Gartner IT Financial, Procurement & Asset Management Summit 2015

21 – 22 September | London, UK | gartner.com/eu/itam

Leading Change to Drive Innovation, Collaboration and Cost Optimization

Key benefits of attending

• Identify opportunities and techniques for cost optimization
• Create a culture to drive agility and innovation
• Negotiate optimal contracts with mega-vendors
• Improve your software audit process to minimize risk
• Manage vendor cost, risk and performance
To remain competitive, organizations must transform both business and IT to create a culture that drives and supports agility and innovation. As CIOs develop strategies and adapt models to align with business needs, you as IT financial, procurement, asset and vendor management leaders supporting them must transform your own cultures to meet this business need for innovation and flexibility.

Gartner believes that as much as 38% of IT is now being purchased outside of IT and the IT budget. IT procurement, vendor and asset managers must exploit their skills, talents and expertise through identifying and executing innovative processes and creative methods to drive cost optimization efforts that will directly benefit both IT and business budgets.

The Gartner IT Financial, Procurement and Asset Management Summit will offer interactive, hands-on sessions illustrating the how, what, and why to lead these change and transformation efforts to drive innovation, collaboration and cost optimization.

Key learnings

This is the event for IT professionals focusing on IT financial, asset management, procurement and vendor management projects. It provides independent, practical advice and insight into future trends, enabling you to validate your ITAM and vendor management strategies and initiatives, exchange best practices with peers and spark new ideas.

Practical advice on how to:

- Identify and analyze costs and their impact on IT and business budgets
- Negotiate with the mega-vendors — and then manage them
- Ensure readiness for and effective management of software vendor audits
- Use effective contract negotiation tactics to optimize short and long term costs
- Identify, monitor, and mitigate vendor risk

Need more information?

Visit gartner.com/eu/itam for:
- Agenda
- Speakers — Gartner analysts, Guest keynotes, Case studies
- Event approval tools
- Sessions mapped to your key priorities
- Venue information and hotel discount

Registration and pricing

3 easy ways to register
Web: gartner.com/eu/itam
Email: emea.registration@gartner.com
Telephone: +44 20 8879 2430

Pricing

Early-bird price: €2,150 + VAT (ends 24 July 2015)
Standard Price: €2,475 + VAT
Public Sector Price: €1,950 + VAT

Gartner clients

A Gartner ticket covers both days of the Summit. Contact your account manager or email emea.events@gartner.com to register using a ticket.

Bring your team

Gain a much richer experience of the event and save!
Maximize your learning by attending with your group. Participate together in relevant sessions or split up to cover more topics, sharing your session take-aways later.

Complimentary registrations:
- 1 for every 3 paid registrations
- 2 for every 5 paid registrations
- 3 for every 7 paid registrations

For more information, email emea.teamsend@gartner.com or contact your Gartner account manager.
The digital universe is growing rapidly — seize the opportunity to lead the change for your organization

What’s new
Get practical and actionable advice on new topics such as:

- How to identify and communicate cost and performance optimization opportunities
- Strengthening your negotiation processes by improving the collaboration between sourcing, vendor management and procurement
- How to analyze and present the capex and opex financial benefit of moving to the cloud
- The top 10 procurement practices to follow for cost savings and risk mitigation
- The best practices for monitoring and mitigating IT vendor risks
- Identifying the key software procurement trends beyond 2015 to protect investments over the life of your assets.
- The processes, tools, and practices that will enable effective management of your cloud, virtual and mobile assets
- Effective IT asset disposition to control costs and mitigate risk

Who Should Attend?
Senior business and IT professionals including:

- IT Asset and Software Managers
- IT Financial Managers/Directors
- Vendor Managers/Directors
- Contract Managers/Directors
- Procurement Managers/Directors
- IT Business Unit Managers
- IT Services and Budget Managers
- Global Delivery and Sourcing Managers
- Chief Sourcing Officers
- Heads of Sourcing
- CTOs, IT Intensive COOs, CEOs
- CIOs, CFOs

GARTNER PREDICTS:
By 2016 demand for IT asset management (ITAM) and IT financial management (ITFM) data will double as businesses demand greater insight and transparency into IT spend.

Guest keynotes

The Art of Business Influence
ITAM and vendor management success is largely contingent on the ability to influence multiple stakeholders, departments, teams, and the organization as a whole. This keynote will focus on practical toolbox of innovative communication, networking and influence tools designed to give you a smart, proven, communication-based approach to the challenges you face every day — with your project sponsors, colleagues and within your teams. From networking to negotiation, from the power of words, to the behaviors of the “trusted advisor” — Mark presents a practical and entertaining session filled with valuable takeaways.

Mark Jeffries, Author and Communication Expert

Creating Transformation through Innovation and Organization Change
Hamish will use the lessons learned in driving transformation in a number of different industries (frequently as a customer of IT/Project Management) to identify practical ways that project managers and IT teams can better influence the business and drive innovation. In particular, Hamish will address the following key points:

- The need to change the way we understand the customers of our transformation
- The need to change the platform for transformation/Innovation
- Transformation requires the ability to look outside your current environment if you want genuinely new approaches
- New ways to manage the people and organization to drive success

Hamish Taylor, Innovation & Brand Management Expert

Gartner keynote

Exploiting Opportunities to Drive Collaboration and Cost Optimization
IT procurement, financial, asset, and vendor management professionals are well positioned to identify and execute cost optimization opportunities based on the tactical and strategic nature of their roles, responsibilities, skills and training. Exploiting these unique and specialized talents and skills through collaboration is critical to success. This keynote will demonstrate how to engage both IT and business stakeholders through new and collaborative processes to mitigate risk and drive cost optimization to meet your organization’s short and long term strategies and goals.

JoAnn Rosenberger
Research Vice President and Conference Chair, Gartner

Visit gartner.com/eu/itam for updates and to register
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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>07:30 – 19:45</td>
<td>Registration and Information</td>
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<tr>
<td>08:00 – 08:45</td>
<td>Tutorial: You've Received a Software Vendor Licence Audit Letter — What Do you do Now?</td>
<td>Victoria Barber</td>
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<tr>
<td>09:00 – 10:00</td>
<td>Summit Chair Welcome and Gartner Opening Keynote: Exploiting Opportunities to Drive Collaboration and Cost Optimization</td>
<td>JoAnn Rosenberger</td>
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<tr>
<td>10:00 – 10:45</td>
<td>Guest Keynote: The Art of Business Influence</td>
<td>Mark Jeffries, Author and Communication Expert</td>
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<td>10:45 – 11:15</td>
<td>Refreshment Break in the Solution Showcase</td>
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<td><strong>Tracks</strong></td>
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<tr>
<td>11:15 – 12:00</td>
<td>Understanding Responsibilities for Digital and Non-Digital Technology Spending</td>
<td>Jim McGittigan</td>
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<td>12:15 – 12:45</td>
<td>Solution Provider Sessions</td>
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<td>14:00 – 14:45</td>
<td>The Financial Case for Moving to the Cloud</td>
<td>Sanil Solanki</td>
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<td>14:45 – 15:30</td>
<td>Solution Provider Sessions</td>
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<td>15:30 – 16:00</td>
<td>Refreshment Break in the Solution Showcase</td>
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<td>16:00 – 16:45</td>
<td>Five Steps to Drive Effective IT Financial Management</td>
<td>Gary Spivak</td>
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<td>16:45 – 17:30</td>
<td>Software Asset Management — The Essentials</td>
<td>Rob Schafer</td>
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<td>17:30 – 18:15</td>
<td>Building the Gold Standard IT Asset Management Strategy</td>
<td>Sanil Solanki</td>
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<td>17:45 – 19:45</td>
<td>Networking Reception in the Solution Showcase</td>
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<td><strong>Tuesday 22 September 2015</strong></td>
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<td>08:00 – 08:45</td>
<td>Using These Six Key Financial Metrics To Determine Financial Viability of Strategic Partners</td>
<td>Gary Spivak</td>
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<td>Lease Financing of IT Infrastructure: Is it Right for You?</td>
<td>Rob Schafer</td>
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<td>Lunch in the Solution Showcase</td>
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<td>Five Best Practices to Demonstrate IT Value for Cost Optimization</td>
<td>Sanil Solanki</td>
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<td>14:15 – 15:00</td>
<td>Effective IT Asset Disposition: A Prerequisite to Controlling Costs and Mitigating Risk</td>
<td>Jim McGittigan</td>
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<td>14:45 – 15:30</td>
<td>Software Licencing is a Risk — Is Your Organization Managing It?</td>
<td>Victoria Barber</td>
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<td>15:45 – 16:05</td>
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<td>16:05 – 16:20</td>
<td>Summit Close</td>
<td>John Rosenberger</td>
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**Gartner IT Financial, Procurement & Asset Management Summit 2015**
When attending this event, please refer to the agenda handout provided or the Gartner Events mobile app for the most up to date session and location information.

Agenda as of 6 August 2015, and subject to change.

The tracks

A. Cost Optimization and Financial Management: Innovate and Collaborate to Drive Savings

This track gives practical guidance on optimizing your cost reduction/avoidance initiatives, getting — and keeping — the financing of IT and the cloud right, and leveraging IT finance to focus on business value; and enables best practice peer networking on cost savings, budgeting and forecasting.

B. IT Asset Management: Build Foundations to Enable Business Growth

This track examines what makes good ITAM, how to put the foundations in place, get engagement from stakeholders and sponsors alike, and build on the foundations to enable business growth.

C. IT Procurement: Lead Procurement Strategy for Innovation and Cost Optimization

Learn key trends in innovative pricing metrics and vendor positions for these new markets. Get up-to-the-minute information about new major vendor offerings and contract terms. Share best practices to avoid cost uncertainties and learn how to mitigate risk specific to the ever-changing compliance requirements.

D. Sourcing and Vendor Management Strategies: Optimize Vendor Relationships

This track will offer new techniques for developing more agile sourcing models, and the best methods and tools for managing vendor cost, risk and performance.

Workshops and Contract Negotiation Clinics

This track consists of a series of in-depth roundtable sessions, facilitated by Gartner analysts, with attendees expected to work together to identify best practices and share practical ideas and tips. The clinics will help reduce costs and risk in your next strategic vendor contract renewal or renegotiation, while the workshops provide an opportunity to drill down on specific “how to” topics in an extended, small group sessions. Available to end-users only, limited seats, pre-registration required.

Venue

Lancaster London,
Hyde Park, London W2 2TY, UK
Telephone: +44 207 551 6110
www.lancasterlondon.com

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