

CIO

PERSPECTIVES

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In partnership with



CIO Executive Council
Leaders Shaping the Future of Business

REGIONAL FORUMS for SENIOR IT LEADERS

04/21/2010

7:15 am - 8:15 am

Managed Services for IP Telephony – When, and How to Make the Call

Jim Malone, Contributing Editor, CIO magazine

Topic Overview:

As adoption of Internet Protocol Telephony (IPT) continues to grow among enterprises, IT, network managers and communications decision-makers often face a decision-point: should we purchase a services agreement at the same time we buy the technology; should we wait; or should we manage our IPT by ourselves with in-house resources? More importantly, how do those stakeholders go about making a rational decision? In this executive roundtable, we'll discuss these issues in depth.

Sponsored by Dimension Data

7:15 am - 8:15 am

Choosing WAN Providers: Best of breed Regional or Single Global?

Lane Cooper, Contributing Editor, CIO magazine

Topic Overview:

How enterprises use WAN services is undergoing radical change as the result of the introduction of new technologies, new business practices/end-user behaviors, and new competitive requirements across industry. The rise of cloud computing, virtualization and other key technologies is making the WAN a platform for not only linking disparate locations...but for delivering critical technology-enabled business strategies. WAN service providers, therefore, are going to play an important role in how successful global operations are managed and how key corporate objective are met...particularly in a global environment. In this roundtable, we will explore the expectations that organizations have for WAN services along with the requirements that WAN (and WAN service providers) must address to meet corporate objectives.

Sponsored by PCCW Global

7:30 am - 8:30 am

Registration and Networking Breakfast

8:30 am - 8:45 am

Welcome and Opening Remarks

Craig Cuyar, Global CIO, Cushman & Wakefield
Maryfran Johnson, Editor in Chief, CIO magazine & events

8:45 am - 9:45 am

Opening Keynote: Turnaround & Transformation at Guardian Life Insurance

Frank Wander, SVP & CIO, Guardian Life Insurance
CIO Frank Wander arrived at Guardian Life nearly four years ago to find an IT organization adrift and disconnected from the business needs of this \$7.5 billion, 150-year-old mutual insurer. He launched a turnaround effort that stabilized and then optimized IT services, moving steadily forward to build “collaborative social systems” that unite the business with IT. Relatively untouched by the global recession, Guardian last year declared its largest-ever dividend payout and earned two ratings upgrades from major credit rating agencies. In this candid account of the fundamental changes his IT organization has weathered, Frank will talk about how “cultural mandates of transparency, sharing and openness” have built trust and enabled cross-functional projects to succeed.

9:45 am - 10:15 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.

10:15 am - 10:45 am

Networking Break

10:45 am - 12:15 pm

Connecting Point Leadership Forum: A CIO Executive Council Workshop

Pam Stenson, SVP & GM, CIO Executive Council

In this lively, multiple topic workshop, we tap the collective brainpower of our New York CIO Perspectives attendees to develop some practical ways to meet today's toughest IT leadership challenges. Hosted by the CIO Executive Council, this peer-to-peer advisory session provides a small-group environment for in-depth discussions, wrapping up with moderators from each table sharing a best practices checklist on each topic. Discussion topics include:

- Gaining business value from social media & collaboration tools
- Building IT's credibility with the enterprise
- Managing risks & reaping rewards in a global environment
- Accelerating business with innovative IT
- Driving customer service through the cloud

- Creating a sustainable, multi-generational workforce

12:15 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.

Creating a Dependable Data Center (Despite Power Constraints)

*Facilitator: Bill Schmeelck
Agilysys*

One of the challenges of running your business in New York City is overcoming the limited, power-hungry grid. Power companies have been setting limits that can cut off any building and data center expansions. So how can you meet your growing data center needs without hitting a wall? One way to overcome this challenge is through Smart Consolidation, which not only reduces your compute footprint but actually uses new tools to accomplish reduced costs while matching your company compute requirements.

Building a Successful Services Relationship

*Facilitators: Gail Kosloff, Director of Services Marketing and Jeremy Duckett, Client Partner
Dimension Data*

Join Dimension Data's lunch table discussion about some best practices in building more effective services relationships to share your experiences with other senior-level IT executives and gain insights from Dimension Data professionals. We'll discuss measuring service quality, managing your suppliers and making IT governance work. You'll also have a chance to talk about outsourcing strategies with your peers.

The Journey to "Information Utopia"

*Facilitator: Tony Young, Chief Information Officer
Informatica*

Join your peers and Informatica's Tony Young for this open dialogue on the challenges and opportunities involved in capitalizing on critical information throughout the organization. Discussion topics will include becoming an information-driven enterprise (data vs. process), best practices for information and business strategy alignment, and determining what it takes for a company to attain "information utopia."

A New Way Forward Beyond Voice: Inter-Company High Definition Video Conferencing

Facilitator: Rex Stover, Vice President, Enterprise Business Development Americas

As video conferencing becomes more pervasive, companies are realizing the benefits of utilizing their high-end video systems for intra-company real-time, on-demand collaboration between geographically dispersed locations. In addition to the internal benefits, they are saving costs and delivering greater efficiencies for external customers and suppliers, as well. Join us for this luncheon discussion with PCCW's Rex Stover and learn how to reap these additional benefits from video conferencing.

Determining the Best Fit for Cloud Computing in Your Enterprise

*Facilitator: Marc Ferrentino, Chief Technology Architect
Salesforce.com*

The finely tuned cloud infrastructure beneath Force.com powers nearly 72,500 businesses running more than 135,000 applications that 2+ million users count on every day. Join Salesforce.com's chief technology architect for this engaging and informative discussion about the typical concerns CIOs express before bringing cloud computing into their enterprises.

1:30 pm - 2:00 pm

Changing the Rules of the Game: Redefining the "Information" Component in the CIO's Role

Tony Young, Chief Information Officer, Informatica

Every company struggles with one essential challenge: managing critical business information. This data is everywhere, from different corporate systems (such as ERP and CRM) all the way to the desktop in spreadsheets, pdf files and more. An ability to connect your company's information strategy with the business strategy always matters -- but it really matters during uncertain economic times. Many companies today are looking to diversify across multiple economic regions; scale with acquisitions; reduce expenses; or comply with regulatory regimes as a means of overcoming the financial pressures. In this session, CIO Tony Young will delve into the need to harness information to establish a sustainable competitive advantage while also building a high performance IT infrastructure to facilitate successful business strategies.

2:00 pm - 2:30 p.m.

Commercial and Legal Aspects of IT Globalization: What CIOs Need to Know

Joshua Konvisser, Partner, Pillsbury Winthrop Shaw Pittman LLP

In this brief overview session, attorney Joshua Konvisser will highlight the key legal issues likely to arise in today's changing landscape of IT globalization, regulatory compliance and cloud computing. As companies leverage offshore resources on a more widespread basis, the lines between legal and business issues are blurring as risks increase around protecting data, intellectual property and customer privacy. Joshua will cover these issues in broad outline and then join the CIO panel for further discussion.

2:30 pm - 3:15 pm

Keynote Panel Discussion: Legal Issues in Globalization, Worldwide Sourcing and Data Protection

Craig Cuyar, Global CIO, Cushman & Wakefield

Bill Deam, EVP & CIO, Quintiles Transnational

Maryfran Johnson, Editor in Chief, CIO magazine & events

Joshua Konvisser, Partner, Pillsbury Winthrop Shaw Pittman LLP

Atti Riazi, CIO, NYCHA

Wayne Shurts, CIO, Supervalu, Inc.

Change management takes on a whole new perspective when it goes global. The same issues that CIOs handle with practiced ease across U.S. state borders – from outsourcing contracts to data privacy regulations -- shift into new realms of complexity when those borders are multi-national. This session continues the conversation about commercial and legal aspects of globalization, as our panel of internationally experienced CIOs talk about how they adapt to a continually changing landscape of compliance, cultural differences and customer

expectations.

3:15 pm - 3:45 pm

Enterprise Cloud Computing: Making IT a More Effective Business Partner

Daniel Flax, CIO, TheStreet.com

Where does cloud computing fit in the enterprise? Many CIOs are exploring where and how cloud computing can become an effective part of their overall IT infrastructure and toolset. In this sponsored presentation, CIO Daniel Flax of TheStreet.com will share his experiences in working with a number of cloud computing providers to change the way his business operates, competes and grows. Through a number of his own case studies, Daniel will share how cloud services have enabled him to innovate and work more closely with the business, changing the way IT is perceived within the enterprise.

3:45 pm - 4:45 pm

Closing Keynote: Making Better Decisions with Evidence-Driven IT

Dr. Peter Tippett, VP Technology and Innovation, Verizon Business

Making better decisions based on solid evidence can drive the kind of business success that gets your company to market faster or fosters greater affinity with customers, says Dr. Peter Tippett, an information security pioneer known for creating enterprise risk metrics and compliance management programs for large enterprises. In this thought-provoking talk, Peter will describe the common logic errors, organizational issues, compliance drivers and market issues that often lead enterprises to do unnecessary, ill-advised IT work while missing out on "low-hanging fruit" in various countermeasures, processes or technologies that can actually get the job done. Supported by data from numerous studies, he'll also delve into some state-of-the-art thinking on risk-based thought experiments and decision-making frameworks.