



9th Annual
**MIT CIO
 SYMPOSIUM**
 May 22, 2012



PILOTING

**THE UNTETHERED
 ENTERPRISE**

2012 MIT Sloan CIO Symposium Agenda

7:30	Registration and Continental Breakfast	<i>Kresge Oval Tent</i>
8:30	Welcome Remarks	
8:45	CEO Keynote Panel: Master the three management imperatives for the Next Decade	
9:45	Academic Keynote Panel: MIT's Perspective on the Untethered Organization	
10:45	Coffee/Networking Break	<i>Kresge Oval Tent</i>
11:15	CIO Keynote Panel: The dual mandates of the CIO: Cost efficiency and value delivery while supporting growth and innovation	
12:30	Networking Lunch	<i>Rockwell Cage</i>
	Lunch Breakout/The Next Generation of CIO Leadership	<i>Student Center, Sala de Puerto Rico</i>
	Lunch Breakout/Sourcing IT Services –What China Has to Offer	<i>Student Center Mezzanine</i>
1:45	Enterprise Architecture Research at MIT	<i>Student Center Twenty Chimneys</i>
	Big Data and Analytics	<i>Student Center, Sala de Puerto Rico</i>
	Enterprise Mobility 3.0	<i>Kresge Auditorium</i>
2:45	Coffee/Networking Break	<i>Kresge Oval Tent</i>
3:15	Are Social Games the Next Business Revolution?	<i>Student Center, Sala de Puerto Rico</i>
	IT Services Strategy in the Untethered Enterprise	<i>Kresge Auditorium</i>
	Navigating through the Healthcare Transformation	<i>Kresge Little</i>
4:15	Coffee/Networking Break	<i>Kresge Oval Tent</i>
4:45	MIT CIO Award Presentation	
5:30	Fireside Chat: The Untethered in Practice - What worked and what didn't.	
6:15	Innovation Showcase	<i>Kresge Oval Tent</i>
	Evening Reception and Networking	



2012 MIT Sloan CIO Symposium Panel Descriptions

8:45 CEO Keynote Panel

Master the three management imperatives for the Next Decade

Savvy business leaders take a forward-looking and strategic approach to the changes in markets and business landscapes. Digitalization of Business, Advancing Entrepreneurship and Being Global have been defined by MIT Sloan as the three management imperatives for the Next Decade.

This panel of CEOs will engage in a valuable dialogue to share practical insights on how to remain productive and competitive in a rapidly evolving global arena. They'll also discuss how to work with their CIOs to sustain success through strategic business technology alignment, digital transformation and IT innovation.

9:45 Academic Keynote Panel

MIT's Perspective on the Untethered Organization

MIT faculty are often in the forefront of innovation and technology development, the enablers of the untethered organization if you will. MIT Sloan faculty are at the forefront of helping companies and managers make sense of technology, using it to full advantage. The focus of this panel is to allow our esteemed faculty the opportunity to lend their advice on how best to leverage technology, particularly the mobile and distributed workforce. More than this, they will also talk about the next wave of technologies that will change the way companies and managers work.

11:15 CIO Keynote Panel

The dual mandates of the CIO: Cost efficiency and value delivery while supporting growth and innovation

In an environment of flat budgets yet rising expectations, IT is still often seen as a cost center not a profit driver. How does a CIO manage competing priorities effectively? Who wins and loses in the never-ending battle for resources and priorities between mobile applications, marketing applications, personalization, and managing Big Data? What processes or steps do proactive CIOs put in place to ensure they are a progressive resource for their organization? How does a good CIO show leadership and manage and define the value proposition and effectively advocate this to a CEO or operating committee?

5:30 PM Fireside Chat

The Untethered in Practice - What worked and what didn't

You've answered the call for anytime/anywhere access to data. This keynote panel will explore real-life stories of the challenges and rewards of moving some or all of their systems to the cloud, from CIOs who've been there and back. What worked, what didn't. What vendor promises did not provide the intended result and how did these CIOs recover? How do CIOs avoid "perfect" being the enemy of "good enough" as they pilot their organizations through a new set of risks and rewards.



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12:30 Lunch Breakout

Separating the Best from the Rest: The Next Generation of CIO Leadership

Much has been said about the business implications of current IT trends like mobility, cloud, big data, etc. However, very little of substance is being discussed about their implications on IT leadership talent. Both existing and aspiring CIOs face a raft of new responsibilities and challenges, which require a different set of knowledge, skills and experiences to achieve success. No longer is the CIO merely responsible for ongoing business continuity, shared services, process reengineering and cost reduction efforts. Today, as organizational design and business operations become more virtual, and the line between personal and professional technologies blurs, CIOs must establish corporate governance, manage risk and security, and lead mobile, cross-generational, geographically- and culturally-diverse enterprises. Our discussion will answer a simple yet critical question: what distinguishes today's best CIOs from the rest? Audience participation is encouraged.

12:30 Lunch Breakout

Sourcing IT Services Globally – What China Has to Offer

China is well known as the largest manufacturing center in the world. But did you know that China has a bigger IT industry than India, the most engineering graduates per year, and an emerging fleet of IT service providers? How should China fit into your global outsourcing strategy? What are the facts and misconceptions about China? How does it compare with India? What are the key challenges you may face outsourcing to China and how can you overcome them? As a CIO you may need to diversify your outsourcing risks, is China a valid choice? How can you leverage China's large talent pool effectively? If you want to explore China's IT services capabilities, where should you start?



1:45 Enterprise Architecture Research at MIT

The MIT faculty members on this panel will aptly project the unique MIT blending of technological savvy, results-oriented management solutions, and global business know-how. They will demonstrate some of the latest research at MIT in both innovative IT technologies and strategic CIO leadership around the theme of the untethered enterprise.

1:45 Big Data and Analytics

Today, organizations are awash in Big Data. Big Data is mammoth and complex. That poses a number of challenges related to this complexity such as: How do you define data management strategies? Why does extracting value from Big Data remain elusive for many organizations? How do you balance data usability demands with security and scalability needs and requirements? But on the brighter side, Big Data presents immense opportunities: opportunity to innovate, to evolve, to increase productivity smartly.

This distinguished panel will discuss various ways that companies can derive lasting value by embracing the vast amount of data being generated and using cutting edge analytical tools to turn this data into insightful, intelligent, actionable information to develop new products, to design new services, and most importantly to orchestrate fresh business models.

1:45 Enterprise Mobility 3.0

Enterprise Mobility 3.0 is the inherent face of the new untethered enterprise. It will have deep imprints in the business processes, IT infrastructure and security policies in the company. In a world where work-related information is accessible, anywhere, anytime, new powerful and smarter phones, tablets, and other Internet-enabled devices will usher us into a new era of countless opportunities and exciting challenges. These challenges loom - Mobility 3.0, after all, speaks to a certain level of maturity attained within enterprises - some new, some not-so-new. For example, security policies will have to be revisited for viability and sustainability. Productivity, agility and other business metrics will have to be measured with some rigor. Organizations will also have to measure if the investments in Mobility 3.0 are finally generating the payback and ROI that the executive suite has been looking for.

Our panel of senior technology and business executives will share their experiences of piloting through this transformation in their organizations with leading and leadership around Mobility 3.0.



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3:15 Business Games: Are Social Games the Next Business Revolution?

Social games create worlds where users interact, set targets, form teams to achieve goals and provide real time feedback to each other. Cutting edge companies are using tools from social games to build more effective teams of employees, customers and suppliers based on these same principles. Will social game methodologies reinvent how we do business or is this simply the latest over-hyped buzzword?

3:15 Buying IT Services for the Untethered Enterprise

Balancing value, cost, relationships and risk when buying IT services today for tomorrow's enterprise - In the age of the untethered enterprise, mobility intersects with big data, social intersects with security, cloud intersects with privacy, while emerging capabilities intersect with established global operating models at an ever-increasing pace. Engaging this new world requires a strategic approach where internal and external partners create and advance business value while navigating a dynamic and complex landscape.

Listen to a panel of C-level Executives discuss how they are evolving their IT Services strategies to meet the changing demands associated with emerging technologies and capabilities.

3:15 Navigating through the Healthcare Transformation

The Healthcare Industry in the United States is going through a rapid transformational change from a highly localized Healthcare System to a highly distributed and untethered Healthcare ecosystem across Providers, Payors and Patients. CIOs are under pressure to vision and implement IT frameworks that provide integrated quality healthcare at lower costs and yet profitable to their shareholders.

To address these challenges, Healthcare CIOs need to provide innovative leadership; craft signature business and clinical collaborative processes to enable personalized healthcare ecosystem; master change management; build innovative skilled teams and revolutionize the Electronic Health Record (EHR) to a true embedded evidence based clinical solution optimized for quality and healthcare value-chain economics.

In this panel, leading Healthcare CIOs will discuss their experience in navigating through this historic transformation in their organizations



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Maps and Directions



MIT Kresge Auditorium, 48 Massachusetts Avenue, Cambridge, MA, 02139
 (Nearest cross street, Amherst Alley and Massachusetts Avenue)

As an urban campus, there is no conference parking available on the MIT campus.

PARKING

We have made arrangements for validated parking at \$12.00 at the 4 Cambridge Center Garage. Entrances are located on Ames St and Broadway. If using Google, MapQuest or GPS, the closest building is 90 Broadway, Cambridge, MA 02142. This will bring you to the corner of Ames St. & Broadway.

Parking rate at the garage is available on a first-come, first-serve basis. The rate is not available for overnight or valet parking. Please note these instructions carefully:

1. When you park at the garage, get a ticket from the garage upon entry, as normal.
2. Show that ticket when registering for the event.
3. We will give you a validation ticket.

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4. Upon returning to your vehicle, insert the original ticket you received from the garage. When you are asked to pay, insert the validation coupon and then your payment of \$12.00.

The garage has an automated payment system. Credit/debit card or exact change will speed your transaction. We do have a shuttle bus scheduled from The Marriott hotel, which is next to the garage.

PARKING SHUTTLE HOURS

7:15-9:00AM

Marriott Hotel - Broadway entrance to Kresge Auditorium

6:00PM -8:45PM

Kresge Auditorium to Marriott Hotel - Broadway entrance

ADDITIONAL PARKING OPTIONS

Public parking is available at the Hyatt Regency Hotel (575 Memorial Drive). Rates are approximately \$20 per day.

Mass. Ave. & Vassar St. Lot
139 Mass. Ave.
617-258-8232

10 Cambridge Center, Kinney System
Binney St. off Broadway
617-621-3115

University Park
Green St. & Sidney St.
617-621-8023

For more information: http://web.mit.edu/facilities/transportation/parking/visitors/public_parking.html



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DIRECTIONS to MIT Kresge Auditorium (Note: there is no parking available at Kresge, see previous note)

Driving from South:

Follow Rt. 3N or I-95N to I-93N. Take exit 26 for Storrow Dr West, to the Massachusetts Ave., Rt.2A/N exit. Go right off of exit, over bridge. At second light, turn left into Amherst Alley. Kresge Auditorium is to your right.

Driving from West:

I-90 East (Mass Pike) to Exit 18, Cambridge/Somerville. Straight over bridge, turn right onto Memorial Drive. Turn left into Aubrey Street, just past the Hyatt Hotel. Turn right onto Vassar Street. Continue to Massachusetts Ave. Turn right onto Massachusetts Avenue. Turn right into Amherst Alley. Kresge Auditorium is to your right.

Driving from North:

Follow I-95S to I-93S. Take exit 26 for Storrow Dr West, to the Massachusetts Ave., Rt.2A/N exit. Go right off of exit, over bridge. At second light, turn left into Amherst Alley. Kresge Auditorium is to your right.

Driving from Logan International Airport:

Follow signs through Sumner tunnel to Storrow Dr. West, to the Massachusetts Ave., Rt.2A/N exit. Go right off of exit, over bridge. At second light, turn left into Amherst Alley. Kresge Auditorium is to your right.

VIA PUBLIC TRANSPORTATION

From Subway Red Line:

From Boston or South: Take the Red Line to Kendall/MIT Square Station. Exit to street level and walk through the Marriott lobby to take the MIT shuttle to Kresge Auditorium. You may also take the CT2 Ruggles via MIT/Kendall bus to 77 Massachusetts Ave. Kresge Auditorium will be on your right. Alternatively, you may walk by continuing on Main until Vassar Street. Turn Left, walk to Massachusetts Avenue. Turn left onto Massachusetts Avenue. Turn right into campus at 77 Massachusetts Avenue. Kresge Auditorium is across the open grass space on your left. It is a 10-12 minute walk.

From Harvard or Alewife Stations:

Take the Red Line to Central Square Station. Exit to street level. Take the CT1 BU Medical Center or the #1 Dudley Station via Mass Ave bus to 77 Massachusetts Avenue. Kresge Auditorium will be on your right.

From Subway Green Line:

Take the Green Line B, C or D trains to Hynes Convention Center/Massachusetts Ave stop. Exit the station and at the street take the #1 Harvard via Mass Ave bus or the CT1 Central Square Cambridge bus toward Cambridge and across the Mass Ave/Harvard Bridge to 77 Massachusetts Ave. Kresge Auditorium will be on your left.

Additional information about taking public transportation may be found at <http://www.mbta.com/>.

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