

# DEFINING THE VALUE OF IT IN A CHALLENGING ECONOMY

The recession has companies worldwide scrambling to rein in costs and manage their business during a downturn. In order to do that effectively, today companies need to look at technology to help them align their business to adapt to economic challenges. When the economy turns around, a number of changes and benefits to businesses can be attributed to efficient technology integration in their organisations. These sessions will focus on defining the business value that technology offers and will address key challenges faced by companies during unprecedented times for all.

## LEADERS IN INDUSTRY: BREAKFAST BRIEFINGS

**These high-end power packed sessions for C-level executives will open up each day by addressing some of the major challenges facing executives. Anchored by specialists, attending C-level executives can expect to gain insight and best practice tips.**

**MONDAY 19TH TO THURSDAY 22ND OCTOBER, 9-10 AM**

### **SESSION 1: Monday 19th October, 9 am**

#### **Where are the IT bucks going? IT spending trends- a special Forrester- CNME GCC study**

Recent industry reports have indicated that IT investment decision making is no longer restricted to the technology departments. More and more business executives are getting involved in order to ensure that IT meets their business objectives directly and deliver greater impact. In this session, we take a close look at some of the key IT spending trends in the Middle East and compare spending patterns and key areas for investment in this region with global markets.

### **SESSION 2: Tuesday 20th October, 9 am**

#### **Does IT hold answers to business problems?**

The unprecedented events of the past months have shocked the world. CEOs and business leaders are confronted with reduced revenues and profits and are now being asked to help restructure their businesses accordingly. CIOs today should plan for extraordinary requests in 2009 and beyond to ensure they remain a dynamic part of the ecosystem.

- Planning the CIO agenda
- How can the CIO work to deliver value to the business?
- Planning for uncertainty in IT and the business

- IT for maximum effectiveness
- IT to help reduce and maintain cost structures
- Top tips for CIOs to ensure they play a critical role
- Build and structure right vendor partnerships
- Maximising on vendor expertise
- Taking qualitative decisions on vendor alliances
- Drafting technology buying strategies
- External consulting and the value it offers

### **SESSION 3: Wednesday 21st October, 9 am**

#### **The Corner Office: CIO in the management mix**

It is now more critical than ever for the CIO to engage efficiently with both management and finance to ensure that IT remains core to the business. While CIOs today need to understand the business needs, business on the other hand also has to learn how technology can help support corporate objectives.

- Planning a business aware IT strategy
- CIO-CFO collaboration
- Showcasing the value to technology to the CEO
- The right communication tools
- IT budgeting

### **SESSION 4: Thursday 22nd October, 9 am**

#### **Can IT still find the time to innovate?**

The recession has made the IT department a difficult place to be in. CIOs are suddenly finding themselves in a tough spot with less time to innovate and more time spent on sheer system maintenance. How can IT executives ensure that they segregate resources, time and strategy to ensure they meet SLAs efficiently and also find time to innovate for the business. Topics will include:

- Business and Process automation
- Drawing up SLAs that work based on business requirement
- Innovating in ways that offer immediate results for the business
- Ensuring that IT collaborates more effectively with the business
- Special analyst focus



SHOW DATES | 18 - 22 October 2009 | Dubai International Convention and Exhibition Centre

## **BUSINESS MEETS IT: LEVERAGING TECHNOLOGY TO ACHIEVE BUSINESS GOALS**

**Four high-end power packed sessions for C-level executives will closely look at trends driving IT business alignment and enterprise challenges.**

**MONDAY 19TH TO THURSDAY 22ND OCTOBER, 9-10 AM**

### **SESSION 1: Monday 19th October, 12 noon to 1.30 pm** **Staying on top: It's all about performance**

Without ensuring sustainable performance, organisations today cannot move ahead. C-level executives need to invest in the right tools not only to enhance performance, but also to ensure that they stay on top of industry trends. Topics to be discussed in this track include:

- Core business applications and their integration
- Business Performance Management and dashboards
- Human capital and performance management
- Management policies and strategies
- Enterprise productivity tools
- Collaborative tools and technologies

### **SESSION 2: Tuesday 20th October, 12 noon to 1.30 pm** **Knowing your customers and keeping them**

The recession has forced organisations across the world to consolidate operations and data in a bid to streamline operations. Customer information and data is critical to the success of this initiative. So how do organisations manage enterprise data and extract value from existing information in order to deliver greater customer satisfaction? Topics to be discussed include:

- Business Intelligence
- CRM (customer relationship management)
- Understanding patterns from data

### **SESSION 3: Wednesday 21st October, 12 noon to 1.30 pm** **Maximise and Optimise: powering growth during tough times**

Without the backing of robust and energy efficient infrastructure, companies today will be unable to maximise their investments in their back-end as they manage growth during the downturn. This track will take a look at some of the key infrastructure trends and offer advice to CIOs on how they can optimise their investments in the data centre.

- Virtualisation
- Green Computing
- Data centre automation
- Servers and storage
- Networking in the data centre
- A roadmap for infrastructure investments

### **SESSION 4: Thursday 22nd October, 12 noon to 1.30 pm** **Government 2.0: IT in the public sector**

In spite of the market downturn, government organisations across the Middle East continue to invest in technology and infrastructure to ensure they expand the reach and delivery of their services. A major focus in the past few months has been on enabling greater citizen interaction with government. This track will take a look at some of the major trends across the public sector. Topics include:

- E-services and their role in transforming the economy
- IT in healthcare
- Infrastructure technologies that play a critical role in developing economies
- Cross departmental integration

# DEFINING THE VALUE OF IT IN A CHALLENGING ECONOMY

The recession has companies worldwide scrambling to rein in costs and manage their business during a downturn. In order to do that effectively, today companies need to look at technology to help them align their business to adapt to economic challenges. When the economy turns around, a number of changes and benefits to businesses can be attributed to efficient technology integration in their organisations. These sessions will focus on defining the business value that technology offers and will address key challenges faced by companies during unprecedented times for all.

## MEFX TRACKS: Finance 2.0

Many markets in the Middle East are over-banked. Coupled with the impact of the financial crisis, there is an inexorable pressure towards consolidation. Technology is well placed to be the driving tool to enable this rapid transformation and recovery process. What are some of the key trends that organisations in this sector need to be on top of?

**TUESDAY 20TH OCTOBER 12 NOON TO 4.30 PM**

### **SESSION 1: Tuesday 20th October 12 noon to 1.00 pm** **Dealing with consolidation and benefitting from it**

Enterprise consolidation and integration is a major challenge for CIOs in the banking sector. The business is facing challenges, but the organisation has to ensure growth. Can the systems keep pace and deliver? How do IT and management work together to ensure that the infrastructure, systems and applications can scale to support the growth everyone wants to see. Topics for discussion could look at:

- Tackling consolidation
- Integration technologies
- Enterprise wide IT standardisation
- Key case studies from the banking sector
- Aligning IT with the business goals
- Process driven alignment
- Cost containment strategies
- IT modernisation
- Planning transformation
- Legacy systems migration
- Extended banking and branch automation
- New channels of communication
- Data integration and meta data creation

### **SESSION 2: Tuesday 20th October 1 pm to 2 pm**

#### **Do you comply?**

Data and process integrity are the lifeline of the banking and financial industry today. In a market already suffering from low investor confidence, how do you ensure that you have systems, process, security and corporate governance in place to safeguard your customer data and build customer confidence? Topics include:

- Compliance regulations (Basel II and AML)
- Information security and authentication
- Identity management
- Security and fraud management policies
- Corporate governance and the role of IT to enable it

### **SESSION 3: Tuesday 20th October 2.15 pm to 3.15 pm** **IT in Islamic banking**

Islamic banking requires IT to think differently. The solutions provided also need to be structured, planned and customised in a manner different from traditional banking needs. So what are the choices available and how can this sector benefit from innovation and customer insight? Topics include:

- How technology can make innovation possible for banks?
- Core business applications: what do we have on offer for Islamic banks?
- Business Intelligence: Can it help you know more about your customer?
- Transforming your bank into an Islamic banking outfit

### **SESSION 4: Tuesday 20th October 3.15 pm to 4.30 pm** **Leveraging human capital**

The after effects of the financial crisis have proved that there is no time to be lost in retaining critical staff or right-sizing organisations. Human Capital Management and Performance Management are two key solution areas for the banking sector to retain, nurture and develop talent. Topics include:

- Human Capital Management
- Knowledge Management and training
- Leadership development
- Performance Management
- Business Intelligence



SHOW DATES | 18 - 22 October 2009 | Dubai International Convention and Exhibition Centre

## GULFCOMMS TRACKS

SPECIAL PANEL DISCUSSIONS THAT LOOK AT THE EMERGING TRENDS IN THE TELECOM AND COMMUNICATIONS INDUSTRY.

The panels will feature industry experts, analysts, end users and leading vendors. Four power packed panel discussions will outline the key trends in the telecommunications industry today.

**WEDNESDAY 21ST OCTOBER 12 NOON TO 4.30 PM**

### SESSION 1: *Wednesday 21st October 12 noon to 1.00 pm*

#### Wireless broadband

With bandwidth still being an expensive commodity in the Middle East, can service providers turn to wireless broadband to expand the reach and attain cost efficiencies. The topics in this panel include:

- Wimax: a friend or foe?
- LTE (Long term evolution): hype or reality?
- Satellite services and connectivity

### SESSION 2: *Wednesday 21st October, 1 pm to 2 pm*

#### Fixed-Mobile Convergence: Bridging the gap

Will FMC be the solution to help bridge the gap between service providers and corporate networks and, in the process, recession proof your growth strategy?

- Technology impact overview
- Factors to be considered before making the move
- Seamless integration of networks

### SESSION 3: *Wednesday 21st October, 2.15 pm to 3.15 pm*

#### Triple-play services

With Average Revenues Per User (ARPU) on the decline, coupled with

churn; telcos are forced to look at innovative product offerings to shore up the bottom line and retain customers. Can triple play help?

- Voice, video and data
- IP TV services
- Mobile TV
- Mobile advertising
- Content aggregation

### SESSION 4: *Wednesday 21st October, 3.15 pm to 4.30 pm*

#### Unified Communications and VoIP

IP (Internet Protocol) is a game changing technology for telcos. Is it time yet for Middle Eastern carriers to tap into Unified Communications and IP enabled communications to significantly enhance the service delivery.

- IP enabled communications
- Enhancing corporate productivity through Unified Communications

Please revert to [www.gitex.com/globalconference](http://www.gitex.com/globalconference) or write to [gitexgc@dwtc.com](mailto:gitexgc@dwtc.com) for more information on the conference and sponsorship opportunities. The full conference schedule will be available shortly and updated on the website.



FOR SPEAKER OPPORTUNITIES PLEASE CONTACT.

Kavitha Rajasekhar Vivek  
Associate Publisher & Managing Editor  
CPI - IT  
Tel: +971 4 3755678  
Email: [kavitha@cpidubai.com](mailto:kavitha@cpidubai.com)

# DEFINING THE VALUE OF IT IN A CHALLENGING ECONOMY

The recession has companies worldwide scrambling to rein in costs and manage their business during a downturn. In order to do that effectively, today companies need to look at technology to help them align their business to adapt to economic challenges. When the economy turns around, a number of changes and benefits to businesses can be attributed to efficient technology integration in their organisations. These sessions will focus on defining the business value that technology offers and will address key challenges faced by companies during unprecedented times for all.

## SMB SOLUTION PANEL DEBATES TECH MADE EASY

**Focused sessions for small and medium business are aimed at offering practical advice and solutions. These enriching panel discussion 'will effectively analyse the role that technology can play to enhance the business for SMBs operating in the region, especially those that are looking to achieve more with limited budgets.**

**MONDAY 19TH TO THURSDAY 22ND OCTOBER, 10-11.30AM**

### **SESSION 1: Monday 19th October, 10-11.30 am**

#### **Understanding risk and combating threats**

With limited budgets and even more limited staff, SMBs across the region have it tough. With an increasingly challenging business landscape, ensuring data security and organisational protection is becoming a major concern for many business owners. How do you keep up with security trends and most importantly, how do you ensure that your business information stays secure.

- Investing in security technologies
- Ensuring data security in a fast growing SMB environment
- Mobile security
- Content security

### **SESSION 2: Tuesday 20th October, 10-11.3 am**

#### **Outsourcing and its benefits to SMBs**

When times are tough, it makes sense for regional organisations with cash strapped budgets to look at alternate ways to consume technology that supports its business. Outsourcing and hosting models provide a viable way for organisations to get access to skills and IT that comes to them at more affordable price points and

delivered to suit their requirements.

- Outsourced infrastructure management
- Support services
- Business process outsourcing
- Print services management
- Equipment leasing

### **SESSION 3: Wednesday 21st October, 10-11.30 am**

#### **Integrating consumer technologies at work**

The influx of consumer technologies at work is changing the way companies operate and communicate with their ecosystem. Although they bring employee conveniences, organisations also need to spend time to understand how they can effectively integrate these technologies into the fold and also inculcate an organisation-wide culture to ensure corporate data security and productivity. During times of recession, when done right, these technologies can help organisations reduce the need for the purchase of dedicated corporate assets and leverage low cost options to enhance visibility and communications.

- Smart convergence devices
- Social networking
- On-line productivity tools
- Multi-media integration
- Maps and navigation
- Instant messaging for better productivity

### **SESSION 4: Thursday 22nd October, 10-11.30 am**

#### **People science: skills management and development**

In an increasingly competitive business economy, IT skills are a valuable commodity. So what are the key skills areas? How do you ensure ROI from training spending and how do you source the right skill sets?

- Should you invest in training when times are tough?
- Identifying critical skills and retaining them
- Maximising resources during a recession
- Attracting Gen Y workers and new talent to your organisation



SHOW DATES | 18 - 22 October 2009 | Dubai International Convention and Exhibition Centre

## COLLABORATION WORKSHOP

The economic downturn has mandated one thing: greater collaboration between the business, employees and the industry. Organisations across sectors need to remain up to date with emerging methodologies, frameworks and industry trends in order to ensure that IT investments they make truly deliver value to the business. These sessions will focus on industry experts and key vendors delivering educational content that is structured to meet business requirements.

Executives attending these sessions can expect to enhance their knowledge about collaborative efforts in their industry sector and expect to network with other interested peers.

3 PM TO 4 PM, MONDAY 19TH TO WEDNESDAY 21ST OCTOBER

### SESSION 1: *Monday 19th October, 3-4 pm*

**Aligned for change:** A focus on Information technology Infrastructure Library and the benefits of the methodology on IT and business alignment. Includes a focus on ITIL V3.

- What is ITIL?
- Value the framework delivers to the business?
- Technologies that we need to consider
- Enabling enterprise wide systems collaboration with ITIL

### SESSION 2: *Tuesday 20th October, 3-4 pm*

**Collaborating for security:** a spotlight on industry collaboration for business executives.

- Security strategies
- Building a fraud aware culture
- Metrics that matter
- Security convergence

### SESSION 3: *Wednesday 21st October, 3-4 pm*

**Certifications matter!** A special focus on industry bodies offering technical certifications for industry professionals.

- Investing in employee skills upgradation
- Tech skills that matter in the downturn
- Soft skills development
- Key certifications, especially security

## DEVELOPER DAY

Specialised tracks for technical executives, IT managers and programmers. The focus will be on a half day session run by key technology majors and offers insight to the up and coming development tools and environments. Half day event open to pre-registered audience.

1 PM TO 1.45 PM, THURSDAY 22ND

### SESSION 1: *Thursday 22nd October 1 pm to 1.45 pm* **Microsoft technologies**

### SESSION 2: *Thursday 22nd October 1.45 pm to 2.30 pm* **Oracle tools**

### SESSION 3: *Thursday 22nd October 2.30 pm to 3.15 pm* **Open source development/Linux**

### SESSION 4: *Thursday 22nd October 3.15 pm to 4 pm* **Java**

# DEFINING THE VALUE OF IT IN A CHALLENGING ECONOMY

The recession has companies worldwide scrambling to rein in costs and manage their business during a downturn. In order to do that effectively, today companies need to look at technology to help them align their business to adapt to economic challenges. When the economy turns around, a number of changes and benefits to businesses can be attributed to efficient technology integration in their organisations. These sessions will focus on defining the business value that technology offers and will address key challenges faced by companies during unprecedented times for all.

## TUTORIAL TOOLS

IN SPITE OF THE DOWNTURN, THE GOOD NEWS IS THAT BUSINESS LEADERS NEED TO PREPARE FOR THE INEVITABLE UPTURN IN THE ECONOMY. TOO MANY CIOs MAKE THE MISTAKE OF GOING INTO HIBERNATION, ONLY TO FIND OUT THAT WHEN THE TIME COMES, THEY NEED TO MOVE OUT OF SURVIVAL MODE QUICKLY. THERE IS NO BETTER WAY TO DO THAT, BUT TO KEEP UP TO DATE WITH THE FAST CHANGING ENVIRONMENT AND UNDERSTANDING HOW EMERGING TECHNOLOGY MODELS CAN DELIVER EXCEPTIONAL VALUE AND FUNCTION AS STRATEGIC BUSINESS TOOLS.

**What can you expect? These specialised tutorial sessions will work as classroom set ups for C-level executives to gain knowledge and insight from leading industry practitioners and experts.**

**High end classroom tracks for CIOs, CEOs and CXO's run by industry experts and CIOs themselves.**

**MONDAY 19TH OCTOBER TO WEDNESDAY 21ST OCTOBER, 2-3 PM**

### **SESSION 1: Monday 19th October 2-3 pm** **UNDERSTANDING RISK AND MANAGING IT**

Enterprise Risk Management is all about charting an effective strategy and implementing it

- Understanding the threat landscape

- Defining Enterprise Risk Management
- Integrating security with the business culture
- Defining security policies and corporate governance
- A holistic view of security
- Security spending in the downturn

### **SESSION 2: Monday 19th October 2-3 pm** **SMART SOURCING**

**Drawing up technology sourcing strategies that work for the business**

- Tracking emerging technologies
- Cost versus value models for sourcing technology
- Outsourcing: pros and cons
- Best practices for charting an effective sourcing strategy
- Getting the most from partners

### **SESSION 3: Tuesday 20th October, 2-3 pm** **ARCHITECTING ALIGNMENT**

Enterprise Architecture - the blueprint for business and IT alignment

- What is Enterprise Architecture?
- How can it help align IT and the business?
- Drilling down: understanding the impact of changes on the business
- Drafting the software strategy based on this framework
- Enterprise integration models
- SOA: deriving value through a service oriented architecture

### **SESSION 4: Tuesday 20th October, 2-3 pm** **BUSINESS 2.0**

**All about leveraging Web 2.0 in the enterprise**

Web technologies are fast enabling greater collaboration between businesses and customers. However, ensuring that you leverage



SHOW DATES | 18 - 22 October 2009 | Dubai International Convention and Exhibition Centre

these technologies in the best possible way remains critical to success. This session will look at how businesses can integrate emerging Web 2.0 tools for collaborative success.

- Web 2.0 in the enterprise
- The role of social media in the business world
- Collaboration tools
- Web platforms including Cloud Computing
- Digital marketing and how Web 2.0 can offer cost effective tools for corporate marketing

#### **SESSION 5: Wednesday 21st October, 2-3 pm** **THE 24X7 BUSINESS**

##### **Business Continuity Planning**

Every organisation today needs to not only prepare to handle disruptions to their business, but needs to ensure that processes and technology is in place to get them back in business as soon as possible. Business Continuity Planning is fast emerging as a major practice areas for regional organisations. However, executives still face challenges when it comes to drafting a strong BCP plan. This session will look at:

- Dealing with disruptions
- What does downtime mean to your business during the recession
- Aligning people and process
- Protecting your data
- Ensuring business information stays available

#### **SESSION 6: Wednesday 21st October, 2-3 pm** **ONTIME AND ONTRACK: FINDING SUCCESS WITH IT PROJECTS**

##### **Project and portfolio management**

For years, IT departments have struggled to deliver projects on time and within budget. But with today's emphasis on getting more for the buck, IT has to rein in projects more closely than ever. That challenge

has led many to turn to project management offices (PMOs) as a way to boost IT efficiency, cut costs, and improve on project delivery in terms of time and budget. Topics to be addressed include:

- Improving financial accountability for programs and projects using PPM
- Giving management a new level of visibility into project and resource status.
- Enabling team collaboration: How can PPM drive more and more collaborative capabilities that are fully integrated into the work plan and reporting systems?
- Identifying and managing challenging projects

Please revert to [www.gitex.com/globalconference](http://www.gitex.com/globalconference) or write to [gitexgc@dwtc.com](mailto:gitexgc@dwtc.com) for more information on the conference and sponsorship opportunities. The full conference schedule will be available shortly and updated on the website.



##### **FOR SPEAKER OPPORTUNITIES PLEASE CONTACT.**

Kavitha Rajasekhar Vivek  
Associate Publisher & Managing Editor  
CPI - IT  
Tel: +971 4 3755678  
Email: [kavitha@cpidubai.com](mailto:kavitha@cpidubai.com)