



TOP LINE
GROWTH
AND BOTTOM LINE
RESULTS:

JOIN US
6TH ANNUAL
MIT Sloan
CIO SYMPOSIUM
MAY 19, 2010 / www.mitcio.com

2010 MIT CIO Sloan Symposium Agenda

7:30	Registration and Continental Breakfast
8:30	Welcome remarks
8:45	CEO Keynote Panel Strategy: Emerging Stronger from the Downturn
9:45	Academic Keynote Panel IT Organization of the Future: Driving Business Change
10:45	Coffee/Networking Break
11:15	CIO Keynote Panel - Solving the CIO Paradox
12:30	Lunch + Keynote Speaker #1 Lunch + Keynote Speaker #2
1:45	eHealth - Life after the Healthcare Reforms Enterprise 3.0 Achieving Superior Business Value from IT by Identifying What Matters
3:00	Coffee/Networking Break
3:30	Security and Mobility The Internet of Things - a network of Internet-enabled objects Positioning IT as an Innovation Engine
4:30	Coffee/Networking Break
4:45	2010 MITCIO Award Presentation
5:15	PM Keynote Panel Cloud Computing - Strategic Implications, Security, Business Model
6:15	Innovation Showcase Cocktail Reception & Networking

Subject to modification.

www.mitcio.com



2010 MIT Sloan CIO Symposium Panel Descriptions

8:45 CEO Keynote Panel

Emerging Stronger from the Downturn

Be better, stronger, faster, - this is the driving force propelling today's IT leaders emerging from the worst economic downturn since the Great Depression. The old adage, "That which does not kill us makes us stronger," proves apropos. The lessons learned these past few years take on a new dimension as the framework for innovation. Change is in the air. New business approaches and competitive models stress effective and sustainable practices. Companies responded to the financial crisis by cutting costs and capacity to meet operating budgets. They are leaner, more efficient and nimble. Moving forward, the questions now focus on leveraging a strategy with corporate spending to support escalating rebound momentum. The road to recovery, rather than littered in guesswork, points to strategic positioning. New market opportunities become clear as customers re-evaluate their purchasing parameters and potentially shift brand alliances.

This distinguished keynote panel of CEOs will share their thoughts on how their companies achieved a robust success-oriented trajectory in addition to the critical areas of investments they found necessary to support their goals and the expectation each has for the CIOs in their organizations to drive business value.

9:45 Academic Keynote Panel

IT Organization of the Future: Driving Business Change

Innovation never rests. It is the constant through boom or bust. The strategic value of information coupled with the technologies generating and propagating it, continue to expand. Businesses successfully emerging from this difficult economic period have discovered innovation is neither time-consuming nor expensive, but essential. Digital organizations, those existing in the virtual world of online communication, continue to experiment and innovate, utilizing tools and strategies that require virtually no cost. The result of these experiments is meaningful change in top line revenue and bottom line results.

This keynote panel brings together a complementary set of MIT academic and industry leaders who will debate IT and information's role in driving innovation. The panel will explore the impact of social media, influencers of productivity and business growth and how

www.mitcio.com



the IT function is a cornerstone. Discussion will focus on the technology evolutions which companies may experience and the changes that will map out the future of organizations.

[10:45 Coffee/Networking Break](#)

11:15 CIO Keynote Panel **Solving the CIO Paradox**

As companies expand, restructure or downsize to meet market situations, the CIO's role is also changing, becoming ever more complicated and challenging. Businesses today require CIOs to help them grow strategically, contain costs effectively and mitigate risks efficiently all at the same time. Inheriting legacy applications running on inflexible IT infrastructure as well as architecting next generation and new applications amidst a data explosion with increasing demand for lower cost data centers is considered par for the course. The complexity of the CIO role and these management decisions highlight the multiple paradoxes faced by the CIO. CIOs hold critical and strategic responsibilities in a company's executive team and yet they may be boxed into traditional "information management," roles.

In this keynote panel, CIOs of leading corporations will address cost containment versus innovation, the perception of being seen as enablers versus drivers, and ponder the question of why many holding this critical role are not even members of the executive team.

12:30 – Lunch + Keynote Speaker #1

So you want to be a CIO? Panel discussion lead by Russell Reynolds on the challenges and processes for managing your career progression.

Lunch + Keynote Speaker #2

VMware and Cloud Computing for the Enterprise

VMware is well-known for virtualizing data centers, making them more efficient, agile, available, and secure. This technical presentation will cover two additional pushes that VMware is making to helping companies fully exploit the opportunities provided by cloud computing. First, we will discuss how enterprises can build private clouds for on-premise IT while paving the way for the use of cloud resources that reside outside of their datacenter. Second, we will discuss application development for

www.mitcio.com



the cloud and how companies can achieve the true benefits of “Platform-as-a-Service” without locking themselves into one way of programming or one place to run their applications.

About VMware

VMware delivers solutions for business infrastructure virtualization that enable IT organizations to energize businesses of all sizes. With the industry leading virtualization platform – VMware vSphere™ – customers rely on VMware to reduce capital and operating expenses, improve agility, ensure business continuity, strengthen security and go green. With 2009 revenues of \$2 billion, more than 170,000 customers and 25,000 partners, VMware is the leader in virtualization which consistently ranks as a top priority among CIOs. VMware is headquartered in Silicon Valley with offices throughout the world and can be found online at www.vmware.com.

1:45 eHealth – The CIO’s Role in Delivering New Models of Care

The health care sector in the United States is going to change in the very near future. As the aging population grows and cost of health care rises, the concept of Accountable Care Organizations (ACOs) is emerging. The goal of an ACO is to encourage hospitals and physicians to, “integrate care,” such that the financial risks and rewards of potential savings are shared. This integration is accomplished by having both parties be collectively responsible for creating and implementing solutions to improve the quality of health care. To bring this concept closer to reality, the US House bill calls for a three-to-five year Medicare pilot project to see if ACOs can lower costs and improve care. The current health care IT landscape has limited EMR/EHR penetration and is inefficient to address demands of emerging health care delivery and business models. The IT world has an opportunity to revolutionize the healthcare industry.

This panel will explore how can CIOs leverage technology to create synergies to deliver new models of care, to coordinate comprehensive end-to-end processes to enhance patient care outcomes all while integrating more financial efficiencies into these processes.

1:45 Enterprise 3.0

More than 80 percent of Fortune 500 companies report they are in the midst of adopting Enterprise 2.0 concepts including social networking, new Web-based workflows designed to streamline communication with customers, employees and partners and/or the integration of multi-channel communications. As these levels of activity and the volume of data generated increase, so too must the organization's ability to link, acquire and decipher all the information to optimize performance. For many CIOs, Enterprise 3.0, a system of effective knowledge management, provides new services through more effective data

www.mitcio.com



integration. However, it also presents new challenges, particularly in the areas of solution's technology adoption and its integration into existing business units.

In this panel, experts on the Web of Data and Linked Data will discuss emerging approaches to Enterprise 3.0. The discussion will provide CIOs with more insights into upcoming approaches surrounding the global IT market and how these concepts can better serve a company.

1:45 Achieving Superior Business Value from IT by Identifying What Matters

What is the business value of IT? is a perennial question dominating executive discussions. It is estimated that nearly half of all capital expenditures by businesses worldwide - on average 5.8 percent of revenues - is on IT. Yet, businesses commonly seem unaware of the return, if any, they are getting on that investment. Often the CIO mind-set is cost-driven. This presents challenges in communicating how IT contributions to the company actually benefit the bottom line through cost-savings or additional revenue.

In a recent book, *The Real Business of IT*, Richard Hunter and George Westerman explain how IT leaders can combat this mind-set. Information technology can be used to generate three forms of value important to leaders throughout the organization: the first, value for money when the IT department operates efficiently and effectively; second, an investment in business performance is evidenced when IT helps divisions, units, and departments boost profitability; and third, the personal value of CIOs as leaders whose contributions to their enterprise go well beyond their area of technical specialization.

This panel will address these three values which can align superior business value with IT efforts.

3:00 Coffee/Networking Break

3:30 Security and Mobility

Business, using modern computer networking is increasing its collaborative model integrating in working with customers, suppliers and partners. In doing so, companies invite external parties into the inner sanctum of their computing systems. Moreover increasing the use of new devices for remote interaction as well as conducting business electronically is advantageous from both cost and logistical perspectives. While this improves productivity, it also brings a new set of privacy and security risks in protecting sensitive corporate data, intellectual property, and customer data. Security is actually a risk management problem, the pertinent question for the CIO then becomes: What are CIOs willing to give up and do for



a specific level of control and certainty? The fundamental aspect of this debate is that it's not just all about money.

This panel discussion will concentrate on these issues by focusing on the following interrelated areas: collaboration, legal aspects and advanced solutions.

3:30 The Internet of Things - a network of Internet-enabled objects
(co-produced with McKinsey & Company)

Predictable pathways of information are changing as the physical world itself is becoming an information system. In what is called the Internet of Things, sensors and tiny devices (actuators) embedded in physical objects such as roadways and pacemakers, are linked through wired and/or wireless networks, often using the same Internet Protocol (IP) that connects the Internet. This network churns out huge volumes of data which flow to computers for analysis. What is revolutionary in all of this, is that these information systems work largely without human intervention. CIOs will have to develop new capabilities within their organizations to understand, manage and support complex, distributed, embedded systems that will exist outside the walls of the data center or even the remote office. They are charged with breaking down the traditional barriers of business, including IT alignment. They must take the lead in making the existing products of their companies smart through the use of embedded technologies.

In this panel co-produced with McKinsey & Company and moderated by Michael Chui, we will expand on his recent McKinsey Quarterly article and explore where and how the most business value will be realized from The Internet of Things.

3:30 Positioning IT as an Innovation Engine

IT innovation is a key driver of growth in companies today, although studies indicate that approximately 80% of money spent on IT in most companies is to keep the current operations going. In addition, functionally, technology plays an increasingly critical role in promoting a better service environment for stakeholders. As technology allows the gathering of an ever increasing amount of information, its analysis determines the most effective and efficient directions for customer acquisition, conversion and retention. The next generation of CIOs will be trusted advisors to stakeholders and educate them on how IT can open new opportunities that redefine the business potential. They will need new skills: business, strategy, and leadership skills in addition to their IT expertise.

This panel will examine how some of the world's best companies use IT as a strategic tool to drive growth by considering decision making models, sources for new ideas, ways to track results and the valued skillset for CIOs.

www.mitcio.com



TOP LINE
GROWTH
AND BOTTOM LINE
RESULTS:

JOIN US
6TH ANNUAL
MIT Sloan
CIO **SYMPOSIUM**
MAY 19, 2010 / www.mitcio.com

[4:30 Coffee/Networking Break](#)

[4:45 2010 MITCIO Award Presentation](#)

5:15 PM Keynote Panel

Cloud Computing - Strategic Implications, Security, Business Model

Microsoft CEO Steve Ballmer hails technology as the gift that keeps on giving. If technology is the gift, then Cloud Computing is the ribbon around it. Eric Schmidt, Chairman and Chief Executive for Google®, claims cloud computing to be the “defining technological shift of our generation,” noting that its impact on technology and business may prove more significant than the PC revolution of the 1980s. It is likely to equally impact a vast spectrum of professionals. Harnessing this momentous shift in how businesses leverage IT services falls on the CIO. It is important that both business leaders and IT professionals understand Cloud computing holistically, approaching it technology and traditional business models.

This keynote panel will address the practicality and applications necessary to ensure that Cloud applications and services fit seamlessly into existing processes. Strategically, this objective only can be achieved for enterprise level IT processes if applications running in the Cloud conform to established security and governance policies. Concurrently they must integrate with existing systems and operational procedures without disrupting existing budgets.

www.mitcio.com