

# Gartner® SYMPOSIUM | ITXPO®

30 October – 2 November / Gold Coast, Australia  
[gartner.com/au/symposium](http://gartner.com/au/symposium)

# Executive Summary Report

Creating Digital Value at Scale

ANZ's Largest Gathering  
of CIOs and Senior  
IT Executives



## Overview

Two words defined Gartner Symposium/ITxpo 2017: innovation and disruption. Enthusiasm for all things digital is at its peak. CIOs were urged to buckle up for the inevitable “Trough of Disillusionment,” as many initiatives will be successful while others will fail. Analysts urged CIOs to prepare for the wild ride ahead by expanding digital dexterity. It's time to push digital innovation beyond experimentation to permeate the business, drive competitive advantage and deliver value. Sessions explored how to best leverage artificial intelligence (AI), the Internet of Things (IoT), APIs, industrialized digital platforms and other new technologies to scale the organization's reach, relationships and people.

Throughout the event, industry luminaries, analysts and IT leaders reiterated the importance of speed and agility in a world where technologies such as cybersecurity, blockchain, real-time event streams and immersive technologies are accelerating the pace of change. In the following pages, you'll find a summary of key take-aways to keep in mind as you rethink your IT strategy to scale digital business in the coming year.

## See inside for:

- Letter from the conference chair
- Summary of welcome and opening analysts keynote
- 2018 Gartner CIO Survey synopsis
- Guest keynote highlights
- Signature Series spotlight
- Peer networking highlights
- ITxpo highlights
- Attendee profile
- Additional Gartner resources



Gartner Predicts: By 2022, 10% of organizations doing digital commerce will build that into a platform business to transform into digital businesses, and 60% of those will employ an open ecosystem to scale up the growth.

## Thank you for your contribution to a remarkable week

Gartner Symposium/ITxpo 2017 on the Gold Coast got off to an enthusiastic start on Monday with Industry Day and never looked back.

In more than 150 presentations, Gartner analysts explored new technologies helping organizations create digital value at scale. From AI, IoT and emerging platforms to cultivating a risk-tolerant culture, we looked at ways to stay ahead of disruption. Sessions also focused on dealing with growing challenges such as digital security and the IT talent shortage.

At its core, Gartner Symposium/ITxpo was about scaling great technology to improve business processes. It was about delivering customer and employee experiences with digital dexterity. Most of all, it was about driving profitable business innovation.

I hope you found the inspiration and insight you need to rethink your IT agenda as you head into 2018.

Best regards,



**Bard Papegaaij**

Gartner Symposium/ITxpo Chair  
Vice President, Gartner Research

P.S. Be sure to mark your calendar for next year —

**Gartner Symposium/ITxpo 2018** will take place  
**29 October – 1 November, on the Gold Coast, Australia.**

See you there!

**Gartner Predicts:** By 2022, 40% of customer-facing employees and government workers will consult daily an AI virtual support agent for decision or process support.





# Creating Digital Value at Scale

Valentin Sribar, Senior Vice President, Gartner Research, welcomed attendees to this year's conference by talking about the unprecedented opportunities business leaders today have. "Technology is opening up entirely new markets and creating innovative ways to serve customers. Technology-driven disruption is providing exponential growth opportunities," Mr. Sribar said, but he also warned that the environment continues to be volatile. "How do enterprises win in this environment?" he asked. The answer: cross-functional teams with technology at their core.

Michele Caminos, Managing Vice President and Leigh McMullen, Vice President, opened the keynote with this observation, "Four years into the digital shift, we find ourselves at the Peak of Inflated Expectations." They then challenged attendees to embrace the urgency of digital and harness new key performance indicators, role opportunities and scale accelerators to speed through the digital trough to the Plateau of Productivity.

"This is critical," Caminos and McMullen said. "Because if your organization is not both optimizing and creating new digital business models — or new ways to engage constituents or customers ... you are falling behind."

They went on to say that CIOs can "unleash" three scale accelerators to meet the urgency for transformation.

1. **Digital dexterity** is a new set of attributes and skills to allow you to operate successfully in a continuously changing digital world.
2. **Network effect technologies**, including blockchain, mixed reality (AR and VR) can help you create virtuous patterns of growth, where waves of disruption build upon one another, exponentially. For 2018, focus on IoT, APIs and artificial intelligence.
3. **The industrialized digital platform** includes the IT systems to run, customer experience to engage, things to sense, intelligence to decide and the ecosystem foundation to interact.

# 2018 Gartner CIO Agenda

The impact of digital transformation on the job of CIO and on the IT organization will be profound. The fundamental shift to broader-scale digital business requires that CIOs turn into executive leaders. For the majority of IT Leaders, the biggest challenge is that the details of this new job are unclear, leaving them without a blueprint to follow.

The 2018 Gartner CIO Survey, which included responses from 3,160 CIOs in 98 countries, revealed that success in digital business requires a shift from experimentation to the scaling of best practices. CIOs must match this scale in their own leadership.

In this new world, success is based not on what CIOs build but on the services they integrate. The IT organization will move from manufacturer to buyer, and the CIO will become an expert orchestrator of services. This requires not only new technologies, but a skilled team, an organizational culture ready for transformation and a CIO ready to lead the business.

 [View the CIO Agenda Insights](#)

“In 2018 your success as an IT leader will come through your ability to transform from digital experimentation and pilots to digital scaling of proven practices.”

2018 Gartner CIO Agenda

# Guest keynote highlights



## **Harnessing the Human Brain's Potential for Good**

Tan Le, Founder and CEO, EMOTIV

Amazing as these things seem now, true efficiency gains will only come once we start to design our environment with brain augmentation technology in mind, according to Australian entrepreneur Tan Le. In her presentation, Le said the integration of our brains with the digital and physical environment will bring increased productivity, efficiency, health and happiness. "The possibilities for making us better at what we do are almost endless. We can already control technology with our mind, but the true potential for augmenting human capability is yet to come".

[➔ Read more](#)



## **The Ten Principles Behind Great Customer Experiences**

Matt Watkinson, Author

Matt's focus is on practical guidance that works in the real world. He believes that universal psychological principles are the most powerful tool we have when it comes to defining and improving customer experiences; principles that are often overlooked by data worshippers and process junkies.

[➔ Watch video](#)



## **The Sky is NOT the Limit**

Colonel Chris Hadfield, Astronaut

Retired Astronaut Colonel Chris Hadfield painted a vivid portrait of how to be prepared for the worst in space (and life). Although CIOs aren't operating in a vacuum, there are clear parallels as to how they manage the ultra complex situations they find themselves in and how they manage the limited resources at their disposal. In an out-of-this-world ride Hadfield shared his vision for adapting to your own ever changing universe.

[➔ Watch video](#)



## **Building the Quantum Future**

Michael J. Biercuk, Professor of Quantum Physics and Quantum Technology, University of Sydney

The software platforms we use every day operate on hardware that takes decades of research to develop. But what if we could build that tech faster and smarter? Michael J. Biercuk shared how to power a new generation of advanced technologies using the strangest rules of quantum physics.



**Exclusive CIO Program Luncheon Keynote:**  
**How to Thrive in a World of Too Much?**

Tony Crabbe, Business Psychologist

Why are we always so busy? It is difficult to ask anyone 'How are you doing?' without hearing the word 'busy' at some point in the answer. According to Crabbe, people aren't serial moaners; they are you and me: sufferers of busyness, who struggle with the demands and distractions of our world of too much.



**Exclusive CIO Program Luncheon Keynote:**  
**Managing The Change Game Brilliantly –  
The Secret to Making Change Easier**

Colin James, Corporate Trainer

How can we make change an easier and less complicated palaver? You would think that with ALL the change everyone has been experiencing in their lives of late we would simply get better at managing change. Structural and organizational change often fails to understand and appreciate the psychology of change. Most adults hate change. Period. Colin unpacked the psychological change cycle and, once understood, lets people and teams manage the whole process far more effectively.



“Gartner Symposium is the one conference I must put in my calendar. The leadership skills that I learn from here are invaluable.”

**Andrew Leong,**  
CTO, Western Health



# Signature Series **spotlight**

## Top 10 **Strategic** Technology Trends for 2018



### Intelligent



AI Foundations



Intelligent Apps  
and Analytics



Intelligent Things



### Digital



Digital Twins



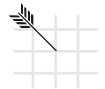
Cloud to the Edge



Conversational  
Platform



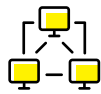
Immersive  
Experience



### Mesh



Blockchain

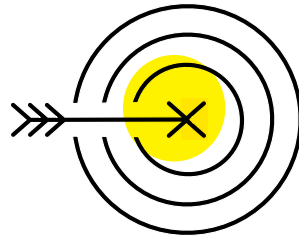


Event-Driven  
Model



Continuous Adaptive  
Risk and Trust

[Learn more](#)



## Gartner **Top Strategic Predictions** for 2018 and Beyond

1. Consumers Favor Visual and Voice Search
2. Digital Giants Self-Disrupt
3. Legitimized Cryptocurrencies
4. Increased Fake News
5. Counterfeit Reality Overtakes Reality
6. Bots Take Over
7. Versatility Wins Over Specialization
8. AI Creates More Jobs Than It Takes
9. IoT in Everything
10. Assume IoT Security Vulnerabilities

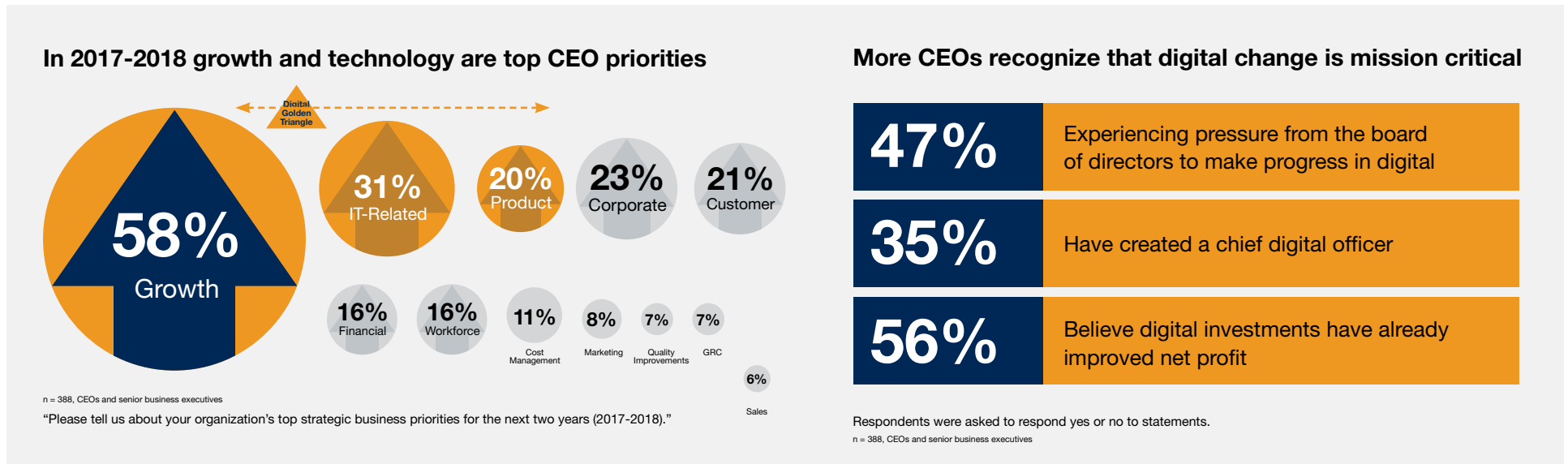
[View predictions](#)

**Gartner Predicts:** By 2020, 85% of CIOs will be piloting AI programs through a combination of buy, build and outsource efforts.



**Gartner Predicts:** By 2022, at least 5% of digital commerce orders will be predicted and initiated by AI.

## The CEO Perspective 2017: How CIOs Should Respond



### CIOs should:

- Help CEOs define and detail the digital business destiny of the enterprise
- Help CEOs identify the resources, capabilities and mindset to power the progress of digital transformation
- Help CEOs leapfrog to a level and define the new rules of competition in your industry

# Attendees shared their ideas and insights with peers throughout the week

## Top 10 Meetup topics

- Driving Digital Transformation in Federal Government
- Strategic Cost Optimization
- Growing from Business Savvy Technology Leader, to Technology Savvy Business Leader
- Women in Technology: Developing Talent
- Digital Transformation in Insurance
- Extracting Business Value from IoT and Sensors
- Office 365 Migration Do's and Dont's



“The ability to network with peers across a plethora of industries, countries to nationalities — priceless.”

**Stuart Taggart**

Director, Queensland Government Chief Information Office

# Industry day highlights

“Great opportunity to network and an opportunity to set real insight in industry trends.”

**Tony Hutton**

Application Manager, NSW Health

Attendees learned how IT trends will impact their particular business segment and prepare to seize emerging opportunities today. Below are a few highlights from each industry:



## **Banking & Investment Services**

Banks seeking to transform themselves and engage in digital business heard Gartner's financial services vision for 2030; how to win in a platform world; the competition from new challengers; and how core banking systems are moving to the next generation.



## **Education**

Attendees heard about emerging technologies and their impact on both higher and K-12 education, as well as about modernization strategies for their legacy administrative and learning management systems.



## **Energy & Utilities**

Digital has pushed the utility business to the edge. Attendees learned about the top 10 utility trends in 2017 that are contributing to the optimization of core business processes, digitally enabled transformation and much more.



## **Government (Federal, State & Local)**

Attendees were given both practical advice to progress in their current digital transformation, as well as a long-term view of how technology may shape organization and service delivery to make their current strategies more future-proof.



## **Healthcare**

Attendees learned how IT can create transformative business value from digital initiatives. They gained insight into how to maximize investments in consumer engagement, AI and analytics. While payers learned how they can manage and maximize the value they create and deliver to patients and citizens, providers heard about optimizing their biggest investment within electronic health records (EHRs) and the future of digital care delivery.



## **Insurance**

Attendees took away that digital transformation within the industry is happening. Insurtechs (startups in the insurance industry), business ecosystems and new technologies such as artificial intelligence will have a major impact on digital strategies and IT roadmaps alike. Insurance attendees were also exposed to Gartner's 2030 vision for the industry and learned how legacy modernization will help them improve operational efficiency and save costs in the long run.



## **Manufacturing**

Attendees learned how to navigate the digital manufacturing transformation, engage customers to ensure a successful product launch, create new business models with 3D printing and more.



## **Oil & Gas**

The oil and gas culture resists change, so industry attendees heard how they need to learn from different industries and ask different questions to impact digital transformation.



## **Retail**

Retailers are in turmoil and looking for leadership on driving digital transformation strategies. The opening session, “Fighting for the Customer — Going Nine Rounds With Amazon,” set the pace for the day, followed by a full track that explored using advanced analytics technology, enhancing the customer experience with self-funding technology, and using digital technologies to ensure pricing, promotion and offers are consistent across channels.

# ITxpo highlights

Thank you to our 93 exhibitors, who offered attendees their leading-edge solutions that aligned with the key priorities of the CIO.

## Special ITxpo features included:

- Gartner stage sessions
- Learning labs
- Emerging Technologies Pavilion
- ITxpo receptions
- Face-to-face exhibitor meetings

“The broad range of vendors and speakers allowed me to get an understanding of market trends from a multitude of angles.”

**Glenn Prinsen**

Solutions Architect, Townsville City Council



**Interested in exhibiting? Contact us at**  
**[apac.exhibits@gartner.com](mailto:apac.exhibits@gartner.com)**



## PREMIER EXHIBITORS



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## MARKETPLACE EXHIBITORS

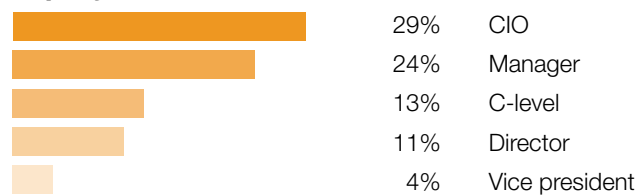


 [View all exhibitors](#)

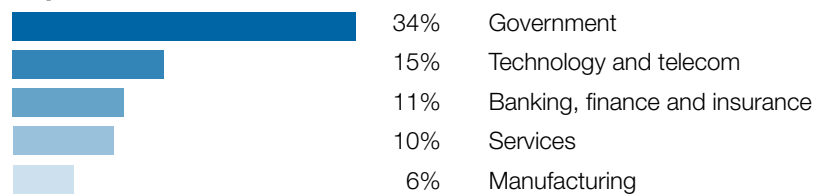
# Gartner Symposium/ITxpo 2017

## by the numbers

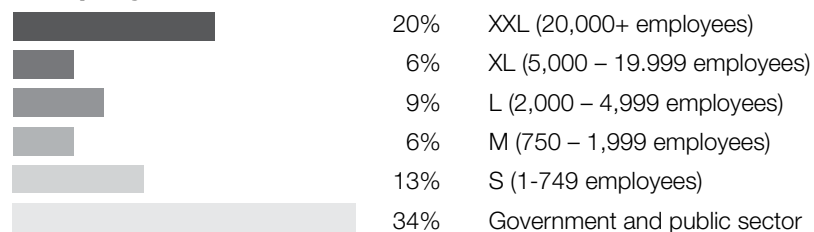
### Top 5 job titles



### Top 5 industries



### Company size



### Snapshot of attendees

Designed as the most important gathering of CIOs and senior IT executives, Gartner Symposium/ITxpo 2017 had an increase in the number of CIOs attending with their leadership teams.

**4** days

**1,642** total attendees

**496** CIO Experience attendees

**50** Gartner analysts

**93** solution providers

**150+** sessions in **6** tracks

**838** attendees participated in **1,281** one-on-one meetings with Gartner analysts

Industry Monday, which focused on **8** verticals

**7** journalists on-site, with **90** news articles published so far

**Gartner Predicts:** By 2022, enterprise AI projects with built-in transparency will be 100% more likely to get funding from CIOs.



## Analyst one-on-ones

Throughout the week **838** attendees participated in **1,281** meetings with Gartner analysts.

## Top 10 one-on-one topics

- Building a Digital Business / Digital Workplace
- CIO Leadership in Innovation
- CIO Mastery in Leadership, Culture, and People Dynamics
- Transitioning to a Digital Government
- Artificial Intelligence
- Customer Relationship Management and Customer Experience
- Enterprise Architecture
- Cloud Computing
- Blockchain
- Security and Risk Management Programs

“I’m a new CIO and its been fantastic to cover the breadth of responsibilities in one place.”

**Jeff Robinson**  
CIO, ESRI Australia

## Get the latest IT news

From ecosystems driving digital growth to artificial intelligence to the art of saying no, our robust online library of research, reports and news offers a fascinating look at digital business trends, forecasts and success stories. Visit [gartner.com/smarterwithgartner](http://gartner.com/smarterwithgartner) for details.

## ➤ Save the date for 2018!

Join us on the Gold Coast,  
**29 October – 1 November**  
for the 2018 event.

### Gartner Symposium/ITxpo 2018

5 – 7 March, Dubai, UAE

16 – 19 September, Cape Town, South Africa

14 – 18 October, Orlando, FL

22 – 25 October, São Paulo, Brazil

4 – 8 November, Barcelona, Spain

12 – 14 November, Tokyo, Japan

13 – 16 November, Goa, India

# Events 2018

## Australia and New Zealand

### Gartner Data & Analytics Summit

26 – 27 February / Sydney

### Gartner IT Infrastructure, Operations Management & Data Center Summit

30 April – 1 May / Sydney

### ReimagineHR

14 – 15 May / Sydney

### Gartner Customer Experience Summit

18 – 19 June / Sydney

### Gartner Application Architecture, Development & Integration Summit

23 – 24 July / Sydney

### Gartner Security & Risk Management Summit

20 – 21 August / Sydney

Download  
the Gartner  
2018 Events  
Calendar



### Gartner Research Special Reports

Get insights into major business and technology trends that will help you stay ahead and make smarter decisions for your organization in the coming year.

➤ See the latest