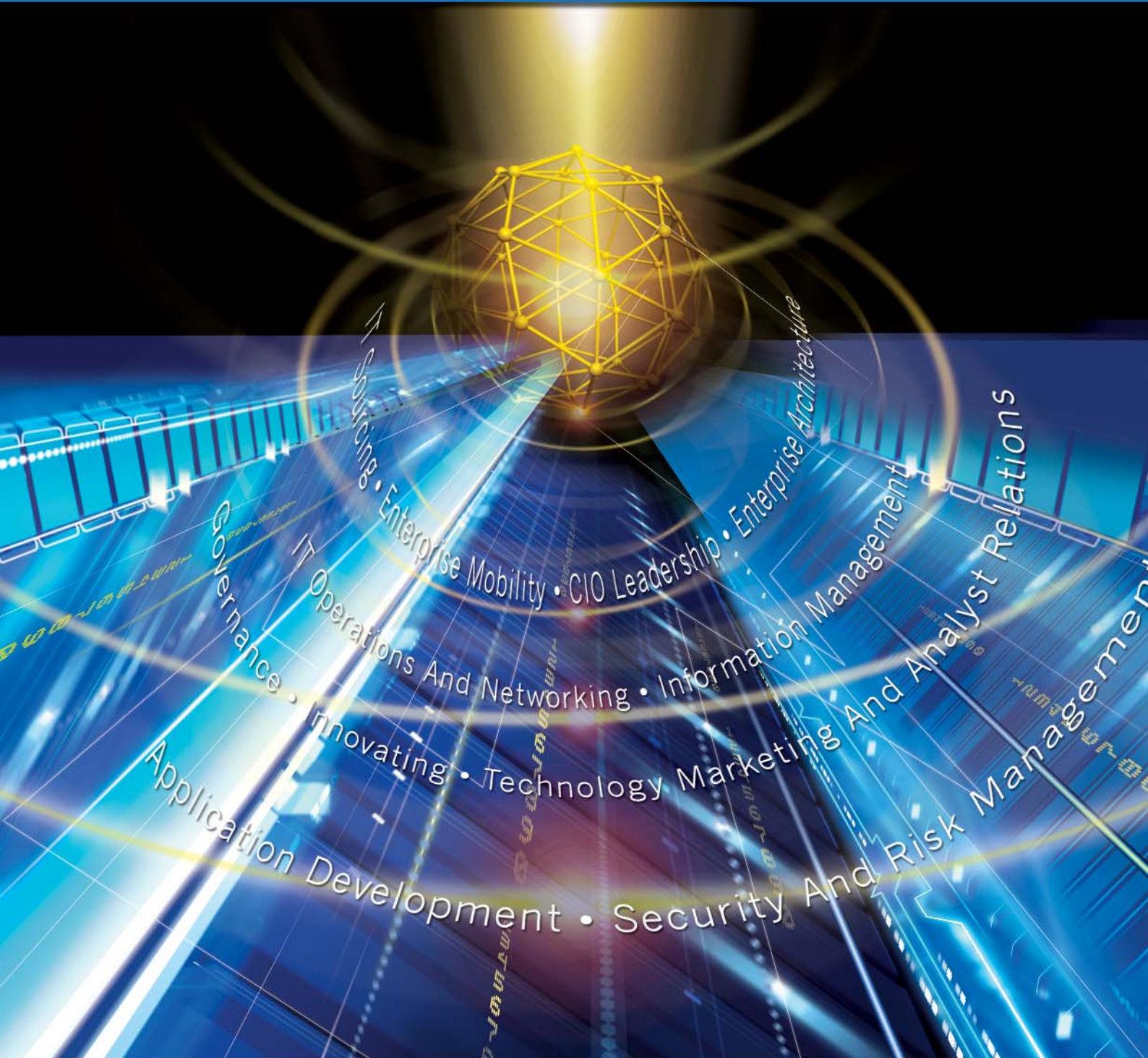


Forrester's IT Forum EMEA 2007

Delivering Business Results Through IT Excellence

11-13 June 2007 • EICC Edinburgh



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FORRESTER®

Forrester's IT Forum EMEA 2007

Delivering Business Results Through IT Excellence

Dear Colleague,

Forrester's CEO, George Colony, recently suggested that IT has become so central to the business that it should be renamed Business Technology (BT). CIOs strive to operate IT as a business, using business metrics to market IT more effectively. But operational excellence alone does not suffice — IT must also steer the strategic technology investments that enable digital business, driving further business innovation. The combination is called IT excellence.

What must the IT, business, and vendor communities do to enable IT excellence? Forrester's IT Forum EMEA 2007 will show you how to achieve IT excellence and build your digital business with the innovative technologies, architecture, and IT practices that drive innovation and, ultimately, top-line growth.

Forrester's IT Forum EMEA 2007 is more than an industry conference; it's a critical investment in you and your organization's future. If you are an IT professional or business executive charged with choosing and implementing technologies to gain and maintain a competitive advantage, you must attend Forrester's IT Forum EMEA 2007. At this Event, Forrester analysts and leading industry speakers will share their views on the evolving IT organization and its future within the context of the following:

- CIO/IT leadership
- Application development
- IT operations and networking
- Technology marketing and analyst relations
- Enterprise architecture
- ITC sourcing
- Information management
- Security and risk management

Through a combination of analyst presentations, in-depth case studies, executive exchanges, analyst one-on-ones, and peer networking, attendees will acquire the tools, knowledge, and best practices to make the right technology decisions today.

See you in Edinburgh!



David Metcalfe
Senior VP, Forrester Research

Who Should Attend:

- CEOs, CIOs, CTOs, CFOs, CMOs, CSOs, and presidents — IT and business leadership
- Enterprise architecture (EA) and application development professionals
- Information management and business process professionals
- Customer experience and design professionals
- IT, network, and systems operations and engineering professionals
- Enterprise applications and business operations professionals
- IT sourcing and procurement professionals
- Security and risk management professionals
- Analysts, consultants, and other influencers

Benefits Of Attending:

- One-on-one meetings with more than 45 Forrester analysts
- Compelling keynote addresses from today's leading executives and IT leaders
- More than 100 relevant breakout sessions with analysts
- In-depth roundtable discussions
- Peer-networking sessions with more than 700 attendees
- Best practices and timely case studies from senior IT executives
- Technology solutions from leading technology vendors

Powerful Content.
Exceptional Industry Speakers.

Keynote Speakers



Green IT — Making IT Environmentally Sustainable

David Metcalfe
Forum Moderator
Forrester Research

Panel with Forrester analysts, CIOs, and environmental experts

Environmental issues offer threats and opportunities for the IT organization and the IT industry. This panel will help industry stakeholders and end user firms learn about these issues in order to start debating and addressing the topic within their own companies.



Setting The Stage: IT To BT — Attaining The Next Level

George F. Colony
Chairman and Chief Executive Officer
Forrester Research

George F. Colony will set the stage for this Event by elaborating on his view on IT transforming to BT.



IT Excellence Demands Strategic Links And Business-Focused Metrics

Bobby Cameron
Vice President and Principal
Forrester Research

- What defines IT leadership excellence?
- What is the current state of IT excellence — where are firms successful and where are they challenged?
- How can IT execs change their approach to technology and management to achieve IT excellence?



Colin Maclean Boyd
CIO
Sony Ericsson Mobile Communications

Colin Maclean Boyd joined Sony Europe in 1994 as General Manager European IS Operations and Services with responsibility for Sony Europe's production IS applications and IT infrastructure. He also worked on the rollout of an integrated SAP system across Sony Europe. Sony and Ericsson created the Sony Ericsson Mobile Communications (SEMC) joint venture in late 2001 to focus on the mobile phone marketplace, and in early 2002, he transferred across from Sony Europe to become the CIO for SEMC. His primary task has been to create the necessary IS/IT systems and infrastructure to support the new company and to help achieve its primary goal of profitability.



Klaus-Hardy Mühleck
CIO & Executive VP
Volkswagen

Klaus-Hardy Mühleck is the Chief Information Officer and Executive Vice-President at Volkswagen AG. In this role, he sits on the executive board and has responsibility for defining business processes throughout the company. Prior to joining Volkswagen, Klaus-Hardy held CIO positions at Audi AG and Daimler-Chrysler, as well as senior IT roles at Mercedes-Benz and Siemens.



Robin Dargue
CIO & Business Process Director
Diageo

Robin joined UDV in 1998 as IS Director Europe & Asia Pacific. Following the merger of Guinness and UDV in 2000, he became Global Business Services Director. In 2002, he took up the position of Diageo Business Process Director, and moved to his current role in June 2003 as both the CIO and Business Process Director.



Paul White
Director
Graham Technology

Paul is the customer experience champion at Graham Technology. An engineer before he was a marketer, he has improved CRM and enterprise architectures for some of the most successful organizations in the world. At GT, he is responsible for the global marketing strategy and works directly with clients who aspire to more dramatic customer service and sales operations.



Jeanine Cotter
Vice President, IT Strategy & Architecture Services
IBM Global Technology Services

Jeanine Cotter's current responsibilities include defining and deploying a set of service products that focus on the innovative management, organization, technical architecture, and governance of IT, while leading end-to-end business and technology integration to maximize the value of IT.

Forrester's IT Forum EMEA 2007

Event Agenda

11–13 June 2007 • EICC Edinburgh

*Event schedule is accurate as of the date of this publication.
View the full agenda with speakers at: www.forrester.com/itfemea2007

Monday, 11 June 2007

08:30–09:30	Registration And Breakfast
09:30–09:50	Welcome And Setting The Stage David Metcalfe, SVP, Research, Forrester Research
09:50–10:10	Keynote Presentation George F. Colony, CEO, Forrester Research
10:10–10:45	Keynote Presentation Robin Dargue, CIO & Business Process Director, Diageo
10:45–11:10	Networking Break In The Technology Showcase
11:10–11:55	Track Sessions
12:05–12:50	Track Sessions
12:50–13:50	Peer Networking Lunch
13:50–14:30	Keynote Presentation Bobby Cameron, Principal Analyst, Forrester Research
14:30–15:10	Keynote Presentation Jeanine Cotter, Vice President, IT Strategy & Architecture Services, IBM Global Technology Services
15:20–15:50	Guest Executive Forums
15:50–16:20	Networking Break In The Technology Showcase
16:20–17:05	Track Sessions
17:15–18:05	Track Sessions
18:05–19:15	Drinks Reception In The Technology Showcase

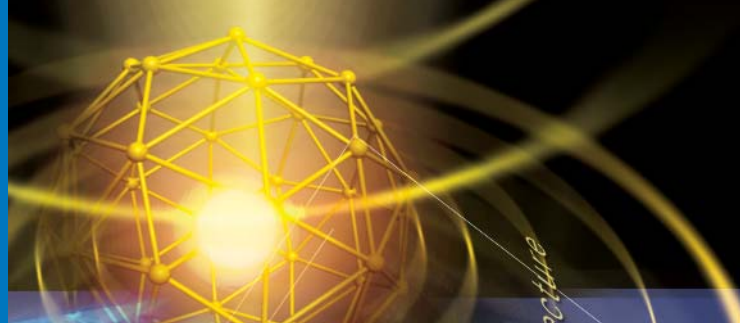
Tuesday, 12 June 2007

08:00–09:00	Breakfast
09:00–09:05	Morning Announcement David Metcalfe, SVP, Research, Forrester Research
09:05–09:40	Keynote Presentation Klaus-Hardy Mühleck, CIO & Executive VP, Volkswagen
09:50–10:35	Track Sessions
10:35–11:05	Networking Break In The Technology Showcase
11:05–11:50	Track Sessions
12:00–12:30	Guest Executive Forum
12:30–13:40	Peer Networking Lunch
13:40–14:20	Keynote Presentation: CIO Panel — IT Ecosystems Colin Maclean Boyd, CIO, Sony Ericson Mobile Communications; David Metcalfe, SVP, Research, Forrester Research
14:20–15:00	Keynote Presentation Paul White, Director, Graham Technology
15:00–15:30	Networking Break In The Technology Showcase
15:30–16:15	Track Sessions
16:25–17:10	Track Sessions
19:45–23:00	IT Forum Evening Event

Wednesday, 13 June 2007

08:00–09:00	Breakfast
09:00–09:05	Morning Announcement David Metcalfe, SVP, Research, Forrester Research
09:05–09:45	Keynote Presentation: CIO Panel — Green IT — Making IT Environmentally Sustainable Panel with Forrester analysts, CIOs and environmental experts
09:55–10:40	Track Sessions
10:40–11:00	Networking Break In The Technology Showcase
11:10–11:55	Track Sessions
12:05–12:50	Track Sessions
12:50–14:00	Peer Networking Lunch
14:00–14:45	Track Sessions
14:55–15:40	Track Sessions

Event Track Descriptions



CIO/IT Leadership Track

Track A: Transforming IT Management – New technologies, the end of the digestion period, and other factors require a significant change in how IT leaders manage IT. CIOs will need new models for interactions with clients, partners, and their own organizations. This will require dramatic changes in structure, processes, metrics, and external partners. Topics will include:

- Implementing the process-based organization.
- CIOs' first 90 days.
- Managing global IT.
- Fusing business and IT.
- Managing communications.
- Metrics for transformation.

SAMPLE SESSIONS:

Developing Your IT Strategic Plan

Alex Cullen

We will discuss and give examples of different types of strategic plans for different firm contexts, the steps to developing a strategic plan, and overcoming the "business doesn't have a strategy" challenge.

Key Takeaways:

- How to deal with the absence of a business plan.
- Who needs to be involved in strategic planning?
- How to select the type of plan based on business context.

How Do CEOs View IT?

Laurie M. Orlov

We present the results from Forrester's first survey of CEOs and their perceptions of IT performance, IT's role in innovation, process improvement, and asset management.

Key Takeaways:

- Identifying what is important to CEOs in evaluating CIOs.
- Guidance for CIOs on how they should prioritize their time.

Executive Exchange: Managing Global IT Organizations

Marc Cecere

Organizations that span multiple regions of the globe need different structures and processes — and a different style of management. These requirements are driven by diverse locations, cultures, regulations, and time zones.

Key Takeaways:

- The structures and roles of corporate functions.
- Which functions, such as architecture, planning, and vendor management, should be facilitated?
- Which functions should provide top-down control?

Enterprise Architects Track

Track B: Transforming, Enabling, And Innovating Through Enterprise Architecture

– To be effective, enterprise architects must be able to articulate business strategy better than their business executives, govern IT implementations to ensure that the enterprise is headed toward strategic goals, and promote technology-driven innovation — usually with limited resources and little direct authority. But when architects are suitably prepared and use the right approach, they are in a unique position within IT to provide strategic business value. In this track, Forrester will provide best practices, case studies, and technology trends to enable enterprise architects and CIOs to lead their organizations to their future state.

SAMPLE SESSIONS:

SOA Experiences In Real-World Projects

Jost Hoppermann

IT organizations and in particular individual projects need to understand and deploy SOA while preparing to deliver business functionality. But some of these projects struggle with a number of issues, which this session will address.

Key Takeaways:

- What are the key challenges of moving toward SOA within a project?
- Real-life examples will help identify key challenges, obstacles, and the issues of service-oriented projects.
- What workarounds exist?

Best Practices For Starting Or Renewing An EA Program

Jost Hoppermann & Diego Io Giudice

Organizations taking on enterprise architecture for the first time or renewing a stalled effort face a difficult set of decisions: What is the proper scope for the EA program? Who should be involved? What skills should an architect have? What are the first things EA should tackle? This session will present best practices to embrace and common mistakes to avoid in order to help EA programs provide value as soon as possible.

Topics that will be covered include:

- Scoping EA for optimal impact
- Key challenges to expect and how to deal with them
- Communicating the value of EA programs

BPM, SOA, And Dynamic Applications

Ken Vollmer

This session will focus on how developments in the areas of BPM and SOA technology are supporting a new development paradigm. We will review case studies from organizations that have started implementing dynamic applications and analyze them from the perspective of the impact on IT and the business. We will also provide best practices for implementation and other recommendations.

Key Takeaways:

- The key architecture building blocks of banking platforms
- The status of SOA in key banking platforms
- The architectural differences between these banking platforms

Application Development Professionals Track

Track C: Application Development Between A Rock And A Hard Place: Balancing Speed And Discipline

– Application development organizations have always struggled to achieve two goals that are seemingly in conflict: speed and discipline. This tension manifests itself in every aspect of application development, including process definition (how many approvals should be required before a change can be deployed?), modeling (how detailed does the design need to be before coding can begin?), and testing (does developer testing slow down or speed up the development effort?). The appropriate balance to strike depends on the nature of the firm's business. But the prioritization of these two goals can also change over time, often as shops lean too heavily in one direction and then find they must shift in the other. The sessions in this track will examine the decisions that application development organizations make in the context of this tension.

Event Track Descriptions (cont.)

SAMPLE SESSIONS:

How To Choose Between .NET, Java, And Dynamic Languages

John R. Rymer

Many enterprise architects and application development professionals find themselves in the position of making difficult choices between Java, .NET, and other development platforms for future development.

This session will cover how:

- Enterprises choose between Java, .NET, and dynamic languages for new applications and legacy migrations.
- Development platform selection is a highly strategic activity.
- Developer productivity is the most frequently used — and overweighted — evaluation criteria.

Executive Exchange: Process Modeling And Software Modeling: Cousins, Neighbors, Or Strangers?

Mike Gilpin & Jeffrey Hammond

This session will generate a wide-ranging discussion of real-world experiences and practices for modeling — from design modeling in software development to process modeling in BPM and integration and everything in between.

The New Programming Model For Digital Business

Randy Heffner & Jeffrey Hammond

This session will lay out the core elements of the new programming model and show how it fosters applications that not only change with your business, but also go beyond that to establish a closed-loop feedback system for continuous deep business optimization.

We will cover how:

- The design of your business (especially business processes) is at the center of the new programming model.
- The key enablers of the new model are business metadata, SOA, BPM, and operational (real-time) BI.
- The new model extends to include multiple interaction channels and unified communications.

ITC Sourcing And Vendor Management Professionals Track

Track D: Source This! Cracking The Value Code Of IT Sourcing

– External service providers are an increasingly integral part of internal service delivery and a company's ability to innovate. IT management and, more specifically, the new sourcing executive must learn how to navigate, manage, and exploit the capabilities of the dynamic and diverse IT services landscape in order to achieve the maximum benefit. From software-as-a-service (SaaS) to offshore outsourcing and full IT outsourcing, we will explore the boundaries of services sourcing and help clients exploit its potential.

SAMPLE SESSIONS:

Implementing Green ICT Sourcing

Euan Davis

Recent publicity on climate change means that you, the IT sourcing executive, face growing pressure from your board of directors to demonstrate your firm's commitment to the green agenda and carbon neutrality. The cause is commendable, but you are worried about what the true costs of going green actually mean. However, sourcing ICT in a more sustainable fashion should be seen as an opportunity to creatively cut costs without necessarily degrading the products or services on offer.

Key Takeaways:

- Understanding the financial impact of going green.
- How leading organizations feature green IT strategies.
- How sourcing executives should measure the true ROI from going green.

How To Apply Basic Business Metrics To IT Services

Lutz Peichert & Ruediger Krojnewski

While the efficiency of IT services is often evaluated by assessing technical effort in relation to technical outputs, there is still a gap in translating that information into business-relevant metrics. Introducing a system that starts with business consumables, their qualities, and complexities and maps them to IT efforts will allow business managers to measure and control those efforts.

Key Takeaways:

- Find the right level of business processes. The process must be measurable in terms of business transactions, but must also be abstract enough to remain reasonably stable over time, as in the context of external comparisons.
- Describe complexity and qualities. While IT typically approaches this as elements like uptime and average response time, this methodology requires defined business complexities. The complexities and qualities drive the requirements for an IT solution, but they are primarily relevant and understandable to the business.

Strategic Sourcing: How IT Sourcing Depends On IT Governance And Organization

Richard Peynot

Companies need a systematic approach to outsourcing. Selecting the right model for the enterprise requires confronting and integrating fundamental parameters: the IT organization's style (centralized, decentralized, or federated); the IT archetype of the company (utility delivery, trusted internal supplier, or strategic partner); and the IT context (IT spending context, IT maturity level, and IT resource management). This session will provide guidelines on integrating these factors and constructing an efficient outsourcing strategy. It will also describe case studies.

Key Takeaways:

- Six basic sourcing models.
- The influence of the IT organization.
- The influence of the IT archetype.
- The influence of the IT spending context and the economics of IT.
- The influence of IR resource management.
- The influence of geography.
- Scenarios: what works and what doesn't work.
- Case studies.

IT Operations And Networking Professionals Track

Track E: The Next-Generation Data Center — People, Processes, And Technology

– Despite advances in enterprise communications, networking, servers, and storage, IT professionals are still faced with rising labor and environmental costs, increasing complexity, widespread inefficiencies, and more (not fewer) silos of technology — all while the business heaps new demands on resources that are already stretched too thin. There are technologies and best practices that can address these issues, but in today's world of stagnant if not slow-growing IT budgets, it's not enough to identify the right technology — one must create compelling businesses cases and define meaningful IT metrics that will convince business owners to fund new technology deployments and support process and organizational changes. Forrester will help IT professionals prioritize and justify new investments in people, processes, and technology that will transform the data center and the IT organization from reactive entities to proactive contributors to business goals.

SAMPLE SESSIONS:

Vendor Alternatives In The IT Management Software Market

Thomas Mendel

This session will define the IT management software market in Europe and its 12 segments. It will discuss the major technology and buying trends and name the major vendors in each segment. As well as the leading international companies, there are also many Europe-based vendors that provide key technologies for IT management. The session will also discuss how this market will develop in the future and how software vendors should adapt to these developments.

Key Takeaways:

- Gain insight into the latest developments in this market.
- Understand who are the leading vendors in each segment with a European focus.
- Understand how to plan to be successful in IT management software in the long term.

The Goal Tree Approach To Measurement And Management

Peter O'Neill & Wolfgang Benkel

A goal tree is a hierarchical framework that is used in nuclear engineering to describe complex systems. It is based on the simple logic that dictates that the effective completion of an objective requires the cooperation of multiple components. The methodology, adapted by Forrester, is used to determine the logical path, means, and processes through which an IT service is built and delivered. Through this view of all the meaningful functions used to create and deliver an IT service successfully, we can also define meaningful metrics to propose a holistic IT dashboard organized by IT services. By setting the goals and objectives to corporate standards, we can effectively measure the impact of IT governance and process improvement on IT services.

Key Takeaways:

- Understand how key metrics and key success factors have to be defined from the top down.
- Understand that the means to reach an objective have to be considered holistically, not at the component level.
- Consider how IT organization groups should be evaluated along with their impact on other groups.

Are You Ready For A Disaster? Best Practices And Trends In Business Continuity And Recovery

Stephanie Balaouras

In May 2006, Forrester surveyed 1,017 IT decision-makers at North American and European enterprises and 56% pointed to purchasing or upgrading disaster recovery capabilities as either a critical or important priority over the next 12 months. This session will cover the basic phases of business continuity planning, essential plan elements, and the most critical technologies in high availability, data center continuity, and workforce continuity.

Key Takeaways:

- Learn why BC planning and investment are more important today than they have ever been.
- Learn strategies and downtime calculations to help justify investments to senior executives.
- Discuss best practices for data center continuity, including site selection, site separation, technology selection, and service provider selection.
- Discuss best practices for workforce continuity, including site provision, mobile recovery units, and remote access procedures.

Information Management And Business Processes Professionals Track

Track F: Aligning People, Information, And Processes –

Information powers business operations, and business processes drive the achievement of enterprise objectives and strategies. But today's enterprises struggle to manage both their information and business processes, leading to information worker frustration, poor business process execution, increased risk, and inconsistent and undifferentiated customer experiences. In the Aligning People, Information, And Processes track, Forrester will provide: emerging best practices; tips on how to use collaboration, eLearning, human capital management, CRM, ECM, master data management, and BPM technologies; and insight into new ways information and knowledge management professionals and business process professionals can better manage their information and marry it to the people and business processes that need it.

SAMPLE SESSIONS:

Executive Exchange: How To Develop An Enterprise Collaboration Strategy

Connie Moore

This is based on the 10-step collaboration strategy work plan report published in 2005. It will consist of a panel session with up to three panelists from select organizations.

Key Takeaways:

- What enterprises have done to overcome issues and move their enterprise collaboration strategies forward.
- How enterprises structure their collaboration strategy documents.
- What it takes to implement a collaboration strategy throughout an enterprise.

Converting Knowledge To Performance

Matthew Brown

Understanding the relationship between knowledge technology investments and individual, team, or corporate performance is one of the most vexing challenges facing information management professionals today as they make purchasing decisions around collaboration platforms and information access technologies. This session will evaluate the techniques companies use to justify these investments and measure their effectiveness over time.

This session will help attendees understand:

- The relationship between knowledge technologies and individual, team, and corporate performance.
- How to evaluate techniques used to justify investments in these technologies.
- How to measure the effectiveness of technologies over time.

The Future Of Enterprise Applications

Duncan Jones & Paul Hamermann

We look at how SOA, BPM, SaaS, and offshore interest is affecting the enterprise application market. How should you prepare? What skills do you need on board?

This session will discuss:

- The impact these trends have on ERP, CRM, and other enterprise application market segments.
- What business process and applications professionals can do to prepare.
- What skills enterprises need on board to embrace these trends and evolve with the market.

Security And Risk Management Professionals Track

Track G: Transforming Security From Boat Anchor To Business Enabler – We all want security to become a sail that helps propel the business forward. We'll explore the metrics, marketing programs, executive support, skills, policies, and tools that every security professional needs to make this happen.

SAMPLE SESSIONS:

Defining Business-Centric Security Metrics Khalid Kark

Many CISOs are overwhelmed by the amount of data being generated from their security environment and are having difficulty trying to make sense of it all. On the other hand, as security becomes more visible in the organization, CISOs are increasingly under pressure to prove the value of security's past, present, and future investments to the senior executives within their organizations. CISOs are turning to security metrics to help them get a better understanding of their security posture and to justify their security spending.

This presentation will:

- Recommend an approach to identifying and developing "business-centric metrics" that can help CISOs communicate the value of security to your organization to gain visibility, influence, and budgets.
- Outline a framework that CISOs could use to measure the effectiveness of their security program, identify gaps, and prioritize initiatives.
- Identify a set of best practices for measuring and reporting information security activities and initiatives based on the experience of companies that have gone through this process.

Corporate Social Responsibility: Are You Prepared For Green IT?

Michael Rasmussen

Corporate social responsibility incorporates environmental, social, and economic dimensions that provide leadership and differentiation opportunities for savvy organizations. The trend in socially responsible behavior is impacting IT organizations as well as vendors and service providers, and is leading to green IT. Organizations need to adequately plan, govern, and anticipate CSR's impact on IT to take advantage of opportunities without exposing themselves to risk and liability.

This session will address the following questions:

- What is CSR and how does it impact IT?
- What are leading organizations doing about green IT?
- How does CSR factor into my vendor and service provider relationships?

Going . . . Gone! What IT Security Vendor Consolidation Means For IT

Thomas Raschke

The security market is maturing rapidly. A palpable sign of this maturity is the rapid pace of consolidation in the industry. But what does it mean if trusted security technology suppliers unexpectedly disappear or get swallowed by the Wal-Marts of the IT industry? Often, your entire company is suddenly at risk — as might be your whole security strategy, including budgets. This presentation not only explores merger and acquisition dynamics, but also outlines game plans for how to thrive in this new market reality.

Key Takeaways:

- Which acquisitions have impacted the security market the most?
- What can you do to protect your organization against nasty surprises resulting from vendor consolidation?
- The future: What and who is next — and why should you care?

Strategy And Marketing For Technology Providers Track

Track H: Positioning Your Firm In The New Technology Ecosystem – Success in today's technology markets for IT and telecom suppliers demands a strategy that aligns all stakeholders with the realities of the new technology ecosystem. Achieving this requires comprehensive market intelligence and promotional mechanisms tied to customer needs. The Technology Provider track will explore the success factors for key decision-makers in strategy, technology marketing, market research, and industry analyst relations roles. Headline themes for the track are:

- Marketing within the technology industry ecosystem.
- Stakeholder centricity means competitive advantage.
- Best practices in market and competitive intelligence.
- Productivity and effectiveness in industry analyst relations.

SAMPLE SESSIONS:

Achieving Market Success With Industry Offerings Eric G. Brown

Vendors of all stripes are striving to make their offerings more relevant to clients' business problems and success — and are increasingly crafting their go-to-market strategies around specific industry sectors like financial services, retail, and healthcare. Does this work? We'll look at examples of how hardware, software, and services vendors have fared and extract valuable lessons.

Key Takeaways:

- What is the value of segmenting markets by industry?
- How have large, horizontal technology vendors rebranded their offerings for vertical markets?
- What is the impact on channels, packaging, and product development?

EMEA Software Spending Plans For 2007

Kevin Lucas

Forrester surveyed software decision-makers in European enterprises and SMBs and assessed their spending plans for 2007. We will provide an overview of these plans and some comparisons with equivalent findings in the US when Europe's plans differ.

Key Takeaways:

- Europe's software budgets for 2007 and a comparison with its equivalent plans for 2006.
- Insights into 2007 budgets as they affect enterprise applications, supporting server platforms, infrastructure platforms, SaaS, SOA, and software-related outsourcing.

What Does Industry Analyst Relations Mean To Technology Marketing?

Kevin Lucas

Industry analyst relations (AR) is often confused with press and publication relations, yet it deals with a very different and much more influential community. In this introduction to AR from a technology marketing perspective, we will outline what AR is, how it differs from PR, what AR aims to achieve, the range of metrics employed to track it, the processes it uses to deliver on its objectives, and the participants who make it all happen.

Key Takeaways:

- An objective/KPI/process approach to AR.
- The range of objectives, KPIs, and processes in use today and how these relate to technology marketing.
- Typical participants.

Participating Forrester Analysts & Coverage Areas



Stephanie Balaouras: IT Infrastructure & Operations



Wolfgang Benkel: Principal Consultant in Forrester's IT User Practice in Europe. He has built extensive experience in advising clients on outsourcing contracts, with a specific focus infrastructure and infrastructure related services. He has extensive experience in outsourcing strategy, service definition and pricing, RfP design and review, vendor selection support, service transfer, contract negotiation support, contract and service review. Wolfgang has been involved in building and deploying price benchmarks within an outsourcing context in multi-million Euro outsourcing contracts.



Eric Brown: HIPAA, Health Plans, Healthcare & Life Sciences, Hospitals, Market Research, Pharmaceuticals, Strategy, Technology Marketing, ePrescribing



Matthew Brown: Content & Collaboration, Enterprise Search Platforms, Knowledge Management, Portals, Taxonomy & Classification



Bobby Cameron: Architecture & Technology Strategy, IT & Business Alignment, IT Governance, IT Measurements & Metrics, IT Strategic Planning, IT Strategy, Planning, Governance & Reporting, Management & Organization, Serving The Business, Strategy, Value Management



Marc Cecere: Architecture & Technology Strategy, Chief Information Officer, Cost Control, IT Management, IT Organization, IT Strategic Planning, IT Strategy, Planning, Governance & Reporting, Insurance, Management & Organization, Organizational Design & Change Management



Alex Cullen: Enterprise Architecture



Euan Davis: Business Process Outsourcing, Hosting & Managed Services, IT Services, Outsourcing



Boris Evelson: Business Intelligence



Mike Gilpin: Application Infrastructure Technologies, Architecture & Technology Strategy, Enterprise Architecture, Integration, Java, Message-Oriented Middleware, Microsoft .NET, Service-Oriented Architecture, Software Infrastructure, Web Services



Paul Hamerman: Accounts Payable & Receivable Applications, Budgeting & Forecasting Applications, Business Performance Management, Enterprise Applications, Enterprise Resource Planning Applications, Expense Management, Financial Management, Financial Management Applications, Human Capital Management, Human Capital Management Applications, Manager & Employee Self-Service, Payroll, Recruitment, Sarbanes-Oxley Act Of 2002, Time & Attendance Applications



Jeffrey Hammond: Integrated Development Environments (IDEs), Design tools and Software, Modeling, Rich Internet Application Development Tools, Programming Languages (Shared) Web 2.0, From A Developers Perspective



Randy Heffner: Enterprise Architecture, Security & Risk Management



Jost Hoppermann: Application Architecture, Application Planning & Strategy, Architecture & Technology Strategy, Banking Platforms, Enterprise Architecture, Financial Services, Financial Services Technologies, Multichannel Architecture, Retail Banking



Paul Jackson: Broadband & Remote Access, Client Computing Hardware, Devices & Access, Europe, Gaming, Internet Access Service Providers, Marketing & Advertising, Mobile Services, eBusiness, Channel & Product Management



Duncan Jones: Software Pricing & Licensing, Software Selection Processes, Enterprise Resource Planning, Financial Applications, Negotiation Strategy, IT Vendors' Accounting issues



Khalid Kark: Compliance Management, Enterprise Risk Management, IT Strategy, Planning, Governance & Reporting, Security Policies, Security Staffing, Security Standards, Regulations & Legislation



Norbert Kriebel: Technology Marketing



Rudiger Krojnewski: IT Infrastructure And Operation With Emphasis On Disaster Recovery And Business Continuity, Operational Processes, Virtualization And Storage



Diego Lo Giudice: Enterprise Project/Change Management, Enterprise Architecture & SOA, Application & Model Driven Development, Open Source, IT Strategies, IT Qualitative Benchmarks & Assessments, Business Alignment & Sourcing



Kevin Lucas: Strategy



Pascal Matzke: Contract Negotiations, IT Consulting, IT Services, Offshore Services, Technology Marketing, Technology Services



Kyle McNabb: Content & Collaboration, Document Imaging, eForms & Information Capture, Document Management, Enterprise Content Management, Web Content Management



Thomas Mendel: Business Service Management, CMDB, Computing Systems, IT Process Automation, Infrastructure Management, Market Research, Network Management, Networking, Service-Level Management, Strategy, Technology Marketing

Participating Forrester Analysts & Coverage Areas (cont.)



Chris Mines: Technology Marketing



Connie Moore: Business Process & Applications, Business Process Management, Content & Collaboration, Document Management, Enterprise Content Management, Web Content Management, Workflow



Bill Nagel: Security & Risk Management, Identity Management



Peter O'Neill: Business Service Management, Computing Systems, IT Process Automation, ITIL, Infrastructure Management, Strategy, Systems Management, Technology Marketing



Laurie M. Orlov: Architecture & Technology Strategy, Enterprise Architecture, Enterprise Risk Management, IT Governance, IT Management, IT Measurements & Metrics, IT Strategic Planning, IT Strategy, Planning, Governance & Reporting, Management & Organization, Security Policies



Andrew Parker: Application Outsourcing, Business Process Outsourcing, Europe, IT Consulting, IT Services, Infrastructure & Technology, Infrastructure Outsourcing, Infrastructure Services, Offshore Services, Outsourcing, Systems Integration, Systems Integrators, Technology Services



Lutz Peichert: IT Value Management, IT Portfolio Management, Governance & Organizational Issues, IT Operations



Richard Peynot: Contract Negotiations, Europe, IT Consulting, IT Services, Systems Integration, Systems Integrators, Technology Services



Henry Peyret: Application Architecture, Application Planning & Strategy, Architecture & Technology Strategy, Banking Platforms, Enterprise Architecture, Financial Services, Financial Services Technologies, Multichannel Architecture, Retail Banking



John R. Rymer: Application Infrastructure Technologies, Application Server Platforms, Business Rules, CORBA, Enterprise Architecture, Integrated Development Environments, Java, Open Source Strategy, Outsourcing, Software Infrastructure



Thomas Raschke: Antivirus, Biometrics, Computing Systems, Content Security, Enterprise Firewalls, Identity Management, Intrusion Management, LAN/WAN Performance Optimization, Mobile Security, Security Appliances, Smart Cards



Michael Rasmussen: Security & Risk Management



Paul Roehrig: IT Sourcing & Service Management Including Strategy Formation And ROI, Vendor Selection, Deal Implementation, Transformation, Risk Management & Governance



Phil Sayer: Computer Telephony Integration & Interactive Voice Response, European Telecommunications Services, Global Telecommunications Services, IP PBX, Telecommunications Services



Rolf Schonhowd: Tech Industry & Strategy



Carey Schwaber: Application Development, Application Development Methodologies, Application Development Processes & Tools, Requirements Definition & Management, Software Change & Configuration Management, Testing & Test Management



Craig Symons: Balanced Scorecard, Business Value Of IT, CIO Leadership, Compensation, Human Capital Management, IT As A Business, IT Governance, IT Management, IT Organization, IT Strategy, Planning, Governance & Reporting, Management & Organization, Methodology, Organizational Design & Change Management, Recruiting, Development & Retention



Sonoko Takahashi: Technology Industry Strategy EMEA, IT Outsourcing Trends, IT Services Spending Trends, IT/Telecom Outsourcing Trends



Ken Vollmer: Business Process & Applications, Enterprise Architecture, Information & Knowledge Management



R "Ray" Wang: Business Process & Applications, Information & Knowledge Management, Strategy, Technology Marketing



Robert Whiteley: Security & Risk Management



Simon Yates: Application Management, Client Computing Hardware, Client Operating Systems & Software, Computer Displays, Computing Systems, Enterprise Laptops, Enterprise Mobile Devices, Mobile Operating Systems, PC Support, Server-Based Computing



Noel Yuhanna: Information & Knowledge Management, Security & Risk Management

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Olivier Maurel, CIO, ILOG

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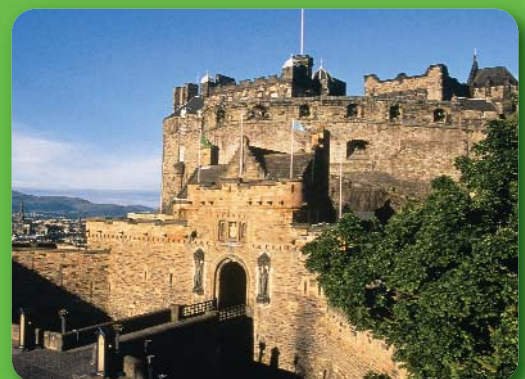
Peter Taylor, Information Security Manager,
Bradford & Bingley

Special Evening Networking Event

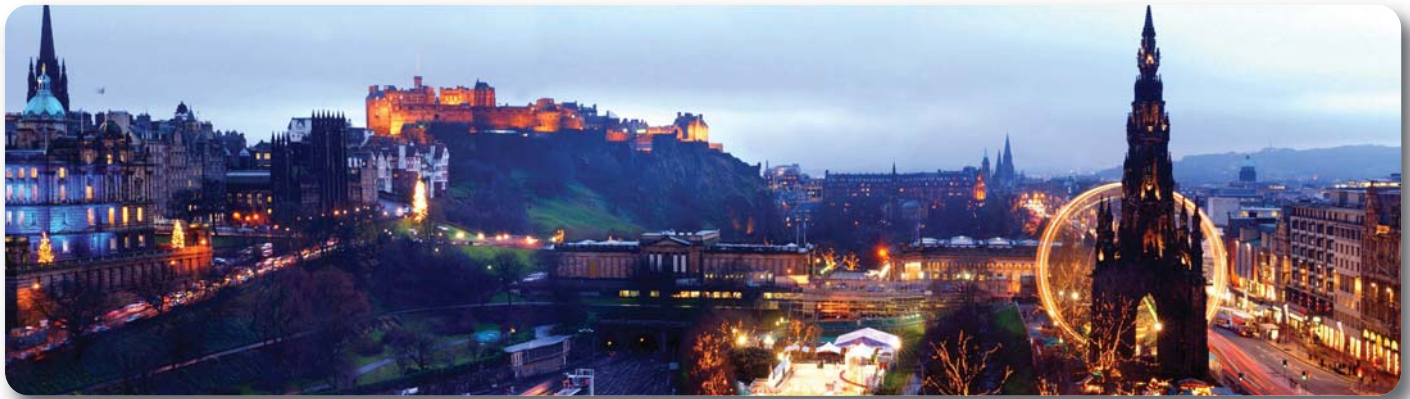
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Venue Information



EICC

The Exchange
Edinburgh EH3 8EE
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Fax: +44 (0) 131 300 3030
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Forrester Research's IT Forum EMEA 2007 is being held in Edinburgh's award-winning international Conference Centre. This is situated in the heart of Edinburgh, one of the world's most vibrant cities famed for its Castle, within walking distance of a range of hotels. The airport is conveniently just 10 km away.

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Finance Forum 2007
25–26 June 2007
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Security Forum 2007
5–6 September 2007
Atlanta, Ga.

**Technology Leadership
Forum 2007**
25–26 September 2007
Carlsbad, Calif.

Consumer Forum 2007
11–12 October 2007
Chicago, Ill.

**Services And Sourcing
Forum 2007**
8–9 November 2007
Orlando, Fla.

**Financial Services
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