

CIO

PERSPECTIVES

June 9, 2010
Chicago, Illinois

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In partnership with



CIO Executive Council
Leaders Shaping the Future of Business

REGIONAL FORUMS for SENIOR IT LEADERS

Wednesday, June 9, 2010

7:00 am - 8:15 am

CIO Executive Roundtable

7:30 am - 8:30 am

Registration and Networking Breakfast

8:30 am - 8:45 am

Welcome and Opening Remarks

Hardik Bhatt, CIO, City of Chicago

Maryfran Johnson, Editor in Chief, CIO magazine & events

8:45 am - 9:30 am

Opening Keynote: Finding Competitive Advantage in Marketplace Disruption

Adam Hartung, Managing Partner, Spark Partners

As markets shift and rapid change remains the norm, it takes new ways of managing our businesses to prosper. Business technology leaders must apply new approaches in order to create faster organizational responses aligned with market needs. In this illuminating session, Adam Hartung, author of "Create Marketplace Disruption: How to Stay Ahead of the Competition," will bring his expertise to bear on how organizations can innovate, grow and succeed. He'll talk about finding and using the "white space" in our organizations to create new opportunities, and about the four steps to innovation that have worked across a wide variety of diverse industries.



View Presentation

9:30 am - 10:30 am

Making Chicago a Healthcare IT Center of Excellence

Hayes Abrams, Senior Director for Enterprise Business Process, Blue Cross Blue Shield of Illinois

Hardik Bhatt, CIO, City of Chicago

Dr. Bechara Choucair, Commissioner, Chicago Dept. of Public Health
Stanley Crane, Chief Innovation Officer, Allscripts
Dr. Fred Rachman, CEO, Alliance of Chicago Community Health Services
Timothy Zoph, Senior Vice President, Administration and CIO, Northwestern Memorial Hospital

Chicago CIO Hardik Bhatt is leading the charge to bring local and regional organizations together to turn this city into a national demonstration center of excellence in healthcare IT. The focus includes economic development, improved health outcomes and IT leadership in healthcare technology. Yet this public sector quest has much to teach private business, as well, about the process of forming beneficial partnerships both inside an organization and beyond its walls. In this compelling panel discussion with key leaders of this broad-based effort, Hardik will draw out the lessons learned so far about the powerful impact that a national healthcare focus is having at the regional level.

10:30 am - 11:00 am

Networking and Refreshment Break

11:00 am - 11:30 am

The User Experience Revolution in the Enterprise

Gerri Martin-Flickinger, Senior Vice President and Chief Information Officer, Adobe Systems, Inc.

The proliferation of social media applications and the consumerization of IT are creating a user experience revolution in the enterprise. Employees – and customers – increasingly expect easy-to-use, self-service tools and applications. Reconciling these expectations with legacy systems and enterprise applications is a challenge that gives IT a fresh opportunity to transform the applications they deliver and ultimately satisfy their customers. In this industry expert session, Adobe Systems CIO Gerri Martin-Flickinger will talk about how Adobe is using Rich Internet Applications (RIAs) that federate enterprise data from multiple legacy systems to deliver enterprise tools that offer engaging, “no manuals required” user experiences.



View Presentation

11:30 am - 12:30 pm

Connecting Point Leadership Forum: A CIO Executive Council Workshop

Moderator: Pam Stenson, SVP & GM, CIO Executive Council

This multi-topic workshop taps into the collective brainpower of our attendees on today's toughest IT leadership challenges. Topics will include:

- Accelerating business with innovative IT
- Building IT's credibility with the enterprise
- Creating the Future-State CIO
- Driving customer service in the the cloud
- Gaining business value from social media & collaboration tools
- Solving the CIO Paradox

12:30 pm - 1:30 pm

Lunch with Discussion Tables

The Consumerization of IT: How Social Media Applications Impact the Enterprise

*Facilitator: Gerri Martin-Flickinger, Senior Vice President and Chief Information Officer
Adobe Systems Inc.*

Emerging Web 2.0 technologies are rapidly changing how employees work and collaborate with each other. But even more importantly for CIOs, they are changing the way enterprises will acquire and service customers in the future. Join Adobe executives for this compelling roundtable discussion to learn how some organizations are already leveraging these technologies to meet evolving user expectations.

Turning Data into an Asset in Collaboration Strategies

Facilitator: John Schmidt, VP Global Integration Services, Informatica

Data is being collected, stored, and analyzed at volumes never before imagined. Is this good news or bad news for your IT organization? How can data become the key to bringing IT and business together for better collaboration? Join us to share your views and exchange ideas from your peers in this luncheon conversation with Informatica's leading integration expert.

Data Center Security in a Virtualized Environment

Facilitator: Jason Panick, Strategic Account Manager, Trend Micro Inc.

Customers face increasing complexity and security concerns driven by cost-cutting measures, increased use of virtualization and compliance mandates. In this luncheon discussion, Trend Micro's Dan Reis will explore how cost concerns and compliance can be balanced across physical, virtual and cloud computing applications with next-generation data center security solutions.

Implementing Shared Services in the Enterprise

Facilitator: Greg Hlebasko, Senior Director, IT Transformation Services, Siemens IT Solutions and Services

As companies strive to maximize IT leverage, rolling out a shared services strategy can yield significant upside in cost optimization through consolidation and standardization. Yet the challenges can be daunting without a business partnership that embraces technology transformation. In this roundtable conversation with a Siemens' expert in IT transformation, we'll discuss data center rationalization and consolidation using cloud services and virtualization.

Afternoon Keynote: Playing Devil's Advocate with Cloud Computing

Howard Niden, Global CIO, Mayer Brown LLC

Dave Patzwald, SVP of Integration Services, Schneider Electric

Michael Whitmer, Global CIO and EVP North American Operations, Hudson Highland Group

The pros and cons of cloud computing are a spirited source of debate in the CIO community these days. The only certainty is that there's no "one size fits all" for midsized to large enterprises. With that in mind, our pair of intrepid CIOs will square off in separate corners, each identifying six major reasons for and against moving applications or IT services to the cloud. Our third CIO will play Devil's Advocate, quizzing them both with his most skeptical questions and inviting the audience to weigh in, too. Will we decide the cloud computing debate once and for all? Not likely. But we guarantee you'll enjoy the process of debate and discovery in this uniquely entertaining session.

1:30 pm - 2:30 pm



Howard Niden



Michael Whitmer

2:30 pm - 3:00 pm

Lean Integration: Translating an Innovative Agile Approach into Business Value

John Schmidt, VP Global Integration Services, Informatica

CIOs know only too well that there is no “silver bullet” solution to data integration challenges and complexities. Despite the promise of enterprise data models, 4th generation languages, sophisticated ERP systems, and SOA, none of these technologies has delivered seamless and efficient business solutions. But technology is only part of the solution for what must become an enterprise-wide approach to data, says John Schmidt, author of *Lean Integration: An Integration Factory Approach to Business Agility*. In this talk, John will discuss how a comprehensive integration platform, combined with lean and agile methods, has been adopted by leading companies to deliver compelling business results.



3:00 pm - 3:30 pm

Solving the CIO Paradox

Martha Heller, CIO Paradox columnist, CIO Magazine

The CIO Paradox is a pernicious set of contradictions familiar to anyone in this highly visible role. From running an enterprise function in a vertically structured business to presiding over risk mitigation and product innovation, CIOs must find ways to manage through the various contradictions they confront every day. In this fast-paced session, CIO Paradox columnist Martha Heller will identify the major elements of the paradox and draw the audience into a lively idea exchange about how to resolve them.



3:30 pm - 4:15 pm

Insights from the C-Suite: 10 Ways to Accelerate Time-to-Value

Rick Davidson, Managing Director, AlixPartners, Inc.

CEOs are applying more pressure than ever on their CIOs to deliver high-impact IT-business solutions that will drop quickly to the bottom line. Yet both business and IT leaders are guilty of taking too long to deploy new solutions. From an IT perspective, the traditional methods of scoping, developing and delivering IT projects need to be recast for a faster turnaround. From a business perspective, the practice of just throwing projects “over the wall” to IT doesn’t work anymore, either. As a former Fortune 500 CIO and IT turnaround specialist, Rick Davidson believes that company leaders must rethink their respective roles in order to accelerate time-to-value. In this talk, he’ll use real-world examples and a 10-point list of best practices to engage the audience in an insightful discussion about IT/business leadership.



Closing Remarks

Maryfran Johnson, Editor in Chief, CIO magazine & events

4:15 pm - 4:30 pm