

Insight. Connections. Impact.

CIO Dialogue at Software 2007

Join the conversation.

software2007
Powered by Innovation



May 8-9, 2007
Santa Clara Convention Center
Santa Clara, California



software2007
Powered by Innovation

Are you happy with the innovation in your IT organization?

Technology is expected to drive business today. But too often, it is difficult to find room in IT budgets for spending on new, innovative projects that could help to revolutionize your enterprise strategies. The software business is changing – fast.

Innovation in business models, delivery methods and technologies has launched a new generation of customer-driven software vendors and spurred change among many incumbents.

You want vendors who can help you achieve your commitment to innovation while at the same time, recognizing your current budget and resource constraints.

Do you want to voice your opinion?

At the Software 2007 conference, 100 pre-selected CIOs will have the opportunity to meet with the leaders of dozens of software companies at the CIO Dialogue event. This conference-within-a-conference will assemble key executives from the leading software and technology companies of the world – including EMC, Microsoft, SAP, Salesforce.com and TCS – as well as with CEOs of startup vendors who are producing the most exciting new software products today.

CIO Dialogue provides a forum for software vendors and their customers to discuss and debate strategic issues of their relationship, both in a town hall-style meeting and during one-on-one networking time. The objective is to gain a better understanding of each others' challenges so that a more productive use of IT will result.

What is Software 2007?

Software 2007 is the largest vendor-neutral gathering of software CEOs, VPs, investors, analysts and press. More than 2,000 industry leaders will gather on May 8-9, 2007 in Santa Clara, California to discuss the theme, “Powered by Innovation.”

To find out more about the entire conference, visit www.software2007.com.

Join the discussion.

Qualified CIO Dialogue participants will receive **complimentary admission** to all of Software 2007's events, including keynotes from industry leaders such as Microsoft's Steve Ballmer, best practices workshops, the Innovation Showcase, the Celebrate! Software 2007 Gala Dinner and an elite dinner only for CIO Dialogue participants.

What is on the agenda?

CIO Dialogue will focus on a critical challenge for both CIOs and vendors alike: Innovation. Participants will hear the latest case studies from their CIO peers and learn how software companies are leveraging innovation in their products. CIO Dialogue attendees will be able to make connections with colleagues at CIO Dialogue-only sessions and at the main Software 2007 events.

Who will frame the discussion?

CIO Dialogue has assembled an advisory board of CIOs and CTOs who have created a compelling agenda for attendees. The following advisory board members, vendors and partners will be participating in CIO Dialogue.

CIO/CTO ADVISORY BOARD

- Shaun Coyne, CIO Toyota Financial Services
- Daru Darukhanavala, CTO, BP
- Tom Fisher, VP IT Qualcomm
- Chris Hjelm, CIO, Kroger
- Ashwin Rangan, CIO, Walmart Global
- Toby Redshaw, VP IT, Motorola
- Dave Watson, CTO, Kaiser Permanente

CIO DIALOGUE PARTNERS



Register Now for a Free Pass!

Join the conversation.

CIOs and CTOs of qualified organizations will receive free admission to CIO Dialogue and Software 2007. Visit www.software2007.com or www.sandhill.com/conferences/sw2007/special_events/cio_dialogue.php to submit your registration today.

CIO Agenda at Software 2007

MONDAY, MAY 7th

Time	Description
6:00–9:00pm	CIO Reception and Dinner

TUESDAY, MAY 8th

Time	Description
7:30–8:30am	CIO Breakfast – Network with Innovation Showcase companies and International companies
8:30–10:30am	Software 2007 keynotes
11:00–11:15am	CIO Dialogue Welcome & Opening remarks – MR Rangaswami, Sand Hill Group & Vinnie Mirchandani, Deal Architect
11:15–11:30am	CIO survey findings – Joel Jones, McKinsey & Co
11:30–12:00pm	“Customer Innovation” – Shaun Coyne, CIO Toyota Financial Services & Tom Fisher, VP IT, Qualcomm
12:00–12:30pm	Vendor Innovation Panel – Moderator Brian Gilloly, Optimize – Panelists – Dennis Moore, VP, SAP & Cliff Reeves, GM, Microsoft
12:30–1:30pm	CIO Network Lunch
2:00–3:30pm	Software 2007 keynotes
4:00–4:45pm	CIO/CTO panel – Moderator – Vinnie Mirchandani Deal Architect Panelists Tony Scott, CIO Disney, Toby Redshaw, VP IT Motorola & Jack Fredricks, VP IT Siemens Communications
4:45–5:30pm	Vendor Innovation Panel Moderator Stephanie Stahl, Information Week Panelists Jeff Nick, CTO EMC, M Vidyasagar, EVP TCS, Peter Coffee, Director Salesforce.com
5:30–7:00pm	Reception on tradeshow floor
7:00–	Celebrate 2007 Dinner

WEDNESDAY, MAY 9th

Time	Description
7:30–8:30pm	CIO Breakfast – Meeting with Software 2007 Day 2 keynotes
8:30–5:00pm	Software 2007 keynotes and sessions
5:00–7:00pm	Reception on show floor

Software 2007 Keynote Speakers

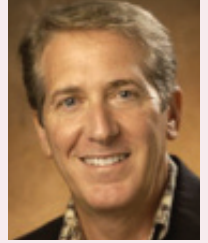
Steve Ballmer
CEO,
Microsoft



Marc Benioff
Chairman and CEO,
Salesforce.com



Jeff Nick
Executive Vice
President,
EMC Corporation



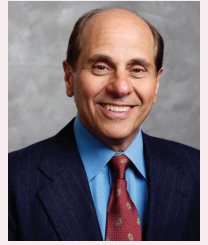
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Managing Director,
Tata Consultancy Services
Limited



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Executive Vice
President and
Chief Strategy and
Technology Officer,
Hewlett-Packard



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FREE REGISTRATION FOR CIOs!

Qualified CIOs and CTOs of end-user organizations will receive complimentary admission to CIO Dialogue and Software 2007.

Request a complimentary registration at www.Software2007.com or www.sandhill.com/conferences/sw2007/special_events/cio_dialogue.php

Why attend CIO Dialogue?

- Unfettered access to top software execs
- Connections with other CIOs, analysts, press
- Insight on next-generation of software
- Software Innovation Showcase
- Keynotes from Steve Ballmer, Marc Benioff and more
- Celebrate! Gala dinner
- **Complimentary registration!**



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