



Strategic Insight for Technology Leaders in Canada

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CIO Canada Summit Announces Agenda Details

January 26, 2011 – The CIO Canada Summit team announced today agenda details for the upcoming technology event to be held February 27 – March 2, 2011 at Fairmont The Queen Elizabeth in Montreal, QC.

The CIO Canada Summit will bring together CIOs and senior technology executives from Canada's leading organizations to discuss the latest technology topics and trends, including paradigm shifts in information technology, the role of the CIO, transforming the organization through cloud computing and managing technology through times of mergers and acquisitions.

The CIO Canada Summit agenda features roundtables, analyst Q&A sessions, CIO Think Tanks and panel discussions in an effort to encourage in-depth conversation and idea sharing throughout the duration of the event. Informal and formal networking opportunities also allow executives to discuss critical technology issues and make new business contacts.

Individuals representing the following companies are currently speaking at the CIO Canada Summit: Novarica, Rogers Communication, ING Direct Canada, and the Government of Canada.

In addition, a representative from Cognizant, a leading provider of IT, consulting, and business process outsourcing services, will present a roundtable session at the event, *Decision Valuation: Life in the Grey Areas*. This session will describe Cognizant's approach to "Decision Valuation," where the IT perspective guides companies in choosing optimal decisions. Examples from banking and retail will illustrate the principles of how you can bring the power of analytical modeling and decision to the organization.

A representative from HP specializing in HP Exstream a fully integrated software platform for creating, managing and delivering all customer communications across the enterprise, will present a CIO Thought-Leadership presentation, *The Perils of Point Solutions for Customer Communications Management*. This session will explore customer communications and the demand for real-time information as well as the benefits of a single software platform to connect to any business process and content source, allowing one to eliminate siloed point solutions for creating a variety of customer communications.

To see the complete CIO Canada Summit agenda, go to <http://www.ciosummit.ca/agenda.php>. For more information about the event or to participate as an attendee or sponsor, contact Mark Southam, Event Director, CIO Canada Summit at mark.southam@cdmmedia.com or 808-694-3654.

About the CIO Canada Summit

CDM Media brings together CIOs and technology executives from North America and Canada's Fortune 1000 organizations to develop business ideas and build lasting relationships with peers and colleagues. The CIO Canada Summit, to be held February 27-March 2, 2011 in Montreal, allows IT executives to discuss the latest business technology issues and learn about current technology solutions. For more information, please visit www.ciosummit.ca.

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