11/15/2011

7:30 am - 8:15 am	**Registration and Breakfast**

8:15 am - 8:30 am   **IT Roadmap: Welcome and Overview**
John Dix, Editor in Chief, Network World

8:30 am - 9:15 am   **Tearing it Down then Building It Up: Transforming IT in the Midst of Chaos**
John Petrone, SVP & CTO, Autobytel Inc.

The recession that began in 2008 was tough on all industries, especially the automotive industry. At Autobytel, the online company for car purchases and marketing resources, the downturn hit IT hard. A staff of 130 was cut down to 30 in reaction to a severe drop in revenue. Yet instead of just doing more with less, the IT department turned to innovation and reengineering to retool its approach, and the end result was better alignment with the business and more transparent IT. In this compelling keynote, CTO John Petrone will share how Autobytel has used various tools, such as agile development, virtualization and outsourcing, to become a smarter, more effective organization, better able to respond to challenges and change.

9:15 am - 9:45 am	**Why Your Network is Poised to Thwart Your IT Progress** Abner Germanow, Director, Enterprise Marketing, Juniper Networks **Are you:** - Creating new digital experiences? - Virtualizing servers? - Allowing personal mobile devices? - Adopting SaaS or cloud services? If so, your network might be designed for an age when these IT innovations were beyond the horizon. In this session, Abner Germanow, Director of Enterprise Marketing will review ways your network threatens to cripple other IT investments and the questions you need to ask to stay ahead.
9:45 am - 10:15 am	**Visibility: The Missing Ingredient in the Cloud** Paul Hooper, VP of Marketing, Gigamon With the emergence of public, private and hybrid clouds, information now moves between physical and virtual environments and from private to public clouds, creating new challenges for IT. There has never been a more important time for IT organizations to have visibility of the traffic on their network. This session will discuss how to maintain and enhance the visibility that is essential for Enterprises to secure, monitor and manage their networks.

Time	The Public and Private Cloud	The Connected Enterprise	The Modern Network	The New Data Center	The Evolving Threat Landscape
10:15 am - 10:35 am	**Networking Break**				
10:35 am - 12:30 pm	**Morning Technology Tracks**				
10:35 am - 12:30 pm	**The Public and Private Cloud**	**The Connected Enterprise**	**The Modern Network**	**The New Data Center**	**The Evolving Threat Landscape**
10:35 am - 12:30 pm	With virtualization and "as-a-service" offerings paving the way for efficient investments, we'll explore how companies adopt public, private and hybrid clouds.	Savvy enterprises are weaving together VoIP, unified communications and dynamic WAN. We'll explore how mobile technologies are supporting the distributed enterprise.	New technologies are flattening networks and modernizing communications by moving data traffic more efficiently. We'll examine the path to cloud-friendly environments.	Data storage remains a key challenge for today's IT leaders. We'll look at how the move to blade servers, utility computing, unified fabrics and pooled storage creates agility for today's dynamic business environments.	We'll take a close look at how to defend the corporate fortress against new threats from today's sophisticated cybercriminals and attacks.
10:35 am - 11:20 am	**Moving the Enterprise into the Cloud** Zeus Kerravala, Founder & Principal Analyst, ZK Research	**How VoIP, UC, and Mobility are Enabling The Distributed Enterprise** Robin Gareiss, Network World Columnist; Executive Vice President and Sr. Founding Partner, Nemertes Research	**The New Enterprise Network in the Era of the Cloud** Rohit Mehra, Director, Enterprise Communications Infrastructure, IDC	**IT Transformation and Digitization: Key Drivers for Virtualized and Converged Data Centers** Richard L. Villars, Vice President, Storage and IT Executive Strategies , IDC	**Protecting your Mobile and Virtual Environment from Emerging Security Threats** Ted Ritter, Senior Research Analyst, Nemertes Research
11:25 am - 11:55 am	**Visibility in the Enterprise Extending into the Cloud** Paul Hooper, VP of Marketing, Gigamon As private and public cloud opportunities receive more and more attention and adoption, how can the visibility that has successfully enabled monitoring and management of enterprise environments scale into the virtual world? In this session we will discuss the power of a "Visibility Fabric" and how it can provide insight into both the physical and the virtual world.	**More Connecting, Less Doing** Richard Rothschild, Former Senior IT Director, TiVo	**Solutions to Modern Application Delivery Challenges** Paul Nicholson, Director of Product Marketing, A10 Networks This presentation highlights application delivery solutions for modern networks including new generation Server Load Balancing, IPv6 Migration and Cloud Computing & Virtualization.	**Time for a New Network** Abner Germanow, Director, Enterprise Marketing, Juniper Networks	**The Changing Enterprise: Managing IT Vendor Risk** Vincent Campitelli, VP IT Risk Management, McKesson Corp. Vendor management is a growing challenge in the enterprise today. But with many vendors now delivering their services and products via the Cloud, there are subtle and not so subtle security implications from a privacy and security perspective. This session will give actionable insights on how to design and operationalize a successful vendor risk assessment program, covering the design

and methodologies needed to be effective. The bottom line is that IT leaders need to spec out and negotiate their security approach well before the vendor contract is signed. And with the influx of mobile applications, IT consumerization and social media applications – and vendors pushing them -- the threats to the enterprise are only growing.

12:00 pm - 12:30 pm	**Growing the Enterprise in the Cloud: An Executive Panel with Zeus Kerravala** Alex Munro, AVP, IT Service Operations and Technology, Pacific Life Paul Hooper, VP of Marketing, Gigamon	**Enabling the Connected Enterprise: An Executive Interview with Robin Gareiss** Richard Rothschild, Former Senior IT Director, TiVo	**Solutions for a Modern Network: An Executive Interview with Rohit Mehra** Paul Nicholson, Director of Product Marketing, A10 Networks John Dix, Editor in Chief, Network World	**Building an Effective Data Center Approach: An Executive Panel with Richard Villars** Hari Jayaram, Managing Director, Enterprise Infrastructure Solutions & Support, Applied Materials, Inc. Abner Germanow, Director, Enterprise Marketing, Juniper Networks	**Protecting Against Growing Enterprise Threats: An Executive Interview with Ted Ritter** Vincent Campitelli, VP IT Risk Management, McKesson Corp.
12:30 pm - 2:00 pm	**Lunch & Expo (Lunch served until 2:00pm; Expo open until 4:30pm)**				
2:10 pm - 4:00 pm	**Afternoon Breakout Sessions**				
2:10 pm - 4:00 pm	**Breakout Sessions: Track A**		**Breakout Sessions: Track B**	**Breakout Session: Track C**	**Breakout Session: Track D**
2:10 pm - 4:00 pm	**Track Moderator** Zeus Kerravala, Founder & Principal Analyst, ZK Research		**Track Moderator** Robin Gareiss, Network World Columnist; Executive Vice	**Track Moderator** Rohit Mehra, Director, Enterprise Communications	**Track Moderator** Ted Ritter, Senior Research Analyst, Nemertes Research

Time				
		President and Sr. Founding Partner, Nemertes Research	Infrastructure, IDC	
2:10 pm - 2:40 pm	**The Windows 7 and 2010 Imperative: Are you Ready?** John C. Silva, KACE Commercial Sales, Dell KACE Jeff Plaza, Sales Engineer, Dell KACE	**The Path to Virtualized Data Center Networking** Marty E. Lans, Senior Director, Data Center Marketing, Extreme Networks	**Demystifying the Cloud with a Look at Hybrid Hosting and OpenStack** Jeremy Wasner, Systems Engineer, Rackspace Hosting	**Tablet for Business: Deploying iPad and Android Access to Corporate Desktops in a Manner that is Simple, Scalable and Secure** Lior Rapaport, Product Line Manager, DesktopDirect, Array Networks, Inc.
		As virtualization and cloud computing lower capex and opex costs, the data center network needs to be redesigned to maximize those investments. Find out why the evolution of the data center network needs to become a fabric and better understand how a fabric is defined.		This session will discuss the impact of consumerization of IT, specifically the implications of tablet computing within the enterprise. The use of personal devices in the enterprise is introducing challenges around security, management, cost and extending access to corporate applications. In this session we'll analyze the pros and cons of several common approaches for deploying iPad for business – and introduce a new approach capable of transforming iPads into a powerful enterprise tool while meeting corporate, IT and end user requirements.

2:50 pm - 3:20 pm

Next Generation Mobility Solution - Beyond just Connectivity Speed and Security
Dilip Patel, Sr. Marketing Manager, Enterprise Networking Group, Dell Inc.

Other than secure and fast network, you need mobility solution that can provide differentiated service based on type of user, device and application with ability to scale from a consultant's office to a multi-campus enterprise – and Dell can help. Please come and learn about the Dell PowerConnect W-Series Wireless solution.

Developing an Effective IT Posture for the Modern Threat Landscape
Robert Poston, Senior Threat Researcher, SophosLabs

Mobile and internet communication makes everything faster and more accessible, and that includes attack vectors against your infrastructure. Many organizations have an approach to IT security developed against pre-Internet threats, when simply scanning a file for maliciousness was sufficient. We will look at examples of modern threats and IT postures (configurations, policies and expectations) that will allow you to be prepared for whatever the Internet throws at you.

Five Keys to Increasing IT Infrastructure ROI
George Bradley, Global Channel Sales Manager, Hitatchi Data Systems

The IT infrastructure in mid-sized organizations face many challenges including, but not limited to, increasing operational complexity, growing service-level demands, and a lean staff of IT generalists. In an average mid-sized organization with 93% network availability, downtime is represented as 25.6 days per year or an average loss of more than two million dollars over a three-year period. In order to continue to support the environment, show ROI and increase network availability, the focus needs to be on stability, efficient monitoring, and reducing complexity. This seminar will cover the five keys to increasing IT infrastructure ROI with the use of a robust monitoring solution, resulting in a long-term money saving strategy.

Cloud Computing - A New Era of Business Opportunity
Matthew Maderios, Technical and Product Sales Engineering Manager, Comcast Enterprise

Due to today's business environment having continually evolving technological, economic, and business requirements. Cloud computing is fast becoming an integral part of a growing number of company's IT roadmaps. Cloud Computing offers the promises of consolidation, economy of scale, cost effectiveness in a shrinking budget environment, as well as advance software, services, and platforms that would not otherwise be available or viable to support for many businesses.

A key component in the growth of Cloud Computing has been the evolution of Carrier Ethernet over the last 10 years. The Metro Ethernet Forum, telecommunications service providers, and hardware manufacturers have worked together to create a next generation transport model using ethernet as a medium that has facilitated the

adoption and growth of Cloud Computing. Carrier Ethernet and Cloud Computing have formed a virtual partnership that has been proven to drive efficiency, allow for cost effective IT solutions, and provide businesses with otherwise unattainable hardware and software platforms. This virtual partnership will continue to evolve beyond our expectations and unlock technology that will revolutionize the IT roadmaps of tomorrow.

3:30 pm - 4:00 pm	**Technology Risk Management-Information Security Governance, Risk and Compliance (GRC) Automation-Integrating ESM with Network Access Control** Gracie Pereira, Managing Director , Bank of New York Mellon	**Making the Business Case for Unified Communications & IP Telephony** Robin Gareiss, Network World Columnist; Executive Vice President and Sr. Founding Partner, Nemertes Research	**Adding Intelligence to Enterprise Networks** Rohit Mehra, Director, Enterprise Communications Infrastructure, IDC	**Bringing Cloud Security Down to Earth** Ted Ritter, Senior Research Analyst, Nemertes Research
	Attend this session and learn how Darrell Hawkins, Managing Director, has lead the establishment and implementation of an automated GRC policy where the integration of network access control with security event and incident management (SEIM) provides a greater insight into suspicious activity across the network. Darrell will discuss how removing the burden of manually monitoring compliance issues allows his			

team to focus proactively on countering threats.

4:00 pm - 4:30 pm   **Cocktail Reception and Prize Passport Drawing in the Expo (You must be present to win)**