Utility Computing is the latest and the hottest trend in I.T. services. But what is "Utility Computing" all about? Is it just another name for what we all know as Outsourcing? If not -- what are the differences? Will this trend go away like many other buzzwords we have heard before, or is it here to stay? When should a CIO consider Utility Computing?

All these questions and more will be discussed in an interactive presentation led by Gartner's Sourcing analyst Bruce Caldwell and Bella Loykhter Allaire.

Bella Loykhter Allaire. Prior to retiring on 07/31/03, Bella Loykhter Allaire was an EVP and CIO at Prudential Securities Incorporated. In this role, Bella was responsible for providing premiere technological solutions for her Domestic and International Business partners. Previously, she held the title of Senior Vice President responsible for all automation efforts in support of Private Client, Capital Markets, International, Futures and Corporate Risk Management Divisions, a position she held since 1988.

Bella joined Prudential Securities in 1977 as a Junior Programmer. She then went on to become a Programmer, Systems Analyst and Project Manager. In 1986, Ms. Loykhter Allaire was promoted to Vice President, responsible for Fixed-Income Trading Systems. In 1987, she was promoted to First Vice President, which added Investment Banking and Research Systems, to her responsibilities. Ms. Loykhter Allaire has retired from Prudential Securities Incorporated in July of 2003.

Her professional affiliations include: Fortune 500 Most Powerful Women in Business, Board of Wall Street Technologists, and NASDAQ Technology Group.
Bella emigrated to the United States in 1976 from Lvov, Ukraine. In 1974, she was a programmer for a television corporation in Lvov. In 1975, she became a Program Analyst for a footwear company in Lvov. She received her B.S. from Lvov University, Ukraine.

Bella and her husband, Chris, reside in New York City with their daughter, Alexandra.

Bruce Caldwell is a principal analyst in Gartner Research, where he is part of the Sourcing practice, focusing on IT infrastructure outsourcing in North America. His recent research has focused on IT Utility services, or the impact of the Internet on outsourcing processes, practices and markets. Gartner awarded Bruce its Thought Leadership award in January 2001 for his research on IT Utilities.

Prior to joining Gartner, Bruce was an editor-at-large at InformationWeek, a CMP Media publication, where he reported on events and trends in the IT services market in addition to covering IT management issues. His reporting and writing was recognized by numerous awards, including CMP’s annual President’s Award for excellence in writing and the Computer Press Association’s Best News Story in a Computer Publication.

Bruce earned a Bachelor of Arts degree in English at Indiana University.