Info-Tech LIVE

September 20-22, 2022 | The Cosmopolitan of Las Vegas
“In a post-pandemic world, those who succeed will embrace change as a transformational force to drive value.”

Drive transformational value in a changing world

Join industry thought leaders and the brightest minds in IT

Info-Tech LIVE, September 20-22, 2022
The Cosmopolitan of Las Vegas
Join CIOs & leaders shaping the future

Info-Tech LIVE

• 10 Technology Keynotes
• 25 Lightning Research Rounds
• 45+ Workshop Breakouts
• Industry Roundtables
• Peer Networking Sessions
• Vendor Use Cases

Tap Into Expertise

Gain insight from the latest research directly from IT and industry analysts:
• 10 keynote sessions
• Dozens of analyst lightning research rounds
• One-on-one analyst discussions

Activate Value

Join 45+ hands-on sessions that put research into action:
• Meet your team and build your CKIP
• Role-specific workshops
• Benchmark strategy and initiatives
• Meet one-on-one with master negotiators

Connect With Peers

• Network with IT, industry, and business leaders shaping digital business.
• Collaborate in industry-unique roundtables.
• Hear from vendors on product updates and use cases.
• Problem-solve and exchange ideas while building your network.

90% of Past Attendees Would Recommend

September 20-22, 2022 | The Cosmopolitan of Las Vegas
Get insight & hands-on expertise

Lightning Research Rounds
Join dozens of five-minute rapid-fire talks by analysts on the latest topics

One-on-One Analyst Meetings
Schedule a half-hour session with a key analyst or on a specific topic

Vendor Showcase
Get the latest information on new product releases, updates, and innovations

Meet Your Team & Build Your CKIP
Collaborate with your Info-Tech team and develop your Custom Key Initiative Plan

Price Benchmarking & Negotiation
Schedule time with our expert contract negotiation team to review your most difficult contract renewals or purchases

Industry Roundtables
Join Industry peers to problem-solve and share best practices for your industry

Tackle Projects & Challenges

How to Turn an IT Professional Into a Security Professional
Recruiting security professionals is difficult and expensive. Upskill your IT team to build your own custom SecOps team.

Secrets From Our Rapid Application Selection Framework
Learn from insights based on hundreds of member experiences with our RASF analysts.

Key Initiative Plan Analysis
We have helped thousands of members develop their IT Key Initiative Plans and we’ve analyzed the results.

More Analyst Topics: Customer Experience, Zero Trust Roadmaps, Securing Global Operations, Enterprise Architecture Trends, Data and Analytics Trends, Data Platform and Practice, Data Portals and Virtual Rooms
Explore the future of IT with our keynotes

Listen to the best minds in the industry deliver current, impactful, and practical insight on some of the hottest topics in IT. Accelerate your digital transformation based on the insights offered by our best analysts and guest speakers.

RATED 9.2 out of 10 for insightfulness

1. **2022 Technology Trends**
   Amplify your ability to thrive through disruptive change.

2. **2022 Trends & Predictions**
   Examine the economic and technical landscape with an eye to righting the ship.

3. **2022 IT Talent Trends**
   Incorporate new ways of working into your IT business plan.

4. **Accelerated Digital Transformation Keynote Series**
   Leapfrog yesterday’s approaches to transformation.
Hear from industry thought leaders

Post Corona
Scott Galloway
Professor of Marketing
NYU's Stern School of Business

Modernizing Security as a Part of Digital Transformation
Jeanette Manfra
Global Director, Security and Compliance
Google

Never Let a Good Crisis Go to Waste
Beth Clark
Chief Information Officer
Harvard Business School

How Robots Won the Digital Transformation Dance
Chad Wright
Chief Information Officer
Boston Dynamics

September 20-22, 2022 | The Cosmopolitan of Las Vegas
Hear from industry thought leaders

Meditating Through a Merger
Carrie Nedrow
Vice President
Information Technology
Headspace

Making Major AI Discoveries Through Explainable AI
Mark Anderson
Chief Executive Officer
Strategic News Service
& Info-Tech Research Fellow

2023 Technology Trends
Rob Meikle
Executive Consultant

September 20-22, 2022 | The Cosmopolitan of Las Vegas
Unpacking how industries including media, retail, tech, healthcare, and education are being impacted by COVID-19 and what will remain after the dust has settled.

Scott Galloway, Professor of Marketing, NYU’s Stern School of Business

Scott Galloway is Professor of Marketing at NYU’s Stern School of Business and a serial entrepreneur. In 2012, he was named one of the world’s best business professors by Poets & Quants. Scott has founded nine companies, including Prophet, Red Envelope, L2, and Section4. He is the New York Times bestselling author of The Four, The Algebra of Happiness, and Post Corona. Scott has served on the boards of directors of The New York Times Company, Urban Outfitters, Berkeley’s Haas School of Business, Panera Bread, and Ledger. Across his Prof G and Pivot podcasts, Webby Award–winning No Mercy/No Malice newsletter, and his YouTube channel, Scott reaches millions. Pivot has won multiple Best Business Podcast awards.
Jeanette Manfra has impressive leadership experience. As the cyber leader at the Cybersecurity and Infrastructure Security Agency (CISA), Manfra oversaw a wide-ranging portfolio of programs to protect the country’s digital infrastructure, including strengthening election systems, locking down US supply chains, fighting foreign disinformation, securing agency networks, and improving the coordination of federal cyber strategy.

Jeanette served as Assistant Secretary for the Office of Cybersecurity and Communications (CS&C) for the National Protection and Programs Directorate (NPPD) before the agency became CISA in 2018. Prior to this position, Ms. Manfra served as Acting Deputy Under Secretary for Cybersecurity and Director for Strategy, Policy, and Plans for NPPD. Ms. Manfra also served as Senior Counselor for Cybersecurity to the Secretary of Homeland Security and Director for Critical Infrastructure Cybersecurity on the National Security Council staff at the White House.
Never Let a Good Crisis Go to Waste:
Keeping Digital Transformation Going When Everyone Wants “Return to Normal”

Beth Clark, Chief Information Officer, Harvard Business School

Beth Clark is the Chief Information Officer at Harvard Business School, where she oversees IT professionals committed to helping advance the teaching, learning, research, and administrative mission of HBS and plays a critical role in establishing and driving forward HBS IT strategy with an emphasis on strengthening IT security and compliance efforts.
How Robots Won the Digital Transformation Dance

Chad Wright, Chief Information Officer, Boston Dynamics

Chad Wright is the Chief Information Officer at Boston Dynamics, a Boston-area robotics company that specializes in mobility, perception, and navigation. A finalist for Boston CIO’s CIO of the Year in 2022, Chad has had a career in Information Technology spanning more than 29 years, including roles in a variety of industries, such as marketing, software, healthcare, retail, and robotics. He’s worked at some of Boston’s most innovative companies, including Avid, Endeca Technologies, athenahealth, and Amazon Robotics.
Meditating Through a Merger

Carrie Nedrow, Vice President Information Technology, Headspace

Carrie Nedrow leads the Headspace Health Information Technology organization in support of the Headspace mindfulness and Ginger mental wellness offerings. Providing a full suite of IT offerings, from endpoint management to identity lifecycle and service support, as well as optimizing the corporate application roadmaps and digital asset management, the IT department touches every employee, contractor, and partnership across the globe.
Making Major AI Discoveries Through Explainable AI

Mark Anderson, Chief Executive Officer, Strategic News Service & Info-Tech Research Fellow

Mark Anderson is an Info-Tech Research Fellow and the publisher of the SNS Global Report, read by Bill Gates, Paul Allen, Steve Ballmer, Vint Cerf, Michael Dell, Paul and Irwin Jacobs, Bill Janeway, and technology executives and investors worldwide. He is also the founder and chair of the Future in Review ("FiRe") Conference, named "the best technology conference in the world" by the Economist.

Mark is a frequent guest on National Public Radio’s "All Things Considered," as well as the BBC World News and Bloomberg TV, and regularly appears in the Economist, the Financial Times, the New York Times, the Wall Street Journal, and other media.
2023 Technology Trends

Rob Meikle, Executive Consultant

Rob Meikle is an Executive Consultant, Keynote Speaker, and Board Advisor to several emerging technology organizations. Rob is the former Chief Information Officer for the City of Toronto and the City of Brampton, where he created high-performance teams to deliver innovative and transformational solutions. His leadership experience spans the private, public, and not-for-profit sectors. He is actively involved in his local community to foster sustainable intergenerational social impact. Rob is an international award-winning CIO who was twice featured on the cover of Canadian CIO Magazine.
Meet one-on-one with experts & peers

Meet face-to-face with your Executive Advisor, Executive Counselor, or favorite Analyst to work through your specific challenges, discuss how hot topics will impact your role, and devise a plan to achieve your biggest goals.
Dive into the trends and priorities shaping the CIO agenda

In Person    |    Practical Sessions    |    Insight-Driven Research

INFO-TECH LIVE 2022

INFO-TECH RESEARCH GROUP

September 20-22, 2022 | The Cosmopolitan of Las Vegas
# Digital Transformation: A CIO Roadmap

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIO, IT Management</td>
<td>Presentation: The &lt;Industry&gt; of the Future</td>
</tr>
<tr>
<td>CIO, Business Executives</td>
<td>Digital Innovation Capability &amp; Readiness Assessment Report</td>
</tr>
<tr>
<td>CIO, Business Executives</td>
<td>Business Architecture Level 3 – Heat-Mapped</td>
</tr>
<tr>
<td>CIO, Business Executives</td>
<td>Digital Business Strategy</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Initiative Business Case, Digital Transformation Roadmap</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>IT Innovation Roadmap</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Updated CKIP</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Advisory Experiences</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Advisory Support</td>
</tr>
<tr>
<td>CIO, Business Executives</td>
<td>Workshop Breakout Session</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Ideation session with relevant stakeholders.</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Validate ideas through research.</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Build opportunity map. Prioritize capabilities to transform.</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Identify key stakeholders and define dominant personas.</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Map stakeholder journeys; identify digital business initiatives to improve experience and reduce risk/cost.</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Select and prioritize digital initiatives to build business case.</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Map projects to IT capabilities with ITRG M&amp;G Framework.</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Establish governance model for digital strategy.</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Determine IT assets and services to enable each digital initiative.</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Identify resulting IT projects.</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Collaboratively revise CKIP to match initiatives resulting from digital strategy and IT innovation.</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Advisory services as needed.</td>
</tr>
<tr>
<td>CIO, IT Management</td>
<td>Execute Advisor review and revision of CKIP as needed.</td>
</tr>
</tbody>
</table>

## Advisory Support

- **Stakeholders:** CIO, IT Management

### Workshop Breakout Session

**Digital Transformation: A CIO Roadmap**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Discover digital trends within &lt;Industry&gt; “The art of the possible”</td>
<td>Diagnose digital capabilities and readiness “Build the case for the remaining journey”</td>
<td>Understand business architecture and organizational context</td>
<td>Outline digital vision and define digital objectives and business initiatives</td>
<td>Iterate digital initiatives to prioritize and build business case</td>
<td>Define innovation goals and core and enabling initiatives for IT</td>
<td>Provide support, as needed, to IT for a successful delivery</td>
</tr>
</tbody>
</table>

**Advisory Support**

- **Stakeholders:** CIO, IT Management

### Advisory Support

- **Stakeholders:** CIO, IT Management

### Advisory Support

- **Stakeholders:** CIO, IT Management

### Advisory Support

- **Stakeholders:** CIO, IT Management

### Advisory Support

- **Stakeholders:** CIO, IT Management
Disruptive forces are accelerating digital transformation across every industry but in vastly different ways.

When nearly every industry incumbent is at risk of disruption, gaining insight into the velocity and dimensions of change is critical to the success of every transformational journey.

Learn from industry experts with insight from thousands of industry CIOs on key actions they are taking, the risks and implications of those actions, and external forces shaping the industry of the future.
Build a Business-Aligned IT Strategy

A best-of-breed approach to creating effective, board-ready IT strategies.

Info-Tech’s approach

1. Establish the Scope of Your IT Strategy
   - Establish the scope of your IT strategy by defining IT’s mission and vision statements and guiding principles.

2. Review IT Performance From Last Fiscal Year
   - A retrospective of IT’s performance helps recognize the current state while highlighting important strategic elements to address going forward.

3. Build Your Key Initiative Plan
   - Elicit the business context and identify strategic initiatives that are most important to the organization and build a plan to execute on them.

4. Define IT’s Operational Strategy
   - Evaluate the foundational elements of IT’s operational strategy that will be required to successfully execute on key initiatives.
Workshop Breakout Session

Build a Security Compliance Program

Cost-effective compliance is not only possible, it is probable.

Ineffective compliance costs $$. Info-Tech’s model will guide your implementation. Use our tools to achieve cost-effective compliance.

Most companies spend 25-40% of their security budget on compliance...

...but only 28% believe that government regulations are very effective at improving cybersecurity.

Source: Microsoft 2016 Global Cyber Risk Perception Survey

INFO-TECH RESEARCH GROUP
IT Vendor Cost & Contract Optimization

Our analysts will help you navigate complex and wildly inconsistent contract pricing.

Use Info-Tech’s data…

Price Benchmarking & Negotiation

Utilize price benchmarking and negotiation intelligence to secure a market competitive price on IT vendor contracts that have a value above $1M. This service allows CIO Counselor, Executive Counselor, and Counselor members to engage us annually for total contract values up to $30M, $200M, and $1B respectively. Work with an expert who will provide you with advice and tools to help you:

- Achieve an independent and objective assessment of pricing offered by IT Vendors
- Reduce operating expenses
- Improve your price negotiation skills

...and our extensive contract negotiation experience.

Info-Tech Reviews $1 Billion+ in IT Vendor Contracts Annually for Our Clients

INFO-TECH RESEARCH GROUP
Workshop Breakout Session

IT Legacy Modernization

From digital transformation to one-off technology upgrades, our analysts will help you modernize your department.

Let our research guide your modernization journey.

Market Changing

It's not about modernizing technology—it's about delivering modern customer needs through technology. The best approach for truly transformative modernization is to start with your digital and business strategies.

Key Resources:

Step 1: Digital Maturity Improvement Service
View Our Diagnosis

Step 2: Establish a Foresight Capability
Download Our 7 Piece Solution Set

Step 3: Define Your Digital Business Strategy
Download Our 3 Piece Solution Set

ROI Driven

I need to mitigate the risk and drive greater value from the existing technology portfolio.

Determine your best modernization approach, secure funding, and strategically implement a concrete modernization program that allows you to reduce the risk of legacy technology and best prepare your organization for future business needs. The challenge will be the individual projects—it’s in maximizing the ROI at this high-cost program.

Core Stack

I need to modernize one core area of IT.

- Modernize Infrastructure & Operations
- Revitalize Core Applications
- Modernize Methods & Processes
- Secure the Enterprise
- Modernize Data Platform

One Offs

I need to modernize one specific technology, process, or method.

- Infrastructure & Cloud
- Network & Communication
- End User Enablement
- Enterprise Applications
- Customer & Web Experience
- Methods
- Processes
- Service Experience
- Security Technology & Operations
- Security Risk & Privacy
- Data Management
- Analytics & AI
- Data Architecture
Execute Your 2022 CIO Priorities

2022 priorities to thrive in the digital economy.

Reduce Friction in the Hybrid Operating Model
• Deliver solutions that create equity between remote workers and office workers and make collaboration a joy.

Improve Your Ransomware Readiness
• Mitigate the damage of successful ransomware intrusions and make recovery as painless as possible.

Support an Employee-Centric Retention Strategy
• Avoid being a victim of “The Great Resignation” by putting employees at the center of an experience that will engage them with clear career path development, purposeful work, and transparent feedback.

Design an Automation Platform
• Position yourself to buy or build a platform that will enable new automation opportunities through seamless integration.

Prepare to Report on New ESG Metrics
• Be ready to either lead or support initiatives to meet the criteria of new ESG reporting mandates and work toward disclosure reporting solutions.
Transform Your Agile/DevOps Practice

Agile transformations can be difficult and fraught with challenges. Our Agile/DevOps research collection helps.

Choose your Agile persona.

Then let us guide you in your Agile transformation approach.
Leverage Info-Tech’s Data & Analytics Landscape

A set of comprehensive and connected frameworks to guide your data and analytics practice.

Our D&A Landscape will help drive business and organizational goals.
Manage Successful Projects

Our simplified, PMI-aligned approach will improve the business’ satisfaction with IT.

Successful projects drive business satisfaction with IT.

Info-Tech’s Project Management Framework improves project success rates.

The Info-Tech difference:

1. Keep it simple and sustainable. Start with the foundation and build up the process as the team develops project management competencies.

2. Understand the elements of each project management deliverable and customize the templates to suit your needs.

3. Review the common mistakes made by project managers and prepare your team to avoid them.

Source: Info-Tech CIO Survey, 2021
Design an Enterprise Architecture Strategy

Assist the organization in making decisions that are hard to make in a complex environment.

Deliver value with your EA strategy based on the operating environment and the direction of the enterprise.

Ten Info-Tech EA Principles

1. Use an existing methodology to structure your thinking and establish a common vocabulary to communicate basic concepts, processes, and approaches.
2. Customize the methodology to your needs, making it as lean as possible.
3. Execute in an Agile way, but keep in mind the thoughtful checks recommended by your end-to-end methodology.
4. Clarify your goals.
5. Have good measures and metrics in place.
6. Continuously monitor progress, fit for purpose, etc.
7. Highlight risks, roadblocks, etc.
8. Get support.
9. Communicate your vision, goals, key decisions, etc.
10. Iterate.
Application Portfolio Management Workshop

Your second largest budget line item won’t manage itself.
Accelerate & Improve Your Software Selection Process

Use a tier-based model to accelerate commodity and complex selection projects.
Eliminate elapsed process time with focus groups and workshops.
The Rapid Application Selection Framework is a comprehensive yet fast-moving approach to help you select the right software for your organization. Five key phases sequentially add rigor to your selection efforts while giving you a clear, swift-flowing methodology to follow.

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Education &amp; Discovery</th>
<th>Evaluation</th>
<th>Selection</th>
<th>Negotiation &amp; Configuration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Proactively Lead Technology Optimization &amp; Prioritization</td>
<td>2.1 Understand Marketplace Capabilities &amp; Trends</td>
<td>3.1 Gather &amp; Prioritize Requirements &amp; Establish Key Success Metrics</td>
<td>4.1 Create a Weighted Vendor Selection Decision Model</td>
<td>5.1 Initiate Price Negotiation With Top Two Vendors Selected</td>
</tr>
<tr>
<td>1.2 Scope &amp; Define the Selection Process for Each Selection Request Action</td>
<td>2.2 Discover Alternative Solutions &amp; Conduct Market Education</td>
<td>3.2 Conduct a Data-Driven Comparison of Vendor Features &amp; Capabilities</td>
<td>4.2 Conduct Investigative Interviews Focused on Mission Critical Priorities With Top 2-4 Vendors</td>
<td>5.2 Negotiate Contract Terms &amp; Product Configuration</td>
</tr>
<tr>
<td>1.3 Conduct an Accelerated Business Needs Assessment</td>
<td>2.3 Evaluate Enterprise Architecture &amp; Application Portfolio</td>
<td>3.3 Narrow the Field to Four Top Contenders</td>
<td>4.3 Validate Key Issues With Deep Technical Assessments, Trial Configuration &amp; Reference Checks</td>
<td>5.3 Finalize Budget Approval &amp; Project Implementation Timeline</td>
</tr>
<tr>
<td>1.4 Align Stakeholder Calendars to Reduce Elapsed Time &amp; Asynchronous Evaluation</td>
<td>2.4 Validate the Business Case</td>
<td></td>
<td>4.4 Invest in Training &amp; Onboarding Assistance</td>
<td></td>
</tr>
</tbody>
</table>
For more information visit infotech.com/events