

Monday, June 20, 2011

7:00 am - 8:15 am	**Breakfast and Registration**
8:15 am - 8:30 am	**Welcome and Opening Remarks** John Gallant, SVP and Chief Content Officer, IDG Enterprise, Publishers of Computerworld, Network World, InfoWorld, CIO & CSO Frank Gens, SVP & Chief Analyst, IDC
8:30 am - 9:30 am	**State of Technology: A Round of Lightning Insights with IDC Analysts** Frank Gens, SVP & Chief Analyst, IDC Dave McNally, IT Executive Advisor, IDC Robert Mahowald, Research Vice President, SaaS and Cloud Services, IDC Richard L. Villars, VP, Storage and IT Executive Strategies , IDC In this opening session, Frank will lead a team of IDC analysts in a fast-paced round of insights into the latest and coming developments in four cloud areas: IT industry transformation; cloud infrastructure and management; cloud applications and platforms; and the CIO and IT organization transformation. Don't miss this rapid-fire round that sets the stage for a provocative conference full of ideas, challenges and calls to action for IT executives and partners alike.



9:30 am - 10:00 am

Executive Interview: Juniper Networks
John Gallant, SVP and Chief Content Officer, IDG Enterprise
R.K. Anand, EVP and General Manager of the Data Center Business Unit, Juniper Networks

Conference host John Gallant will take the stage for a fireside chat with R.K. Anand, Executive Vice President and General Manager of the Data Center Business Unit from Juniper Networks to discuss what this company is seeing in the field, how it is addressing current end-user concerns and what it predicts will alter the landscape in the coming months. This highly interactive session includes ample time for audience participation.

10:00 am - 10:30 am **Networking Break**

11:00 am - 11:40 am

Governance Frameworks
Eric A. Marks, President and CEO, AgilePath Corp.

Too many companies are moving into cloud without a real architectural or governance strategy, which can result in big issues later. Has your company identified roles and responsibilities for procuring services in the cloud? Does it have a contract review process with the right stakeholders involved? Does it have a steering committee for cloud initiatives, or do these services fall into your existing IT steering committee structure? Learn how leading organizations are bringing governance to bear on cloud initiatives and how to formulate or advance this important piece of cloud deployment at your company.



11:45 am - 12:15 pm **Breakout Sessions: Business Technology Briefings**

Sessions and case studies geared to help CIOs understand the technologies and software services available today and how they can deliver benefits to the organization's strategic positioning, cost efficiencies or operational excellence.

11:45 am - 12:15 pm

Avoiding 'Cloud Failures' – Strategies to Use the Cloud Effectively
Martin Capurro, Head of Product Management & Development, Data Hosting & Cloud Services, CenturyLink

Rethink: Tool-belt of the Technology Strategist and Architecture Practitioner
Gurvinder Ahluwalia, CTO, Strategic Enterprise Initiatives, Private Cloud, IBM

The rapid adoption of virtualization by enterprise IT organizations has taught us that applications no longer need to be tied to a specific hardware platform or geographic location. Nor must they be owned and dedicated. Through cloud, systems and applications have been forever untethered from the ball and chain of traditional hardware ownership models. The shift is providing never-before-seen flexibility and opportunity to architect systems in new creative ways, allowing for a rethinking of system architecture, resource deployment models and ownership models. This change promises to enable those businesses that know how to take advantage of this change while penalizing those that hang onto the past. This session will explore strategies designed to leverage the flexibility of the cloud while avoiding common mistakes and misconceptions.

The mandate of your CIO cannot be cloud. The real mandate of your CIO lies in a mix of 4 patterns. These patterns are the essential image in which an IT function is viewed by its business and customers – based on face-to-face input of 3,000 CIO's worldwide. We will mind-meld on the choices of 3 cloud delivery models and 5 cloud deployment models being adopted to serve the business and these mandates. The session will also briefly touch on the Cloud Computing Reference Architecture – an instance of Service Oriented Architecture – submitted to The Open Group. In that light, an emerging solution for 3 models of cloud integration demand is also introduced. This session rethinks what's available to apply for the tool-belt of strategists and practitioners.

Sponsored by Juniper Networks





12:15 pm - 1:35 pm

Lunch with Discussion Tables

Enjoy lunch with other conference participants and choose a discussion table if you'd like.

How to Future-proof Private Cloud Investments

Business demands that we make the leap to private clouds. This discussion addresses how to jumpstart the process without locking yourself into a limited set of technologies or cloud partners.

Hosted by Sameer Dholakia, VP, Product Marketing, Datacenter and Cloud Division,, Citrix Systems

What Do You Need to Know About Disaster Recovery in the Cloud?
Join SunGard to discuss what organizations need to examine when considering disaster recovery in the cloud.
Hosted by Chandler Vaughn, Vice President of Product Management, SunGard Availability Services

Integrating the Cloud into Your Existing File Storage Environment
A peer-to-peer discussion about the challenges of adopting cloud storage and approaches to addressing those challenges to maximize benefits.

Hosted by Kathleen Ferraro, VP, Product Management, F5 Networks

Low Risk Cloud at Your Own Pace

Discuss what types of applications or resources make the most sense to begin utilizing the cloud service delivery model and how to make the transition without disrupting or risking your business.

Hosted by Miki Sandorfi, Chief Technical Officer for Cloud, Converged and File Solutions, HDS

Making Money with the Cloud
Discuss how to move your cloud strategy beyond IT. Explore how to use the cloud to create new markets of growth and innovate with your partner communities.
Hosted by Jasmin Young, Advisory Director - Cloud Computing, PwC

Cloud Performance: The Real Barrier to Building a Hybrid Cloud
Due to network constraints such as low bandwidth and high latency, cloud-hosted applications and storage are often unacceptably slow. Join this discussion to learn more about how to overcome distance and get the performance you need for public and private clouds.
Hosted by Nik Rouda, Director of Solutions, Riverbed Technology

1:35 pm - 2:15 pm

Financial Services CIO Panel: Cloud Implementations in a Highly Regulated Industry
David Potterton, VP of Research, IDC Financial Insights
Paul Holden, CIO and Managing Director, Aon eSolutions
Frank Wander, SVP & CIO, Guardian Life Insurance Co.
John Murray, CIO, Genworth Financial Wealth Management

CIOs in every industry consider security, privacy and regulatory risks when deciding whether to put data in the cloud and which providers to choose. But no one must consider those issues more so than IT executives at financial services companies, which not only do business under stringent regulations but have huge uptime, performance and access requirements. Come hear this panel of CIOs from leading financial service companies who will discuss what they have put in the cloud and why; where they are putting it; what they think of the maturity of today's market

offerings, and what providers must do to win their business. Don't miss this highly insightful discussion with some of cloud's leading adopters.

2:15 pm - 2:45 pm

Executive Interview: Qwest Communications (recently merged with CenturyLink)
Martin Capurro, Head of Product Management & Development, Data Hosting & Cloud Services, CenturyLink
John Gallant, SVP and Chief Content Officer, IDG Enterprise

Conference host, John Gallant, will take the stage for a fireside chat with Martin Capurro, Head of Product Management & Development, Data Hosting & Cloud Services at CenturyLink. Learn what CenturyLink is seeing in the field, how it is addressing current end-user concerns and what it predicts will alter the landscape in the coming months. This highly interactive session includes ample time for audience participation.

2:45 pm - 3:15 pm

Networking Break

3:15 pm - 3:55 pm

Risk and Governance
Vivian Tero, Program Director, GRC Infrastructure, IDC
David Black, CISO, Aon eSolutions
Paul Holden, CIO and Managing Director, Aon eSolutions

Join IDC and Aon eSolutions for a presentation and discussion about risk and governance of cloud-based services.

Cloud Standards
Richard L. Villars, VP, Storage and IT Executive Strategies , IDC
Kingman Tang, Marketing Chair, Cloud Storage Initiative, SNIA; Senior Manager, Cloud Solutions, NetApp

What are the latest cloud standards initiatives, and where do they stand today? Join this session and discuss the Cloud Data Management Interface (CDMI) and other standards with subject experts.

Cloud and the IT Organization
Dave McNally, IT Executive Advisor, IDC
Frank Wander, SVP & CIO, Guardian Life Insurance Co.

Use of cloud services is changing, and will continue to change, the IT organization. Join former CIO and IDC IT Executive Advisor Dave McNally for a look at changing roles and discuss what's top of mind at your organization.

4:00 pm - 4:30 pm

Breakout Sessions: Business Technology Briefings

Concurrent breakout sessions at which representatives from leading industry companies and/or their customers discuss the latest technology trends and use cases.

4:00 pm - 4:30 pm

Is Your Cloud Really a Cloud?
Sameer Dholakia, VP, Product Marketing, Datacenter and Cloud Division, Citrix Systems

There is no doubt that private clouds will be built upon server virtualization. However, server virtualization does not a private cloud make. In fact, traditional

Using the Cloud for Business Resilience
Allen Downs, BCRS Director, Global Sales and Information Protection Services, IBM

Cloud. Everyone is talking about it, but few truly understand its potential impact on organizations'

Cloud: Transforming Enterprise Competition, Collaboration, and Compliance for Maximum Market Impact
Mike Pearl, Advisory Partner, US Cloud Computing Leader, PricewaterhouseCoopers

PwC's recent global survey revealed that leading CEOs consider competitive differentiation their top focus for 2011, and that 40% of these CEOs intend to innovate with their partner community. In a time when agility matters, it's not just why and what you do, but how and who

enterprise server virtualization architecture precludes achieving the economic and elasticity provided by today's utility clouds. Building an enterprise cloud that mirrors the cost structures, elasticity and flexibility of utility clouds will require applying virtualization technologies in new and different ways.
This session will discuss:

- How the leading utility clouds implement virtualization to achieve "order of magnitude" improvements in cost and operational productivity
- Strategies for managing the server virtualization to utility cloud transition
- Examples of organizations that have applied these techniques in building their own private clouds

business continuity and IT risk management efforts. In this session Allen Downs, Director of IBM Business Continuity and Resilience Services, will examine cloud's place in an effective and efficient resiliency plan. You will learn which types of cloud are best suited for data protection, archiving and disaster recovery, and what kinds of benefits you can expect to realize in terms of recovery objectives, risk management and overall plan costs. This interactive session will also include a look at the potential pitfalls involved in using the cloud for business resilience — and how you can avoid them.

you do it with that matters. Through case studies, PwC's US Cloud Computing leader Mike Pearl highlights key transformations enterprises must consider to fully leverage cloud computing when creating new markets of growth and innovating with their partner communities more rapidly.





4:35 pm - 5:20 pm **Case Study: Running One of the World's Largest Private Clouds**
Dr. Todd Papaioannou, VP, Cloud Architecture, Yahoo! Inc.

With hundreds of thousands of servers, Yahoo has one of the world's largest private clouds. What does that implementation look like? How is it managed? Come hear Yahoo's chief cloud architect discuss the Internet company's approach to internal cloud adoption, including the challenges it faces and what the future looks like.

5:20 pm - 5:30 pm **Closing Remarks**
John Gallant, SVP and Chief Content Officer, IDG Enterprise

5:30 pm - 7:00 pm **San Francisco's Chinatown Reception**

Join your peers and enjoy our tribute to San Francisco's Chinatown – the largest Chinatown outside of Asia! Experience the renowned cuisine that it has to offer and explore the tradition of ancient Chinese Calligraphy at our welcome reception.

Underwritten by Juniper Networks

Tuesday, June 21, 2011

7:30 am - 8:30 am **Breakfast and Registration**

8:30 am - 8:35 am **Welcome and Opening Remarks**
John Gallant, SVP and Chief Content Officer, IDG Enterprise

8:35 am - 9:35 am **Future Proofing: An Interactive Discussion**
David Black, CISO, Aon eSolutions
Nicholas V. Buck, Former Director, Ground Mission Framework and Services Program, National Reconnaissance Office, US Navy; President & CEO, Buck Consulting Group, LLC

Moderated by: John Gallant and Frank Gens

This unique session will delve into the topics that our audience sees as shaping the industry – and those that won't. This session will begin with our revealing the results of a comprehensive pre-conference research study, then jump into an interactive panel discussion with audience involvement to discuss what these predictions mean. Don't miss this chance to weigh your perspective with that of your peers regarding where the cloud evolution will go.



9:35 am - 10:05 am **Executive Interview: IBM**
Lauren C. States, VP, Technology Strategy, Growth Initiatives, & CTO Cloud Computing, IBM Corporate Strategy
Frank Gens, SVP & Chief Analyst, IDC

Conference host Frank Gens will take the stage for a fireside chat with Lauren States, Vice President, Technology Strategy, Growth Initiatives at IBM. Learn what IBM is seeing in the field, how it is addressing current end-user concerns and what it predicts will alter the landscape in the coming months. This highly interactive session includes ample time for audience participation.



10:05 am - 10:35 am **Networking Break**

10:35 am - 11:05 am **Application Strategy in a Dynamic World**
John Murray, CIO, Genworth Financial Wealth Management

With today's users clamoring to access their applications via tablet or smartphone, IT at many companies is racing to extend functionality. Indeed, some executives want nothing more than to ditch their laptops. But what needs to happen to transform your business from "just" a web-enabled one (with an the array of legacy, public and private cloud-based apps) to one that will embrace the future? How do you sell the business on what's involved to create the truly flexible architecture that will sustain your organization for some time to come? How do you provide the appropriate levels of access and authentication across clouds accessed by mobile and other devices? Learn answers to these questions and more in this session with CIO John Murray of Genworth Financial, who has taken a strategic approach to extending Genworth's application portfolio to serve brokers, traders and financial advisers in a multichannel world.



11:10 am - 11:40 am **Breakout Sessions: Business Technology Briefings**

Sessions and case studies geared to help IT executives understand the technologies and software services available today and how they can deliver benefits to the organization's strategic positioning, cost efficiencies or operational excellence.

11:10 am - 11:40 am **Navigating a Disrupted Market – A View from the Bridge**
David Gentle, Lead Analyst and Strategy Manager, Fujitsu

Marc Silvester will share his experience of being at the center of one of the world's largest IT organizations as it navigates a major period of change in the IT market. At the heart of this are visions of where customers and suppliers are heading and the challenges of getting there.

Migrating Complex Legacy Apps to the Cloud
Sanjay Jagad, Sr. Product Manager, Storage Efficiency and Security, NetApp
Juergen Urbanski, Vice President, Global Architecture, T-Systems

Enterprises have high hopes for the role that cloud services can play in transforming the way IT services are provided and consumed. But using the cloud for production workloads – which often involve highly complex, highly optimized legacy environments –requires some problem solving. In this session, Sanjay Jagad, Sr. Product Manager at NetApp and

* The Digital Utility –How technology services will be provided in the future.
* Business without Borders – How organizations will be transformed to operate with genuine flexibility and mobility.
* Making the Jump – Understanding the forces and tensions that exist as workloads and values shift.

Juergen Urbanski, Vice President of Global Architecture at T-Systems, will discuss these challenges and provide a multi-pronged, practical approach to take advantage of the cloud that is in synch with the evolving maturity of the underlying technologies and standards– no matter where your organization is starting from.

Marc will share the perspectives of Fujitsu's customers and describe how Fujitsu's strategy is leading towards realizing these outcomes.

11:45 am - 12:15 pm **Breakout Sessions: Business Technology Briefings**

Sessions and case studies geared to help IT executives understand the technologies and software services available today and how they can deliver benefits to the organization's strategic positioning, cost efficiencies or operational excellence.

11:45 am - 12:15 pm

Make Your Existing File Storage Infrastructure "Cloud-Ready"
Chuck Wood, Director, Product Management Data Solutions, F5 Networks

Cloud storage has the potential to change how you manage data storage. However, maximizing the benefit from cloud storage requires understanding the differences in its cost model from traditional storage systems, inherent performance implications of remote storage, and techniques to integrate it into existing environments. In this session, you will learn about some of the technical challenges inherent with adopting cloud storage and different approaches to addressing those challenges, as well as explore advanced applications for using the cloud to solve other pressing data management challenges.

Successfully Revolutionalize Enterprise IT With The Cloud: A Pragmatic Guide
Satish Hemachandran, Director of Product Management , SunGard Availability Services

As cloud adoption has become the hot topic in the Enterprise, there are many lessons to be learned as to how the early adopters have found success (and some failure) with Cloud projects. Most enterprises where not built on applications and systems designed to take advantage of the web technologies that are driving public cloud's rapid adoption. That doesn't mean IT has to sit on the sidelines. There are pragmatic means to use the cloud to accomplish your business goals without having to overhaul the critical applications that are the life-blood of your organization. This

Building an Instant-on Enterprise in a Cloud Environment
Patrick Harr, Global Vice President, Cloud Computing, HP

Anyone who uses technology today expects things to be immediate, interactive, connected and fluid. Successful enterprises don't just respond to this; they embrace it. But it's not always easy. In this session, we'll discover how cloud computing can provide agility plus the precise portfolio of services your people need, each from the best source—public cloud, private cloud and traditional means. The result: a flexible, hybrid delivery model that provides the right services and makes the most of the capabilities of the cloud.



session will examine how and where enterprise IT can lower costs and improve the efficiency and performance of their projects through the proper use of Cloud services.





12:15 pm - 1:30 pm

Lunch with Discussion Tables

Join us for lunch and choose a discussion table of your liking:

Building a Cloud with the Right Framework

Cloud computing offers on-demand access to an elastic pool of assets—services, applications, servers, storage and networks. It's the elasticity that makes a cloud a cloud. Discuss best practices for structuring a cloud environment that is secure, open, automated, and resilient.

Hosted by Patrick Harr, Global VP, Cloud Computing, HP

Cloud 2.0 - Migrating Complex Production Workloads to the Cloud

Enterprise challenges and a multi-pronged, practical approach to take advantage of the cloud that is in synch with the evolving maturity of the underlying technologies and standards– no matter where your organization is starting from will be the focus of this discussion.

Hosted by Sanjay Jaged, Sr. Product Manager at NetApp and Juergen Urbanski, Vice President of Global Architecture at T-Systems

1:30 pm - 2:00 pm

Building A Next Generation Cloud Based IT Function in Support of High Growth Industry
Scott Skellenger, Senior Director of Global Information Systems, Illumina, Inc.

The IT team at life sciences firm Illumina Inc. is taking a progressive approach in building a next generation IT function, accommodating double digit business growth that has put them on track to greater than $1 billion in sales in 2011. The team's responsibilities span core business processes and applications through leadership and development of genomic sequencing infrastructure to simplify enormous processing and data requirements. Come learn how this growing company is embracing the cloud both for new functionality and long standing existing capabilities including legacy ERP to enable economic leverage and increased business agility.

2:00 pm - 2:30 pm

Executive Interview: SunGard Availability Services
Frank Gens, SVP & Chief Analyst, IDC
Rob Walters, Vice President of Product Management , SunGard Availability Services

Our conference host, Frank Gens, will take the stage for a fireside chat with Rob Walters,Vice President of Product Management at SunGard Availability Services. Learn what SunGard is seeing in the field, how it is addressing current end-user concerns and what it predicts will alter the landscape in the coming months. This highly interactive session includes ample time for audience participation.



2:30 pm - 3:30 pm

Town Hall: A Crowdsourced Session
Abner Germanow, Director of Enterprise Marketing, Juniper Networks
Lauren C. States, VP, Technology Strategy, Growth Initiatives, & CTO Cloud Computing, IBM Corporate Strategy
Martin Capurro, Head of Product Management & Development, Data Hosting & Cloud Services, CenturyLink
John Gallant, SVP and Chief Content Officer, IDG Enterprise
Frank Gens, SVP & Chief Analyst, IDC
Scott Skellenger, Senior Director of Global Information Systems, Illumina, Inc.
Rob Walters, Vice President of Product Management , SunGard Availability Services

Throughout the conference, attendees will have the opportunity to catalog the questions they have about cloud, whether in general or about specific solutions or technology providers. This session, featuring all IDC analysts and sponsors on site, will get those questions answered. Co-moderators John Gallant and Frank Gens will lead the group in this important session advancing the cloud conversation.

3:30 pm - 3:50 pm

Networking Break

3:50 pm - 4:35 pm

Cloud Contracts Workshop

Michael R. Overly Esq., Partner, Foley & Lardner LLP

When CIOs sign on the dotted line for any cloud deal, there's a lot at stake. The risk starts with data access and privacy concerns and extends through service level agreements to company reputation and specific state and federal laws. What do you need to know – and stipulate in contract language -- to protect your organization in today's shifting legal landscape? In this highly practical presentation, Michael Overly, an attorney specializing in IT contracts will cover the latest legal considerations for cloud computing. He'll send you home with actionable ideas and examples of the exact language that should be in all of your cloud contracts today.



4:35 pm - 4:45 pm

Closing Remarks
John Gallant, SVP and Chief Content Officer, IDG Enterprise
Frank Gens, SVP & Chief Analyst, IDC