

Managing Chaos in a Distributed Computing Environment



May 1-3, 1996
Atlanta, Georgia

Presented by
Gartner Group

in association with
ComputerLand • National Technology Group

Corporate sponsors
Hewlett-Packard • Intel • IBM

Gartner Group, ComputerLand and National Technology Group have joined together to combine their superior industry knowledge with their extensive industry network to bring you actionable advice on today's and tomorrow's industry issues and trends.

GartnerGroup

Your Personal
Information Technology Advisor

Gartner Group, Inc. is the world's leading independent advisor to business professionals making information technology (IT) decisions. We provide research, analysis and advice on strategies for users, purchasers and vendors of IT products and services. Concise, actionable advice saves you time, money and resources while increasing your success.

With more than 400 analysts in 70 locations worldwide, Gartner Group is the most comprehensive resource for the trends and dynamics shaping the volatile IT industry. Gartner Group has 23,720 client interfaces, representing 6,700 organizations worldwide. In addition, people worldwide access Gartner Group research and analysis using electronic mediums such as CD-ROM, Lotus Notes and @vantage, an online user forum where IT professionals share up-to-the-minute IT information provided by Gartner Group and other top-caliber knowledge sources.

ComputerLand

ComputerLand, a nationally recognized information technology provider with \$1.1 billion in annual revenue, specializes in providing business-to-business information technology. Established in 1976, the ComputerLand network offers proven expertise in the distributed computing environment and delivers customer-focused solutions, services and products to a wide range of businesses across America.



Founded in 1982, and now one of the largest ComputerLand franchises in the US, National Technology Group (NTG) is a full-service integrator of information technology services and related computer hardware/software products. Increasingly focused on providing a full continuum of information technology services, NTG targets the Fortune 1000 business customer segment that is aggressively embracing technology in its operations and requires a technology partner to fulfill its "one-stop shop" information technology needs.

The delivery of NTG products and services is based on the company's copyrighted PIMS business framework: NTG provides the seamless integration of Procurement, Implementation, Maintenance and Support of information technology solutions. The PIMS model is offered across all platforms, from the desktop to the mainframe.

Corporate Sponsors



Hewlett-Packard designs, manufactures and services electronic products and systems for communications, measurement and computation. Hewlett-Packard's basic business purpose is to create information products that accelerate the advancement of knowledge and improve the effectiveness of people and organizations. The company's products and services are used in industry, business, engineering, science, medicine and education in more than 120 countries.



In 1971, Intel introduced the first microprocessor that sparked a revolution that changed the world. About 75% of the personal computers in use around the world today are based on the Intel architecture microprocessors. Today, Intel supplies the personal computing industry with the chips, boards, systems and software that are the "ingredients" of the most popular computing architecture. These products helped create advanced computing systems for personal computer users.



IBM has a long history of industry leadership in both hardware and software. IBM employees have over 32,000 patents and three Nobel Prizes to their credit. From mainframe to mid-range to personal computers, the name IBM has rightfully been associated with technological leadership in the information handling industry. Every IBM product is backed by the best possible service and support.

Media Sponsor



Upside magazine is the only national business publication dedicated to providing executives in the technology industry with provocative and insightful analyses on the people and companies that lead the digital revolution. *Upside* tracks the thoughts and activities of technology visionaries and examines the strategies innovative technology companies use to gain competitive advantage.

WHO SHOULD ATTEND

CEOs, CIOs, senior VPs, VPs, MIS/IS managers and directors and anyone whose responsibilities include strategic planning, technology and platform selection, network planning, security and managing the myriad issues created in a distributed computing environment.



Managing Chaos in a Distributed Computing Environment

Pick any hot topic in the distributed computing environment and you'll find it at IT ExecuTrends '96. From telecommuting to the Year 2000 to outsourcing to downsizing to the Internet, ***Managing Chaos in a Distributed Computing Environment*** covers them all.

Managing Chaos in a Distributed Computing Environment focuses on the issues IT executives face in this ever-changing, volatile environment. The agenda, created by CIOs for their colleagues, offers a variety of stimulating seminars and panel discussions in four tracks:

Business Planning — This track is designed to provide guidance in using and supporting technology to more efficiently and profitably run the organization's business.

Strategic Directions — Given the pace of change in the IT industry, it is difficult to get a clear picture of the future. This track is designed to help you understand the key strategic areas you must be focusing on to survive the next 3-5 years.

Tactical Implementation — While the future is important and compelling, the present is the primary concern of most business people. To help you accomplish your current goals, this track is designed with clear, concise and actionable information you can use on your return to the office.

Resource Management — Few businesses are increasing head count in support of IT. This track has been designed to help you survive with a fixed or diminishing staff.

This year's conference also features exciting and inspiring keynote presentations by world-renowned author John Naisbitt and by Kenneth McGee, a Gartner Group analyst in the field of telecommunications.

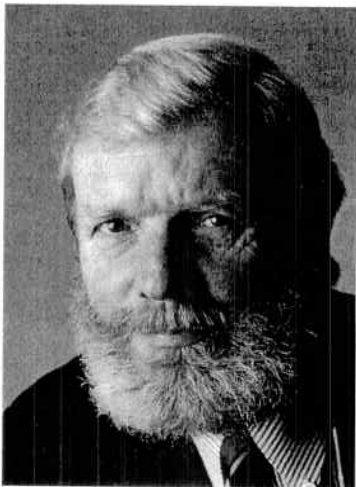
In just 48 hours, the IT ExecuTrends '96 conference and technology exposition will provide you with an invaluable experience that includes:

- learning from the leaders in information technology
- benchmarking
- networking with your colleagues from across the country
- the latest in technological offerings and IT business solutions

TABLE OF CONTENTS

3	Keynote Addresses
4	Schedule of Events
5	Presentation Descriptions
7	About the Speakers
8	Technology Exposition
8	Executive Advisory Committee
9	Registration Information
10	Registration Form

Keynote ADDRESSES



John Naisbitt

12:30 pm Wednesday, May 1

The Future of Information Technologies: A Vision for the Year 2000 John Naisbitt

Drawing on years of research, John Naisbitt will outline his vision of the year 2000 for information technologies. Mr. Naisbitt, one of the world's most profound futurists and author of *Megatrends*, previews what's coming so you can help ensure your organizations's prosperity and longevity.

In his many books, Mr. Naisbitt has tackled the role of technology in shaping the future. From telecommunications' role in the global paradox of "the bigger the world economy, the more powerful its smallest players" to the transition to high technology in Asia, Mr. Naisbitt will outline the trends and ideas that will shape information technology into the 21st century.

About the speaker

An adviser to many of the world's leading corporations and heads of state, John Naisbitt authored *Megatrends*, one of the publishing industry's greatest successes. He has also written other books including *Megatrends 2000* (1990) and *Global Paradox: The Bigger the World Economy, the More Powerful Its Smallest Players* (1994). His newest book, *Megatrends Asia*, is due out in early 1996.

With 40 years of business experience, Mr. Naisbitt has been an executive with IBM and Eastman Kodak, as well as a successful entrepreneur.

2:15 pm Wednesday, May 1

A New Telecommunications Era in the United States Kenneth G. McGee

For three years, the United States Congress has been attempting to pass a new telecommunications bill into law that will profoundly affect the interexchange carrier, local exchange carrier, cable TV and broadcasting industries. Now with 1996 upon us, will the bill pass? One thing is certain: Regardless of whether the bill passes or fails to pass, every single business, government agency and private household in America will be affected for years to come.

Therefore, as enterprise dependence on networking continues to grow enormously, will we be entering a period of rising telecommunications rates or are we about to enter the most competitive period in telecommunication history?

As enterprises wonder what will happen next, Kenneth McGee will present his insight and analysis into the regulatory changes that are currently being considered before the Congress and address how to convert the emerging regulatory environment into ways to save money.

About the speaker

Kenneth McGee is a vice president with Gartner Group. He joined Gartner Group from Salomon Brothers, Inc. where he was the vice president, worldwide technology budget director, responsible for developing the first technology budget in the firm's history. While holding the title of vice president/manager of international telecommunications at Salomon Brothers in London, England, Mr. McGee led a team responsible for the design and equipment selection for the London, Zurich, Frankfurt and Tokyo offices. Prior to Salomon Brothers, Mr. McGee was responsible for all voice and market data communications in Goldman, Sachs & Co. and Citicorp North American Investment Bank, respectively.

Schedule OF EVENTS

Wednesday, May 1

10:00 am - 12:30 pm	Registration
12:30 pm - 1:45 pm	Keynote address: The Future of Information Technologies: A Vision for the Year 2000 Speaker: John Naisbitt, world-renowned author
1:45 pm - 2:15 pm	Break
2:15 pm - 3:30 pm	Keynote address: A New Telecommunications Era in the United States Speaker: Kenneth G. McGee, vice president of Gartner Group
3:30 pm - 4:00 pm	Break
4:00 pm - 5:00 pm	Education sessions presented by our corporate sponsors, Hewlett-Packard, Intel and IBM
5:00 pm - 5:15 pm	Break
5:15 pm - 6:15 pm	Education sessions presented by our corporate sponsors, Hewlett-Packard, Intel and IBM
6:00 pm - 8:30 pm	Welcome reception at the technology exposition

Thursday, May 2

TIME	BUSINESS PLANNING	STRATEGIC DIRECTIONS	TACTICAL IMPLEMENTATION	RESOURCE MANAGEMENT
8:30 am - 10:00 am	1A IS Downsizing Do's and Don'ts From Those Who Did	1B The Competitive Edge: Adaptive System Architecture	1C EDI Success Stories	1D Technology and Corporate Communications: Cost and Effect
10:00 am - 10:30 am	Break			
10:30 am - 12:00 pm	2A Virtual Presence vs. Actual Presence: The Role of Telecommuting in Business Planning	2B Which Client and Server Platforms Will Be Strategic Through the Year 2000?	2C Internet 101	2D Technology Tools for the Downsizing IT Division
12:00 pm - 2:00 pm	Lunch at the technology exposition			
2:00 pm - 3:30 pm	3A Outsourcing for Success	3B Security in the Telecommuting Environment	3C The Year 2000: Can Your Business Cope With The New Millennium?	3D Keys to Successful Sales Force Automation
3:30 pm - 4:00 pm	Break			
4:00 pm - 5:30 pm	4A Leveraging Multi-Vendor Relationships to Your Advantage	4B Incorporating the Internet Into the IT Solution	4C The Business of Technology: Redesigning Network Architecture	4D Maximizing Your Personnel Resources in a Downsized IT Department
5:30 pm - 7:30 pm	Reception at the technology exposition			

Friday, May 3

8:30 am - 10:00 am	5A How to Profit on the Internet	5B Data Warehousing: A Competitive Necessity for Corporate America	5C Securing the Corporate Enterprise	5D Partnering: The Key to IT Success Within the Organization
10:00 am - 10:30 am	Break			
10:30 am - 12:00 pm	6A The Business Case for Enterprise Document Management	6B IT Planning in the Midst of Chaos	6C Making Distributed Computing Work: Coordinating Multiple, Disparate Applications and Platforms	6D Developing the Effective Telecommuting Environment

BUSINESS PLANNING — Track A

This track is designed to provide guidance in using and supporting technology to more efficiently and profitably run the organization's business.

1A 8:30 am Thursday, May 2

IS Downsizing Do's and Don'ts From Those Who Did

As business demands grow and budgets shrink, most of us are faced with having to do more with less. Join your peers to learn what worked and what didn't as they went through the process of downsizing their IS organizations. Don't miss this opportunity to benchmark with your colleagues!

2A 10:30 am Thursday, May 2

Virtual Presence vs. Actual Presence:

The Role of Telecommuting in Business Planning

In the business world where real estate is becoming a less attractive option than technology for integrating people's intellectual productivity, we are swapping virtual presence for actual presence. As this trend grows, how will it affect the way we make business decisions? Stan Thompson, the director of virtual transportation at BellSouth, will show you how maximizing the use of telecommuting can improve business processes and cut operating costs.

3A 2:00 pm Thursday, May 2

Outsourcing for Success

More and more companies are turning to outsourcing as the solution for providing cost-efficient, expert services. Discover the benefits of outsourcing and learn which components of IT support are best suited for outsourcing with Michael Corbett, co-founder of The Outsourcing Institute.

4A 4:00 pm Thursday, May 2

Leveraging Multi-Vendor Relationships to Your Advantage

As outsourcing becomes increasingly popular as a business solution, companies are faced with juggling relationships with multiple vendors. How can you leverage these relationships to your advantage? IT executives from Glaxo Wellcome, Qualex and other companies will share their strategies for managing multi-vendor relationships for maximum results.

5A 8:30 am Friday, May 3

How to Profit on the Internet

Can the Internet be a money maker for you? Let Rick Smith, president of Internet Business Development, Inc., guide you through the intricacies of when the Internet works and when it doesn't as a revenue generator.

6A 10:30 am Friday, May 3

The Business Case for Enterprise Document Management

Recent case studies have shown that enterprise document management can provide dramatic cost savings and productivity gains to all types of businesses. Larry Bohn, executive vice president and general manager at PC DOCS, will describe document management applications and technical architectures and give real-world examples of document management systems providing compelling business benefits.

STRATEGIC DIRECTIONS — Track B

Given the pace of change in the IT industry, it is difficult to get a clear picture of the future. This track is designed to help you understand the key strategic areas you must be focusing on to survive the next 3-5 years.

1B 8:30 am Thursday, May 2

The Competitive Edge: Adaptive System Architecture

Maintaining a competitive edge can be difficult in the best of circumstances, but in the dynamic, always-evolving IT environment, sometimes it almost seems impossible. A system that can change with the times is critical, now more than ever. Jerry Held of Oracle will show how to establish an adaptive system architecture so you can create an environment that meets the challenges of change and innovation.

2B 10:30 am Thursday, May 2

Which Client and Server Platforms Will Be Strategic Through the Year 2000?

The move to implement mission-critical client/server applications will have profound effects on the PC/LAN technological infrastructure dominated, up to now, by Microsoft and Intel. Gartner Group's Joe Barkan will discuss the implications that the move to a client/server-based distributed architecture will have on enterprises' desktop clients, workgroup and enterprise servers and operating systems. He will also provide strategic recommendations for each of these areas.

3B 2:00 pm Thursday, May 2

Security in the Telecommuting Environment

The challenges of maintaining security in a telecommuting environment are among the greatest faced by today's information technology professionals. Erik Grimmelmann of Gateway Services at AT&T will address the difficulty of maintaining security for distributed workers and will describe both the similarities and differences between these challenges and those of more traditional environments. In addition, Mr. Grimmelmann will explore how companies can take advantage of the base of information resources available on the Internet while protecting their own proprietary resources.

4B 4:00 pm Thursday, May 2

Incorporating the Internet Into the IT Solution

Many companies are looking to the Internet to provide a variety of business solutions from marketing to customer support. How can you use the Internet for re-engineering business functions? Michael Carroll, president of CyberStrategies, will discuss how to incorporate the Internet as a key component of your IT strategy.

5B 8:30 am Friday, May 3

Data Warehousing: A Competitive Necessity for Corporate America

Data warehousing has become a competitive necessity for enabling pinpoint marketing, enhancing product profitability and providing detailed risk analysis. Interactive analysis of data enables corporate America to react quickly to changing market dynamics and to identify new marketing opportunities. Mike Forster, senior vice president of Sybase, Inc. and president of the InformationCONNECT Division of Sybase, will address trends in data warehousing, customer implementation and data warehousing architecture.

6B 10:30 am Friday, May 3

IT Planning in the Midst of Chaos

The role of IT is becoming more powerful and pervasive. However, decisions regarding investments in IT are becoming distributed among more employees while success is increasingly dependent on a single, ever more massive IT infrastructure. Gartner Group's Bill Rosser looks at this unstable situation and how some leading companies are revamping the IT planning process to mandate critical changes to business strategies and to maximize payback and alignment.

TACTICAL IMPLEMENTATION — Track C

While the future is important and compelling, the present is the primary concern of most business people. To help you accomplish your current goals, this track is designed with clear, concise and actionable information you can use on your return to the office.

1C 8:30 am Thursday, May 2

EDI Success Stories

No matter what size your company, electronic data interchange (EDI) may be the key to your success. Hear our panelists tell how they grew their companies and/or increased efficiency and profits through EDI.

2C 10:30 am Thursday, May 2

Internet 101

Where were you when everyone took off into cyberspace? With his introduction to the Internet, Netscape Regional Manager Bob Timbrook will explain what the Internet is and how it can be important to you. Find out why it's so hot and why you should be on it.

3C 2:00 pm Thursday, May 2

The Year 2000: Can Your Business Cope With the New Millennium?

Many respected industry sources say the Year 2000 crisis is one of the most significant challenges ever faced by IT professionals and may put some companies out of business. Most organizations have large portfolios of specialized legacy software that support their business functions. However, these programs cannot accept a "00" date, so they are failing or providing inaccurate, critical data. With time running out, Tom Patterson of Litton Computer Services will arm you with some strategies for addressing this crisis.

4C 4:00 pm Thursday, May 2

The Business of Technology: Redesigning Network Architecture

Redesigning network infrastructure requires a comprehensive business plan. Staale Swift, chief technology officer at National Technology Group, will guide you through the numerous components of creating a successful business plan from functional requirements to marketing and end-user awareness to budget and funding.

5C 8:30 am Friday, May 3

Securing the Corporate Enterprise

With ongoing technological advances, such as in the areas of telecommuting and mobile computing, the corporate enterprise continues to broaden and embrace more and more components. These advances also mean more security issues. Gain a big-picture perspective of designing and implementing a security strategy for your corporate enterprise.

6C 10:30 am Friday, May 3

Making Distributed Computing Work: Coordinating Multiple, Disparate Applications and Platforms

Drawing on more than 10 years of open architecture experience building and managing distributed computing environments in large corporations, Jim Gabler of HUBLink will describe the key components for integrating multiple, disparate systems. The session will include descriptions of actual environments, the relationship between business objectives and technical tools, the lessons learned in applying the tools and the critical need for a "blueprint" of the functional information flow architecture.

RESOURCE MANAGEMENT — Track D

Few businesses are increasing head count in support of IT. This track has been designed to help you survive with a fixed or diminishing staff.

1D 8:30 am Thursday, May 2

Technology and Corporate Communications: Cost and Effect

Technology is allowing us to disseminate information and communicate in many new, creative ways. Video teleconferencing is reducing the number of in-person meetings, electronic mail is frequently used for publication dissemination as well as for person-to-person communications, and CD-ROM and desktop video technologies are not far behind. We will look at how technology is changing the ways companies communicate and the effectiveness and cost of technology on communications.

2D 10:30 am Thursday, May 2

Technology Tools for the Downsizing IT Division

Everyone is being faced with doing more with fewer resources. Find out which technologies are available to help you maintain or improve efficiency, effectiveness and productivity as your IT organization downsizes.

3D 2:00 pm Thursday, May 2

Keys to Successful Sales Force Automation

The use of sales force automation is exploding, creating the need for cohesive sales/IS teams. Markus Gmelin, director of sales automation planning at Pitney Bowes, Inc., shares his experiences from creating a successful union between Pitney Bowe's sales force of 2,500 people and the IT division.

4D 4:00 pm Thursday, May 2

Maximizing Your Personnel Resources in a Downsized IT Department

With increased downsizing, we are asking more and more of our DP people. What can we do to help DP staffs become more effective? What standards need to be implemented? What are some of the other issues that must be considered, such as adequate training? We will guide you through this maze of questions to help you find the answers that best suit your organization.

5D 8:30 am Friday, May 3

Partnering: The Key to IT Success Within the Organization

Partnering IT with the rest of the business is a critical component of any IT division's success. Sue DeSarra of Xerox Business Services will share with you some ideas on creating a framework in which users better understand IT issues and in which they become more involved in the IT decision-making process.

6D 10:30 am Friday, May 3

Developing the Effective Telecommuting Environment

As telecommuting becomes an increasingly popular way of doing business, executives are faced with numerous management and work ethics issues including tracking the productivity of and providing essential support to their employees. These and other issues will be addressed to ensure that you can maximize the advantages of telecommuting and minimize the potential downsides.

**Register with payment
by March 29 for a
\$200 discount**

About the SPEAKERS

Joseph Barkan is a research director in Gartner Group's Networking Technologies and Strategies area. Prior to joining Gartner Group's research team, Mr. Barkan was a member of the Gartner Group Consulting Services' Technical Architecture Strategies group. Before joining Gartner Group, Mr. Barkan managed PC and LAN environments at four user organizations.

Jerry Bober is the senior director of information systems at Qualex, Inc., a Kodak-owned company with the dominant market share of overnight and on-site film processing in the United States. Prior to Qualex, Mr. Bober held senior IS leadership positions in several Fortune 500 companies.

Since 1994, **Larry Bohn** has served as executive vice president and general manager of PC DOCS, Inc. In this capacity, Mr. Bohn is responsible for all aspects of PC DOCS business including sales, marketing, R & D and operations. Prior to PC DOCS, Mr. Bohn spent seven years at Interleaf where he was responsible for product strategy and development. He was one of the three founders of SGML Open industry consortium and served as its president for the first year of operations.

Michael L. Carroll, president of CyberStrategies, Upland, is a recognized authority on corporate internetworking using Internet technologies. As manager of advanced computers and software applications at the Lockheed Corporate headquarters, he led the development of the Technology Broker System, a private clone of the Internet within Lockheed. Mr. Carroll's book, *CyberStrategies: How to Build Internet-Based Information Systems*, was just released by Van Nostrand Reinhold (January 1996).

As The Outsourcing Institute's director of Research and Member Programs, **Michael F. Corbett** is responsible for identifying, implementing and managing research, information and educational programs. Mr. Corbett, co-founder of The Outsourcing Institute, has been referred to as the nation's leading authority on outsourcing by *FORTUNE Magazine*.

Suzanne M. DeSarra is the vice president and division information officer at Xerox Business Services (XBS), a division of Xerox Corporation. Ms. DeSarra was instrumental in developing the IM 2000 strategy for Xerox and putting into place a set of integrated programs that more effectively linked the business priorities of Xerox with IT strategies and investments. She is currently responsible for interpreting unique business requirements for XBS, linking to Xerox global reengineering efforts and developing IT division solutions as required.

James M. Gabler, enterprise information architect at HUBLink, Inc., has more than 25 years of experience in the computing field, including eight years as a corporate CIO. He has been a leader in the application and development of open architecture and integrated operating environments. Mr. Gabler was also instrumental in establishing the successful ANSI-accepted data interchange standard for the health care industry.

As the director of Sales Automation Planning, **Markus Gmelin** has been responsible for automating Pitney Bowes' 2,500-person sales force during the last four years. Dr. Gmelin, who has been with Pitney Bowes for 16 years, has been featured in a number of publications including *Forbes*, *Sales and Marketing Management* and *Mailier's Review*.

Erik Grimmelmann is Marketing vice president of Gateway Services at AT&T. He is currently responsible for product management and marketing for AT&T NetWare Connect Service as well as for directory and security services for AT&T's Internet and Online Services. Dr. Grimmelmann has an extensive technical and marketing background and has worked in both the software and telecommunications industries.

Michael H. Forster has nearly 30 years of sales, marketing and senior management experience. As a Sybase senior vice president and president of its InformationCONNECT Division, Mr. Forster has provided both the vision and leadership necessary to grow the company into an industry leader both in terms of technology and market share. Previously, Mr. Forster was president and CEO of Micro Decisionware, a private company specializing in middleware solutions that merged with Sybase in 1994.

Gerald Held is the senior vice president of the Server Technologies Division at Oracle Corporation. He is responsible for developing and delivering Oracle's core technology products. Dr. Held has also served as senior vice president of Interactive Multimedia and Document Automation at Oracle. Prior to joining Oracle, Dr. Held spent 18 years at Tandem Computer as the chief technology officer and senior vice president of Corporate Strategy.

Ross Patterson is the group director of US Manufacturing Operations IT for Glaxo Wellcome Inc. He is responsible for application development and support and desktop computing support for Glaxo Wellcome Inc. manufacturing facilities in the US. Mr. Patterson has over 20 years of experience in IT ranging from data center operations to IT strategic planning. Glaxo Wellcome Inc. is the world's largest research-based pharmaceutical company.

Tom Patterson is the director of Software Development at Litton Computer Services. Mr. Patterson has 32 years experience in data processing working in the manufacturing, utility and aerospace industries.

In his tenure at Gartner Group, **William C. Rosser**, vice president and research director, served as service director for Midrange Computer Systems, then initiated the Computer Integrated Manufacturing service and now is a core topic leader for strategic planning and IT architecture. His previous experience includes manager of planning for ventures in the Information Technology Components Group at Exxon Enterprises, director of business planning for the Data Systems Group of Perkin Elmer Corporation and co-founder and president of Transaction Data Corporation.

William L. Sanders, vice president of Information Systems for Honeywell, is responsible for the company's information management function, including planning and implementing systems technology and applications, computer operations and support services, and telecommunications. Mr. Sanders joined Honeywell in 1992 as director, European Information Systems, and was soon promoted to vice president, Logistics and Information Systems for Honeywell's European operations based in Brussels, Belgium.

Rick Smith is the president and founder of Internet Business Development, Inc., a senior consulting firm with clients across the Southeastern United States. Previously he served as executive vice president of Interpath, a regional Internet service provider. Mr. Smith is also a senior contributing editor of *Carolina Computer News* and writes monthly articles about the latest trends in the online industry.

Staale Swift, chief technical officer for National Technology Group (NTG), is responsible for internal IS support as well as support of NTG's technical and sales forces for external technical solutions for its customers. Prior to joining NTG, Mr. Swift was vice president of Wachovia Corporation where he was responsible for the company's local and wide area network support as well as designing the company's distributed technology's direction utilizing outsourcing and client services technology.

Stan Thompson, the director of Virtual Transportation at BellSouth Business Systems, has over 32 years of experience, primarily in strategic planning for Southern Bell, AT&T and BellSouth. Mr. Thompson is a founding member of the Telecommuting Interest Group of the International Teleconferencing Association and served on the Board of Directors of the National Telecommuting and Telework Association (NTTA).

Technology EXPOSITION

The technology exposition will feature a host of manufacturers of hardware and software most relevant to the distributed computing environment. This special vendor exhibit will provide you with the latest in technological offerings and IT business solutions in an environment conducive to discussion and learning.

Exhibitors for IT ExecuTrends '96 include*:

Hewlett-Packard (Corporate Sponsor)
Intel (Corporate Sponsor)
IBM (Corporate Sponsor)
Apple Computer, Inc.
Banyan Systems
Belkin Components
Corel Corporation
Digi International
Epson America, Inc.
Hayes Microcomputer Products, Inc.

Kingston Technology
NETCOM
Novell
Okidata
Procom Technology
Remedy Corporation
SMC
Softwarex
Third Planet Publishing
U.S. Robotics
Xircom

Technology Exposition Schedule

Wednesday, May 1	6:00 pm - 8:30 pm
Thursday, May 2	12:00 pm - 2:00 pm 5:30 pm - 7:30 pm

**as of 1/29/96*

Executive ADVISORY COMMITTEE

The agenda for the **IT ExecuTrends '96** conference, *Managing Chaos in a Distributed Computing Environment*, was driven by a select group of IT executives from major companies from across the country and advisors from Gartner Group. These professionals created a stimulating program from which they and their colleagues can learn from the experts and benchmark with their peers in finding the best business solutions for their IT environments.

Our thanks and gratitude to our distinguished Executive Advisory Committee members:

Joe Barkan, Research Director, Gartner Group
Jerry Bober, Senior Director of Information Systems, Qualex
Wellington Chiu, Chief Information Officer, Ziff-Davis
Betsy Justus, President, NC Electronics and Information Technology Association
Marc Litvinoff, Vice President and Research Center Manager, Gartner Group
Ross Patterson, Director of Information Technology, Glaxo Wellcome, Inc.
David Rowley, Vice President of Information Technology, Rex Healthcare
Staale Swift, Chief Technical Officer, National Technology Group

Registration INFORMATION

Fee: \$995 per person
Save \$200!
You may deduct \$200 from the registration fee if your payment is received by March 29, 1996!

Fee includes:

- Documentation
- Admission to all sessions
- Planned functions
- Admission to technology exposition

To register or for more information:

Contact Cory Collins at
1-800-645-6395 or
1-813-736-0717 or
by fax at 1-813-736-8237.

Dates & Location:

May 1-3, 1996

Atlanta Marriott Marquis
265 Peachtree Center Ave.
Atlanta, GA 30303
Telephone: (404) 521-0000
Fax: (404) 586-6299

Schedule:

Wednesday, May 1

10:00am - 12:30pm	Registration
12:30pm - 4:00pm	Conference keynotes
4:00pm - 6:15pm	Education sessions
6:00pm - 8:30pm	Reception at the technology exposition

Thursday, May 2

8:30am - 12:00pm	Conference
12:00pm - 2:00pm	Lunch at the technology exposition
2:00pm - 5:30pm	Conference
5:30pm - 7:30pm	Reception at the technology exposition

Friday, May 3

8:30am - 12:00pm	Conference
------------------	------------

REGISTRATION/PAYMENT:

You may register for **IT ExecuTrends '96** by phone, fax or mail. For more details, please refer to the top of the registration form.

The conference fee is \$995 per person. *If your registration with payment is received by March 29, 1996, you may deduct \$200 from the registration fee.*

Payment in the form of a company check or credit card is due prior to the conference. If you are paying with a check, please include your name and the conference dates on the check. Checks are made payable to Gartner Group in U.S. dollars and may be mailed to Gartner Group, Inc., PO Box 73830, Rochester, NY 14673-3830. Gartner Group conference tickets are not valid for this event. **Credit card imprints will be taken at the conference site for all open invoices.**

CANCELLATIONS AND SUBSTITUTIONS:

Registrations may be canceled in writing without penalty up to five business days before the start of the conference (April 24). Cancellations made after that date, or nonattendance, will be subject to a \$200 cancellation fee. Substitutions may be made at any time up to the start of the conference.

MONEY-BACK GUARANTEE:

If you are not completely satisfied with this conference, please notify us in writing within 15 days of the conference and we will refund 100% of your registration fee.

HOTEL:

A limited block of rooms has been reserved at the Atlanta Marriott Marquis. As these rooms can only be held until April 15, 1996, we recommend that you contact the hotel as soon as possible. To obtain the special group rate of \$130.00, single or double occupancy, indicate that you are attending the **IT ExecuTrends '96** conference. This special conference group rate includes certain conference-related food expenses. **Note:** All attendees should make their hotel reservations directly with the Atlanta Marriott Marquis by calling 1-800-228-9290 or (404) 521-0000. **Make your hotel reservations now to take advantage of this special discounted rate.**

AIR FARE SAVINGS:

Special discounts of 5% to 45% on non-refundable tickets are available on the following airlines: American, Continental, Delta, United and US Air. To obtain these discounted rates, contact Caryle Martin of Travel Agents International at 1-800-824-4968 between 8 am and 6 pm, EST, Monday through Friday. International callers may call her collect at 919-460-0600. You must state that you are attending **IT ExecuTrends '96** to get the discount. The discount is valid from April 29 through May 5, 1996.

FAMILY RECREATIONAL ACTIVITIES:

The Atlanta area offers an exciting array of activities for you and your family members, should they accompany you. Points of interest include the Coca Cola Museum, Underground Atlanta, Six Flags Over Georgia, the Atlanta Zoo and White Water Park. Atlanta is also the home of the Atlanta Braves as well as the 1996 Olympics. In addition, the Marriott Marquis offers a heated indoor and an outdoor pool and a health club with gym, sauna and steam baths. Baby-sitting services are also available. If you require further information, please contact the hotel concierge.

EventFax HOTLINE:

Use this free 24-hour service to retrieve up-to-date information about this and other Gartner Group conferences, demonstration opportunities, seminars and briefings. Call 1-800-778-1990 to request agenda information on future events.

Registration FORM

Please photocopy this registration form for multiple registrations



May 1-3, 1996
Atlanta Marriott Marquis
Atlanta, Georgia, USA

Managing Chaos in a Distributed Computing Environment

To Register:

MCI Mail: 662-5698 Mail to: Gartner Group Call: 1-800-645-6395
Fax to: 1-813-736-8237 P.O. Box 73830 Cory Collins: or
Internet: apearce@gartner.com Rochester, NY 14673-3830 1-813-736-0717

Register me today! This confirms my previous phone/fax registration

Please enter your personal, two-digit code from the mailing label on the back cover: ____

Name (Dr./Mr./Ms.) _____ Nickname for Badge _____

Title _____ Organization _____

Address _____

City _____ State/Province _____

ZIP/Postal Code _____ Country _____

Phone () _____ Fax () _____

Internet address: _____

Please indicate special needs _____

Registration Fee (Check one)

Fee includes: conference attendance, documentation, admission to exhibits and planned functions

U.S. \$995

U.S. \$795 Early bird discount*

* Save U.S. \$200! Register with payment by March 29, 1996 and deduct \$200 from the registration fee

Select the presentations you plan to attend:

	Track A Business Planning	Track B Strategic Directions	Track C Tactical Implementation	Track D Resource Management
Select one:	<input type="checkbox"/> 1A	<input type="checkbox"/> 1B	<input type="checkbox"/> 1C	<input type="checkbox"/> 1D
Select one:	<input type="checkbox"/> 2A	<input type="checkbox"/> 2B	<input type="checkbox"/> 2C	<input type="checkbox"/> 2D
Select one:	<input type="checkbox"/> 3A	<input type="checkbox"/> 3B	<input type="checkbox"/> 3C	<input type="checkbox"/> 3D
Select one:	<input type="checkbox"/> 4A	<input type="checkbox"/> 4B	<input type="checkbox"/> 4C	<input type="checkbox"/> 4D
Select one:	<input type="checkbox"/> 5A	<input type="checkbox"/> 5B	<input type="checkbox"/> 5C	<input type="checkbox"/> 5D
Select one:	<input type="checkbox"/> 6A	<input type="checkbox"/> 6B	<input type="checkbox"/> 6C	<input type="checkbox"/> 6D

Payment Method (check one)

Check (made payable to Gartner Group). Include attendee name and conference date on face of check.

Credit Card (Charges processed promptly) VISA MasterCard/EuroCard American Express

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

Exp. Date Signature

Cancellation Policy: Conference registrations may be cancelled in writing without penalty up to five business days prior to the start of the conference (to be received by April 24). Cancellations made after that date or nonattendance, will be subject to a U.S. \$200 cancellation fee. Substitutions may be made at any time up to the start of the conference.



Managing Chaos in a Distributed Computing Environment



May 1-3, 1996 Atlanta, Georgia



380 Main Street, Suite 300
Dunedin, FL 34698

**FIRST
CLASS
MAIL**

FIRST CLASS
US POSTAGE
PAID
RALEIGH NC
PERMIT # 2483