

Catalog
2024



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.

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.

January/February

Dossier - We Shape AI, AI Shapes Us

AI is transforming the relationship between humans and machines. As a CIO, you must actively shape the nature of this change. Your executive team is depending on you to define your organization's AI ambition and establish AI-ready security, data and principles.

Scenario - Emerging Tech Shaping Business Opportunities

Radical technological innovation is creating tremendous opportunities and challenges for CIOs. These include: Democratizing AI including generative AI, amplifying digital experiences for customers and employees, and revamping approaches to cybersecurity and privacy.

Vertical - Designing a Best-in-Class Skills Strategy

As many CIOs try to transition to product lines, they must figure out how to balance delivering work with already overburdened teams while also shifting some of that talent to new roles and ways of working.

May/June

Dossier - Identify trends in software engineering technologies and practices

Thriving in times of intense economic and social volatility requires organizations to find new ways to empower their software engineering teams to increase productivity, efficiency and effectiveness. Software engineering leaders should build these trends into their digital modernization roadmap.

Scenario - CIO impact on business strategy & execution

In a volatile world, strategy and its execution can quickly go off course. If left unchecked, this can result in the enterprise failing to achieve its strategic ambition.

Vertical - Investing in new Technology Capabilities in Banking

The latest Gartner CIO survey shows that, for example, 76% of CIOs say that their resource capabilities for AI and Machine Learning are either "significantly insufficient" or "lacking in places." The very pragmatic approach in place at most banks during this "VUCA" period means that CIOs must be able to show a solid case for a strong ROI regarding these technologies.

March/April

Dossier - What Are the Foundations of Effective Data and Analytics Governance?

Chief data and analytics officers can seize business opportunities and overcome challenges only if their organizations have the right foundations for data and analytics governance.

Scenario - Overcome Resistance and Deliver Results on Your Data & Analytics Initiatives

While data and analytics (D&A) leaders recognize that there is an inherent need for data-driven business decision making, establishing the connection can be challenging.

Vertical - Customer Experience/Total Experience - why is this so important for consumer goods?

Consumer goods/retail organizations focus predominantly on their retail customers and consumers. However, CG/retail CIOs need to connect customers with employees using a more intuitive UX across multiple platforms. This will create a total experience.

July/August

Dossier - What CISOs Should and Shouldn't Do

By 2027, 50% of large enterprise CISOs will have adopted human-centric security design practices to minimize cybersecurity-induced friction and maximize control adoption.

Scenario - Develop a Strategic Approach to IT Cost Reduction, Optimization and Investment

CIOs that take a proactive approach to strategic cost management will enable their organizations to not just avoid deep cuts in the tough times, but also to outperform their peers as they optimize and reallocate funds to the most valuable business outcomes.

Vertical - Rethinking Technology's Role in Government

Postdigital government demands new goals, new capabilities and refocusing existing capabilities on the mission of the organization. Government CIOs must take the required steps today to create the right conditions for success in the postdigital era of government.

Editorial plan



September/October

Dossier - Strategic Planning

Create an integrated business strategy that addresses information and technology or a separate information and technology strategy that is closely aligned with business strategy.

Scenario - Improve Sustainability With AI, IoT and Blockchain

IT for sustainability will help executives accelerate their progress with environmental sustainability and climate goals. This presentation gives executive leaders a rank-ordered list of AI, IoT and blockchain use cases to address climate change.

Vertical - Key customer priorities that retailers should prioritize in Retail

Excellent execution of Unified Retail Commerce is critical for success as preparations for the 2024 peak holiday season are in full swing. There is a major opportunity for retailers to attract new customers, increase brand loyalty and increase revenue.

November/December

Dossier - CIO Agenda 2025

This research provides a comparative analysis and perspective of responses provided by CIOs participating in the 2025 Gartner CIO Survey.

Scenario - Top Tech Trends

This year's top strategic technology trends highlight those trends that will drive significant disruption and opportunity over the next five to 10 years.

Vertical - Healthcare and Life Science - Excellence in Employee Experience

Healthcare faces challenges filling clinical, nursing, and administrative positions. Employees are burned out and they are pushing back at the digital overhead being imposed on them from digital communications, digital remote patient monitoring, EHRs, etc.



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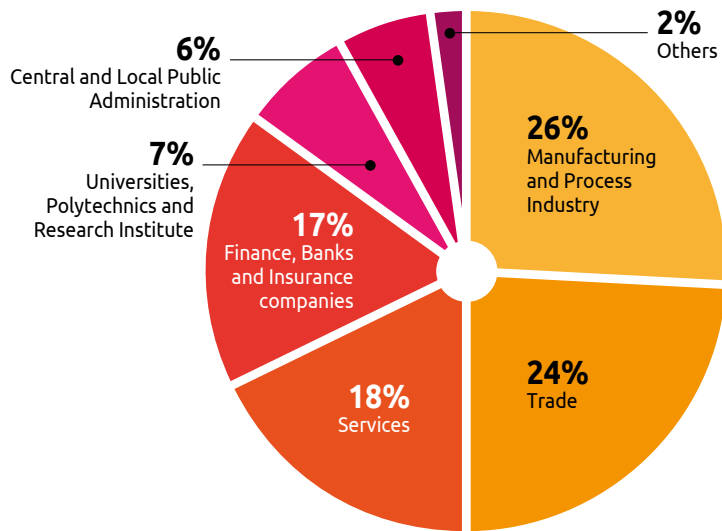
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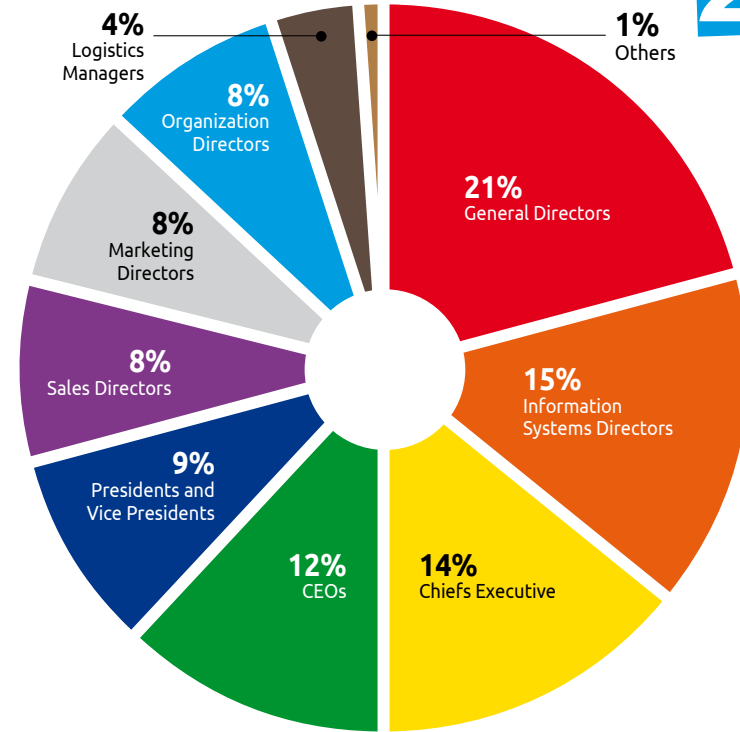
Readers

Market sector



Role inside the company

2024



Autostreade per l'Italia



BNL BNP Paribas



Regione Lazio



Caimi Brevetti SpA



ENI Gas e Luce

Profile and distribution

Format

210 x 297 mm

Printing material

.PDF file in high resolution

Periodicity

Bimonthly

Packaging

Staple or stitched
paperback binding

Release date

End of second
reference month

Distribution

8.000

Annual subscription

Italy € 50,00



InfoCamere



Leonardo



Sogei



Red Hat Italia



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Advertising

Full page	€ 3.900,00
Half page	€ 2.500,00
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Knocker	€ 6.500,00
Inside front cover	€ 4.000,00
Inside back cover	€ 3.800,00
Back cover	€ 4.500,00
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Page 1	+10%

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Triple Page	€ 5.500,00
Double page	€ 4.500,00
Single page	€ 3.000,00

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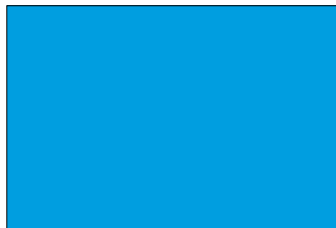
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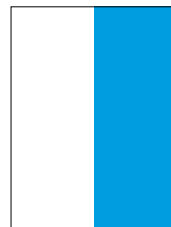
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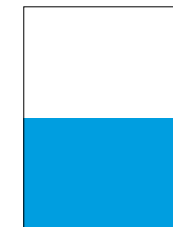
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Half page vertical

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Half page horizontal

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Contacts



Executive IT is an editorial initiative
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Soiel International was founded in 1980 with the monthly **Office Automation**, one of the first magazines aimed at the topics of the newborn Information and Communication Technologies sector.

In 1984 the offer expanded with **Officelayout**, the magazine for those who design and manage office space and in 2000 with **Executive.IT**, Gartner's bimonthly strategy magazine aimed at top management.

Since 2004 **Innovazione.PA** has hosted the story of an Italy that wants to pursue the goal of digital transformation.

Since 1993, Soiel has organized conferences, seminars, courses in person and online, extending the activities towards formulas for the creation of multimedia content and online communication specific to B2B contexts.

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