COMPUTERWORLD · SNIA
SNW
Intelligent Architecture for the Data-Driven Business
APRIL 2-4, 2013
Rosen Shingle Creek
Orlando, Florida

MONDAY, APRIL 1

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

TUESDAY, APRIL 2: CLOUDS AND THE DATA CENTER OF THE FUTURE

7:00 am - 6:30 pm	**Registration Open**
7:00 am - 8:30 am	**Breakfast**
8:30 am - 8:45 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)
8:45 am - 9:30 am	**Why Aggressive Transformation with Clouds is Enabling the Future for Orlando Health** Brian Comp, PMP, Chief Technology Officer, Information Services, Orlando Health
9:30 am - 10:00 am	**Architecting the Data Center of the Future** Michael Kimble, Director, Global Server Solutions Marketing, Dell
10:00 am - 10:30 am	**Networking Break**
10:30 am - 11:30 am	**SNIA Certification and Qualification Preparation Session**

10:30 am - 12:00 pm	**Consumerization's Impact on Infrastructure Track**	**Private/Hybrid Clouds Track**	**Cloud Infrastructure and Security Track**	**Data Center Networking Track**	**Virtualization Track**
10:30 am - 11:10 am	**Industry Perspective: Cloud Content Collaboration - Are Your Policies Restricting Innovation?** Abhay Rajaram, Vice	**Analyst Perspective: The Journey to the Hybrid Cloud: Lessons Learned from Global 2000 Organizations** Ken Male, Executive Vice	**Legal Perspective: Cloud Computing Contracts and Risks** Milton L. Petersen, Attorney, HunterMaclean	**SNIA Tutorial: Overview of Data Center Networks** Dr. Joseph White, Distinguished Engineer, Juniper Networks	**Solution Spotlight: Be a Virtualization Hero: Remove the Obstacles and Accelerate the Benefits** Kenneth Howell, Storage Solutions Architect, HP

Time	Track 1	Track 2	Track 3	Track 4	Track 5
	President, Customer Success, YouSendIt	Chairman and Founder, TheInfoPro			Storage Division
11:20 am - 12:00 pm	**Analyst Perspective: The Impact of Consumerization File Sharing Strategies** Terri McClure, Senior Analyst, Enterprise Strategy Group	**Industry Perspective: A Case Study in Virtual Private Cloud** Gerry Miller, Founder & Chief Technologist, Cloudticity	**User Case Study: Cloud Computing: Panacea or Pandora?** David Rettig, Manager of Information Systems Strategic Planning, IMMI	**SNIA Tutorial: How VN2VN Will Help Accelerate Adoption of FCoE** David Fair, SNIA-ESF Board of Directors, Intel Dr. Joseph White, Distinguished Engineer, Juniper Networks	**SNIA Tutorial: Intelligent Architecture for Application Recovery** Andreas Schwegmann, Architect, HP
12:00 pm - 2:00 pm	**Lunch with Discussion Tables**				
2:10 pm - 3:40 pm	**SNIA Certification and Qualification Preparation Session**				
2:10 pm - 3:40 pm	**Consumerization's Impact on Infrastructure Track**	**Private/Hybrid Clouds Track**	**Cloud Infrastructure and Security Track**	**Data Center Networking Track**	**Virtualization Track**
2:10 pm - 2:50 pm	**SNIA Tutorial: Consumerization of Trusted Computing** Dr. Michael Willett, Storage Security Strategist, Samsung	**Solution Spotlight: How to Reduce Storage Expenses and Gain Flexibility Using the Public Cloud** Glenn Ferguson, Global Manager, Solution Engineering, HP Cloud Services	**Analyst Perspective: Cloud Workshop, Part 1: Understanding the True Cost of Your Cloud Initiatives** Randy Perry, Vice President, Business Value Consulting, IDC Joe Pucciarelli, Vice President & IT Executive Advisor, IDC	**Analyst Perspective: Test Lab Report - 16Gb Fibre Channel Performance and Recommendations** Dennis Martin, Founder and President, Demartek	**User Case Study: From Early Adopter to Enterprise Private Cloud: One Company's Virtualization Evolution** Ken Peck, Director of IT, Office of the CTO, DaVita
3:00 pm - 3:40 pm	**Industry Perspective: How to Cut VDI Storage Costs and Optimize Performance** Leo Reiter, CTO, Virtual Bridges	**SNIA Tutorial: Deploying Public, Private, and Hybrid Cloud Storage** Marty Stogsdill, Senior Sales Consultant, Oracle Corporation	**Analyst Perspective: Cloud Workshop, Part 2: Understanding the True Cost of Your Cloud Initiatives** Randy Perry, Vice President, Business Value Consulting, IDC Joe Pucciarelli, Vice President & IT Executive Advisor, IDC	**User Case Study: Storage Performance - GoDaddy Case Study of How They Test New NAS Technologies** Julia Palmer, Storage and Data Protection Manager, GoDaddy.com Justin Richardson, Senior Storage Engineer, GoDaddy.com	**Industry Perspective: Application Virtualization - Picking Up Where Server Virtualization Leaves Off** Don Boxley, Co-Founder and CEO, DH2i
3:40 pm - 4:10 pm	**Networking Break**				
4:00 pm - 5:30 pm	**SNIA Certification and Qualification Preparation Session**				
4:10 pm - 5:40 pm	**Consumerization's Impact**	**Private/Hybrid Clouds**	**Cloud Infrastructure and**	**Data Center Networking**	**Virtualization Track**

Time	on Infrastructure Track	Track	Security Track	Track	
4:10 pm - 4:50 pm	**User Case Study: The Case for IT Consumerization: Fostering Collaboration and Driving Down IT Costs** Cliff Dixon, VP of IT, Quality Distribution	**Industry Perspective: Hybrid Clouds in the Data Center - The End State** Michael Elliott, Enterprise Cloud Evangelist, Dell	**User Case Study: Is Your Data Safe in the Cloud?** Mitch Jaffe, Director of Infrastructure, Tyco Fire Protection Products	**Solution Spotlight: Keys to Infrastructure Consolidation and Improved End-User Performance** Chris Pinckney, Director, Global Customer Programs, Riverbed	**User Case Study: EMR Data Center Implementation** Patrick Carnathan, Senior Systems Administrator, Technology MD
5:00 pm - 5:40 pm	**Analyst Perspective: The Impact of Consumerization File Sharing Strategies** Terri McClure, Senior Analyst, Enterprise Strategy Group	**SNIA Tutorial: Massively Scalable File Storage** Philippe Nicolas, Director of Product Strategy, Scality	**Legal Perspective: Cloud Computing Contracts and Risks** Milton L. Petersen, Attorney, HunterMaclean	**Analyst Perspective: Next Generation Storage Networking for Next Generation Data Centers** Dennis Martin, Founder and President, Demartek	**Analyst Perspective: The Storage Hypervisor: Myth or Reality? - A Panel Discussion** Mark Davis, VP of Storage, VMware Claus Mikkelsen, Chief Scientist, Hitachi Data Systems Moderator: Mark Peters, Senior Analyst, Enterprise Strategy Group (ESG) Ron Riffe, Business Line Manager, Storage Software, IBM George Teixeira, President and CEO, DataCore
5:40 pm - 6:40 pm	**Welcome Reception in the Expo Hall**				
6:45 pm - 8:15 pm	**Moonlight Madness Labs: Hands-On Lab -- Session 1**				

WEDNESDAY, APRIL 3: BIG DATA, MOBILITY AND THE FUTURE OF DATA MANAGEMENT

Time	
7:30 am - 7:00 pm	**Registration Open**
7:30 am - 8:30 am	**Breakfast**
8:30 am - 8:45 am	**Welcome and Opening Remarks** John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise & Computerworld
8:45 am - 9:30 am	**Data Transformation: Changing the Culture One Byte at a Time** Mike Giles, CIO, Express Energy Services Operating, L.P.
9:30 am - 10:00 am	**The Future of Big Data in the Enterprise – A Model for Maximizing Value and ROI**

Jean-Pierre Dijcks, Senior Principal Product Manager, Big Data, Oracle

Time					
10:00 am - 10:30 am	**Networking Break in the Expo Hall**				
10:30 am - 12:00 pm	**Hands-On Lab -- Session 2**				
10:30 am - 12:00 pm	**SNIA Certification and Qualification Preparation Session**				
10:30 am - 12:00 pm	**Big Data Analytics and Intelligence Track**	**Big Data Infrastructure Track**	**The Mobile Enterprise Track**	**Data Management and Deduplication Track**	**Object Storage Track**
10:30 am - 11:10 am	**SNIA Tutorial: Introduction to Analytics and Big Data - Hadoop** Rob Peglar, CTO, Americas, EMC Isilon	**Analyst Perspective: Big Data - The Infrastructure Disruption** Ashish Nadkarni, Research Director, IDC	**SNIA Tutorial: Securing File Data in a Distributed or Mobile World** Chris Winter, Director, Product Management, SafeNet	**Analyst Perspective: Increase Your Return on Innovation (The New ROI) With Data Management and Dedupe** Greg Schulz, Senior Advisor, The Server and StorageIO Group	**SNIA Tutorial: Object Storage Technology** Dr. Brent Welch, Chief Technology Officer, Panasas
11:20 am - 12:00 pm	**SNIA Tutorial: Big Data Storage Options for Hadoop** Samuel A. Fineberg Ph.D., Distinguished Technologist HP Storage Chief Technologist Office, Hewlett-Packard Company	**SNIA Tutorial: Protecting Data in the "Big Data" World** Thomas Rivera, Senior Technical Associate, File, Content & Cloud Solutions, Hitachi Data Systems; Co-Chair, SNIA-Data Protection & Capacity Optimization (DPCO) Committee	**Analyst Perspective: Can I Take That To Go Please?** Benjamin Woo, Managing Director, Neuralytix, Inc.	**User Case Study: Information Security Risk Assessments for Compliance and Beyond** Dawn Romano, Information Security Program Leader, Christiana Care Health System	**User Case Study: Overcoming Object Storage Integration Challenges** Justin Stottlemyer, Fellow, Storage Architecture, Shutterfly
12:00 pm - 4:10 pm	**Expo Open**				
12:00 pm - 1:30 pm	**Lunch in the Expo**				
2:10 pm - 3:45 pm	**Hands-On Lab -- Session 3**				
2:10 pm - 3:40 pm	**SNIA Certification and Qualification Preparation Session**				
2:10 pm - 3:40 pm	**Big Data Analytics and Intelligence Track**	**Big Data Infrastructure Track**	**The Mobile Enterprise Track**	**Data Management and Deduplication Track**	**Object Storage Track**
2:10 pm - 2:50 pm	**Analyst Perspective: Big Data - What It Means for Legal and Risk Management** Alon Israely, Co-Founder,	**SNIA Tutorial: Combining SNIA Cloud, Tape and Container Format Technologies for the Long Term Retention of Big Data**	**User Case Study: Corporate Liable Hybrid BYOD Enables User Flexibility & Maintains Data Visibility**	**User Case Study: A Scalable Video Surveillance System with Always-on Availability - A Case Study by NYS Courts**	**Analyst Perspective: The Objective of Object Storage** Benjamin Woo, Managing Director, Neuralytix, Inc.

Time	Big Data Analytics and Intelligence Track	Big Data Infrastructure Track	The Mobile Enterprise Track	Data Management and Deduplication Track	Object Storage Track
	Business Intelligence Associates	Roger Cummings, Principal, Antesignanus Co-author: Simona Rabinovici-Cohen, Researcher, IBM	Mike Giles, CIO, Express Energy Services Operating, L.P.	Sheng Guo, CTO, New York State Courts	
3:00 pm - 3:40 pm	**User Case Study: Turning Data into Intelligence** Dr. Khalid Moidu, CIO, Family Physicians Group	**Industry Perspective: Big Data in the Enterprise: End-to-End Architectures to Use ALL Your Data** Dave "Sunny" Sundstrom, Principal Product Director, Oracle	**Industry Perspective: BYOD Transformation** Joseph Leonard, Director, Secure Networks, Presidio	**SNIA Tutorial: Advanced Data Reduction Concepts** Thomas Rivera, Senior Technical Associate, File, Content & Cloud Solutions, Hitachi Data Systems; Co-Chair, SNIA-Data Protection & Capacity Optimization (DPCO) Committee	**User Case Study: Overcoming Object Storage Integration Challenges** Justin Stottlemyer, Fellow, Storage Architecture, Shutterfly
3:40 pm - 4:10 pm	**Networking Break in the Expo Hall**				
4:00 pm - 5:30 pm	**SNIA Certification and Qualification Preparation Session**				
4:10 pm - 5:40 pm	**Big Data Analytics and Intelligence Track**	**Big Data Infrastructure Track**	**The Mobile Enterprise Track**	**Data Management and Deduplication Track**	**Object Storage Track**
4:10 pm - 4:50 pm	**User Case Study: The Intelligence Factor: Establishing an Environment for Big Data and BI** Ken Peck, Director of IT, Office of the CTO, DaVita	**Analyst Perspective: Big Data: The Storage Disruption** Laura DuBois, Program VP, Storage, IDC Dan Iacono, Research Director, IDC Ashish Nadkarni, Research Director, IDC Eric Sheppard, Research Director, Storage, IDC	**SNIA Tutorial: Fibre Channel Technologies Applied to Mobility and Cloud** Jack Rondoni, Senior Director, Data Center SANs, Brocade	**Industry Perspective: Is Your Data Center Ready for Big Data? How Deduplication Technology Can Help** Stephen Johnson, Worldwide Product Marketing, HP Storage Division	**Industry Perspective: Object Storage Technology: The Unfolding Landscape** Tad Hunt, CTO, Exablox
5:00 pm - 5:40 pm	**SNIA Tutorial: Big Data Storage Options for Hadoop** Samuel A. Fineberg Ph.D., Distinguished Technologist HP Storage Chief Technologist Office, Hewlett-Packard Company	**User Case Study: Delivering Data's Value with Solid State Storage and Advanced BI** David Bratt, Director, Technology Services, Miami Children's Hospital	**Industry Perspective: Managed Mobile Services: The Key to BYOD** Dave Eichorn, Global Practice Head, Data Center, Zensar Technologies	**Analyst Perspective: Metrics that Matter - Meritage of Data Management and Data Protection** Greg Schulz, Senior Advisor, The Server and StorageIO Group	**SNIA Tutorial: Object Storage Systems: The Underpinning of Cloud and Big Data Initiatives** Mark O'Connell, EMC Atmos CTO, EMC
5:40 pm - 7:10 pm	**Ultimate 80's Night Reception in the Expo and Passport Drawing**				

THURSDAY, APRIL 4: SOLID STATE, CLOUD STORAGE AND STORAGE INNOVATION

Time					
8:00 am - 4:30 pm	**Registration Open**				
8:00 am - 9:00 am	**Breakfast**				
9:00 am - 10:00 am	**"Data and Storage and Clouds, Oh My ...": The Burning Questions Workshop (with Answers)** John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise & Computerworld				
10:00 am - 10:30 am	**Networking Break in the Expo Hall**				
10:30 am - 12:00 pm	**Hands-On Lab -- Session 4**				
10:30 am - 12:00 pm	**SNIA Certification and Qualification Preparation Session**				
10:30 am - 12:00 pm	**Solid State Track**	**Cloud Storage Track**	**Business Continuity / Disaster Recovery Track**	**Backup and Archiving Track**	**Data Protection and Security Track**
10:30 am - 11:10 am	**Solution Spotlight: Exploiting Flash to End Storage Bottlenecks** James Bahn, Senior Director of Product Management, Astute	**Industry Perspective: Remote Data Migration, Moving Data Centers to the Cloud** David Clark, Director of Product Marketing, QLogic	**Analyst Perspective: Time to Rethink Data Protection Including BC and DR** Greg Schulz, Senior Advisor, The Server and StorageIO Group	**SNIA Tutorial: Digital Data Archive and Preservation in the Cloud - What To Do and What Not To Do** Chad Thibodeau, Director of Product Management and Alliances, Cleversafe, Inc. Sebastian Zangaro, R&D Architect - Office of Strategy & Technology, Brazil R&D, Hewlett-Packard	**Legal Perspective: Working With Lawyers On Information Security** Kirk Nahra, Partner, Wiley Rein LLP
11:20 am - 12:00 pm	**Analyst Perspective: Real-Time Data Efficiency with SSD** Dan Iacono, Research Director, IDC	**Industry Perspective: How to Use Cloud Storage to Deliver Customer Satisfaction** Scott Wells, Senior Product Manager, Limelight Networks	**Industry Perspective: Manage and Recover Data and Applications with Hybrid Cloud: When Minutes Matter Most** Larry Lang, CEO, Quorum	**Industry Perspective: Archiving in the Cloud - Considerations and Use Cases** Christine Rogers, Principal Product Manager, Oracle	**SNIA Tutorial: The Changing Role of Data Protection in a Virtualized World** Gene Nagle, VP, Technical Services, BridgeSTOR, LLC; Co-Chair, SNIA-Data Protection & Capacity Optimization (DPCO) Committee Thomas Rivera, Senior Technical Associate, File, Content & Cloud Solutions, Hitachi Data Systems; Co-Chair, SNIA-Data Protection & Capacity Optimization (DPCO) Committee

12:00 pm - 1:30 pm	**Lunch (Expo Hall Open 11:30 am - 2:00 pm)**				
12:30 pm - 1:30 pm	**"Ask the Experts" Center in the Expo Hall**				
1:30 pm - 3:00 pm	**Hands-On Lab -- Session 5**				
1:30 pm - 3:00 pm	**SNIA Certification and Qualification Preparation Session**				
1:30 pm - 3:00 pm	**Solid State Track**	**Cloud Storage Track**	**Business Continuity / Disaster Recovery Track**	**Backup and Archiving Track**	**Data Protection and Security Track**
1:30 pm - 2:10 pm	**SNIA Tutorial: Realities of Solid State Storage** Esther Spanjer, Director, SSD Technical Marketing, SMART Modular	**User Case Study: How Cloud Storage Made Our IT Organization More Flexible** Justin Simmons, Associate Director of Technology Services, Sundance Institute	**Analyst Perspective: New Approaches to Business Continuity and Disaster Recovery** Ashish Nadkarni, Research Director, IDC	**Solution Spotlight: Storage Innovation at the Core of the Enterprise** Rob Klusman, Senior Director, Client Infrastructure Solutions - Storage, Oracle	**User Case Study: To Encrypt or Not To Encrypt- The Millions of Dollars Question** Tracey Longstreet, Information Security Analyst, Progressive Insurance Company
2:20 pm - 3:00 pm	**Industry Perspective: Understanding the Ins and Outs of Databases and Flash Technologies** Gurmeet Goindi, Principal Product Manager, Oracle Corporation	**SNIA Tutorial: The Business Case for the Cloud** Alex McDonald, Office of the CTO, NetApp, Inc.	**User Case Study: Transforming IT Infrastructure for Growth at a Small, Fast-Moving Company** Shane McCombs, CIO, Enzymedica	**Analyst Perspective: IT and Economics of Archiving Implementation** Randy Kerns, Senior Strategist, Evaluator Group	**Solution Spotlight: Backup and Recovery – The Cost vs. Risk Conundrum** Peter Waugh, Director of Storage Marketing, Dell
3:00 pm - 4:00 pm	**Dessert Reception and Passport Prize Giveaways in the Expo**				
4:00 pm - 5:30 pm	**Solid State Track**	**Cloud Storage Track**	**Business Continuity / Disaster Recovery Track**	**Backup and Archiving Track**	**Data Protection and Security Track**
4:00 pm - 4:40 pm	**User Case Study: Delivering Data's Value with Solid State Storage and Advanced BI** David Bratt, Director, Technology Services, Miami Children's Hospital	**Analyst Perspective: QoS: Provisioning Performance in Multi-Tenant Cloud Storage – A Panel Discussion** Moderator: Alea Fairchild, Director, The Constantia Institute bvba Jay Prassl, VP of Marketing, SolidFire Inc. Matthew Wallace, Director of Product Development, ViaWest	**User Case Study: How the University of Central Florida's Honors College Found a Creative Solution for Disaster Recovery** Michael Callahan, Director of IT, The Burnett Honors College, University of Central Florida	**Industry Perspective: Best Practices in the Management of Unstructured Data – A Panel Discussion** David Cerf, EVP, Business & Corporate Development, Crossroads Floyd Christofferson, Product Marketing Director, SGI Russ Kennedy, Vice President of Product Strategy, Marketing and Customer	**Industry Perspective: The Evolution of Data Protection to Information Management in the Age of Big Data** Eric Golin, CTO, Carbonite

				Solutions, Cleversafe Mark Seamans, Executive Vice President and CTO, FileTek Molly Rector, Executive Vice President of Product Management and Worldwide Marketing, Spectra Logic
4:50 pm - 5:30 pm	**(Data Center Networking) Industry Perspective: FCIA Fibre Channel - Live Long and Prosper** Mark Jones, FCIA Vice Chairman and Technical Marketing Director, Emulex Corporation	**Industry Perspective: Beating Storage Bottlenecks in the Cloud** Micheal Higgins, Chief Enterprise Solutions Officer, CloudSigma	**Industry Perspective: Disaster Recovery: Can You Walk the Walk?** Scott Crenshaw, SVP Strategy and Chief Marketing Officer, Acronis	**User Case Study: Digital Preservation of World Heritage Sites Forever** Tom Greaves, Executive Director, CyArk	**Industry Perspective: Conducting a Privacy Risk Assessment: A Practical Guide to the Performance, Evaluation and Response** Eric Dieterich, Partner, Sunera LLC