

Gartner
EXECUTIVE.IT

Strategies and technologies for enterprise management



- Executive.IT is the **bimonthly strategy magazine by Gartner**, addressed to Italian big and medium companies' top management, that discusses about digital innovation and its effects on companies' performances and on management methods.
- **The usual reader is executive**, the executive manager that **has to take strategic decisions for his company**, from investments to new products development, from (re)writing the organization to actions aimed at improving revenue account and customer service.
- Executive.IT is a "consultation essay" edited in all its contents by Gartner, the most important independent corporate

consultation company worldwide specialized in IT. In addition to dossiers and scenario articles, cover interviews are also very important, dedicated to protagonists of technology user companies and to case histories on corporate applications and experiences.

- Two interviews dedicated to supply world will enrich the dialogue between readers and companies, where strategies and typical supply elements from the direct experience of corporate top management will be described.
- Executive.IT is handed out at European events by Gartner and to its Italian clients.

2019 publishing plan



January/February

- DOSSIER: **Digital Product Management**
- SCENARIO: **Digital Twins**

Handed out at Gartner events

- Gartner Data & Analytics Summit 2019 4 - 6 March / London, UK
- Gartner CIO Leadership Forum 2019 4 - 6 March / London, UK
- Gartner Identity & Access Management Summit 2019 7 - 8 March / London, UK
- Gartner Symposium/ITxpo 2019 4 - 6 March / Dubai, UAE

March/April

- DOSSIER: **Blockchain Scenario**: fields of application from the service world to the FinTech environment
- SCENARIO: **Top Trends in Security**: securing digital business

Handed out at Gartner events

- Gartner Application Architecture, Development & Integration Summit 2019 20 - 21 May / London, UK
- Gartner CIO & IT Executive Summit 2019 20 - 21 May / Munich, Germany
- Gartner Customer Experience & Technologies Summit 2019 22 - 23 May / London, UK
- Gartner Enterprise Architecture & Technology Innovation Summit 2019 3 - 4 June / London, UK

May/June

- DOSSIER: **Enterprise Network Scenario**
- SCENARIO: **Data and Analytics Strategies**: data and analysis value inside services and manufacturing sectors

July/August

- DOSSIER: **Artificial Intelligence** in services and production; effects on business ethics
- SCENARIO: Use of **KPIs** to assess the evolution of digitalization inside companies and public administrations

September/October

- DOSSIER: The new working methods: **working in 2025**
- SCENARIO: **The future of IoT**: applications in manufacturing, services and smart cities

Handed out at Gartner events

- Symposium 2019 Barcellona

November/December

- DOSSIER: **CIO and CEO Agenda 2020**
- SCENARIO: **Top 10 Technologies + Trends**

Periodicity bimonthly - 6 issues per year

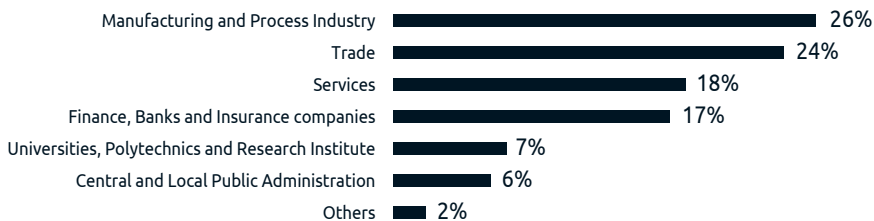
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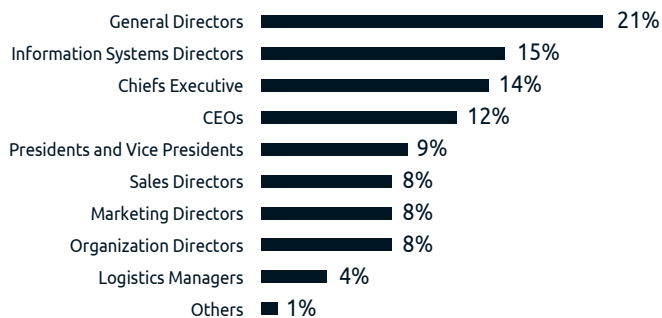
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Reader's model

Market sector



Role inside the company



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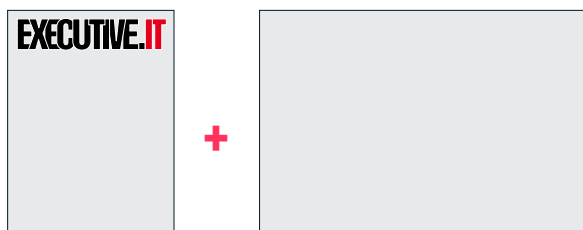
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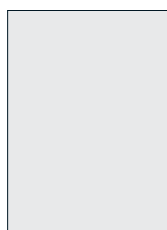
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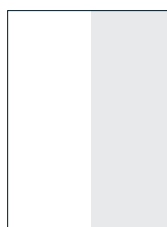
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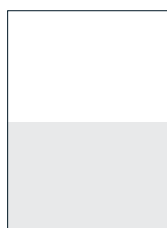
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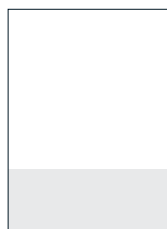
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