

行政院及所屬各機關因公出國人員出國報告書  
(出國類別：開會)

## 出席2012 Gartner 資訊發展國際研討會 (Gartner Symposium ITxpo 2012)

服務機關：行政院研究發展考核委員會  
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出國地區：澳洲  
出國期間：101年11月12日至101年11月15日  
報告日期：102年2月4日

## 公務出國報告提要

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(Gartner Symposium/ITxpo 2012)

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關鍵詞：資訊科技、開放政府資料、海量資料、智慧政府

內容摘要：（二百至三百字）

國際資訊科技研究公司 Gartner，於澳洲黃金海岸舉辦 2012 年全球資訊科技盛會 ITxpo 2012，我國可參考此次會議發布的資訊應用趨勢，納為推動電子化政府計畫時參考，擬訂開放政府資料政策，讓各政府機關內部豐富且大量的資訊得以突破機關藩籬，提升政府施政透明度，實現公共治理的概念，進而匯流成為海量資料，奠定我國未來政府海量資料管理的基礎，並整合政府現有硬體服務資源，以高速寬頻交換網路為基礎，提供具虛擬化、容易擴充及動態資源分配的政府雲端資料中心及新世代分析技術，提供各機關共享資源，將電子化服務資訊整合匯流並推播至行動化裝置及取得回饋資訊，以滾動修正政府體整施政政策及創新服務的最適化。

# 目錄

壹、目的.....	1
貳、過程.....	1
參、報告重點.....	2
一、Gartner 開幕式(Gartner Analyst Opening Keynote).....	2
二、智慧政府的 10 大策略技術(Top 10 Strategic Technologies for Smart Government).....	7
肆、心得與建議.....	19
一、心得.....	19
二、建議.....	21
伍、附錄.....	22
一、會議議程.....	22
二、照片剪輯.....	36

## 壹、目的

Gartner 公司為科技市場應用研究之國際性顧問公司，定期針對資訊管理、資訊科技、資訊軟體、應用系統及科技發展趨勢等議題舉辦國際研討會議，除分享研究成果及技術情報外，並邀請各領域專家提供經驗分享。Gartner ITxpo 全球資訊科技盛會，主要內容為探討高科技產業發展策略趨勢，數百名來自世界各行各業的資深資訊或業界人員藉由與會彼此交流。行政院研究發展考核委員會為提升國家競爭力，配合組織與資訊改造期程，推動行政院及所屬委員會共構機房，期透過資訊資源之整合，達成資訊服務之共享概念，為因應資訊科技發展趨勢及建立完善資訊服務機制，爰派員與會以瞭解國際資訊策略趨勢，作為規劃相關資訊發展策略之參考。

## 貳、過程

11 月 12 日（星期一）：

中午抵達黃金海岸及辦理大會註冊，下午出席 3 場專題研究發表會 (The Next Big Thing in Banking - Core Banking Appstores ; Smart Government Scenario in the Australian context - A conversation with Ann Steward, the Australian Government CIO ; The IT Implications of Customer-Driven Segmentation - A Financial Services Perspective)。

11 月 13 日（星期二）：

上午出席 3 場專題研究發表會(Gartner Analyst Opening Keynote ; How Safe Is the Data on Your Smartphone and Tablet? ; The 2013 Threat Strategic Road Map)。

下午出席 3 場專題研究發表會(Rethinking IT Operations ; Ten Critical Trends and Technologies Impacting IT During the Next Five Years ; Success Through Simplicity: Apps for Everyone)。

11 月 14 日（星期三）：

上午出席 3 場專題研究發表會(Top 10 Strategic Technologies for Smart Government ; Top 5 Action Items for Server Virtualization ; Stop Delivering IT Services and Start Delivering IT Value)。

下午出席 3 場專題研究發表會(How Cloud, Mobile, Social and Big

Data Transform Enterprise Application Architecture ; The Politics of Partnership for CIOs ; Website Personalization: Right Message, Right Person, Right Time, Right Channel) 。

11 月 15 日 (星期四) :

上午出席 3 場專題研究發表會(Protecting Future Devices in the Age of Tablets and Clouds ; Now That You've Said "Yes" to BYOD, What's Next ? ; Emerging Trends Radar Screen: The View Through 2017) 。

下午出席 3 場專題研究發表會(Leveraging Big Data in Analytics With the Logical Data Warehouse ; Top 10 Strategic Technology Trends for 2013 ; Closing Keynote: A Real Fighter) 。

## 參、報告重點

### 一、 Gartner 開幕式(Gartner Analyst Opening Keynote)

Gartner 開幕式於 11 月 13 日上午揭開序幕，發布資訊發展的 4 項關鍵元素，分別為雲端(Cloud)、行動(Mobile)、社群(Social)及資訊(Information)。



圖 1:資訊發展的 4 項關鍵元素

#### 1. 雲端(Cloud)

雲端將是行動、社群及資訊的底層載具，也將是資訊運作的基本建設，雖然目前資訊部門對公眾雲(Public Cloud)的信賴度有限，但全球有超過 80%的企業已經在使用雲端 SaaS 服務，而且這些雲端服務也確實提供了企業所需的各類資訊服務；依據

Gartner 的預測，由於雲端服務能提供企業營運互動所需的便利平台，由 2011 年到 2016 年之間，雲端服務所創造的市場價值將至少成長 1 倍以上(達美金 1,450 億元)，而且基於雲端技術、資料的高度變化特性，在 2014 年以前，世界排名前 100 大的資訊服務供應商，將有 20% 退出全球市場，但這並不是代表資訊發展的結束，而僅是起始序幕的結束而已 (It's not the end, it's the end of the beginning.)，之後才是真正進入風起「雲湧」的資訊戰國時代。

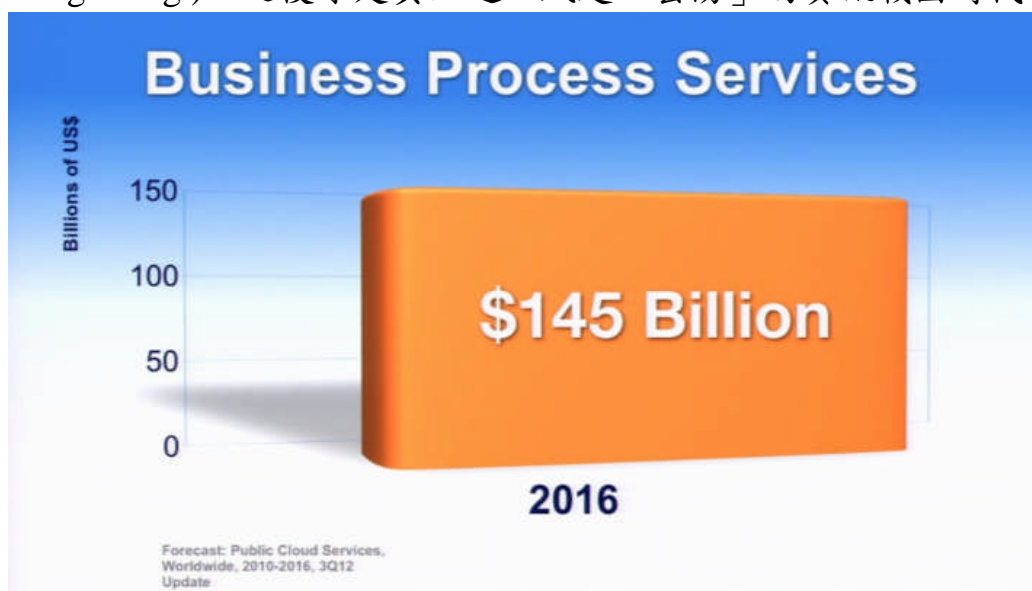


圖 2:2016 年全球雲端服務市場價值

## 2.行動(Mobile)

行動化(或移動化)設備近年來已嚴然成為資訊界一大熱門的發展議題，市面上隨處可見的智慧型手機、平板電腦及電子書閱讀器等行動裝置，不僅創造了「低頭族」，依據 Gartner 於本次會議的預測，在 2020 年以前，將有超過 1,800 億個各類行動裝置與網路連結，其中至少有超過 300 億個行動裝置與網路高度黏著，隨時隨地與網路互動連結，並產生遠高於以往的大量資料，應用 Apps 也將以每年至少 25% 以上的速度往上攀升。



圖 3:2020 年行動裝置數量與網路連結型態

在 2016 年以前，全球每年至少將有 3,000 億個 Apps 被下載使用，行動裝置及網路環境的普及化，除了促進 Apps 的大量發展之外，亦將改變及重新定義你我日常所熟悉的各項作業流程，全球將有高達 40% 的工作者，其工作型態將轉變為行動化，而且將高度依賴行動裝置處理其日常業務，在這過程之中，Gartner 預測 Apps 本身的可用性、可接受性及安全性將被高度關注。

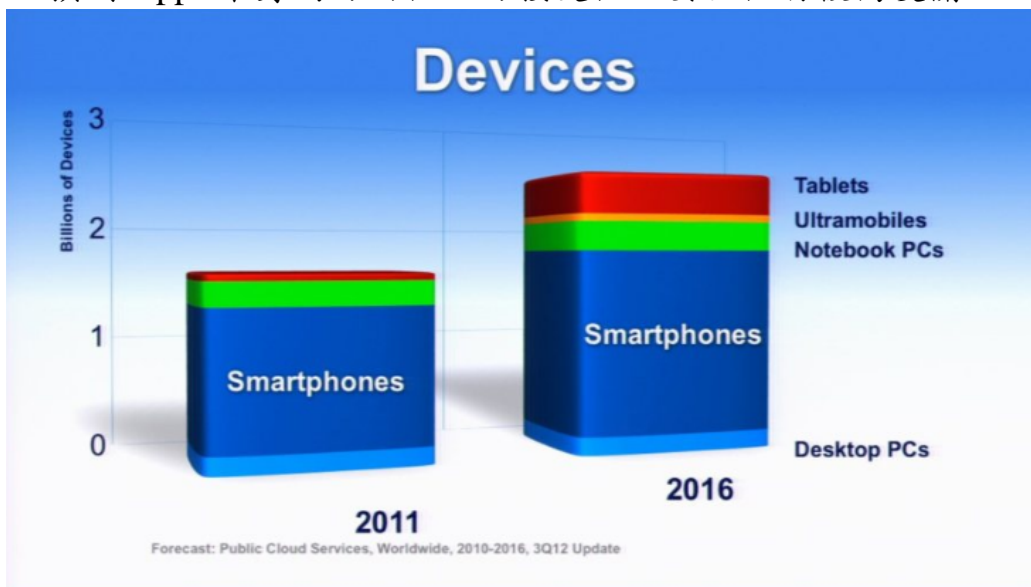


圖 4 資訊設備成長趨勢

時間往後推展到 2018 年，Gartner 預測全球行動化工作者將由 2016 年的 40% 快速成長到 70%，工作者將大量使用 Tablet(或者是 Tablet hybrid)設備，更重要的是，其使用的工作設備，將發



生財產歸屬的變化，將有高達 50%的工作是在工作者自行擁有的設備(Bring Your Own Device, BYOD)上完成的，企業將被迫面臨重新制訂更為開放的資訊管理政策，這類設備使用方式的改變上，Gartner 提醒，現在企業大量引進行動裝置管理設備(Mobile Device Management, MDM)，進行管控組織內的行動化設備，然而這些 MDM 設備是否真正符合企業及工作者行動工作上的需要，仍待企業本身進一步分析評估。

### 3. 社群(Social)

近年來蓬勃發展的社群媒體(如 Facebook、Foursquare 等)，大幅度的改變了全球人類的溝通方式。Gartner 建議企業應該以更為前瞻開放的思維看待社群媒體，因為其跨領域、跨組織且綿密的人際關係網絡，將澈底的突破組織所設立的企業安全界限，將改變企業的傳統管理模式，企業對工作團隊(Team)的定義將須重新定義，因為企業必須思考的是，如何透過社群媒體的特性，組成跨組織(Cross Organization)的工作運作模式。Gartner 建議企業應該將工作者對社群互動的需求納為組織制訂工作流程時的考量因素。



圖 5:2016 年社群媒體經費支應情形

另外，在 2016 年以前，全球將有 10 個組織花費至少超過 10 億美元的經費在社群媒體上，並且預估在 2016 年時，整體資訊市場的產值，將有 15%是由社群媒體所帶來的，社群媒體將是促進行動設備(Mobile Device)發展的一項重要因素。

### 4. 資訊(Information)

Gartner 在資訊主要談論的是海量資料(Big Data)，目前企業進

行各項活動決策所需的資訊，仍有 80% 的資訊是由企業內部的資訊部門所提供，但是在海量資料的快速發展推動下，將澈底改變現有資訊業務價值，資訊部門應該學習掌握海量資料技能，並思考如何在海量資料中，協助企業找到業務有用的資訊，並將海量資料轉成可為企業帶來獲利的契機，Gartner 多次提醒與會資訊主管，海量資料已是資訊部門刻不容緩所需學習的。

另外，Garnter 建議，企業應積極將企業數位化(Digitization)，並預估企業多數的預算將成為資訊預算，在 2015 年前，將有超過 25% 的企業設立數位長 (Chief Digital Officer, CDO) 職位，而且因為海量資料的大量發展與企業數位化需求，全球將創造 440 萬個工作機會，而且限於人才的短缺，將僅有 1/3 的職位能找到適用的人才。



圖 6:2015 年組織設置 CDO 職位的比率

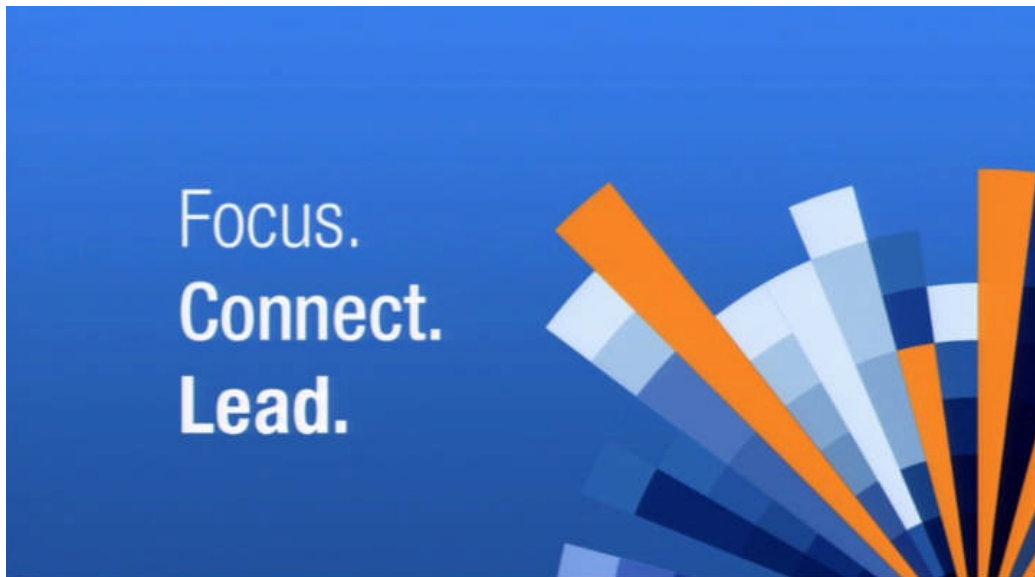


圖 7:資訊部門應具備的基本能力

## 二、 智慧政府的 10 大策略技術(Top 10 Strategic

### Technologies for Smart Government)

在 2007 年 12 月之前，政府部門採用新科技的幅度遠低於產業界，美國聯邦行政管理預算局(Office of Management and Budget, OMB)電子政府資訊科技辦公室表示，主要是因為政府部門對投資的管理能力不足、投資成本不符合效益、資訊建置時程延宕，及引用過於陳舊的資訊技術所造成的。Gartner 於是在 2012 年提出了四項資訊發展關鍵元素 social, information, cloud, and mobile，及 10 項政府在發展資訊策略時可以參考的策略技術發展趨勢，協助政府跨越傳統資訊思維界限，以發展出最適解決方案。Gartner 建議政府部門應依據機關任務、治理等需要，挑選及評估適用的策略技術並排定優先順序。

# Top 10 Strategic Technology Trends for Smart Government



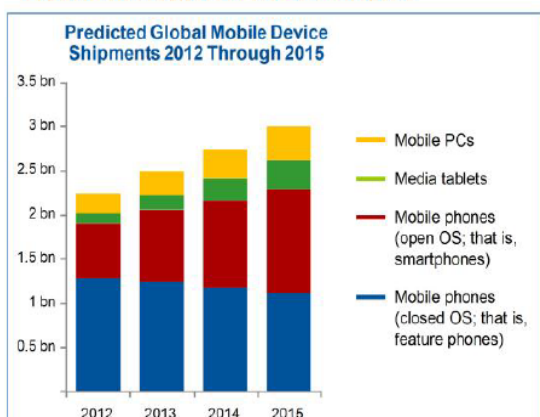
圖 8: 策略技術發展趨勢

## 1. 行動化設備 (Mobile devices)

Gartner 建議在運用行動化趨勢設計行動工作環境時，應邀請行動化實際工作者參與規劃作業，以真實反映行動工作者個人化的需要，並建議普遍使用工具以減少企業整體營運成本及提高反應敏捷性及思維創新性。

## Mobile Devices: The Post-PC Era

From devices or networks ...



... it's about service and innovation.

- ✓ Better reaching employees and constituents
- ✓ Greater penetration than PC
- × Growth of network capacity
- × Privacy/security risks

Gartner

圖 9:行動化設備發展趨勢

行動化設備的主要發展趨勢，包含智慧型手機(Smart Phone)快速成長、媒體平板電腦(Media Tablets)市佔率逐漸取代傳統筆記型電腦(Laptops)，提供了比以往更容易接近終端使用者的管道，資訊科技的滲透率也較以往來的高；另外一方面，因為行動化設備的快速發展與普及化，對網路頻寬的需求將是一大嚴峻的挑戰，而且伴隨而來的隱私權及安全性問題，亦將成為未來資訊科技發展中的重要評估因素。

但是在 2013 年年中之前的平板電腦還不至於取代桌上型電腦的功能，這將提高資訊部門的管理複雜度與預算負荷；另外行動(Mobile)也不再侷限於手持設備(Handset)及網路，蜂窩技術(Cellular Technology)已經大量的被嵌入於多種不同型態的設備，如藥物容器、家庭健康監測器及汽車中；智慧型手機也不僅是連結電信網路，它也透過近場通訊(Near Field Communication, NFC)、藍芽及無線網路方式跟眾多不同類型的設備彼此交換資料。

# Mobile Devices, Interfaces and Applications: Employee at the Center

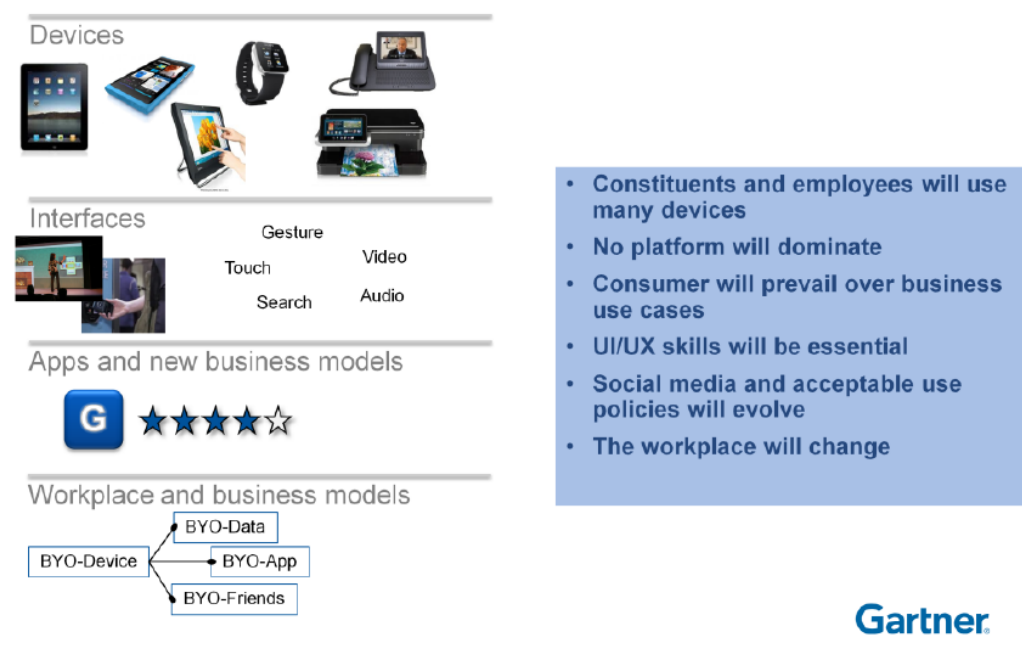


圖 10:以員工為中心的行動化思維

為了因應行動化設備的急遽發展，Gartner 建議以員工為中心進行行動化規劃思維；為了促進政府部門的靈活性與創新力，許多組織漸漸的接受員工自行攜帶設備(Bring Your Own Device, BYOD)進入組織內(包含 Bring your own data、Bring your own App、Bring your own Friends)，另一方面也專注於使用行動裝置管理設備(Mobile Device Management, MDM)保護行動化裝置在存取組織內部資料時的安全性。Gartner 建議政府部門在規劃行動化工作時，可就社群媒體、應用程式及資料三個層面進行整合思考，以產生更為正向有效的影響。

社群媒體(Social Media)，組織員工除了使用組織所提供的資源環境之外，也透過社群媒體與外界產生互動，例如以前的同事、家人或其他通訊朋友，其人際關係網絡的廣度與深度遠高於以往，組織應該思考的是，如何將綿密的人際關係網絡轉換成對企業有益的資訊。

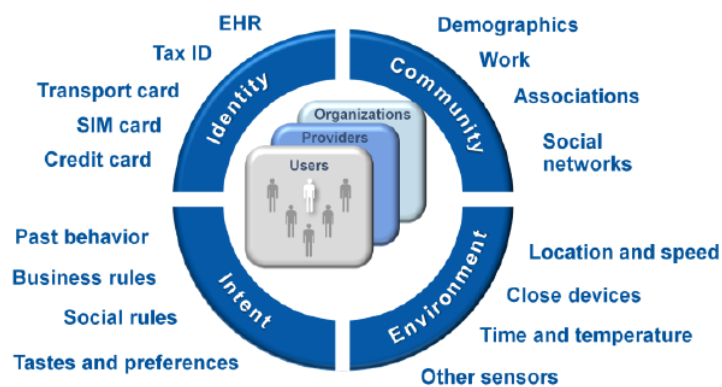
應用程式(Apps)，組織員工的行動化設備內除了安裝組織所提供的應用程式之外，常常亦安裝了許多外界軟體，如搜尋引擎等，以幫助組織員工完成工作，企業應充分利用這類有利於提升員工作業效率的 Apps，除提升員工績效之外，亦對企業整體的營運有所助益。

資料(Data)，行動化設備內除了儲存企業內部資訊之外，亦可能存有組織員工從各自社群網路所下載的資訊，而且多數情況下，這些資料放置在個人雲內，如 iCloud 或 Dropbox，企業應積極思考如何充分運用這些龐大的資料及雲端儲存空間，以便利組織員工使用。

## 2. 情境感知與社群用戶經驗(Contextual & Social user experience)

情境感知運算能夠主動偵測周遭環境變化，如人員生命特徵、所處地理位置及環境溫度等變化情形，並主動、迅速且適宜的提供使用者具豐富、狀態感知及高可用性的功能，以滿足使用者對情境感知服務的需求。

### Contextual and Social User Experience



- Focus on employees first, then on citizen services
- Use context to link mobile, social, location, payment and commerce
- Build skills in augmented reality and ensemble applications
- Expect change in business models and offerings from providers through 2015

Gartner

圖 11:情境感知資料範疇及運算模式

在美國，部分州政府已經使用情境與社群用戶經驗，以行為模式及人口統計來區隔群體及推估服務需求，使政府部門能主動切實的反應市場動態，規劃最佳的施政措施及提供民眾更為個人化及貼心的服務，並估算出該州的社會保險服務中心(call centers for public health insurance exchanges)為該州重要的為民服務核心能力，並建置以雲端為基礎的客戶關係管理服務(Cloud-based CRM)，提供民眾極佳的個人化服務。

### 3. 新世代分析技術(Next generation analytics)

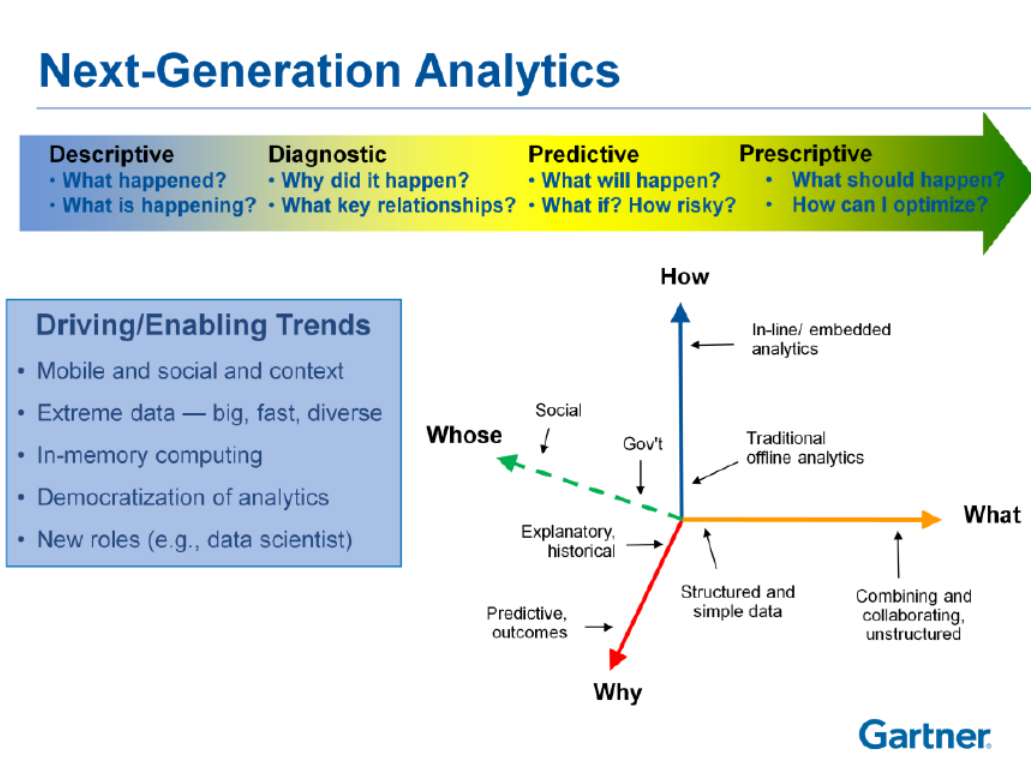


圖 12:新世代分析模式

近年來由於行動化裝置及社群網路平台的快速發展，造就了海量資料的形成，另一方面因為硬體成本的快速下降，讓雲端成為經濟可靠的運算資源來源。如何運用強大的運算能量，分析來自行動裝置及社群網路平台的資料，以提供企業決策所需的參考資訊，除可降低決策錯誤導致的損失之外，並可進一步提高企業獲利的機會，新世代分析不僅分析已發生事件的原因，並且預測未來將發生的變化，進而用於制訂將來所應遵循的規定。

### 4. 物聯網(Internet of things)

由於資通訊技術的高速發展，提供了大量且多樣化的通訊設備(元件)彼此間的通訊能力，物聯網(Internet of things)因而得以成形，在物聯網內可連結大量不同類型的設備(如個人電腦、平板電腦、手機、攝影機、感測器...等等)，讓設備和設備之間可以互相識別、感測、及溝通交換資料。



# The Internet of Things Leads to the Internet of Everything



圖 13:物聯網運用示意圖

在 2020 年將有超過 300 億個各式設備高度黏著使用網路，如攝影機、感測器及建築管理設備等，物聯網將對資訊產生重大影響，如付款機制及商業交易模式等。Gartner 分析促成物聯網發展的關鍵元素，主要有 3 項，第 1 項為內嵌式感測器 (Embedded sensors) 如全球定位系統(Global Positioning System, GPS)、加速度感應器等，可以感測環境的變化情形；第 2 項為影像識別裝置 (Image recognition)，如智慧型手機或平板電腦內的攝影機，可用以辨識物件、人體、建築物、標章等等對用戶或企業具有價值的物體外觀；第 3 項為近場通訊交易機制 (NFC Payment)，如支援 NFC 協定的智慧型手機，可用於簡化商業交易模式及擴大交易管道。

## 5. 公民管理資料(Citizen-Managed data)

Gartner 預測將出現全球性的公民資料保管服務，該項服務在 2016 年之後將被大量且廣泛的使用。



# Business Process Management: Not Just a "Technology Thing"

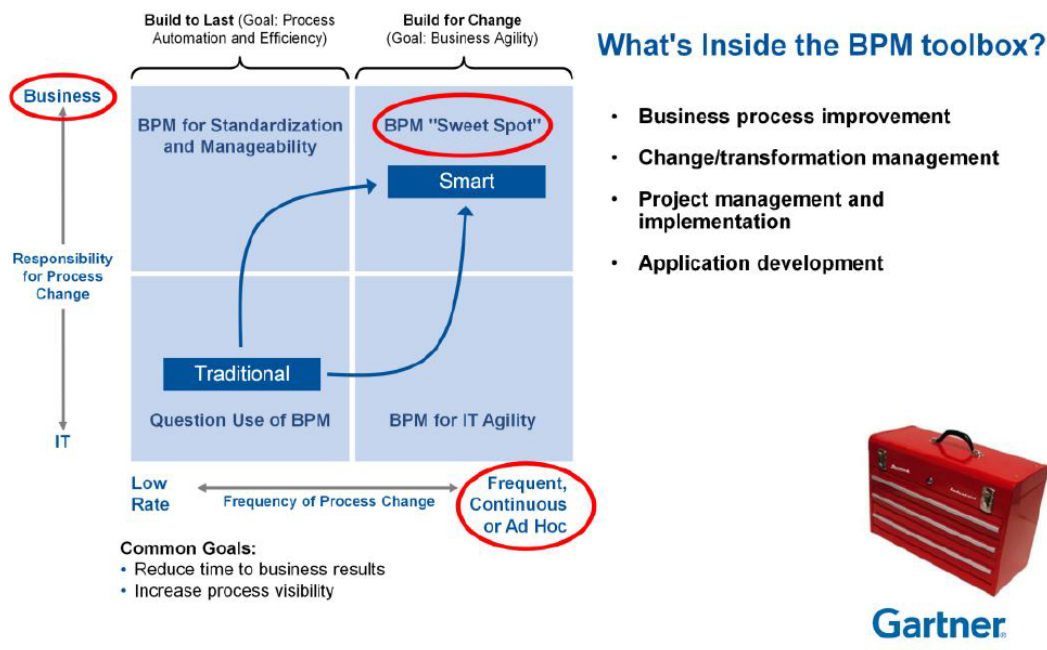


圖 15:商業流程管理矩陣

根基於政府業務流程的獨特性，政府單位採用了大量客製化的資訊科技解決方案，用於協助企業改善作業流程及進行危機處理，以減少決策時間並增加流程可視度及提高決策品質；另外並拆解分析及文件化 BPM 管理模式，用於尋找可以分享使用的共通性功能及規範，並定義各式績效管理指標及訂定其基準值以量測並持續提升組織的運作效能。Gartner 認為通過這些方法可協助政府提升整體服務效率並減少管理複雜度及成本。

## 7. 海量資料管理(Big data management)

海量資料是一種大量、多樣性及高成長量的資訊資產，需要以具有成本效益及創新形式的資料處理流程，進行整體管理、分析以產生對企業有用且適用的資訊，協助企業進行決策並進一步提升企業的服務品質及獲利率(相對於政府，則是提高施政績效及民眾滿意度)。

## Big Data: Pushing Information Management to Extremes

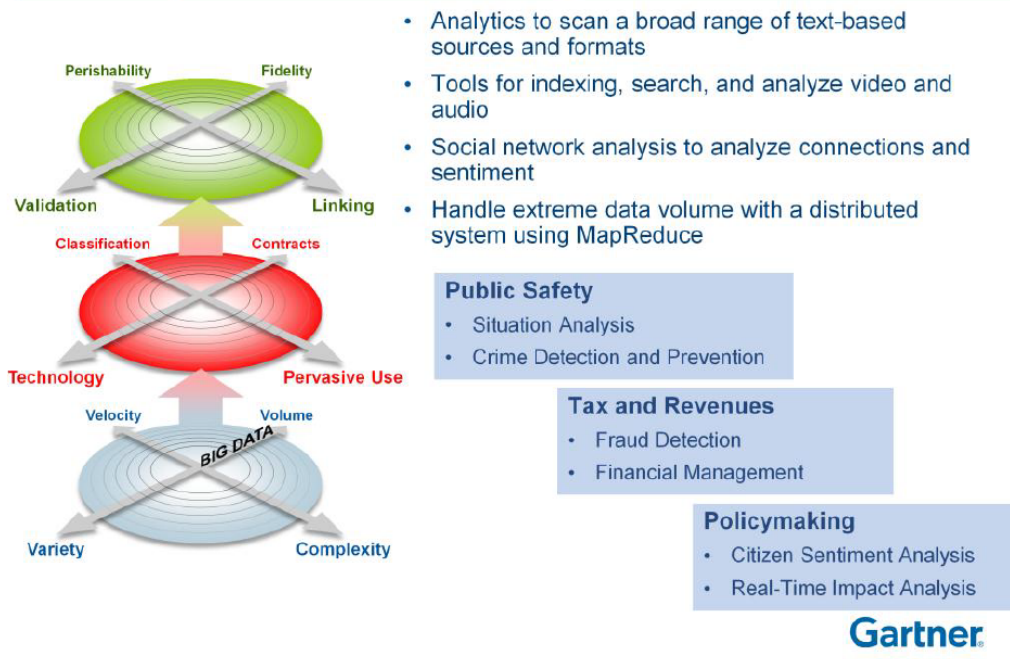


圖 16:海量資料的 12 項特徵

海量資料涵括了大量不同來源、通道及類型的資料(如資料庫、文字、圖片、聲音、影像...等等)，具有大量、高複雜、高成長、多樣性、隨處可用、彼此連結組合等特性，在海量資料中萃取出有用的資料將比傳統數據分析更加困難。Gartner 建議，資訊單位應對海量資料的特性有所了解，並採用具全面性及創新性的組織資訊管理方法、管理架構與分享模式，因為，今日的「Big data」，將僅是明日的「Little data」。

### 8. 企業型應用程式商店(Enterprise app stores)

消費類型應用程式的發展，遠超過了組織原先的預估，其來源及授權狀態的不確定性，及缺乏管理能力，將為組織帶來新的風險。Gartner 認為成立以企業(政府)為主的應用程式商店(App Stores)可以幫助降低這些風險，並滿足員工(民眾)對 App 應用服務的期望。

# Enterprise App Stores: Faster Procurement and Greater Choice

## Consumer-Centric Requirements

- App discovery/search and user choice
- Install/update, trials, social network, innovation

## Enterprise-IT-Centric Requirements

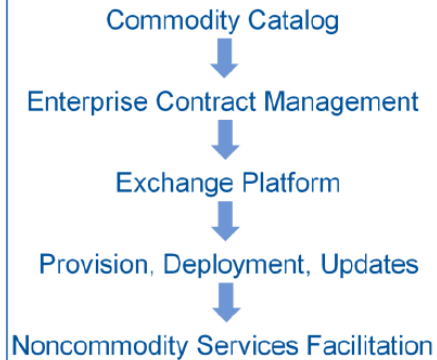
- License management and distribution
- Verification testing, reporting, approve, publish

## Challenges

- Consumer store quality, support and licensing
- Difficulty embracing "apppreneurs," user choice and IT role as market manager



## Government App Store Road Map



Gartner

圖 17: 企業型應用程式商店發展藍圖

企業型應用程式商店可降低組織管理成本、提高組織的靈敏性及推動創新應用，也將是推動雲端服務的一種重要管道。Gartner 認為下列三項趨勢促使了應用程式商店成形的可能性，包含電子採購管道提高了 IT 採購效率；消費設備與應用服務的普及，促進了應用程式商店成為應用服務提供的主要管道；應用程式商店所提供的交流機制，使其得以跨越組織界線而成為普遍的共享服務平台。

## 9. 雲端運算(Cloud computing)

有賴於資訊硬體成本的大幅下降及資訊技術的快速發展，使得雲端運算得以使用網路科技將具有擴充性及彈性的資訊科技，以服務的形式提供給使用者。

# Cloud Computing: A Long Transformational Journey

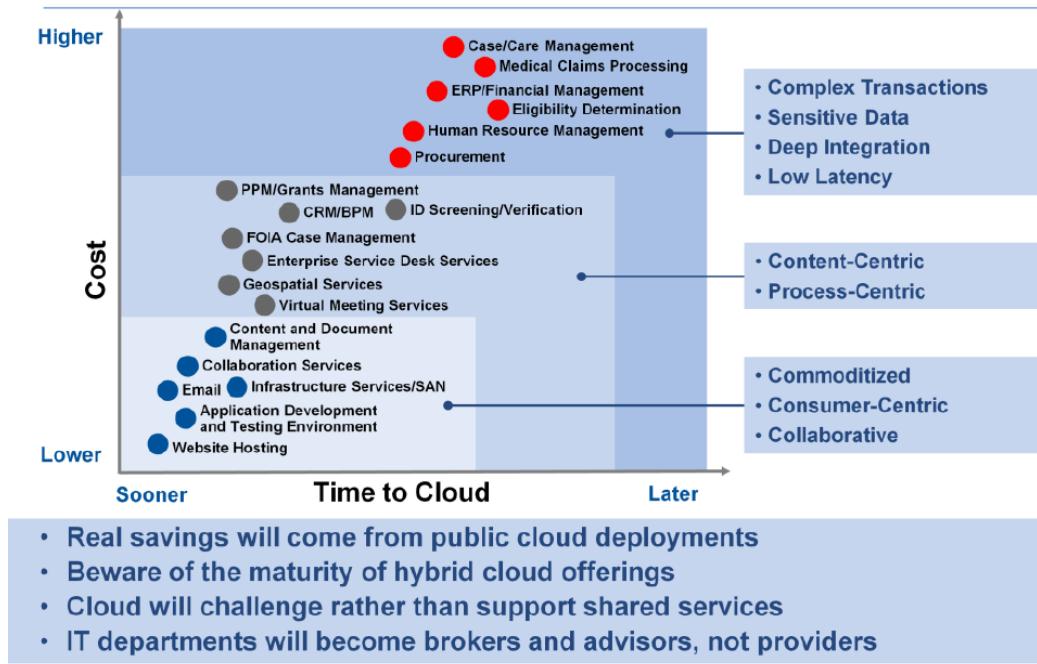


圖 18:雲端運算發展歷程

美國在其聯邦資料中心整合計畫中，提供各級政府機關實作雲端服務的模擬評估平台，以實作方式供各級政府測試其雲端服務平台，並用以擬訂雲端發展政策，在這過程中，美國政府提出了幾項政府機關由傳統架構移往雲端服務時的關鍵考量因素，包含(1)應制訂整體全面性的雲端發展及採購政策。(2) 雲契約(Cloud contracts)對資訊單位而言，是一種極為新穎且複雜的觀念，現階段應充分運用既有已採購的設備。(3)選擇雲端服務應評估該項服務的安全性限制，如果服務較不具高安全性需要者，可尋找公共雲端服務，以提升整體雲端服務的敏捷性與成本效益。(4)不應過度期待政府雲端服務所提供的服務水準可以與民間雲端服務業者相互比擬。

## 10. 跨領域互通性(Cross-domain interoperability)

智慧政府(Smart Government)應整合資訊、溝通及作業技術，進行跨領域的規劃、管理與運作，以產生可持續發展的公共價值。

## Cross-Domain Interoperability: Smart Beyond All Boundaries

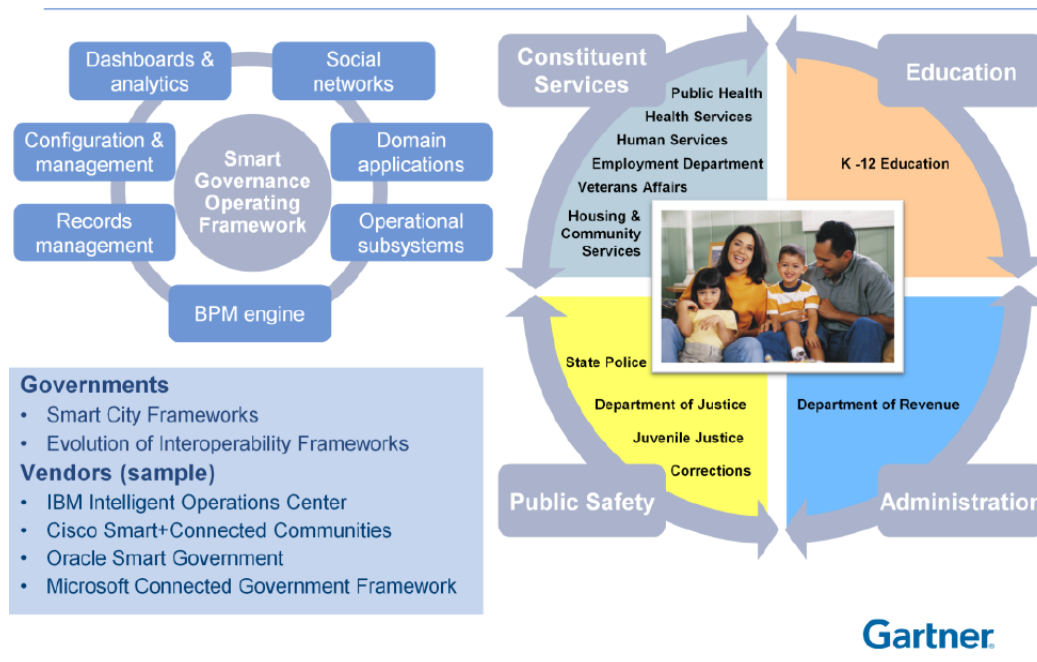


圖 19:智慧政府運作平台架構

透過資料及使用者行為趨勢分析，可以提供政府部門對服務對象及服務內容，進行初步的分類規劃，並透過與民眾直接的接觸，以深入了解民眾需求後，可以發現民眾對於政府的服務需求往往超逾單一政府部門所能提供的服務，而需提升部門間橫向的業務互通能力。Gartner 建議政府部門應充分運用社群網路、領域應用服務、趨勢分析等工具以組成智慧政府運作平台架構，橫向整合不同政府治理部門以提供民眾所需的整體服務。

### 肆、心得與建議

#### 一、心得

##### (一) 參與國際大型會議，學習辦理經驗及拓展國際資訊外交

Gartner 每年舉辦之全球資訊科技大會，與會人員出發前的接洽、同機人員的安排、飯店優惠價格的協調及交通接送規劃、會議主題選擇、講者演講方式、會議場地規劃、設備提供、人員身分識別，處處讓與會人員感受到國際顧問機構在辦理大型會議上的專業與用心，尤其是，為了提升各區域與會人員彼此之間的熟悉感，Gartner 特別於會

議的第一天晚上，分別舉辦區域性晚宴，為後續的會議展開熱身活動，並於第二天晚上舉辦全球性資訊長晚宴，使與會人員有充分認識及對談的管道。

經由參與本次會議，除能使我國對籌辦國際大型會議的細節有所認知之外，亦可透過與其他國家資訊專業人士的直接互動與經驗分享，宣傳我國在資訊發展上的成就，並提升我國資訊能見度。

(二) 運用雲端資料中心，協助政府資訊單位了解並熟悉雲端運作模式

美國政府在聯邦資料中心整合計畫中，提供各級政府可模擬及實作雲端服務的運作平台，協助各級政府熟悉並得以順利推展雲端服務，我國在第四階段電子化政府計畫中，規劃推展各類旗艦級雲端服務，本會政府雲端資料中心，將提供虛擬化、彈性靈活之資訊基礎設施資源，或可將美國聯邦資料中心的做法，作為本會未來推廣雲端資料中心時的參考，以協助各機關熟悉雲端平台運作模式，進而達到資源共享理念並發展創新服務。

(三) 推動開放政府資料政策，邁入政府海量資料時代

美國國家情報總監辦公室 (Office of the Director of National Intelligence, DNI) 在 2012 年 12 月公布的「The Global Trends 2030」報告中，預測未來 15 到 20 年間，全球約有 8 成人口使用雲端服務與海量資料分析工具，我國政府長期掌管數量極其龐大的各類資料，在匯集成為海量資料之前，必須先行推動開放政府資料政策，降低政府資料流通門檻，除了可提高政府資訊的透明度與開放度之外，亦將加速政府海量資料的形成速度，有助於政府資料運用價值的最大化。

(四) 培養海量資料人才，發展海量資料管理策略

本次會議，有機會與來自臺灣本地、香港、馬來西亞、澳洲及中國大陸等地的資訊專業人員，彼此交流資訊實務經驗，普遍認為除了發展雲端基礎建設之外，海量資料的形成已經是各國不可避免的世界潮流，也是各國追求效益及擬訂施政方針的重要分析資料來源，但是在追求海量資料所能帶來的競爭優勢之外，現階段亟需克服的是，如何培養海量資料規劃、分析及管理人才，進而發展海量資料



管理策略與新世代分析技術，將是繼雲端技術之後，最為重要且熱門的人力需求。

(五) 簡化應用程式(Apps)，提高應用程式可用性與成功率

應用程式的敏捷度與複雜度成反比，應用程式的發展趨勢將朝簡單化、微型化方向進行，不再是將各種可能使用的功能集中在一個應用程式內的傳統系統開發思維。簡化應用程式除了可減少因開發複雜程式所產生的高額費用及運作風險之外，亦可提高應用程式的可用性與管理彈性。

## 二、建議

(一) 持續參與國際大型會議及推動資訊外交，與各國資訊專業人士及資訊單位保持良好且密切的夥伴關係。

(二) 參考各國開放政府資料相關政策與推動方式，作為我國開放政府資料政策的擬訂參考，除可提高施政績效的透明度，亦可加速政府海量資料的形成。

(三) 充分運用政府雲端基礎，提供共享資源及發展創新服務，並持續關注全球海量資料管理相關政策及人才培育方向，奠定我國未來政府海量資料管理的基礎。

## 伍、附錄

### 一、會議議程

#### 2012.11.12 Monday

11:00 to 18:00	Registration Open
	Session Type: Registration Location: Foyer F
13:00 to 14:00	The Smart Government Scenario: Keeping the Lights On and Making Them Brighter
	Speaker: Andrea Di Maio Location: Arena 1A
13:00 to 14:00	Key Business and Technology Trends Shaping the E&U Sector in 2013
	Speakers: Kristian Steenstrup, Zarko Sumic Location: Arena 1B
13:00 to 14:00	The Next Big Thing in Banking - Core Banking Appstores
	Speaker: Don Free Location: First Floor, Room 6
13:00 to 14:00	The Expanding Education Ecosystem: How CIOs Cope With Choice and Competition in a Consumerized Cloud World
	Speaker: Jan-Martin Lowendahl Location: First Floor, Room 5
13:00 to 14:00	Contract Negotiation Clinic: Application Outsourcing
	Speaker: Helen Huntley Location: First Floor, Room 1
13:00 to 14:30	Workshop: Identifying Big Data Challenges and Analytic Opportunities
	Speaker: Ian A. Bertram Location: First Floor, Room 2
13:00 to 14:30	Workshop: Overcoming Physician Resistance for Electronic Medical Records
	Speaker: Zafar Chaudry, M.D. Location: First Floor, Room 3
13:00 to 14:30	CIO Workshop: The War for Talent is Back On - Get Prepared!
	Speaker: Lily Mok Location: First Floor, Room 4
14:15 to 15:15	Smart Government Scenario in the Australian context - A conversation with Ann Steward, the Australian Government CIO
	Speakers: Andrea Di Maio, Ann Steward Location: Arena 1A
14:15 to 15:15	Guest Case Study: Transformational Insourcing at Yarra Valley Water: Culture Really Does Matter!
	Speakers: Leigh Berrell, Jim Longwood Location: Arena 1B
14:15 to 15:15	Bank of the Future - Why It Won't Be Apple, Google, Orange or Facebook
	Speaker: David Schehr Location: First Floor, Room 6
14:15 to 15:15	Guest Panel: Delivering a World of Choice in an Increasingly Consumerized World
	Speakers: Kirby Lewis, Bruce Meikle, Bill Rust Location: First Floor, Room 5
14:15 to 15:15	CIO Roundtable: Big Data and CRM
	Speaker: Merv Adrian Location: Central Room 1
14:15 to 15:15	CIO Roundtable: The Future Life and Death of Cloud Computing
	Speaker: David W. Cearley Location: Central Room 2
14:45 to 16:15	Workshop: Developing and Implementing a Superior Mobile Device Policy

Speaker: John Girard Location: First Floor, Room 3

14:45 to 16:15 CIO Workshop: Getting Started on Radical Cost Cutting

Speaker: Robin Simpson Location: First Floor, Room 4

15:30 to 16:00 To the Point: Should Social Media Be Enterprise or Personal Tools in Government?

Speaker: Andrea Di Maio Location: Arena 1A

15:30 to 16:00 To the Point: The Advanced Distribution Management System Market Heats Up

Speaker: Zarko Sumic Location: Arena 1B

15:30 to 16:00 To The Point: The IT Implications of Customer-Driven Segmentation - A Financial Services Perspective

Speaker: David Schehr Location: First Floor, Room 6

15:30 to 16:30 Navigating the Education Ecosystem

Speaker: Bill Rust Location: First Floor, Room 5

15:30 to 16:30 Contract Negotiation Clinic: Infrastructure Outsourcing and Cloud IaaS

Speakers: Rolf Jester, Jim Longwood Location: First Floor, Room 1

16:00 to 16:30 To the Point: Do More With Less: Drive Government Service Improvement With Lean Systems Thinking

Speaker: Steve Bittinger Location: Arena 1A

16:00 to 16:30 To the Point: GIS Hits Main Street, But What About the Enterprise?

Speaker: Kristian Steenstrup Location: Arena 1B

16:00 to 16:30 To the Point: Top Five Can't-Miss Strategies for Successful Core Banking Migration

Speaker: Don Free Location: First Floor, Room 6

16:30 to 18:00 Workshop: Crafting a Cloud Computing Strategy

Speaker: Cameron Haight Location: First Floor, Room 2

16:30 to 18:00 Workshop: Working With EA Consultancies

Speaker: Marcus Blosch Location: First Floor, Room 3

16:30 to 18:00 CIO Workshop: Expanding Your IT Strategy

Speaker: John P. Roberts Location: First Floor, Room 4

16:45 to 17:45 Top 10 Strategic Technology Trends for 2013

Speaker: David W. Cearley Location: Arena 1A

16:45 to 17:45 Should Smart Grid and the Nexus of Technologies Force Utilities to Rip and Replace CIS?

Speaker: Zarko Sumic Location: Arena 1B

16:45 to 17:45 The CIO and Finding the Future Technology Ecosystem Fit For Your Organization

Speaker: Jan-Martin Lowendahl Location: First Floor, Room 5

16:45 to 17:45 CIO Roundtable: Thinking Small: A New Model for IT

Speaker: Andy Rowsell-Jones Location: Central Room 2

16:45 to 17:45 Roundtable: Web and Mobile

Speaker: Anne Thomas Manes Location: Central Room 1

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## 2012.11.13 Tuesday

08:00 to 09:00 Executive Briefing: CIO

Speakers: Dave Aron, Tina Nunno, John P. Roberts Location: Arena 1B

08:00 to 09:00 Executive Briefing: I&O and Communications

Speakers: Bob Hafner, Cameron Haight Location: First Floor, Room 6

08:00 to 09:00 Executive Briefing: Applications and Business Intelligence & Information Management

Speakers: Tom Austin, Brian Prentice, Kurt Schlegel Location: First Floor, Room 5

09:15 to 09:30 Welcome Address

Speaker: Gene Hall Location: Arena2

09:30 to 10:30 Gartner Analyst Opening Keynote

Speakers: Michele C. Caminos, Andy Kyte, Peter Sondergaard, David A. Willis Location: Arena2

11:00 to 11:30 To the Point: Turning iPads and Media Tablets Into Enterprise Platforms

Speaker: David A. Willis Location: Arena 1A

11:00 to 12:00 Embrace Business Model Innovation and Become the Chief Digital Officer

Speaker: Dave Aron Location: Arena2

11:00 to 11:30 To the Point: The App - A Tectonic Shift In Software Design

Speaker: Brian Prentice Location: Arena 1B

11:00 to 11:30 To the Point: How Your Measurement Maturity Could Be Stalling Business Performance

Speaker: Ian A. Bertram Location: Room C

11:00 to 11:30 To the Point: Mobile Security Risks: How Safe Is the Data on Your Smartphone and Tablet?

Speaker: John Girard Location: Room D

11:00 to 11:30 To the Point: The State of Appliances in the Data Center — Are They a Viable Option?

Speaker: Andrew Butler Location: Central Room B

11:00 to 11:30 To the Point: Mastering the Four Competencies of a Strategic EPMO

Speaker: Donna Fitzgerald Location: First Floor, Room 5

11:00 to 12:00 CIO: Roundtable: IT and OT — Working Out Authority and Responsibility

Speaker: Kristian Steenstrup Location: Central Room 2

11:00 to 12:00 Roundtable: BPM Certifications — Curriculum Vitae Fodder or Genuine Corporate Advantage?

Speaker: John Dixon Location: First Floor, Room 1

11:00 to 12:00 Roundtable: Organizational Change: Key to Realizing Benefits in Many Government IT Initiatives

Speaker: Steve Bittinger Location: Central Room 1

11:00 to 12:30 Workshop: Visual Strategic planning at the speed of internet

Speakers: Jan-Martin Lowendahl, Bill Rust Location: First Floor, Room 2

11:00 to 12:30 Workshop: Developing Outcome-Driven Business Operating Anchor Models

Speaker: R. Scott Bittler Location: First Floor, Room 4

11:30 to 12:00 To the Point: Managing Mobile Devices in the Enterprise

Speaker: Song Chuang Location: Arena 1A

11:30 to 12:00 To the Point: Apps Intelligence: Adapting Development for the Nexus of Forces

Speaker: Anne Thomas Manes Location: Arena 1B

11:30 to 12:00	To the Point: Rethinking Data Management Strategies to Avoid Data Chaos in the Cloud Speaker: Eric Thoo Location: Room C
11:30 to 12:00	To the Point: The 2013 Threat Strategic Road Map Speaker: Rob McMillan Location: Room D
11:30 to 12:00	To the Point: Rethinking IT Infrastructure in the Age of Big Data Speaker: Arun Chandrasekaran Location: Central Room B
11:30 to 12:00	To the Point: Project Reporting and Dashboards Speaker: Matt Light Location: First Floor, Room 5
12:15 to 13:00	AirWatch: Three Case Studies of Companies Leveraging Mobility's Third Phase Speaker: Rob Roe Location: Arena 1B
12:15 to 13:00	VMware, Inc.: The Software-Defined Data Centre Evolution Speaker: Muneib Minhazuddin Location: Arena 1A
12:15 to 13:00	INFOSYS: Zen and the Art of Co-creation: Hudson's Journey to Cloud Speakers: Tammy Bare, Mark Leigh Location: Room C
12:15 to 13:00	Huawei: Journey to Enterprise 3.0 Speaker: Stephen Collen Location: Room D
12:15 to 13:00	Cisco: Empower, Engage, Innovate: Transforming Business through People-Centric Collaboration Speaker: Susie Wee Location: Central Room B
12:15 to 13:00	Micro Focus: 4 Key steps to Application Modernization - A Customer Perspective Speakers: Derek Britton, Glenn Myers Location: First Floor, Room 5
13:00 to 14:30	CIO Program Lunch with Pete Goss: Dare to Dream Speaker: Pete Goss Location: Arena2
13:30 to 13:50	Magic Quadrant: Intelligent BPM Suites Speaker: Janelle B. Hill Location: ITxpo Theatre E
13:30 to 13:50	Hype Cycle: Enterprise Architecture Speaker: R. Scott Bittler Location: ITxpo Theatre F
13:30 to 13:50	Magic Quadrant: Blade Servers Speaker: Evan Zeng Location: ITxpo Theatre G
14:00 to 14:20	Magic Quadrant: Social Software Speaker: Tom Austin Location: ITxpo Theatre E
14:00 to 14:20	Magic Quadrant for Mobile Application Development Platforms Speaker: Song Chuang Location: ITxpo Theatre F
14:00 to 14:20	Market Overview: Data Center & Infrastructure Utility Services Outsourcing, Asia Pacific Speaker: Rolf Jester Location: ITxpo Theatre G
14:00 to 15:30	Workshop: Assuring Governance and Information Management Practices in the Big Data Era Speaker: Merv Adrian Location: First Floor, Room 2
14:00 to 15:30	CIO Workshop: Towards an Outline Action Plan for Migrating to your Future Applications Portfolio

Speaker: John P. Roberts Location: First Floor, Room 4

14:30 to 15:30 Applications 2020: The Impact of Mobile, Social, Cloud and Big Data on Your Applications Portfolio

Speaker: Ross Altman Location: Arena 1A

14:30 to 15:30 The Mobile Scenario: Understanding Mobile Trends through 2017

Speaker: Nick Jones Location: Arena 1B

14:30 to 15:30 Through the Looking Glass – The Banking Industry in a World of Empowered Customers

Speaker: David Schehr Location: Room C

14:30 to 15:30 Top Security Trends and Take-Aways for 2012 and 2013

Speaker: Rob McMillan Location: Room D

14:30 to 15:30 The Cloud Computing Scenario: Shaking the Foundations of Business, Technology and People

Speaker: David W. Cearley Location: Arena2

14:30 to 15:30 Talent at the Edge: What Leading-Edge Practices Will Win the Race for Talent?

Speaker: Lily Mok Location: Central Room B

14:30 to 15:30 DevOps: Rethinking IT Operations

Speaker: Cameron Haight Location: First Floor, Room 5

14:30 to 15:30 CIO Roundtable: The Art and Science of Creating IT Service Portfolios and Catalogs

Speaker: Steve Bittinger Location: Central Room 2

14:30 to 15:30 Roundtable: Moving From Project Management to Project Leadership

Speaker: Matt Light Location: Central Room 1

15:30 to 16:00 Executive Programs Spotlight Session: CIO Power Politics

Speaker: Tina Nunno Location: Executive Programs Lounge

15:35 to 15:55 SOTI Inc: Bring Android Security on par with iOS in your Enterprise!

Speaker: Ron Hassanwalia Location: ITxpo Theater E

15:35 to 15:55 Huawei: Branch Office Data Centers Without the Tears

Speaker: Ron Raffensperger Location: ITxpo Theater F

15:45 to 17:15 CIO Workshop: Raising Your Innovation Maturity

Speaker: Marcus Darbyshire Location: First Floor, Room 2

15:45 to 17:15 Workshop: Asset Management for Utilities — Optimize Your Assets to Maximize Return on Investment

Speaker: Kristian Steenstrup Location: First Floor, Room 3

15:45 to 17:15 CIO Workshop: Brand Awareness for IT Professionals

Speaker: Bard Papegaaij Location: First Floor, Room 4

16:00 to 17:00 Information 20/20: Focus, Connect and Lead With Information

Speaker: Ian A. Bertram Location: Arena 1A

16:00 to 16:30 To the Point: The Technology and Business of the Internet of Things

Speaker: Nick Jones Location: Arena 1B

16:00 to 17:00 Enterprise Architecture Takes on the Nexus of Disruption

Speaker: R. Scott Bittler Location: Room C

16:00 to 16:30 To the Point: Leverage Low-Cost IT to Deliver High Business Value

Speaker: Rolf Jester Location: Room D

16:00 to 17:00 Ten Critical Trends and Technologies Impacting IT During the Next Five Years

Speaker: Michele C. Caminos Location: Arena2

16:00 to 16:30 To the Point: App Stores — Coming to an Enterprise Near You

Speaker: Brian Prentice Location: Central Room B

16:00 to 17:00 The Structures and Politics of IT and the Enterprise PMO

Speaker: Donna Fitzgerald Location: First Floor, Room 5

16:00 to 17:00 Roundtable: Fabric Experiences

Speaker: Andrew Butler Location: Central Room 1

16:00 to 17:00 Roundtable: Security & Social Media

Speaker: Andrew Walls Location: Central Room 2

16:00 to 16:20 Magic Quadrant: Content Aware Data Loss Prevention

Speaker: Rob McMillan Location: ITxpo Theatre E

16:00 to 16:20 Market Overview: Pan-Regional Application Service Providers, Asia/Pacific

Speaker: Jim Longwood Location: ITxpo Theatre F

16:00 to 16:20 Magic Quadrant for Asia/Pacific Network

Speaker: Geoff Johnson Location: ITxpo Theatre G

16:30 to 17:00 To the Point: What CFOs Needs to Know and Only You Can Tell Them

Speaker: Tina Nunno Location: Arena 1B

16:30 to 17:00 To the Point: Change Vendors or Insource? That Is the Question

Speaker: Helen Huntley Location: Room D

16:30 to 17:00 To the Point: Estimating The Future Cost of Application Maintenance

Speaker: Andy Kyte Location: Central Room B

17:15 to 18:15 Contract Negotiation Clinic: Microsoft

Speaker: Frances O'Brien Location: First Floor, Room 2

17:15 to 18:15 Roundtable: How Does Enterprise Architecture Take on Cloud Computing Disruptions to Deliver Business Outcomes?

Speaker: Marcus Blosch Location: Central Room 1

17:15 to 18:00 Guest Keynote: Success Through Simplicity: Apps for Everyone

Speakers: Brian Prentice, Dom Sagolla Location: Arena2

18:00 to 19:30 Gartner Analyst Relations Forum (by invitation only - contact Jacki Williamson on the one on one desk)

Speakers: Gene Hall, Peter Sondergaard Location: First Floor, Room 1

18:20 to 18:40 Magic Quadrant: PC Client Management Tools

Speaker: David A. Willis Location: ITxpo Theatre E

18:20 to 18:40 Magic Quadrant: Mobile Data Protection

Speaker: John Girard Location: ITxpo Theatre F

18:20 to 18:40 Magic Quadrants: Unified Communications and the Unified Communications as a Service

Speaker: Geoff Johnson Location: ITxpo Theatre G

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## 2012.11.14 Wednesday

08:15 to 09:45	CIO Workshop: Getting started with a Next Generation Mobile Strategy Speaker: Robin Simpson    Location: First Floor, Room 2
08:15 to 09:45	Workshop: Gartner ITScore - An Assessment of Application Organizations' Maturity Speaker: Andy Kyte    Location: First Floor, Room 3
08:15 to 09:45	CIO Workshop: Successfully Building World-Class IT Shared Services Speaker: Steve Bittinger    Location: First Floor, Room 4
08:30 to 09:30	Top 10 Strategic Technologies for Smart Government Speaker: Andrea Di Maio    Location: Arena 1A
08:30 to 09:30	The CIO Agenda Speaker: Mark P. McDonald    Location: Arena 1B
08:30 to 09:30	Using Enterprise Architecture to Help Expand into New Markets and Geographies Speaker: R. Scott Bittler    Location: Room C
08:30 to 09:30	Use Disciplined Vendor Management to Derive More Value From Your IT Suppliers Speaker: Helen Huntley    Location: Room D
08:30 to 09:30	What the Board and Senior Executives Really Want that they Aren't Telling their CIO Speaker: Tina Nunno    Location: Arena2
08:30 to 09:30	The Consumerization of Application Development Speaker: Brian Prentice    Location: Central Room B
08:30 to 09:30	Process 2020 Speaker: Janelle B. Hill    Location: First Floor, Room 5
08:30 to 09:30	Roundtable: Healthcare Providers' Experiences With Social Media Speaker: Zafar Chaudry, M.D.    Location: Central Room 1
08:30 to 09:30	Roundtable: The Impact Of The Mobile Cloud Speaker: Song Chuang    Location: Central Room 2
09:45 to 10:15	To the Point: You Know It's Big Data When... Speaker: Merv Adrian    Location: Arena 1A
09:45 to 10:45	Internet Of Everything Scenario: How the Internet of Things, People and Information Will Change Our Lives Speaker: John P. Roberts    Location: Arena 1B
09:45 to 10:45	The Power PMO: A Lean, Keen, Team Machine Speaker: Matt Light    Location: Room C
09:45 to 10:15	To the Point: Top 5 Action Items for Server Virtualization Speaker: Cameron Haight    Location: Room D
09:45 to 10:45	The 2013 Gartner Scenario for Senior Executives Speaker: Dale Kutnick    Location: Arena2
09:45 to 10:15	To the Point: Reach Is the New Quality — How Cloud, Mobile and Consumer Are Transforming Enterprise Video Speaker: David A. Willis    Location: Central Room B
09:45 to 10:15	To the Point: The Promise of In-Memory Computing: It's Not Just About Speed Speaker: Ross Altman    Location: First Floor, Room 5



09:45 to 10:45	CIO Roundtable: Competitive Advantage & Business Transformation: Building on New IT Opportunities Speaker: Dave Aron Location: Central Room 2
09:45 to 10:45	Roundtable: Data Loss Prevention Speaker: Rob McMillan Location: Central Room 1
10:00 to 11:30	Workshop: Powering Success With Metrics Speakers: John Dixon, Janelle B. Hill Location: First Floor, Room 2ID: W8L
10:00 to 11:30	Workshop: Getting More Value From SharePoint Speaker: Gavin Tay Location: First Floor, Room 3
10:00 to 11:30	CIO Workshop: Winning Conversations Speaker: Bard Papegaaij Location: First Floor, Room 4
10:15 to 10:45	To the Point: Helping IT and the Business Collaborate in Managing Data Speaker: Eric Thoo Location: Arena 1A
10:15 to 10:45	To the Point: Stop Delivering IT Services and Start Delivering IT Value Speaker: Evan Zeng Location: Room D
10:15 to 10:45	To the Point: Unified Communications as a Service: Delivery through the Cloud Speaker: Geoff Johnson Location: Central Room B
10:15 to 10:45	To the Point: HTML5 and the Journey to the Modern and Mobile Web Speaker: Anne Thomas Manes Location: First Floor, Room 5
10:15 to 11:15	Cisco: Work Your Way: Virtual and Collaborative Teleworkspaces Speakers: Ken Boal, Ryan Hicks Location: First Floor, Room 6
10:50 to 11:10	LANDesk: Increase Organizational Productivity Through "User Oriented Management" Speaker: Alan Abraham Location: ITxpo Theater E
11:00 to 11:30	Executive Programs Spotlight Session: Executive Communications Speaker: Dale Kutnick Location: Executive Programs Lounge
11:00 to 12:00	CIO Roundtable: Digitalizing Business Speaker: Mark P. McDonald Location: Central Room 2
11:00 to 12:00	Roundtable: The Total Cost of Ownership of the All-Wireless Office Speaker: David A. Willis Location: Central Room 1
11:15 to 12:00	Interactive Intelligence: Panel Session: Driving Business Agility through Virtual and Cloud based Contact Centres Speakers: Hubert Van Dalen, Brett Winn Location: Room D
11:15 to 12:00	Palo Alto Networks: The APT Ate My Homework: Business Assurance in Changing Landscapes Speaker: Tony Kirkham Location: Central Room B
11:15 to 12:00	UXC Connect: Organisational Evolution meets Technology Disruption Speaker: David Favelle Location: First Floor, Room 5
11:15 to 12:00	Laserfiche International: (Customer Insight) Change Implementation - 5-Steps to Win the Battle Speaker: David Fogarty Location: Arena 1B
11:15 to 12:00	Citrix : Changing Work styles – The New Definition of Work Speakers: Andrew Dent, Barry Jung Location: Arena 1A

11:15 to 12:00	Blue Coat Systems: User - New Perimeter: The Future is Unified Web Security Speaker: Jonathan Andresen Location: Room C
12:00 to 13:30	CIO Program Lunch with Dr. Louise Mahler: Influencing Beyond Words Speaker: Dr. Louise Mahler Location: Arena2
12:20 to 12:40	Magic Quadrant: Data Warehouse DBMS Speaker: Merv Adrian Location: ITxpo Theatre E
12:20 to 12:40	Magic Quadrant: Enterprise Backup/Recovery Software Speaker: Arun Chandrasekaran Location: ITxpo Theatre F
12:20 to 12:40	Magic Quadrant & MarketScope: PPM Cloud Services and PPM Applications Speaker: Matt Light Location: ITxpo Theatre G
12:50 to 13:10	Magic Quadrant: Business Intelligence Platforms Speaker: Kurt Schlegel Location: ITxpo Theatre E
12:50 to 13:10	Magic Quadrant: x86 Server Virtualization Infrastructure Speaker: Evan Zeng Location: ITxpo Theatre F
12:50 to 13:10	Magic Quadrant: Secure Web Gateway and Secure Email Gateway Speaker: Andrew Walls Location: ITxpo Theatre G
13:00 to 14:30	CIO Workshop: Crafting a Cloud Computing Strategy Speakers: Arun Chandrasekaran, Cameron Haight Location: First Floor, Room 2
13:00 to 14:30	Workshop: Build an Effective Risk and Security Program Speaker: Rob McMillan Location: First Floor, Room 3
13:30 to 14:30	Cloud-Based Office Systems: Google vs. Microsoft Speaker: Tom Austin Location: Arena 1A
13:30 to 14:00	To the Point: Powering Business Innovation: Key Decisions, New Attitudes and Next Practices in Innovation Management Speaker: Andy Rowsell-Jones Location: Arena 1B
13:30 to 14:30	Guest Case Study: From CIO to General Manager Speakers: David W. Cearley, Aakash Gandhi Location: Room C
13:30 to 14:30	Business Architecture - Uniting Business and IT Speaker: Marcus Blosch Location: Room D
13:30 to 14:30	Masters of Leadership Speaker: Dave Aron Location: Arena2
13:30 to 14:30	Debate: Will Windows 8 Succeed? Speakers: Bob Hafner, Nick Jones, Brian Prentice Location: Central Room B
13:30 to 14:30	Roundtable: Outsourcing in China Speaker: Jim Longwood Location: Central Room 2
13:30 to 14:30	Roundtable: What Does It Take to Mature Your BPM Capabilities? Speaker: Janelle B. Hill Location: Central Room 1
14:00 to 14:30	To the Point: How Cloud, Mobile, Social and Big Data Transform Enterprise Application Architecture

Speaker: Anne Thomas Manes Location: Arena 1B

14:45 to 15:45 Guest Case Study: Manoeuvring an IT Turnaround – a Discussion with CIOs Randall Brugeaud and Travers Stow

Speakers: Randall Brugeaud, Travers Stow Location: First Floor, Room 5

14:45 to 15:45 Social Analytics, Big Data & Surveillance: The Promises and Perils of Monitoring People

Speaker: Andrew Walls Location: Arena 1A

14:45 to 15:45 Turning Mobile Innovation into Business Value

Speaker: Nick Jones Location: Arena 1B

14:45 to 15:45 Intelligent Business Operations Through Process Maturity

Speaker: John Dixon Location: Room C

14:45 to 15:45 The Value of IT Procurement: What Every CIO Should Know

Speaker: Frances O'Brien Location: Room D

14:45 to 15:45 The Politics of Partnership for CIOs

Speaker: Tina Nunno Location: Arena2

14:45 to 15:45 Make Customer-Facing Analytics Part of Your Business Model

Speaker: Kurt Schlegel Location: Central Room B

14:45 to 15:45 Roundtable: Best Practices in Data Centre Consolidation

Speaker: Evan Zeng Location: Central Room 1

14:45 to 15:45 Roundtable: How to Manage Demand for Projects When There's Too Much and the Priorities Keep Changing?

Speaker: Matt Light Location: Central Room 2

14:45 to 15:05 Magic Quadrant: Enterprise Architecture Tools

Speaker: R. Scott Bittler Location: ITxpo Theatre E

14:45 to 15:05 Magic Quadrant: MFPs and Printers Worldwide

Speaker: Michele C. Caminos Location: ITxpo Theatre F

14:45 to 15:05 Magic Quadrant: Enterprise Content Management

Speaker: Gavin Tay Location: ITxpo Theatre G

14:45 to 16:15 Workshop: How Australian Enterprises Will Use Unified Communications as a Utility to Automate Their Business Processes

Speakers: Bob Hafner, Geoff Johnson Location: First Floor, Room 2

14:45 to 16:15 CIO Workshop: Executive Communication for Engagement

Speaker: Dale Kutnick Location: First Floor, Room 3

14:45 to 16:15 CIO Workshop: The War for Talent is Back On - Get Prepared!

Speaker: Lily Mok Location: First Floor, Room 4

15:50 to 16:10 Exinda: Delivering Next Generation WAN Optimization Today

Speaker: Zen Wijeyesinghe Location: ITxpo Theater F

15:50 to 16:10 Blink Mobile Interactive: Mobility Platforms and the User-Interaction Oriented Revolution

Speaker: Alan Williams Location: ITxpo Theater E

15:50 to 16:10 UXC Connect: Mobility as a Service

Speaker: Denise Carson Location: ITxpo Theater G

16:00 to 17:00	Roundtable: How Can Data Integration and Application Integration Be Managed and Delivered Synergistically? Speakers: Merv Adrian, Eric Thoo Location: Central Room 2
16:00 to 17:00	Roundtable: How to Communicate and Optimize the Value of eHealth Investments? Speaker: Zafar Chaudry, M.D. Location: First Floor, Room 8
16:00 to 17:00	Roundtable: Targets and Predators in the Education Ecosystem Speaker: Bill Rust Location: Central Room 1
16:15 to 17:00	Sitecore: Website Personalisation: Right Message, Right Person, Right Time, Right Channel Speakers: Greg Baxter, Tony Grier, Nick Jaco, Sean Riley Location: Arena 1B
16:15 to 17:00	Orange Business Services: Digital Futures - How Prepared Are You? Speaker: Gordon Makryllos Location: Arena 1A
16:15 to 17:00	Riverbed Technology: Case Study: Acceleration, Visibility and Control of Enterprise Applications Speaker: Darren Hawley Location: Room C
16:15 to 17:00	CA Technologies: The Innovation Imperative: Driving Faster Service Delivery Speaker: John Kearney Location: Room D
16:15 to 17:00	Huawei: Smart Minds” to “Smart Hands Speaker: Ron Raffensperger Location: Central Room B
16:15 to 17:00	Xtraction Solutions: Increasing Company Performance and Reducing Costs Through Self-Service Reporting Speakers: Randy Schilleman, Clive Smith Location: First Floor, Room 5
17:15 to 18:15	Contract Negotiation Clinic: Oracle Speaker: Frances O'Brien Location: First Floor, Room 2
17:15 to 18:15	Content Management in the Cloud — What’s Possible and When to Use It ( Pre-registration Required. End Users Only) Speaker: Gavin Tay Location: Central Room 1
17:15 to 18:00	Mastermind Keynote Interview with Anne Weatherston, Chief Information Officer, ANZ Speakers: Don Free, Andy Rowsell-Jones, Anne Weatherston Location: Arena2

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## 2012.11.15 Thursday

08:15 to 09:45	Workshop: How to Implement a Bring Your Own Device Policy Speaker: Nick Jones Location: First Floor, Room 2
08:15 to 09:45	CIO Workshop: Getting Started on Radical Cost Cutting Speaker: Robin Simpson Location: First Floor, Room 3
08:15 to 09:45	CIO Workshop: Expanding Your IT Strategy Speaker: John P. Roberts Location: First Floor, Room 4
08:30 to 09:30	Information Is the Next Business Opportunity: Are You Ready? Speaker: Eric Thoo Location: Arena 1A
08:30 to 09:30	Designing the Mobile Experience: Patterns, Context and Cross-Channel Speaker: Anne Thomas Manes Location: Room C
08:30 to 09:30	Digitalizing Business Speaker: Mark P. McDonald Location: Arena2

08:30 to 09:30	Panel: The Future of Offshore Services Around the World Speakers: Helen Huntley, Rolf Jester, Jim Longwood Location: Room D
08:30 to 09:30	The Digital Designer: The Individual Linchpin in the Nexus of Forces Speaker: Brian Prentice Location: Arena 1B
08:30 to 09:30	Is the Concept of the Server Obsolete — or in Need of Redefining? Speaker: Andrew Butler Location: Central Room B
08:30 to 09:30	Protecting Future Devices in the Age of Tablets and Clouds Speaker: John Girard Location: First Floor, Room 5
08:30 to 09:30	CIO Roundtable: Running IT as a Business: The Financial Perspective Speaker: Andy Rowsell-Jones Location: Central Room 2
08:30 to 09:30	Roundtable: Pace-Layered Application Strategy Speaker: Andy Kyte Location: Central Room 1
09:30 to 11:00	Workshop - Digitization in Natural Resources (available to industry professional only) Speakers: Ian A. Bertram, Geoff Johnson, Nadia Rom, Kristian Steenstrup Location: First Floor, Room 8
09:45 to 10:45	Executive Programs Spotlight Session: Meet the Author: The Digital Edge Speaker: Mark P. McDonald Location: Executive Programs Lounge
09:45 to 10:45	Roundtable: Cloud Speaker: R. Scott Bittler Location: Central Room 1
09:45 to 10:45	Roundtable: Process Design and Implementation: The Roots of a Good ITAM Program Speaker: Frances O'Brien Location: Central Room 2
09:45 to 10:30	Splunk Inc.: Delivering Operational Intelligence at NAB & Arrow Energy with Splunk Speakers: Edmund Lim, Jamie Rossato, Eddie Satterly Location: Arena 1B
09:45 to 10:30	Good Technology: Now That You've Said "Yes" to BYOD, What's Next? Speakers: Ken Gosselin, Nicko Van Someren Location: Arena 1A
09:45 to 10:30	NEXTDC: The Future of Data Centres Speaker: Simon Cooper Location: Room C
09:45 to 10:30	Ricoh Australia: Westpac banking on success with IBM and Ricoh Speakers: Stuart Hammond, Gary Sim Location: Room D
09:45 to 10:30	MobileIron: CIO Best Practices: Learn to Stop Worrying and Love Mobility Speaker: Ian Jansen Location: Central Room B
09:45 to 10:30	Salesforce.com: Business is Social Speaker: Mark Abramowitz Location: First Floor, Room 5
10:00 to 11:30	Workshop: DevOps: Rethinking IT Operations Speakers: Arun Chandrasekaran, Cameron Haight Location: First Floor, Room 2
10:00 to 11:30	Workshop: Best (and Worst) Practices in Prioritization and Project Staff Allocation Speaker: Matt Light Location: First Floor, Room 3
10:00 to 11:30	CIO Workshop: Raising Your Innovation Maturity Speaker: Marcus Darbyshire Location: First Floor, Room 4

11:00 to 12:00	Why Digital Marketing Is Going to Rock Your World (or Commoditize You)!	Speaker: Ross Altman Location: Arena 1A
11:00 to 12:00	Pocket Power: Directions in Mobile Device Technologies and Management Approaches	Speaker: David A. Willis Location: Arena 1B
11:00 to 12:00	When the CIO is Enterprise Architect	Speaker: Marcus Blosch Location: Room C
11:00 to 12:00	Breaking the Barriers to Enterprise BPM Success	Speaker: Janelle B. Hill Location: Room D
11:00 to 12:00	Emerging Trends Radar Screen: The View Through 2017	Speaker: Tom Austin Location: Arena2
11:00 to 12:00	Complexity is Killing Your Large Applications: Act Now to Save Them	Speaker: Andy Kyte Location: Central Room B
11:00 to 12:00	The Future of Enterprise Content Management: A Road Map for Success	Speaker: Gavin Tay Location: First Floor, Room 5
11:00 to 12:00	Roundtable: Core Banking Reform - Renovate, Build or Buy?	Speaker: Don Free Location: Central Room 2
11:00 to 12:00	Roundtable: What Are the Information Governance and Data Quality Implications of Big Data?	Speaker: Eric Thoo Location: Central Room 1
11:15 to 11:45	Executive Programs Spotlight Session: Business Model Innovation	Speaker: Dave Aron Location: Executive Programs Lounge
12:20 to 12:40	Magic Quadrant: Data Integration Tools and Data Quality Tools	Speaker: Eric Thoo Location: ITxpo Theatre E
12:20 to 12:40	Magic Quadrant: Mobile Device Management	Speakers: Song Chuang, John Girard Location: ITxpo Theatre F
12:20 to 12:40	Magic Quadrant: Web Content Management	Speaker: Gavin Tay Location: ITxpo Theatre G
13:00 to 14:00	Stop Hiring People, Start Hiring Clusters	Speaker: Dave Aron Location: Arena 1B
13:00 to 14:00	Moving From Outsourcing to the Cloud - Are You Ready?	Speaker: Jim Longwood Location: Room C
13:00 to 14:00	Unified Communications and Collaboration: Leveraging Cloud, Premise and Hybrid Solutions	Speaker: Geoff Johnson Location: Room D
13:00 to 14:00	The Emerging Technologies That CEOs Want by 2018	Speaker: Mark P. McDonald Location: Arena2
13:00 to 14:00	Leveraging Big Data in Analytics With the Logical Data Warehouse	Speaker: Merv Adrian Location: Central Room B
13:00 to 14:00	Lessons from the Leaders (and Laggards) in Enterprise Architecture	Speaker: Marcus Blosch Location: First Floor, Room 5

13:00 to 14:00	Key Decision Criteria To Consider Before Buying I&O Management Tools Speaker: Michele C. Caminos Location: Arena 1A
13:00 to 14:00	Roundtable: Telemedicine — Fact of Fiction? Speaker: Zafar Chaudry, M.D. Location: Central Room 1
13:00 to 14:00	Roundtable: Where Do You Stand in the Google vs. Microsoft Cloud Office System Continuum? Speaker: Tom Austin Location: Central Room 2
13:00 to 14:30	CIO Workshop: IT Workforce - The Road to 2016 and Beyond Speaker: Lily Mok Location: First Floor, Room 3
13:00 to 14:30	CIO Workshop: Winning Conversations Speaker: Bard Papegaaij Location: First Floor, Room 4
14:15 to 15:15	Five Things You Can Do Right Now to Innovate for Free Speaker: Andy Rowsell-Jones Location: Arena 1A
14:15 to 15:15	The Mobile Scenario: Understanding Mobile Trends Through 2017 Speaker: Nick Jones Location: Arena 1B
14:15 to 15:15	Shift IT Spending From Physicians to Patients to Improve Healthcare Quality Speaker: Zafar Chaudry, M.D. Location: Room C
14:15 to 15:15	PPM Engagement Techniques — Cascades, Gamification, Behavior Change Architecting Communications for Engagement and Benefits Realization Speaker: Donna Fitzgerald Location: Room D
14:15 to 15:15	Top 10 Strategic Technology Trends for 2013 Speaker: David W. Cearley Location: Arena2
14:15 to 15:15	Operational, Transformational and Technical Roles for Successful BPM Projects and Programs Speaker: John Dixon Location: First Floor, Room 5
14:15 to 15:15	The Future of Business Analytics Speaker: Kurt Schlegel Location: Central Room B
15:30 to 16:15	Closing Keynote: A Real Fighter Speaker: Pte Damien Thomlinson Location: Arena2

## 二、照片剪輯



以情境模擬方式進行，讓與會者能充分感受到講者所要表達的情境。



主要場地以圓桌方式安排，增加與會人員彼此交流認識的機會。





邀請當地政府機關介紹推行智慧政府經驗，提供產官經驗交流機會。



依照參與人員的身分給予不同顏色的識別證與背包。



識別證上以不同顏色色塊標示產業別及專長，利於與會人員可透過色塊初步了解彼此的經驗背景。