Sessione Plenaria
Chairman: Carlo Massarini, Giornalista e Conduttore Televisivo

8.00 Registrazione

8.50 Opening Address
Ezio Viola, GVP e General Manager, IDC Southern Europe

9.00 Dynamic IT and the Dynamic Business Enterprise
Frank Gens, Senior Vice President Research, IDC

In 2005, the IT industry is in the midst of radical restructuring. Working together, CIOs and IT suppliers are completely rearchitecting IT to support the vision of a dynamic enterprise - building dynamic IT organizations with stronger linkage to business performance, faster ability to respond to market changes, and much higher operating efficiency. In this presentation, Frank Gens will predict what the new IT environment will look like, who the major IT suppliers will be, and how CIOs will take advantage of the changing IT industry to help their businesses become more dynamic and competitive.

9.30 **Q&A a Frank Gens**

9.35 Managing Outsourcing: The CIO Challenge for the Next Decade
Paul Strassmann, Former CIO of Xerox and NASA

Increasing technical complexity in developing firm-specific applications, rising labor costs for software maintenance and rapid obsolescence of information technology favor the shifting of internal IT costs to externally purchased services. The 1-to-5 ratio of external to internal IT costs reflecting the 1990's allocation of IT budgets will now transform to a 3-to-1 ratio by the end of 2010. The increased emphasis on outsourcing will be also illustrated by a number of examples showing that this is not a unique IT trend but a reflection of global competitive trends seeking to improve information productivity by all available means. The consequences on the organization, leadership skills and the management of IT will be far reaching. Mr. Strassmann expects that systems integration, project management and technology migration planning will now emerge as the main challenges that the CIOs will need to master.

10.05 **Q&A a Paul Strassmann**

10.10 The End of Corporate Computing
Nicholas Carr, Author of "Does IT Matter?"

There's been much hype about "utility computing," but what's the reality? In this provocative presentation, Nicholas Carr will examine the technological and economic forces that are changing the way information technology is supplied to companies. He will look at similar shifts from the past, examine companies that are today leading the way to the new IT supply model, and examine the longer-term implications for both suppliers and users of IT.

10.40 **Q&A a Nicholas Carr**

10.45 Coffee Break

11.05 IT Governance for Competitive Advantage
Peter Weill, Director of the Center for Information Systems Research, MIT Sloan School of Management

Given the large investments in IT as well as the risks and potential benefits, effective IT governance can be a source of competitive advantage. We found firms with superior IT governance had higher profits than firms with poor governance given the same strategic objectives. These top performers have custom designed IT governance for their strategies. Just as corporate governance aims to ensure quality decisions about all corporate assets, IT governance links IT decisions with company objectives and monitors performance and accountability. The session will present insights for effective IT governance from the MIT study of 256 enterprises in 23 countries examining how the best performers govern. Effective IT governance coordinates the five key IT decisions: IT principles, architecture, infrastructure, application needs and investment. Case studies of IT governance in firms such as State Street Corporation, UPS and Carlson Companies will illustrate effective practices and "IT governance on one page".

11.35 **Q&A a Peter Weill**

11.40 Panel: IT Innovation and Business Transformation
Chairman: Carlo Massarini, Giornalista e Conduttore Televisivo

Franco Mastrorilli, Amministratore Delegato, BMC Software
Bruno Cocchi, CIO, Gruppo Coin
Renato Cerutti, Presidente e Amministratore Delegato, EMC²
Andrea Pontremoli, Presidente e Amministratore Delegato, IBM Italia
Renzo Passera, CIO, Italcementi
Mario Leone, CIO and VP Information Systems and eBusiness, Iveco
Dario Scagliotti, Amministratore Delegato, SSC e CIO, Pirelli & C.
Roberto Pasetti, Amministratore Delegato, SAP Italia
Alessandro Zeigner, Amministratore Delegato, SAS
Renzo Vanetti, Amministratore Delegato, SIA