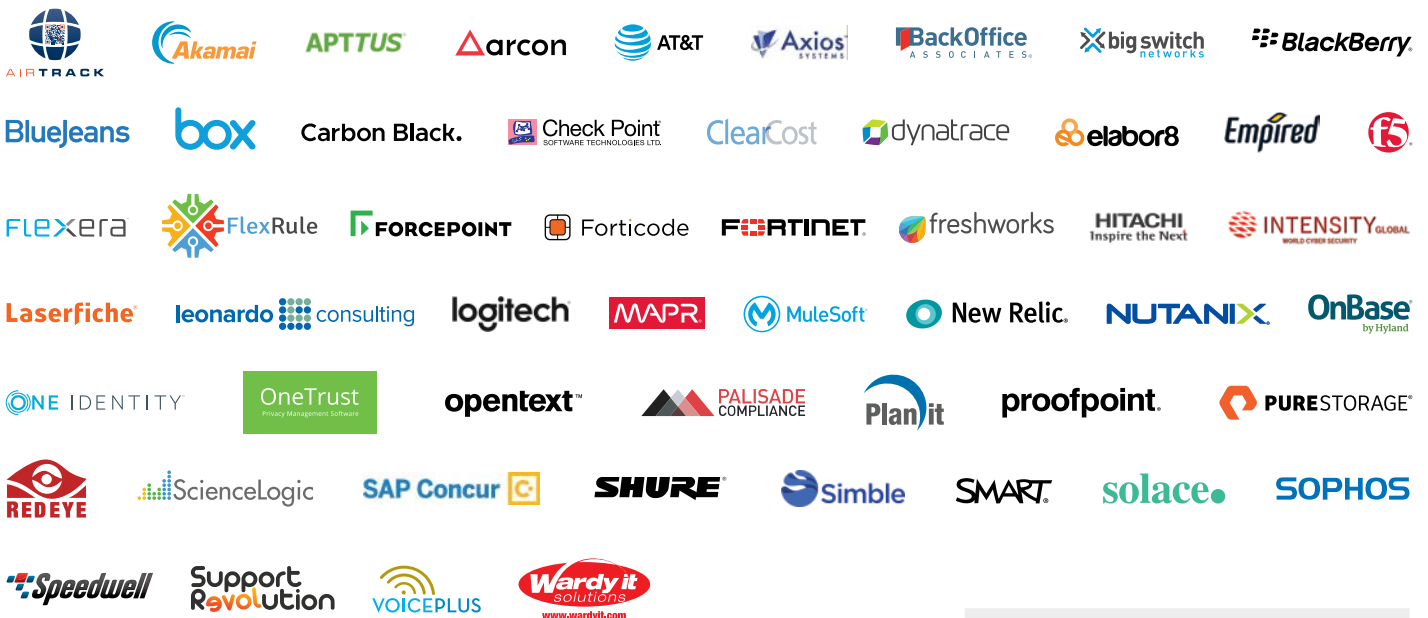
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*Exhibitors as of 6 August 2018, and subject to change; Premier and Marketplace exhibitors
 presenting a solution provider session, also subject to change

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3 ways to register

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Phone: +61 2 8520 3132

Pricing

Early-bird price: A$3,900 + GST

Early-bird deadline: 31 August 2018

Standard conference price: A$4,450 + GST

Public Sector price*: A$3,700 + GST

Eligibility required

The CIO Experience
If you are a CIO, confirm your eligibility to participate in the CIO Experience
— you will be prompted to apply during the online registration process.

Hotels
You must be registered to book your Gartner Symposium/ITxpo
accommodations, which can be reserved directly through the online
registration system by visiting the event website.

Gartner Executive Programs members
Take advantage of the complimentary VIP attendance and benefits your
Executive Programs membership provides. Contact your service delivery
associate to register today to attend Gartner Symposium/ITxpo 2018.

Bring your team
Attending as a group has clear benefits. It's about getting inspired. Making
new business partnerships. Exploring innovative processes. And celebrating
the incredible breadth of knowledge on hand. As a team, align mission-
critical priorities — yours and those of the enterprise — to drive business
outcomes. **Visit the website for special team pricing.**

"What I like about
Symposium is that it
takes me out of the
daily routine and gets
me immersed in what
is happening now,
and what is coming in
technology and business
around the world. We
get so used to running
our own businesses and
dealing with challenges
that we forget to look
outside and prepare
for what is coming."

2017 attendee