

Gartner®

Gartner Tech Growth & Innovation Conference

June 3 – 5, 2019 | San Diego, CA
gartner.com/us/tech

The Premier Event
for Technology
Solution Providers



**Early-bird discount
Save \$350 on registration until April 5**

Own the disruption. Turn change into opportunity.

Get the market and technology insights you need to craft your plan for innovation and growth

How do you stay ahead of disruptive technology trends to meet customers' needs? Start with the year's most valuable resource for research-based insights on the top concerns of today's technology solution providers. **Gartner Tech Growth & Innovation Conference 2019** gives product leaders the intelligence edge to clarify end-user priorities and guide business strategy.



Understand where customer needs are headed, and the features, capabilities and sales methods that will attract investment



Hear insights on investment and portfolio strategies and how to evolve your product for the next big market shift



Get a critical update on emerging technologies, including cloud, artificial intelligence (AI), edge computing, blockchain, automation and the Internet of Things (IoT)



Explore marketing strategies to accelerate the sales cycle, increase sales success and drive customer retention



Learn how markets are changing and what that means for the competitive landscape, and recognize growth opportunities and areas of decline



Learn what it takes to attract and retain talent to scale your organization up quickly and meet demands



Make informed decisions for an intentional future

Customers depend on you to help them achieve their digital transformation goals. Find out where emerging trends are headed, and how they impact your market and revenue opportunities at Gartner Tech Growth & Innovation Conference 2019. As the only conference specifically designed for technology providers, it's your opportunity to get critical updates on technology, the competitive landscape, new business models, and the insight needed to launch or improve your products and commercial strategy. Join us to craft your plan to tap growth opportunities and stay ahead of disruption.

What you need to know:

- Recognize high-growth regions, industries and markets with the most potential to increase sales
- Bring together the talent, leadership and culture to enable continuous innovation
- Evolve your product portfolio to meet the changing needs of today's customers
- Develop lead generation and account-based marketing programs to deliver value throughout the sales cycle
- Expand your ecosystem and partnerships to support growth and innovation

“The insights shared at this conference were very helpful for building my product roadmap for the immediate future.”

Denis Ivanov
PM Lead, Kromtech

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Keynotes

Guest keynotes

The Algorithmic Leader

Automation, algorithms and AI are transforming not only business, but every facet of daily life. While many fear that robots will take their jobs, the rise of machine intelligence begs a more important question: What is the true potential of human intelligence in the 21st century? This inspiring keynote presents a vivid portrait of how tomorrow's leaders can upgrade their capabilities to survive and thrive in an age of accelerating technology.



Mike Walsh
Futurist and
Best-Selling Author

Harnessing Innovation: From Raw Ideas to Powerful Results

How are some companies able to harness imagination to create game-changing drivers of growth and innovation, while others miss the mark? The answer: The best companies have a systematic process to focus their team's creativity into practical outputs. This influential keynote delivers workable tools that can be used immediately to increase creative output and deliver bottom-line results.



Josh Linkner
Tech Entrepreneur,
Hypergrowth Leader
and Best-Selling Author

Gartner keynotes

Opening Keynote: Setting an Intentional Future for Technology Providers

Technology providers stand amid a digital disruption caused by emerging technologies, changing buyers and shifting markets. How do you optimize sales and marketing efforts, drive continuous innovation at scale, and differentiate yourself among a growing field of competitors? This presentation dives into how providers can act intentionally — rather than reactively — to fully exploit disruption as a source of unprecedented innovation, opportunity and growth.



Helen Huntley
Vice President, Gartner
Research & Advisory,
and Conference Chair

Futureproofing Your Portfolio With Disruption Vectors

A major component of any product or services portfolio strategy is the ability to look around corners to see what is coming. Both emerging trends and digital disruption show that looking ahead may uncover new challenges to strategy. This presentation examines how to see disruptions before they arrive and will provide a mechanism for evaluating how those disruptions might progress.



Daryl C. Plummer
VP Distinguished Analyst,
Gartner Research & Advisory

Closing Keynote: Winning in a World of Digital Dragons

Digital dragons like Baidu, Alibaba and Tencent (BAT), and Google, Amazon, Facebook and Apple (GAFA) play a critical role in the global digital narrative. They operate on digital-first cultures, highly scalable services, data mastery, deep pockets, and powerful platforms — not to mention an ambition that blurs industry boundaries. This presentation explores how traditional organizations can decide how to compete with, partner with, use, or ignore them.



Leigh McMullen
VP Analyst, Gartner
Research & Advisory

Meet the experts

David Stephen Adams
Sr. Director
Analyst



Rob Addy
VP Analyst



Ed Anderson
Distinguished
VP Analyst



Hank Barnes
Distinguished
VP Analyst



Neil Barton
VP Analyst



Todd Berkowitz
Managing
Vice President



Emil Berthelsen
Sr. Director
Analyst



George Brocklehurst
Sr. Director
Analyst



Michele Buckley
Sr. Director
Analyst



Kaustav Dey
Sr. Director
Analyst



Christy Uher Ferguson
Sr. Director
Analyst



Derry N. Finkeldey
VP Analyst



Eric Goodness
VP Analyst



Jim Hare
VP Analyst



Chrissy Healey
Sr. Director
Analyst



Rajesh Kandaswamy
VP Analyst



John-David Lovelock
Distinguished
VP Analyst



Michael Maziarka
Sr. Director
Analyst



Sid Nag
Sr. Director
Analyst



Julian Poulter
Sr. Director
Analyst



John Santoro
Sr. Director
Analyst



Moutusi Sau
Sr. Director
Analyst



Cathy Tornbohm
Vice President



Eric Trenk
Sr. Director
Analyst



Lars Van Dam
Sr. Director
Analyst



Alys Woodward
Sr. Director
Analyst



Alastair Woolcock
Sr. Director
Analyst



Agenda tracks

A Lead Portfolio Innovation and Expansion
Sustained revenue and market share growth are challenges for any tech company. General managers and portfolio leaders need foresight to navigate shifts in technologies, predict markets and models that could destabilize their “cash cow” businesses, and take the organization in new directions while also meeting shorter-term organizational commitments. Take an analytics-driven deep dive to identify the highest growth and profitability opportunities for providers.

B Drive Digital Product Disruption and Differentiation
The product manager’s challenge of managing evolution and innovation within a technology business has never been greater. Global competition, accelerated development timelines, and unprecedented disruption through emerging technologies such as the IoT, AI and blockchain have been game changers. Explore the expanding technology landscape and how to differentiate your products and services.

C Customer-Centric Marketing for Success
Buying cycles continue to lengthen, market segments continue to grow, and more competition is entering the markets. Product marketers must understand market dynamics and provide value throughout the buying cycle in order to attract buyers and keep their attention. Explore how to align your sales and marketing efforts to meet the needs of today’s buyers. Discover go-to-market (GTM) best practices, increase your impact with account-based marketing programs, and learn how to better attract and retain customers.

D Business Model Reinvention for Growth
Technology CEOs face unprecedented market disruption. Changing client demands and changing buyers continue to disrupt traditional business models. Technology providers must continually reinvent their organizations to ensure sustainability and growth. Explore how technology providers can structure organizations that scale, either alone or with effective partnerships and ecosystems.

Hot topics by track

- High-growth opportunity and competitive strategy
 - Innovative leadership and culture
 - More value from acquisitions, networks and platforms
 - Portfolio performance
-
- Product differentiation techniques
 - Disruptive tech and business models
 - Feature and function product strategies
 - Product org structure and performance metrics
-
- Demand gen
 - Account-based marketing
 - Sales enablement for increased win rates
 - Customer success programs
 - Applying disruptive elements to GTM practices
-
- Scalable business models
 - Scaling beyond your current market
 - Effective partnerships and ecosystems
 - Attracting and retaining talent competitively

Conference features

Plan your experience

Grow your professional network
Break out between sessions in the Networking Zone to connect with like-minded peers and discuss the unique challenges facing your role.

Attend hands-on workshops
Drill down on specific conference topics in a small-group, hands-on environment led by Gartner or guest experts.

Space is limited and preregistration is required for these sessions.

Customize your agenda
Download the Gartner Events app, which helps you organize, view and custom-create an agenda based on:


- Date and time
- Track
- Experts/speakers
- Session descriptions
- Key topics

Meet with exhibitors in the Networking Zone to discover unique solutions for your business needs:



“This was one of the best industry conferences I have attended in years. Not only was the content superb and the speakers effective at delivery, the topics are all so relevant to the services we provide to our clients — and to ourselves as we undergo our own digital and strategic transformation.”

Nate Regimbal, Senior Manager

Meet one-on-one with a Gartner expert 

Up to two private, 30-minute consultations with a Gartner expert of your choice. These sessions provide targeted, personalized advice to help you plan proactively and invest wisely. As our attendees tell us, one-on-one sessions are worth the price of admission, all in themselves. (Preregistration is required.)

Who should attend

If you lead your technology company’s go-to-market, customer experience, product, marketing or sales strategies, this conference is for you.

- Product managers
- Product marketers
- Technology and service provider CEOs
- General managers



Agenda at a Glance

Agenda as of March 25, 2019, and subject to change

Sun. June 2	1:30 p.m. Preregistration			
	2:00 p.m. Introducing PM Score: Assessing Your Product Team Maturity		Workshop: How to Build Customer Management Success	
	4:00 p.m. Workshop: My Sales Team Isn't Performing — Now What?		Workshop: How to Develop Positioning to Guide Strategy and Messaging	
Monday June 3	7:15 a.m. Registration			
	7:45 a.m. Attendee Breakfast			
	9:00 a.m. Gartner Opening Keynote Setting an Intentional Future for Technology Providers Helen Huntley, Vice President, Gartner Research & Advisory, and Conference Chair			
	10:00 a.m. Networking Zone			
	TRACKS A. Lead Portfolio Innovation and Expansion B. Product Disruption and Differentiation C. Customer-Centric Marketing for Success D. Business Model Reinvention for Growth			
	10:30 a.m. Willful Disruptions: Seven Digital Disruptions You Might Not See Coming	Digital Product Management: An Inescapable New Discipline and Practice	Great Go-to-Market Strategies Start With Customer Understanding	Sales Strategies to Shorten Sales Cycles and Increase Conversion
	11:30 a.m. Where in the World Are Growth Opportunities?	The Gartner Framework for Product Strategy	Maximizing the Lift From Your Account-Based Marketing Program	Using Pricing Models to Differentiate and Deflect Discount Requests
	12:15 p.m. Attendee Lunch and Dessert Reception in Networking Zone			
	2:00 p.m. Intelligent Applications Are the Next Battleground for Enterprise Software	A Fork in the Road for Product Managers in IT Services Companies	Optimizing Your Marketing Mix to Improve Demand Generation: You Get What You Pay For	Create Customer Experiences That Disrupt Competition by Applying Design Thinking
	3:30 p.m. The Top 10 Strategic Technology Trends for 2020	How the Role of the Digital Product Manager Continues to Evolve	Choose the Optimum Sales Models to Drive Products and/or Services Growth	Scaling Your Business by Partnering With Leading Digital Innovators
	4:15 p.m. Networking Zone			
	4:45 p.m. Guest Keynote The Algorithmic Leader Mike Walsh, Futurist and Best-Selling Author			
5:30 p.m. Networking Reception				
Tuesday June 4	8:00 a.m. Registration and Attendee Breakfast			
	9:00 a.m. Gartner Keynote Futureproofing Your Portfolio With Disruption Vectors Daryl C. Plummer, Distinguished VP Analyst, Gartner Research & Advisory			
	10:00 a.m. Networking Zone			
	10:30 a.m. Understanding CIO Buyers' Top Priorities	Cloud and Edge Partners in Next-Generation Solutions	Create an Application Ecosystem That Attract and Retains Partners	Are You Recession-Ready?
	11:30 a.m. The IT Service Scenario — It's a Changing World	How to Navigate The Immature Blockchain Market	Channel 2020: Redefining the Partner Paradigm	Five Steps to Building Your Demand Generation Program
	12:00 p.m. Attendee Lunch and Dessert Reception in Networking Zone			
	2:00 p.m. The Future for Agile and Dev Ops	How Do Cloud Managed Service Providers Compete in a Crowded Market?	Developing Customer Advocacy and Influencer Programs to Build Trust and Engage Buyers	Drive Growth With Analytics and Become a Data-Driven Company
	3:00 p.m. Taking the Portfolio From Vision to Execution	How Global Cloud Adoption Signals Future Opportunities for Product Managers	Marketing and Selling Your Portfolio, Not Just Products and Services	Delivering the Talent Your Business Needs
3:45 p.m. Networking Zone				
4:15 p.m. Guest Keynote Harnessing Innovation: Turning Raw Ideas Into Powerful Results Josh Linker, Tech Entrepreneur, Hypergrowth Leader and Best-Selling Author				
Wednesday June 5	8:00 a.m. Registration and Attendee Breakfast			
	9:00 a.m. Gartner's Top Strategic Predictions for 2019 and Beyond	Beyond GDPR: Don't Let Privacy Concerns Prevent You From Monetizing Data	Measure the Impact of Product Marketing on Customer Success KPIs	How to Break Through Revenue Growth Stalls: From \$0 to \$250M
	10:00 a.m. Case Study: What We Can Learn from Amazon, Google, Apple, Microsoft and Facebook on Talent Management	The Future of the IoT Platform and Solutions Market	Five Critical Steps to Prepare for Impactful Product Launch	Fueling Growth Through M&A: Revving Up for Success Before Day 1
	10:45 a.m. Apply Gartner's Portfolio Composition Matrix to Inform Difficult Investment Trade-Off Decisions	How Product Managers Can Validate New Product Ideas in Vertical Industries	Avoid Seven Common Mistakes to Improve Buyer Engagement on Your Homepage	Keep Sight of Your Exit Strategy: Timing and Scenarios
	11:30 a.m. Networking Zone			
	11:45 a.m. Gartner Closing Keynote Winning in a World of Digital Dragons Leigh McMullen, VP Analyst, Gartner Research & Advisory			

Get more face time with the experts

Workshops

Sunday, June 2

- 2:00 p.m. – 3:30 p.m. Introducing PM Score: Assessing Your Product Team Maturity
Creating a Customer Success Management Function
- 4:00 p.m. – 5:30 p.m. My Sales Team Isn't Performing — Now What?
How to Develop Positioning to Guide Strategy and Messaging

Monday, June 3

- 2:00 p.m. – 3:30 p.m. Account-Based Marketing Best Practices
Masterclass in Exploiting RPA

Tuesday, June 4

- 2:00 p.m. – 3:30 p.m. Using Business Outcome Messaging to Attract and Inspire Buyer Engagement
How to Engage Your Market With Authentic Stories

Ask the Expert sessions

Monday, June 3

- 11:30 a.m. – 12:15 p.m. Hybrid Cloud and Multicloud: Two Sides of the Same Coin?
Eight Questions AI Vendors Need to Be Prepared to Answer
- 2:15 p.m. – 3:00 p.m. IoT MSPs Create New Business and GTM Models
Being a Challenger Product Leader

Tuesday, June 4

- 10:30 a.m. – 11:15 a.m. Vertical Industries: What Are the Use Cases for AI?
Doing Differentiation Differently ... Spoiler Alert, It's Not Just a Marketing Play
- 11:30 a.m. – 12:15 p.m. Is RPA Going to Make or Break Your World?
Being a Product Manager in a Service Company
- 3:00 p.m. – 3:45 p.m. Creating Currency: Raising Capital in Support of M&A
Artificial Ignorance: What Tech Providers Can Learn From Biggest AI Failures

Agenda as of March 25, 2019, and subject to change

Registration and pricing



Gartner conferences deliver what you need

In addition to 70+ sessions of the latest expert research, your conference registration fee includes complimentary access to these special features:

- **Two Gartner one-on-ones***
- **Hands-on workshops***
- **Ask the Expert sessions***
- **Networking breakfasts, lunches and receptions**

*Online preregistration is required for these sessions. Reserve your place early, as space is limited.

Group Rate Discount

Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your session take-aways later.

Complimentary registrations

- 1 for every 3 paid registrations
- 2 for every 5 paid registrations
- 3 for every 7 paid registrations

For more information, email GartnerGlobalEvents@gartner.com or contact your Gartner account manager.

Early-bird discount

Save \$350 when you register by April 5.

Early-bird price: \$2,825
Standard price: \$3,175

3 ways to register

Web:

gartner.com/us/tech

Email:

GartnerGlobalEvents@gartner.com

Phone:

1 866 405 2511

Gartner conference tickets

We accept one Gartner summit ticket or one Gartner Catalyst ticket for payment. If you are a client with questions about tickets, please contact your sales representative or call +1 203 316 1200.



Gartner hotel room rate

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**Register now and
save \$350.**

Early-bird discount expires
April 5.

Web: gartner.com/us/tech

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Daryl C. Plummer
VP Distinguished Analyst,
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