
Software as a Service (SaaS) Summit

Contact: Patty Caron, Program Director, pcaron@idc.com

Lead Analysts: Michael Fauscette and Robert P. Mahowald

September 17, 2008 – San Francisco, CA

URL: www.idc.com/saaswest08

The SaaS Summit: *Delivering Business Innovation within the New Paradigm* brings together senior IT and line of business executives to learn about the opportunities and challenges that SaaS brings to the enterprise. Using first hand experiences from industry experts, IDC analysts and end user case studies, attendees will explore emerging trends and best practices around how SaaS can be used to rapidly deploy new applications and drive business innovation. Key topics covered include: Creating High Quality Customized Applications Through SaaS; Understanding SaaS and Cloud Computing; Addressing IT Infrastructure Reliability and Performance; Addressing Business Continuity and Disaster Recovery Concerns in a SaaS Model; Cost of a SaaS Solution vs. On Premise; and Understanding the Risks of SaaS.

Compliance in Information Management Forum

Contact: Elizabeth Cutler, Program Director, ecutler@idc.com

Lead Analyst: Richard Villars

September 17, 2008 – New York, NY

URL: www.idc.com/kahnconsulting/compliance08

September, 2009 – New York, NY

URL: www.idc.com/kahnconsulting/compliance09

The IDC-Kahn Consulting, Inc. Compliance in Information Management Forum: *Best Practices in Data Protection, Records & Information Management, and e-Discovery* brings together IT professionals trying to take control of their corporate messaging environment; compliance officers wrestling with emerging privacy laws; records professionals who need to update their corporate records management programs; lawyers working to prepare their organizations for e-discovery; and business managers trying to harness their information assets to better serve customers. Attendees will hear case studies exploring: the intersection of e-discovery and information management; legal and regulatory compliance developments and issues; records & information best practices; and Incorporating governance, risk, and compliance (GRC) into the process of managing information assets.

Security Summit

Contact: Julie Zadow, Program Director, jzadow@idc.com

Lead Analyst: Christian Christiansen

September 18, 2008 – New York, NY

URL: www.idc.com/securitysummit08

September 25, 2008 – San Francisco, CA

URL: www.idc.com/security-west08

The IDC Security Summit: *Mastering Information Protection and PCI* offers attendees practical advice into developing a holistic, effective security program that becomes a core part of the organizational culture and business routine. The Summit will focus on how organizations can master information protection and the PCI data security standard to build more sustainable information risk management practices. The agenda will address the real challenges of data protection, and feature insight from leading enterprise security practitioners, technology solution providers, and subject matter experts on how to build and maintain a security infrastructure that protects both the customer and the enterprise.

Virtualization Summit

Contact: Pam Levine, Program Director, plevine@idc.com

Lead Analysts: Vernon Turner, Matt Eastwood, and John Humphreys

September 23, 2008 – Chicago, IL

URL: www.idc.com/virtualizationsummit08

The Virtualization Summit is designed to help IT and business executives answer key questions about how to effectively exploit virtualization in all aspects of the organization. The Summit features case studies that provide practical information about how to execute and manage a virtual and dynamic IT infrastructure. Featuring end user speakers, IDC analysts and industry experts, this one day interactive Summit offers actionable advice for managing across virtual and physical environments and creating a unified virtual environment across server, storage, I/O and client environments. Attendees will leave with a greater understanding of the tools and processes being used to manage, control and optimize their IT infrastructure while maximizing their virtualization investment.

Storage Optimization Forum

Contact: Pam Levine, Program Director, plevine@idc.com

Lead Analysts: Rick Villars, David Reinsel and Benjamin Woo

November 6, 2008 – New York, NY

URL: www.idc.com/storageforum08

The IDC Storage Optimization Forum: *Achieving Leaner, Cost-effective, Energy-efficient Storage Performance* is an end-user forum designed to help IT and business executives answer key questions about how to exploit their fast growing information assets effectively. The Forum provides attendees with practical information about how to implement storage and information management that can support large, fast growing data and content repositories. Featuring end user speakers, IDC analysts, and industry experts, this one day interactive Forum offers actionable advice for building secure, scalable, and efficient storage environments that will allow you to capitalize on your growing pools of business information and rich content. The agenda will explore the impacts of emerging technologies such as advanced file/information management services, massive scale out storage platforms, and data security. Key topics including energy efficient storage; storage and virtualization; managing data persistence; and operating long-term, active archives will be addressed.

Unified Information Access and Business Analytics Forum

Contact: Jess Black, Program Director, jrblack@idc.com

Lead Analysts: Sue Feldman, Henry Morris and Dan Vesset

November 12, 2008 – New York, NY

URL: www.idc.com/unifed-information08

The IDC Unified Information Access and Business Analytics Forum offers practical tools and strategies for utilizing information as an asset in your enterprise. Designed for senior IT, line of business, marketing, information, content, and search executives, we will explore how to unify structured and unstructured content and data to optimize customer relationships, streamline operations, mitigate risk, cut costs and increase revenue. Featuring end-user case studies, industry experts and IDC analysts, attendees will learn how to create a universal access point to information and how automation can be used to organize and analyze that information to make effective decisions and realize optimal business value. Comprehensive agenda topics include: text analytics; search and BI; integration; information delivery; compliance and risk mitigation; workforce optimization; productivity; and customer management.

Master Data Management Summit

Contact: Julie Zadow, Program Director, jzadow@idc.com

Lead Analyst: Sandy Rogers

December 2008 – New York, NY

URL: www.idc.com/mdmsummit08

According to IDC, over the next three years, the world's data will increase six-fold annually, yet most organizations are already struggling today with data quality concerns. Data inconsistencies prevent companies from achieving a "single version of the truth" about their customers, products and finances. Furthermore, data inconsistencies can hamper a company's ability to comply with federal regulations such as Sarbanes-Oxley. IDC's Master Data Management Summit: *Profiting from a Better Data Infrastructure* will provide business and IT leaders with the tools, best practices and information they need to successfully implement and maintain a master data management strategy.

Enterprise Community Building Summit

Contact: Patty Caron, Program Director, pcaron@idc.com

Lead Analysts – Danielle Levitas and Mark Levitt

January 2009 – San Francisco, CA

URL: www.idc.com/communitybuilding09

Social networks, communities, ecosystems – whichever term you use – are being accelerated by new participatory (Web 2.0) technologies. They are changing the way people organize themselves and make decisions because they dramatically change the speed of trusted information exchange. This, in turn, is causing businesses to think differently about the technologies, processes, and structures they employ to drive business innovation. The IDC Enterprise Community Building Summit: *Driving Business and Product Development with your workforce, partners and customers through social networking* will focus on the issues, challenges and successes of implementing and managing Enterprise communities.

Virtualization Forum

Contact: Pam Levine, Program Director, plevine@idc.com

Lead Analysts: Vernon Turner, Matt Eastwood, and John Humphreys

February, 2009 – New York, NY

URL: www.idc.com/virtualization-east09

April, 2009 – San Francisco, CA

URL: www.idc.com/virtualization-west09

The Virtualization Forum is designed to help IT and business executives answer key questions about how to effectively exploit virtualization in all aspects of the organization. The Forum features case studies that provide practical information about how to execute and manage a virtual and dynamic IT infrastructure. Featuring end user speakers, IDC analysts and industry experts, this one day interactive Forum offers actionable advice for managing across virtual and physical environments and creating a unified virtual environment across server, storage, I/O and client environments. Attendees will leave with a greater understanding of the tools and processes being used to manage, control and optimize their IT infrastructure while maximizing their virtualization investment.

Cloud Computing and Software as a Service (SaaS) Summit

Contact: Jess Black, Program Director, jblack@idc.com

Lead Analysts: Michael Fauscette, Frank Gens and Robert P. Mahowald

March, 2009 – New York, NY

URL: www.idc.com/saas09

The Cloud Computing and SaaS Summit brings together senior IT and line of business executives to learn about the opportunities and challenges that hardware and software as a service - on-demand infrastructure and software applications - brings to the enterprise. Using first hand experiences from industry experts, IDC analysts and end user case studies, attendees will explore key topics including: Provisioning applications through on-demand infrastructure; Improving utilization through cloud computing; Grid computing and managing your cloud; Leveraging the benefits of SaaS for cloud computing; Creating high quality customized applications through SaaS; Addressing IT infrastructure reliability and performance; Network design for SaaS; and Addressing change management and operational challenges in a SaaS environment.

IT Governance and Risk Management Summit

Contact: Julie Zadow, Program Director, jzadow@idc.com

Lead Analyst: Vivian Tero

March, 2009 – New York, NY

URL: www.idc.com/itgovernance09

The IDC IT Governance and Risk Management Summit: *Delivering Greater Business Value from IT Strategy, Investment and Alignment* is designed for senior IT and business executives seeking practical tools and strategies for identifying risk, addressing governance and leveraging IT portfolio management for measurable business results. Featuring end user case studies, IDC analysts and industry experts, this one day interactive Summit will explore today's best practices for improving business value and performance from investments in IT. Key agenda topics will include: How to identify risk, manage performance and leverage resources for superior IT decision-making; How to leverage the appropriate frameworks for effective IT governance; How to align the IT investment portfolio with the CEO agenda; How to insure that IT and audit speak the same language without slowing business operations; and How to transform portfolio management to align people, processes and tools.

Energy and Utilities Summit

Contact: Jess Black, Program Director, jblack@idc.com

Lead Analyst: Rick Nicholson

April, 2009 – Denver, CO

URL: www.idc.com/energy-utilities09

The Energy Insights and IDC Energy and Utilities Summit brings together senior energy industry technology, customer service, marketing and operations executives to explore the role of intelligent technologies in addressing climate change issues. The agenda will include sessions on energy consumers' perceptions of climate change and the energy company's expected role, how energy companies can measure and reduce their power generation carbon footprints, support for cap and trade programs, renewable energy strategies and green computing.

Sales and Marketing Effectiveness Summit

Contact: Julie Zadow, Program Director, jzadow@idc.com

Lead Analyst: Rich Vancil and Lee Levitt

April, 2009 – New York, NY

URL: www.idc.com/SMESummit09

This interactive Summit delivers the best of IDC marketing measurement and sales enablement research, along with winning best practices presented by executives who are successfully integrating the sales and marketing functions. Our agenda will feature "action at the intersection" – those areas that marketing and sales executives must focus on as a coordinated team. Join us for a full day to learn about the latest innovations, practices and technologies driving sales and marketing success.

Unified Communications Summit

Contact: Pam Levine, Program Director, plevine@idc.com

Lead Analysts: Lee Doyle, Nora Freedman, Abner Germanow, and Mark Levitt

May, 2009 – New York, NY

URL: www.idc.com/ucsummit09

The Unified Communications Summit will provide IT and business executives with a greater understanding of what unified communications (UC) is and help to build a business case for adopting UC. The summit features case studies and best practices on voice over IP (VOIP) and how unified messaging implementation and adoption will impact IT professionals, internal end-users, data and voice networks; data centers, customer contact centers and customer service. Sponsor partners, along with IDC analysts and end user speakers, will provide a vision of Unified Communications that makes clear the operational opportunities and challenges being faced in the marketplace. Attendees will leave with a greater understanding of the tools and processes being used to help prevent implementation disaster, while having a positive impact on the bottom line.

Cloud Computing Forum

Contact: Jess Black, Program Director, jrblack@idc.com

Lead Analysts: Frank Gens

May 2009 – San Francisco, CA

URL: www.idc.com/cloudcomputing09

The IDC Cloud Computing Forum brings together senior IT executives to learn about the opportunities and challenges that hardware as a service - on-demand infrastructure - brings to the enterprise. Attendees will learn how cloud computing increases your capacity and extends IT's capabilities with minimal cost and significant flexibility and speed. Using first hand experiences from industry experts, IDC analysts and end user case studies, attendees will explore key topics including: Cloud storage and utility computing; Leveraging the benefits of SaaS, PaaS (Platform as a Service) and web services; Grid computing and managing your cloud; How custom applications fit into the cloud; and Meeting scalability and user demands with cloud computing.

Enterprise Output Management Summit

Contact: Patty Caron, Program Director, pcaron@idc.com

Lead Analyst: Angele Boyd

June, 2009 – New York, NY

URL: www.idc.com/outputmanagement09

Enterprise organizations are under pressure to reduce expenses, maintenance fees, and waste on a day to day basis. Many of these companies invested in multiple output devices over the years such as printers, fax machines, scanners and copiers that are becoming increasingly expensive to maintain, operate and supply. Most companies have multiple output systems and numerous redundant printers that are costing anywhere from 1 percent to 3 percent of their revenue. Innovation in these types of devices now offer the opportunity for companies to consolidate their output devices and thereby saving anywhere from 25-50% in output costs each year. The IDC Enterprise Output Management Summit provides insight and hands on experiences on how best to plan for and implement a document workflow and device consolidation program in your company

***For general conference questions please contact: Elizabeth Cutler, Vice President, US Conferences, IDC
Ph: 508-935-4790 or ecutler@idc.com. This schedule is subject to change.***