



Interact with the Experts in IT

# Strategies for the Road Forward

## Summit 2010 North America

25–27 October 2010 | Cambridge, MA, USA

### Why Attend Summit 2010 North America?

An economy that's only just beginning to inch back to "normal" and the relentless forward march of technology have not stopped IT organizations from providing the differentiators their enterprises need to succeed. Our mission is to ensure Cutter's clients are among them. We have designed *Summit 2010 North America* with a strong business management of IT slant to further that goal. Join us to explore the strategies you should be implementing to ensure you're providing the most value to your organization.

### Cutter Summit: Unlike Any Other IT Conference

You'll get advice that is insightful and forthcoming. You'll have a chance to voice your opinion and hear the opinions of international experts and various IT professionals. You'll debate with — and listen to the debate among — some of today's most experienced and clear-thinking business technologists. And you'll return home with ideas to implement right away. Our only agenda is to support you by providing a forum for thinking about your business world — outside of the box. Don't miss this opportunity.



#### Security, Privacy, and Risk: Shaping Cloud Computing

Keynote by Lou Mazzucchelli



#### Agile Leadership: What It Takes

Keynote by Jim Highsmith



#### The Cost and Value of IT

Case Study by Rogelio Oliva



#### Shared Services: Transitioning from Efficiency to Effectiveness

Keynote by Robert Scott



#### What Does It All Mean? CIO and IT Managers Forum

Keynote and Seminar by Moderator Rob Austin



#### IT Governance During Lean Times

Seminar with Bob Benson



#### How Architecture Has Resulted in Competitive Leadership: A Case Study

Seminar with Mike Rosen



#### Dark Side Agility — How the Bad Guys Will Get You Fired

Seminar with Andrew Fried



#### Cloud Computing: Fear, Hype, Reality, and Pragmatics

Seminar with Claude Baudoin



#### The Changing Face of Government IT: E-Government Trends & Opportunities

Seminar with Mitchell Ummel



#### Technical Debt Assessment: The Science of Software Development Governance

Seminar by Israel Gat and Jim Highsmith



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**Jump ahead of the competition. Reserve your seat for *Summit 2010* today!**

**“The *Summit* stretched my thinking in some new directions.”**

— Martin Malley, AVP,  
Information Systems,  
Union Pacific Railroad

**“Engaging in a way that other conferences don’t accomplish.”**

— David Smalley,  
IT Group Manager,  
Progressive

**“Learned some new ways of looking at or managing things.”**

— David Sum, Director,  
Product Platforms,  
Custom House

## ¡Regístrese Hoy!



Recuerde, el cupo al Cutter Summit es limitado, así que no pierda la oportunidad de asegurar su lugar, al lado de los más experimentados y reconocidos Expertos en Tecnologías de la Información.

Envíe este formato a [eventos@cutter.com.mx](mailto:eventos@cutter.com.mx) y aproveche el Precio Especial, sólo para clientes en México.

	# Participantes	Total
<b>Summit 2010 Conference</b> (25–27 October 2010)		
<b>USD \$1795 más IVA</b>	_____	\$ _____

Si desea registrar a todo su equipo póngase en contacto con nosotros para gestionar un pase empresarial.

Nombre \_\_\_\_\_ Cargo \_\_\_\_\_

Empresa \_\_\_\_\_

Calle y número \_\_\_\_\_ Colonia \_\_\_\_\_

Municipio / Delegación \_\_\_\_\_ Estado \_\_\_\_\_

Código Postal \_\_\_\_\_ País \_\_\_\_\_

Teléfono(s) \_\_\_\_\_ Correo Electrónico \_\_\_\_\_

- Transferencia Electrónica
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- Cargo a American Express

Número de Tarjeta \_\_\_\_\_ Fecha Expiración \_\_\_\_\_

Nombre del Tarjetahabiente \_\_\_\_\_ Firma de Autorización \_\_\_\_\_

Nombre participante #1 \_\_\_\_\_ Cargo \_\_\_\_\_

Nombre participante #2 \_\_\_\_\_ Cargo \_\_\_\_\_

Nombre participante #3 \_\_\_\_\_ Cargo \_\_\_\_\_

Nombre participante #4 \_\_\_\_\_ Cargo \_\_\_\_\_

Los lugares para el Summit 2010 son transferibles antes del inicio del evento. Las cancelaciones después del 30 de septiembre no son reembolsables. En el poco probable caso de cancelación de la conferencia, Cutter no se hace responsable por los gastos de aviación u hotel en los que haya incurrido el participante. Conferencistas sujetos a cambio sin previo aviso.