**COMPUTERWORLD** SNIA

# Intelligent Architecture for the Data-Driven Business

## October 16-19, 2012
Hyatt Regency Silicon Valley / Santa Clara Convention Center
**Santa Clara, California**

## Monday, October 15, 2012

2:00 pm - 5:00 pm          **Registration Open**

## Tuesday, October 16, 2012

7:30 am - 7:00 pm          **Registration Open**

7:30 am - 9:20 am          **Breakfast**
*Get an early jump on the day and network with new connections and old.*

10:15 am - 12:15 pm        **Hands-On-Lab -- Session 1**

9:20 am - 10:05 am

| **Analyst Perspective: I/O Virtualization - The Next Virtualization Frontier** | **Analyst Perspective: How Many IOPS is Enough** | **SNIA Tutorial: Introduction to Analytics & Big Data - Hadoop** | **Analyst Perspective: New Storage Architectures for Cloud Computing & Big Data** | **SNIA Tutorial: VDI Optimization - Real World Learnings** | **SNIA Tutorial: Introduction to Data Protection: Backup to Tape, Disk and Beyond** |
|---|---|---|---|---|---|
| Dennis Martin, Founder and President, Demartek | Dr. Thomas Coughlin, President, Coughlin Associates<br>Jim Handy, Director, Objective Analysis | Thomas Rivera, Senior Technical Associate, File, Content & Cloud Solutions, Hitachi Data Systems; Chair, SNIA-Data Protection & Capacity Optimization (DPCO) Committee | Anil Vasudeva, President & Chief Analyst, IMEX Research | Russ Fellows, Senior Partner, Evaluator Group | Jason Iehl, Senior Solutions Architect, Data Protection, NetApp |

10:15 am - 11:00 am

| **SNIA Tutorial:** | **SNIA Tutorial:** | **Analyst Perspective:** | **Industry Perspective:** | **User Case Study:** | **SNIA Tutorial:** |
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| **Technical Overview of Data Center Networks** Dr. Joseph White, Distinguished Engineer, Juniper Networks | **The Benefits of Solid State in Enterprise Storage Systems** David Dale, Director, Industry Standards, NetApp | **Storage for Hadoop: A Four-Stage Model** John Webster, Senior Partner, Evaluator Group | **Storage at a Distance - Enabling Distributed Storage Clouds** Paul Grun, Technology Evangelist, OpenFabrics Alliance | **100% Virtualization in a Simple and Cost-Effective Manner** Aditya Fotedar, CIO, Dell Wyse | **Trends in Data Protection and Restoration Technologies** Michael Fishman, CTO, New Business Engineering, EMC Corporation |

**11:10 am - 11:55 am**

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| **Industry Perspective: The Future of Fibre Channel** Mark Jones, FCIA Vice Chairman and Technical Marketing Director, Emulex Corporation | **Solution Spotlight: Flash Appliances in the Software-Defined Data Center** Woody Hutsell, Senior Director Product Management, Fusion-io | **Industry Perspective: Establishing and Exploiting Real Time Data Analysis and Intelligence** Anjul Bhambhri, VP, Big Data, IBM | **SNIA Tutorial: Interoperable Cloud Storage with the CDMI Standard** Mark Carlson, Principal Cloud Strategist, Oracle Corporation | **SNIA Tutorial: Virtualization Practices: Providing a Complete Virtual Solution in a Box** Jyh-shing Chen, Member Technical Staff, NetApp | **Industry Perspective: The True Value of Cloud Based Data Protection Services** Dr. Srinidhi Varadarajan, Executive Director, Data Protection, Dell Appassure |

**11:55 pm - 1:00 pm** — **Lunch**
*Make new industry connections and catch up with new friends and old over lunch.*

**12:00 pm - 1:00 pm** — **"Tour du Labs" for IT Professionals**
*Drop in and take a tour of the SNW Hands-On Lab.*

**1:00 pm - 3:00 pm** — **Hands-On-Lab -- Session 2**

**3:15 pm - 5:15 pm** — **Hands-On-Lab -- Session 3**

**1:30 pm - 4:15 pm** — **SNIA Certification Prep Sessions**

*Content-rich sessions are presented by SNIA Certified Instructors and are presented at SNW free of charge. Certification Preparation Sessions set the stage for participants to be introduced to the key learning points from the full instructor-led courseware.*

**1:00 pm - 1:45 pm**

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| **SNIA Tutorial: PCI Express I/O Virtualization Overview** Ron Emerick, Principal Hardware Engineer, Oracle Corporation | **Industry Perspective: Interface Trends for the Enterprise I/O Highway** Mitch Abbey, Senior Enterprise Product Line Manager, HGST, a Western Digital | **SNIA Tutorial: How to Cost-Effectively Retain Reference Data for Analytics and Big Data** Molly Rector, Executive Vice President of Product Management | **User Case Study: How Can I Backup Enterprise Data to the Cloud Securely?** Mitch Jaffe, Director of Infrastructure, Tyco Fire Protection Products | **Industry Perspective: Cutting Down VM Sprawl by Tiering Inactive Data to the Cloud** Marc Farley, Senior Director of Customer Programs, StorSimple | **Industry Perspective: Leveraging Data Protection as Part of an Overall IT Management as a Service (ITMaaS) Strategy** Steve Fairbanks, Vice |

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| | Company | and Worldwide Marketing, Spectra Logic | | | | President, Product Management, CA Technologies |
| **1:55 pm - 2:40 pm** | **SNIA Tutorial: Advanced Data Reduction Concepts** Gene Nagle, VP, Technical Services, BridgeSTOR, LLC | **SNIA Tutorial: An In-Depth Look at SNIA's Enterprise Solid State Storage Performance Test Specification (PTS V1.1)** Dr. Easen Ho, CTO, Calypso Systems, Inc. | **SNIA Tutorial: Protecting Data in the "Big Data" World** Thomas Rivera, Senior Technical Associate, File, Content & Cloud Solutions, Hitachi Data Systems; Chair, SNIA-Data Protection & Capacity Optimization (DPCO) Committee | **Solution Spotlight: Infrastructure Performance Management: Defining How You Manage and Monitor Your Infrastructure** John Gentry, Vice President of Marketing, Virtual Instruments | **Industry Perspective: Storage Management: Multiple Supervisors Versus a Single Hypervisor - A Panel Discussion** Mark Davis, CEO, Virsto Software Claus Mikkelsen, Chief Scientist, Hitachi Data Systems Ron Riffe, Business Line Manager, Storage Software, IBM George Teixeira, President and CEO, DataCore Moderator: Mark Peters, Senior Analyst, Enterprise Strategy Group (ESG) | **User Case Study: Torti Gallas Avoids $45,000 Per Day Loss, Increases Data Security With an IT Overhaul** Omer Mushahwar, Senior Associate, Torti Gallas and Partners, Inc. |
| **2:50 pm - 3:35 pm** | **SNIA Tutorial: SAS: The Emerging Storage Fabric** Marty Czekalski, Vice President, SCSI Trace Association; Interface and Emerging Architecture Program Manager, Seagate Technology | **Solution Spotlight: Understanding the 'Ins and Outs' of Flash Storage and SSDs** Ryan Smith, Sr. Mgr., SSD Product Marketing, Samsung Semiconductor, Inc. | **Industry Perspective: Enabling Next Generation I/O Architecture for Big Data** Ilker Cebeli, Director of Cloud Computing, QLogic | **Industry Perspective: Report from the Trenches: Private Cloud Do's and Don'ts, Strategies and Real-World Insights** Kent Christensen, Practice Manager, Datalink | **Industry Perspective: Cloud and Hybrid Cloud File Sharing, Storage and Access for Today's Complex Mobile Workforce** Rajesh Ram, Co-Founder and VP, Products, Egnyte | **SNIA Tutorial: Data Breaches and the Encryption Safe Harbor** Eric Hibbard, CTO Security & Privacy, Hitachi Data Systems |
| **3:35 pm - 4:05 pm** | **Networking Break** *Connect and compare notes with your peers between sessions.* | | | | | |
| **4:05 pm - 4:50 pm** | **Solution Spotlight:** | **Analyst Perspective:** | **Industry Perspective:** | **Industry Perspective:** | **Industry Perspective:** | **Industry Perspective:** |

| The Growing I/O Performance Gap and How to Close It | Real Life Examples - What Flash Did for My Application | Harnessing Big Data to Make Winning Business Decisions -- The "Moneyball"&#157; Effect | Mastering Private Clouds - Top Strategies for Successful Deployment | Insight into Mobile Performance | Self Encrypting Drives: What you need to know but were afraid to ask |
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| Cameron T. Brett, Director, Solutions Marketing, QLogic Corporation | Arun Taneja, Founder and Consulting Analyst, Taneja Group<br><br>David Bratt, Director, Technology Services, Miami Children's Hospital<br>Stephan Hundley, Manager, Business Solutions Engineering, TTX Company<br>Amit Patel, Manager of IT, Linear Tech<br>Ron Stinson, Director of IT and Operations, Rainmaker<br>Brad Taylor, Director of IT, Calypso | Richard Clifton, Senior Vice President, Solutions and Integrations Group, NetApp | Bruce Coughlin, Head of Private Cloud Initiatives, Cloud Technology Partners (cloudTP) | Andrew Coward, Vice President of Marketing, Strategy, and Product Management, Carrier IQ | Scott McClure, Security Ecosystem Program Manager, Seagate |

5:00 pm - 6:00 pm **How Systems Integration Can Save Lives**

*Imagine a multi-billion-dollar energy company's business and IT teams collaborating to create a real-time operations center that can simultaneously monitor and control all of the company's complex wells located around the world. To build this required not only ingenuity, but an unprecedented integration of applications, databases, server virtualization, middleware, real-time predictive analytics, unified communications, videoconferencing, collaboration tools and mobile technologies. When combined, these technologies measure, transmit and display subsurface temperatures, pressures, geology, drill speeds and trajectories -- all from hostile locations thousands of miles away so that explorers, drillers and reservoir engineers can visualize the data from the comfort of an operations center in the head office. This award-winning operations center not only detects life-threatening incidents as they occur, but enables fast intervention and helps avoid future incidents by blending predictive analytics with smart people to achieve quick decision-making. Join us as the CIO tells us how it all came together.*

Jim Noble, SVP of IT, Talisman Energy

6:00 pm - 7:00 pm **Red, White and Brew Welcome Reception**

*Join us for some California reds and whites, and local brews, and get your game on for the big debate. Whether you watch the presidential debate on the TVs, or you simply want to have a good technology debate with your SNW friends, you won't want to miss the Red, White and Brew reception!*

# Wednesday, October 17, 2012

7:30 am - 7:00 pm **Registration Open**

| 7:30 am - 8:45 am | **Breakfast** |
| | *Get an early jump on the day and network with new connections and old.* |

| 8:15 am - 10:15 am | **Hands-On-Lab -- Session 4** |

| 10:30 am - 12:30 pm | **Hands-On-Lab -- Session 5** |

| 9:00 am - 4:45 pm | **SNIA Certification Prep Sessions** |

*Content-rich sessions are presented by SNIA Certified Instructors and are presented at SNW free of charge. Certification Preparation Sessions set the stage for participants to be introduced to the key learning points from the full instructor-led courseware.*

| 8:45 am - 9:00 am | **Welcome and Opening Remarks** |
| | John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise & Computerworld |
| | Wayne Adams, Chairman, Board of Directors, Storage Networking Industry Association (SNIA) |
| 9:00 am - 9:45 am | **Redefining the Datacenter: Accelerating Efficiency through Change** |

*The data center is typically where organizations spend the bulk of their technology investments, so the importance of optimizing your infrastructure is critical. The merger between Wells Fargo and Wachovia was the largest in financial services history, and the infrastructure integration of the two titans was no easy feat. In their approach, the organization leveraged key technology cornerstones like storage and server virtualization, as well as management strategies like standardizing server deployment and becoming more cloud-like. Join us to understand how storage, data center readiness, efficiency and cost management can play a pivotal role in transforming IT into a strategic asset.*

Scott Dillon, EVP and Head of Technology Infrastructure Services, Wells Fargo

| 9:45 am - 10:15 am | **Implementing for the Next Era: How a Next-Generation Storage Infrastructure Kept Energy Flowing for Enterprise Products Partners** |

*In the dynamic world of energy services, IT's ability to quickly and efficiently respond to changing and unpredictable workloads is critical to business success. Deploying a next generation infrastructure, Enterprise Products Partners, L.P. has been able to improve availability, efficiency and manageability and respond to the changing needs of their customers. Join us for this session and learn how Enterprise Products identified the inefficiencies in their traditional infrastructure and then transformed that infrastructure into one that is efficient, agile and resilient.*

Mike Bollman, Manager, Server and Storage Architecture, Enterprise Products Partners L.P.

| 10:15 am - 10:45 am | **Networking Break** |
| | *Connect and compare notes with your peers between sessions.* |

10:45 am - 11:30 am

| SNIA Tutorial: FCoE Direct End-Node to End-Node (aka | SNIA Tutorial: Realities of Solid State Storage | Industry Perspective: Fabric Architecture - Built for Scale-Out | Industry Perspective: The Enterprise Cloud Debate | Industry Perspective: No Silver Bullet: Why TPM's Should Not be | SNIA Tutorial: Practical Storage Security with Key |

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| | **FCoE VN2VN)** John Hufferd, Owner/Consultant, Hufferd Enterprises | Luanne Dauber, Director of Marketing, Pure Storage Inc. | **Workloads, a Big Idea for the Big Data Infrastructure** Satheesh Nanniyur, Senior Manager, Product Management, AMD | Grant Kirkwood, CEO, Unitas Global | **the Sole Solution for Protecting Your Data** David Duncan, Managing Director, Imation ENCRYPTX Security Products | **Management** Russ Fellows, Senior Partner, Evaluator Group |
| 11:40 am - 12:25 pm | **Industry Perspective: High Throughput File Servers with SMB Direct, Using the Three Flavors of RDMA network adapters** Jose Barreto, Principal Program Manager, Microsoft Corporation | **Analyst Perspective: Using Server Side Flash Cacheing** Howard Marks, Founder and Chief Scientist, DeepStorage, LLC | **Industry Perspective: Transforming Cloud Infrastructure to Support Big Data** Mike Flathers, Chief Technologist, Aspera Developer Network | **Industry Perspective: Understanding SAN and Storage Constraints In Private Clouds** Mark Stone, President, Reliable Networks | **Industry Perspective: Supporting a Mobile Workforce - Meeting Demands for Streamlined Desktop Virtualization** Mike Koponen, Worldwide Storage Solutions Marketing Manager, Hewlett Packard | **SNIA Tutorial: Unmasking Virtualization Security** Eric Hibbard, CTO Security & Privacy, Hitachi Data Systems |
| 12:30 pm - 4:00 pm | **Expo Open** | | | (1:15pm - 2:00pm) **See Cloud and Big Data Technologies in the Expo Theater!** | | |
| 12:30 pm - 2:00 pm | **Lunch in the Expo** *Enjoy lunch while you explore and connect with the many solutions providers in the Expo.* | | | | | |
| 2:00 pm - 3:45 pm | **Hands-On-Lab -- Session 6** | | | | | |
| 4:00 pm - 5:45 pm | **Hands-On-Lab -- Session 7** | | | | | |
| 2:10 pm - 2:55 pm | **User Case Study: Bridging Multi-PB Geo-Distributed Storage Islands** Gregory Touretsky, Solutions Architect, Intel | **Industry Perspective: How Hybrid Storage Systems Accelerate Virtualization Environments** Philip Black, CEO, Nexsan | **Industry Perspective: Making the Most of Hadoop with Optimized Data Compression** Mark Cusack, Chief Architect, RainStor | **SNIA Tutorial: The Business Case for the Cloud** Alex McDonald, Office of the CTO, NetApp, Inc. | **Industry Perspective: 2012, The Year of the Video Cloud - Delivering Interoperable Video as a Service** Cary Hayward, Senior Director, Polycom, Inc. | **SNIA Tutorial: Storage Security - The ISO/IEC Standard** Eric Hibbard, CTO Security & Privacy, Hitachi Data Systems |
| 3:05 pm - 3:50 pm | **SNIA Tutorial: The Unintended Consequences of** | **Industry Perspective: New Technology Initiatives Driving the** | **Industry Perspective: Object Storage for Big Data - A Panel** | **Solution Spotlight: The Cloud is Not Enough** | **Industry Perspective: Backup and Recovery Consolidation of** | **Industry Perspective: Server, App, Disk, Switch, or OS - Where** |

| Converged Datacenter Deployment Models | Change to PCIe Attached Storage | Discussion | Vineet Jain, CEO, Egnyte | Large Scale Mission-Critical Databases | is My Encryption? |
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| Simon Gordon, Senior Product Line Manager, Juniper Networks | Jim Pappas, Director of Technology Initiatives, Intel Corporation | Mike Flathers, Chief Technologist, Aspera Developer Network<br>David Chapa, Chief Technology Evangelist, Quantum<br>Tom Leyden, Director Alliance & Marketing, Amplidata<br>Ranajit Nevatia, VP Marketing, Panzura<br>Chinmay Patel, Cloud Marketing Manager, Intel Corporation<br>Moderator: Robin Harris, Chief Analyst, Storagemojo.com | | Gurmeet Goindi, Principal Product Manager, Oracle Corporation | Chris Winter, Director, Product Management, SafeNet Inc. |

**4:00 pm - 4:45 pm**    **The IT Infrastructure Rebuild Behind DISH Network's Radical Business Transformation**

*Serving 14 million customers nationwide, DISH Network is a Fortune 200 media company on an ambitious journey to grow beyond the satellite TV market and become a nationwide wireless provider offering its "TV Everywhere" services on PCs, tablets and smartphones. Architecting such a dramatic transformation called for a major IT overhaul that replaced everything from billing and customer sales to workforce management systems, all of which will ultimately will save DISH approximately $100 million over 7 years. Join us to learn the technologies, leadership challenges, and big-project survival skills that made it all work.*

Mike McClaskey, CIO, DISH Network Corp.

**4:45 pm - 6:45 pm**    **Oktoberfest Reception and Passport Drawing (6:30pm)**      (5:45pm - 6:30pm) **See Emerging Technologies in the Expo Theater!**

*SNW welcomes you to experience Oktoberfest. Enjoy traditional German beers with your colleagues in our very own SNW Biergarten. Prost!*

## Thursday, October 18, 2012

**7:45 am - 6:00 pm**    **Registration Open**

**7:45 am - 8:45 am**    **Breakfast**
*Get an early jump on the day and network with new connections and old.*

**8:15 am - 10:15 pm**    **Hands-On-Lab -- Session 8**

**10:30 am - 12:30 pm**    **Hands-On-Lab -- Session 9**

**9:00 am - 12:15 pm**  **SNIA Certification Prep Sessions**

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**8:45 am - 9:00 am**  **Welcome and Opening Remarks**
John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise & Computerworld
Wayne Adams, Chairman, Board of Directors, Storage Networking Industry Association (SNIA)

**9:00 am - 9:45 am**  **Transforming IT to Drive Growth in a Cloud World**

*Intuit has deftly steered itself from what was once a shrink-wrap software company into the cloud and mobile worlds. Under the leadership of its CIO, the company is re-engineering its IT organization into a customer-focused, driver of innovation and value. At the heart of this change is Intuit's 'connected services' strategy, which is designed to enable deeper relationships with its customers. Join us to learn how Intuit's CIO accelerates innovation to make this IT-enabled transformation possible.*

Sasan Goodarzi, Senior Vice President & Chief Information Officer, Intuit

**9:45 am - 10:15 am**  **What Is Infrastructure Performance Management, and Why Is It Critical Going Forward?**

*As organizations increasingly move to clouds, they put increased pressure on the underlying virtualized -- and ultimately the physical -- systems that support their cloud environments. Moreover, the promise of dynamic resource allocation introduces the risk of varying levels of infrastructure performance and availability affecting enterprise applications. Given all of this, how can organizations manage performance of their overall infrastructure across physical systems, virtual systems and clouds? How can this help eliminate risks to mission critical applications? And what are some prime examples? Join us as we discuss this and more.*

Skip Bacon, Chief Technology Officer, Virtual Instruments
John Gentry, Vice President of Marketing, Virtual Instruments

**10:15 am - 10:45 am**  **Networking Break**
*Connect and compare notes with your peers between sessions.*


**10:45 am - 11:30 am**

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| **SNIA Tutorial: Simplified Integration and Management in Multi-Vendor SAN Environments** Chauncey M. Schwartz II, QLogic Corporation | **SNIA Tutorial: Social Media and the IT Professional – Are You A Match?** Marty Foltyn, Vice President, Channel Chargers, LLC | **SNIA Tutorial: Big Data Storage Options for Hadoop** Dr. Sam Fineberg, Distinguished Technologist, Hewlett-Packard Company | **Industry Perspective: Business in the Cloud: Look Before You Leap** Praerit Garg, President and Co-Founder, Symform | **Industry Perspective: Zero Data Loss Makes Tails Wag at Animal Health International** Dr. Alex Winokur, CTO, Axxana | **Industry Perspective: Making a Hash of Database Deduplication** Jeff Tofano, Chief Technology Officer, SEPATON, Inc. |

**11:40 am - 12:25 pm**

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| **Analyst Perspective: Test Lab Report -** | **SNIA Tutorial: Reaction Management** | **Industry Perspective: Combining Hadoop** | **Industry Perspective: The Utility Approach** | **Industry Perspective: Backing Up Data in a** | **SNIA Tutorial: What's Old Is New** |

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| **Using File Server Protocols for Block-Based Storage Workload**<br>Dennis Martin, Founder and President, Demartek | **and Self-facilitation Techniques**<br>David Deming, President, Solution Technology | **and Storage on a Single Platform**<br>Russ Kennedy, Vice President of Product Strategy, Marketing and Customer Solutions, Cleversafe | **to IT**<br>Rob Bissett, Vice President of Product Management, 6fusion | **Hybrid World**<br>Dmitri Joukovski, VP of Product Management, Acronis | **Again – Storage Tiering**<br>Kevin Dudak, Senior Product Manager, Spectra Logic |

**11:30 am - 3:00 pm**  **Expo Open**

**12:30 pm - 2:00 pm**  **Lunch in the Expo**
*Enjoy lunch while you explore and connect with the many solutions providers in the Expo.*

**2:00 pm - 3:00 pm**  **Dessert Reception and Passport Drawing**

**2:15 pm - 4:00 pm**  **SNIA Certification Testing**

*Prepare for examinations and assess your readiness to take a SNIA Certification or Qualification Examination. Conveniently available at a reduced cost for SNW attendees. Visit the SNIA education information desk near the Hands-On Labs registration center.*

**3:10 pm - 5:10 pm**  **Hands-On-Lab -- Session 10**

**3:10 pm - 3:55 pm**

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| **Industry Perspective: Best Practices and Tools for Validating the Performance of Virtual Infrastructure**<br>Henry He, Technical Marketing Engineer, Ixia | **Industry Perspective: How to Get the Most Out of Your Existing SAS Storage Infrastructure**<br>Marty Czekalski, Vice President, SCSI Trace Association; Interface and Emerging Architecture Program Manager, Seagate Technology | **SNIA Tutorial: Massively Scalable File Storage**<br>Philippe Nicolas, Director of Product Strategy, Scality | **Industry Perspective: Navigating the Cloud Storage Security Conundrum**<br>Praerit Garg, President and Co-Founder, Symform | **Solution Spotlight: Supercharge the Performance of Data Replication and Backup over the WAN**<br>Joshua Dobies, Senior Product Manager , Riverbed Technology | **Analyst Perspective: Combat the Consequences of Data Sprawl with vDPAS**<br>Andrew Gilman, Senior Marketing Director, Actifio, Inc.<br>Dr. John A. Meyers Ph.D., Assistant Professor of Medicine and Director of Technology, Boston University Medical Center |

**4:05 pm - 4:50 pm**

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| **Industry Perspective: Innovating at the** | **Industry Perspective: Realizing the Dream** | **SNIA Tutorial: Green Storage and** | **Industry Perspective: Big Data + Cloud** | **User Case Study: Protecting a Forest of** | **Solution Spotlight: Architectural Design** |

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| **Network Edge-Integrating 16Gb FC & 10GbE Technologies with Current Infrastructures**<br>Bill Henderson, Senior Principal Solutions Architect, QLogic Corporation | **of a Contemporary Storage Infrastructure -- Five Areas of Innovation to Watch**<br>Alex McDonald, Office of the CTO, NetApp, Inc. | **Energy Efficiency**<br>Carlos Pratt, Performance - Technical Support Marketing and Sales, IBM | **Computing = How Good is Your IT Security?**<br>Todd Thibodeaux, President and CEO, CompTIA | **Data By Eliminating Tape**<br>Jamie Andrews, Geographic Information Systems (GIS) / IT Manager, First Resource Management Group | **Considerations in De-duplication Solutions**<br>Ryan Tacy, HP |

**5:00 pm - 5:45 pm**    **One Petabyte and Beyond: Reinventing Storage for Rapid Data Growth**

*With its mission-critical data quadrupling in just two years and rapidly reaching 1 petabyte, Avnet knew that its existing data infrastructure was not architected for this tremendous growth. Looking long range, the company made a strategic decision to embrace the proliferation of data by eliminating technology silos, building a holistic architecture designed to scale, and deploying a network designed to move data around quickly. As a result, Avnet not only created a system that could meet the company's rapidly increasing data storage needs for years to come, but also significantly improved its business continuity and disaster recovery capabilities. Join us to hear how and why they found success.*

Steve Phillips, Senior Vice President, Chief Information Officer, Avnet, Inc.

## Friday, October 19, 2012

**8:00 am - 10:00 am**    **Registration Open**

**8:00 am - 8:30 am**    **Breakfast**
*Get an early jump on the day and network with new connections and old.*

**8:15 am - 12:00 pm**    **SNIA Certification Testing**

*Prepare for examinations and assess your readiness to take a SNIA Certification or Qualification Examination. Conveniently available at a reduced cost for SNW attendees. Visit the SNIA education information desk near the Hands-On Labs registration center.*

**8:30 am - 9:15 am**

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| **Industry Perspective: Cloud Network Storage Architecture; Best Practices for Performance and Scale**<br>Nick (Nicholas) Ilyadis, Vice President & CTO, Infrastructure & Networking Group, | **SNIA Tutorial: What Happens When Flash Moves to Triple Level Cell (TLC)?**<br>Luanne Dauber, Director of Marketing, Pure Storage Inc. | **User Case Study: Data Center Efficiency and the Bottom Line**<br>Ben Stewart, Senior Vice President of Facilities Engineering, Terremark, A Verizon Company | **Industry Perspective: Cloud Gap - What Happens Between SSL and AES?**<br>Chris Calvert, CEO, Laconic Security | **Industry Perspective: Monetizing Disaster Preparedness: Being Prepared Can Increase Your Bottom Line**<br>Peter Bordow, Executive, IT Vision and Innovation, BestIT |

| Time | | | | | |
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| | Broadcom | | | | |
| 9:25 am - 10:10 am | **Industry Perspective: Fabric Consolidation with InfiniBand** Erin Filliater, Enterprise Market Development Manager, Mellanox Technologies | **Industry Perspective: Solid State Storage - Why it's already changed IT and what's coming** Vish Mulchand, Worldwide Director, Product Management, Hewlett Packard, Storage Division | **Industry Perspective: Improving Data Center Efficiency and Reliability** Clemens Pfeiffer, CTO, Power Assure | **Industry Perspective: Hybrid Hosting for Data Security in the Cloud** Matthew Hellinger, CEO, Webspace Enterprises, Inc. | **SNIA Tutorial: The File Systems Evolution** Thomas Rivera, Senior Technical Associate, File, Content & Cloud Solutions, Hitachi Data Systems; Chair, SNIA-Data Protection & Capacity Optimization (DPCO) Committee |
| 10:20 am - 11:05 am | **SNIA Tutorial: Single and Multi Switch Designs with FCoE** Chad Hintz, Technical Solutions Architect, Cisco | **Industry Perspective: Flash Drives: Block Storage or Memory?** Tony Roug, Datacenter Storage Solution Architect, Virident | **SNIA Tutorial: Archive and Preservation in the Cloud: Business Case, Challenges and Best Practices** Chad Thibodeau, Director of Product Management and Alliances, Cleversafe, Inc. Sebastian Zangaro, R&D Architect - Office of Strategy & Technology, Brazil R&D, Hewlett-Packard | **Industry Perspective: Security Risks and Data Protection in the "Cloud"** Vivek Ratna, Partner/CIO, Digital Learning Solutions, LLC | **Industry Perspective: Hyper-V over SMB: Remote File Storage Support in Windows Server 2012 Hyper-V** Jose Barreto, Principal Program Manager, Microsoft Corporation |
| 11:15 am - 12:00 pm | **Industry Perspective: HA-DAS: Bringing SAN Failover and Shared Storage Capabilities to Direct-Attached Storage** Terry Gibbons, Director, Software Planning and Strategy, LSI Corporation | **SNIA Tutorial: NVMe the nextGen Interface for Solid State Storage** Anil Vasudeva, President & Chief Analyst, IMEX Research | **Industry Perspective: Utilizing Tape as NAS to Efficiently Manage Data Center Storage Growth - A Panel Discussion** Eric Bassier, Director, Product Marketing, Quantum David Cerf, EVP, Business & Corporate Development, | **SNIA Tutorial: Enterprise Architecture and Storage Clouds** Marty Stogsdill, Senior Sales Consultant, Oracle Corporation | **SNIA Tutorial: SMB Remote File Protocol (including SMB 3.0)** Jose Barreto, Principal Program Manager, Microsoft Corporation |

Crossroads
Daniel Greenberg, Director, New Products, Fuji
Glen Jaquette, Distinguished Engineer, IBM
Kevin Koski, Principal Business Architect, Iron Mountain
Tom Sas, WW Product Manager, HP
Molly Rector, Executive Vice President of Product Management and Worldwide Marketing, Spectra Logic

12:00 pm          **Conference Concludes**