

GARTNER MEDIA PRODUCTS

Gartner Media Products leverage the power of Gartner research to keep technology professionals ahead of the curve in today's fast-moving IT market. Get expert commentary on the issues that affect your business in convenient multimedia formats that fit into your busy lifestyle.



GARTNER TALKING TECHNOLOGY SERIES

It has become increasingly difficult to stay current in an ever-changing IT market. Busy executives don't have time to read all of the articles in their in-boxes. Keep your team members up-to-date on the issues that your clients care about with Gartner Talking Technology. The Gartner Talking Technology Series presents concise, expert commentaries on the latest IT topics in a monthly audio program that's easy to listen to on the go or at your desk.

LISTEN TO THE MARKETPLACE

Are you tired of feeling guilty about the unread stack of trade journals and reports on your desk?

Technology and business managers can't afford to be out of the loop on the latest IT issues affecting their business.

Unfortunately, there just aren't enough hours in the day to keep up with the information available. Busy executives are looking for:

- Concise, easy-to-digest summaries of the hottest issues in IT
- Trusted sources that filter out what's irrelevant and deliver only the information they need to succeed
- More efficient ways to fit industry research into their busy schedules
- Cost-efficient tools for educating their IT organizations or sales and marketing teams


LET GARTNER GIVE YOU A KNOWLEDGE ADVANTAGE

The Gartner Talking Technology Series is a monthly audio program that features the best advice on the hottest issues in IT.

Gartner Talking Technology is available via streaming audio, allowing you and your staff to tune in whenever and wherever is most convenient.

Both individual and corporate subscriptions are available to meet your needs. Subscribe to the Gartner Talking Technology Series to:

- Stay up-to-date on the latest IT topics
- Better leverage commute and travel time
- Reduce IT information overload
- Educate internal teams without expensive formal training
- Gain consensus among disparate IT viewpoints
- Avoid expensive IT mistakes
- Build credibility with clients through more informed recommendations



“The Gartner Talking Technology Series is very useful and practical. It separates the wheat from the chaff, allowing us to focus on what’s relevant.”

CIO, Global Manufacturing Company

LISTEN TO THE MARKETPLACE

The Gartner Talking Technology Series covers a wide range of business-critical IT issues, including:

- Sourcing
- Mobile and wireless
- Security and privacy
- Total cost of ownership
- ERP and supply chain
- Application integration
- Emerging technologies
- Web services
- Networking issues
- Storage and servers
- Software infrastructure
- CRM
- Business intelligence
- Vendor rankings

BENEFIT FROM THE EXPERTISE OF GARTNER

- Gartner Talking Technology Series topics are carefully selected by an experienced editorial team
- Gartner analysts average 15 years of experience in their respective fields and are in constant contact with thousands of IT professionals
- The Gartner brand is recognized and trusted at board and executive levels around the globe

A COMMITMENT TO QUALITY TECHNOLOGY PROGRAMS

Each monthly Gartner Talking Technology Series program reflects 100-plus hours of work to ensure that the topics are timely and the speakers convey the most important information.

The Gartner Talking Technology Series production process includes the following steps:

- Select the hottest topics by reviewing the more than 10,000 client inquiries received each month
- Find the most knowledgeable and articulate experts for the speaker roster
- Interview and re-interview until the most important information is presented in the most engaging and easy-to-digest way
- Edit the final content at state-of-the-art Gartner post-production facilities
- Deliver high-quality programs to Gartner Talking Technology Series subscribers

BUILDING A BETTER ORGANIZATION

The Gartner Talking Technology Series audio program is a perfect fit with the lifestyle of the busy IT or sales professional.

- Give your sales force the information they need to understand the issues that drive client buying decisions
- Provide Talking Technology to your entire IT department for an inexpensive and entertaining way to keep everyone focused on the hottest IT topics
- Sign up for individual subscriptions for key team members

STAY INFORMED WITH GARTNER

Find out how Gartner can keep you up-to-date on the most pressing IT issues.

For more information, contact your account executive or e-mail mediaproducts@gartner.com.