



The LA Chapter of AITP brings you

Web and Cloud Development: Strategic Technology Trends for the Next 3 Years Leveraging new Platforms for Competitive Advantage

Tuesday, November 16, 2010

Networking @ 6:00 pm • Dinner/ Program @ 7:00 to 9:00pm

Our distinguished speaker from Gartner will present Strategic Technology Trends for the Next 3 Years – what every CIO must address. Cloud computing is #1.

He will also discuss the impact of Cloud Computing and Platform-as-a-Service on Business and IT vendors.

Many new development techniques, platforms and methodologies are arriving in the enterprise. From NoSQL, to public WOA APIs, to mobile devices, to cloud computing and beyond, the sands of the enterprise Web AD landscape are shifting. How quickly IT leaders learn to manage these new approaches will determine how much competitive advantage they provide to the enterprise.

Eric Knipp, a Gartner expert will share **what you need to know now** when developing cloud-based applications -- what's different, what's changing, and some recent lessons learned by Gartner clients.

He views Cloud Computing – specifically PaaS -- as a way to not only enhance application development in the near term but to transform it in the long term.

Eric is a senior research analyst in Gartner Research, where he focuses on Web and cloud application development methodologies and trends. As a member of Gartner Research, Mr. Knipp analyzes emerging business and technology trends and explores how these trends shape the way individuals and companies derive value from technology. His current research is focused on cloud computing and how Internet and Web technologies, standards and business models are impacting the IT landscape. Before joining Gartner he was an architect and manager of developers in "end user computing". Mr. Knipp is based in Dallas, Texas.

NOTE: Get there at 6:00PM for **networking and 2 for 1 drinks!**

Bring your business cards, network with your peers at Maria's in Downtown LA

PRICE: Dinner & Program: \$30 Paid in Advance, \$40 at the Door. For more information, call the chapter telephone at 562-928-5353 or contact Roger Lux at 562-964-1888. **AITP-LA members** receive \$5 cash at the door to apply towards parking.

LOCATION: Maria's Italian Kitchen, 615 Flower Street, Los Angeles CA, 90017 (Downtown Los Angeles). Self Parking: 616 Figueroa Street (\$5). Valet Parking: Available on Flower Street (\$7). Link to [Map](#).

<http://www.mapquest.com/maps?city=Los+Angeles&state=CA&address=615+S+Flower+St&zipcode=90017-2801&country=US&latitude=34.049717&longitude=-118.257813&geocode=ADDRESS>

DIRECTIONS:

From the 110 South: take the 6th ST/4th ST exit toward I-110 S/WILSHIRE BLVD/DOWNTOWN, take the ramp toward WILSHIRE BLVD, take the 6th ST ramp, turn SLIGHT LEFT onto W 6th ST, turn RIGHT onto S FLOWER ST. 615 S FLOWER ST is on the RIGHT.

Self Parking: 616 Figueroa Street (4:00 p.m. to 3:00 a.m., \$5). Valet Parking: Available on Flower Street (\$7)

From the 110 North: take the 4th ST/3rd ST exit, EXIT 22B, take the 6th ST exit, EXIT 23A, turn SLIGHT LEFT onto W 6th ST, turn RIGHT onto S FLOWER ST. 615 S FLOWER ST is on the RIGHT.

Self Parking: 616 Figueroa Street (4:00 p.m. to 3:00 a.m., \$5). Valet Parking: Available on Flower Street (\$7)

From the 5: take the 110 South (see the rest above).

From the 10: take the 110 North (see the rest above).

From the 101: take the 110 South (see the rest above).