Wednesday, March 23rd, 2011

7:00 am - 8:00 am	**Registration and Breakfast**
8:00 am - 8:15 am	**Welcome and Opening Remarks** Maryfran Johnson, Editor in Chief, CIO magazine & events
8:15 am - 9:15 am	**Opening Keynote: Reinventing Your Enterprise** Jack Bergstrand, CEO, Brand Velocity

Even with the greatest technology in human history at our fingertips, large organizations consistently struggle to reinvent themselves and to substantially move the needle on revenue, costs, and profits. More than 15 years of attempts to reengineer business processes make it clear that it's too aggravating, costs too much money and usually fails. Yet in today's rapidly changing global marketplace, well-established companies can and must systematically move faster, adapt better and use technology in smarter ways. In this thought-provoking opening keynote, the respected author of "Reinvent Your Enterprise" (and former CIO of Coca-Cola) will talk about some surprisingly simple, proven and practical ways to succeed at this elusive goal of reinvention.

9:15 am - 10:15 am	**The Business Impact of IT Consumerization, Mobility and the Cloud** Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & events Ravi Acharya, SVP & CIO, Personal Solutions, Equifax James Robertson, Vice President of Technology Infrastructure and Broadcast Transmissions, Turner Broadcasting Cindy Tierney, SVP & CIO, Beazer Homes Andrew Sohn, SVP of Technology, Architecture, Strategy and Innovation, Bank of America/Merrill Lynch

A trio of mega-trends in mobility, social and cloud computing are converging on the IT/business landscape today, fast becoming a core component of leading-edge innovation as well as significant cost savings. Whether it's the rollout of an iPhone or iPad application, a newly mobilized customer application or an e-collaboration system that accelerates business change, the drive to leverage new kinds of data "on the move" is having a profound strategic impact in many industries. In this panel discussion with prominent Atlanta CIOs, you'll hear how IT leaders are tapping into new customer bases, creating lucrative services and responding in faster ways than ever before to the mobility demands of the business.

10:15 am - 10:45 am	**Networking and Refreshment Break**
10:45 am - 11:15 am	**The CIO Collaboration Paradox** David Murashige, Vice President, Business Development, Avaya

Communications and collaboration are a major challenge for today's CIOs, largely because the devices and user experiences tend to fall short of what enterprise workers need in easy-to-use tools to help them connect, communicate and collaborate at a moment's notice. High-end telepresense solutions are too expensive for most companies. Low-tech document sharing only goes so far. Neither offer the increased productivity and process efficiency of seamless integration across video, instant messaging, screen and document sharing, email and web. In this industry expert session, a top Avaya executive will talk about the changing face of business collaboration and how the directions emerging in this field can help CIOs fuel corporate innovation and growth.

11:15 am - 12:30 pm	**Sounding Board: The Southwire Case Study Workshop** Sheryl Fikse, SVP & CIO, Southwire Company

In this problem-solving workshop run by our CIO Executive Council, Southwire CIO Sheryl Fikse will share some of the challenges facing her cable manufacturing business, which needs to completely refresh an aged infrastructure and create an optimized mix of technologies under a common architecture. Sheryl is currently evaluating the wide range of end-user devices now available -- including desktops, laptops, tablets and smartphones -- for employees in the field and the back office. In small discussion groups, attendees will evaluate Southwire's situation and make recommendations for the CIO's best approach. The workshop concludes with each table reporting out its best advice and specific

recommendations. [Click here](#) to download the summary.

| 12:30 pm - 1:45 pm | **Lunch and Networking Break** | |

1:45 pm - 2:45 pm

Mobile Strategies for Growth and Innovation in Global Markets
Javier Polit, CIO, Bottling Investments Group, The Coca-Cola Company

For a far-flung global business like Coca-Cola Bottling, innovation must come "from the edges and not only from the center," says CIO Javier Polit. Yet tapping into that innovation pipeline means mastering the complexities of today's evolving, consumer-driven smart phone and tablet computing markets. How can CIOs gain competitive advantage from these devices? How do you work the organizational politics to coordinate mobility strategies across multiple geographies? In this compelling look inside one of the world's largest bottling operations, Javier will talk about the complexities of managing a mobile workforce, the new metrics for measuring success and the implications of this evolving market to enterprise security and staffing.

2:45 pm - 3:15 pm **Business Technology Briefings**

2:45 pm - 3:15 pm

Operate & Innovate on a Dime	**High Speed Data Access for Modern Applications**
John Engates, Chief Technology Officer, Rackspace Managed Hosting	Matthew Quinlan, Director of Systems Engineering, SpringSource, VMware
Cloud technologies are creating an inflection point where many enterprises must at least consider hosting alternatives for even the most mission-critical websites and applications. And while cloud may be available for everyone, it is not the best choice for everything. In this	To realize the full promise of cloud, you need a new approach to data management that supports the needs of applications deployed across elastic, highly scalable, geographically distributed architectures. Is data

breakout session, Rackspace Hosting will demystify the cloud by sharing how enterprise customers are adopting cloud computing for various types of applications. Learn how a hosted solution can enable your organization's innovation by cost-effectively overcoming the challenges of scaling, availability and performance. Rackspace will also share information about OpenStack™, a game-changing open-source cloud platform designed to foster the emergence of technology standards and cloud interoperability.

management a key topic for your organization? This session will foster an open dialogue around how your peers are managing data for their modern applications. Come share your challenges and solutions to data management as we review case studies and offer practical advice. Among the topics for discussion:

- Meeting the demands of highly scalable applications
- Managing globally distributed data grids
- Controlling databases in your organization
- Supporting applications with indeterminate usage
- Reducing database spend
- Providing data availability "anytime, anywhere"

3:30 pm - 4:15 pm	**Closing Keynote: Transform While You Perform: A CIO's Insight into Accelerating Business** Maryann Goebel, EVP & CIO, Fiserv, Inc. As the technology platform provider to 99 of the top 100 U.S. banks and 16,000 financial institutions worldwide, Fiserv made the strategic decision to migrate from its holding company business model to an even more successful operating company model. This created a need for "transforming while performing"that led to the creation of a centralized Enterprise Technology Group, which provides the integrated technology platforms to support all Fiserv initiatives. In this session, Fiserv CIO Maryann Goebel will share her approach to ensuring a successful transformation, providing insight into how she handled the potential pitfalls encountered along the way.
4:15 pm - 4:30 pm	**Closing Remarks** Maryfran Johnson, Editor in Chief, CIO magazine & events
4:30 pm - 5:30 pm	**Networking & Cocktail Reception**

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