

Tuesday, March 12, 2013

8:00 am - 9:00 am

Registration and Networking Breakfast

9:00 am - 9:15 am

Welcome and Opening Remarks

Jim Metzler, Network World Contributing Editor; Vice President, Ashton Metzler & Associates

9:15 am - 10:00 am

What is SDN? And Why Should I Care?

Jim Metzler, Network World Contributing Editor; Vice President, Ashton Metzler & Associates

Widely reported on and discussed, Software-defined networking (SDN) seems to be "all the buzz" these days. And for good reason. Depending on how it unfolds, SDN promises to fundamentally change how networking is done. What are the varying definitions of SDN? What factors are driving and inhibiting its adoption? And what do you need to know about how it could change networking for your organization? Join us for this session as we outline what IT organizations need to do to adopt this new approach for designing and managing their enterprise networks.

10:00 am - 10:30 am

Transforming the Network to Seize Business Advantage

Don Clark, Director of Business Development and Strategy, NEC

Much has been written and said in the last year about Software-Defined Networking (SDN) and OpenFlow. Yet for NEC Corporation -- a \$37B global technology leader with a 100-year history of innovation -- this marks Year 5 of NEC's innovation with the OpenFlow protocol and the development of an open, programmable network fabric. Join us for this session to get a picture of the network before and after SDN, where we'll illustrate specific use cases and results from early adopters, including NEC's own implementation of SDN spanning multiple data centers. Learn about some of the dramatic benefits that have been reported by production installations, with new tools for greater control, significant reductions in operating expense, and better utilization of all IT assets.



10:30 am - 11:00 am

Networking Break

11:00 am - 11:30 am

SDN Adoption: If Not Now, When?

Peter Christy, Research Director, Networking, The 451 Group

Despite all of the hype and furor around SDN, like any networking initiative, it has to be planned and implemented by any organization that wants to make the jump to the bright new future it promises. This session will dive into recent end-user study data to look at when different enterprises expect to roll out SDN and what their expectations are on how and where they'll bring it into their networks. It will provide perspective on the decision-making process and will look at how moves to cloud and mobile device growth are forcing the hand of many networking practitioners. How do network engineers expect to integrate and manage greater network flexibility? Where does SDN fit? Does this move make sense? Drives to greater data center efficiency and agility are making many changes in networking and we'll sort out what that path is expected to be for SDN.

11:30 am - 12:00 pm

Paving the Way for Openness and Innovation with SDN

Sarwar Raza, Director, Cloud Networking and SDN, Hewlett-Packard

Software-defined networking (SDN) represents an inflection point in networking. Specifically, it holds the promise of eliminating legacy human middleware required by the command-line interface -- and paves the way for openness and innovation. With SDN, IT can orchestrate network services and automate control of the network according to high-level policies, rather than low-level network device configurations. By eliminating complex manual device-by-device configuration, IT resources can then be optimized to lower costs and increase competitiveness. While the need for automated and dynamic control over network resources is not new, the emergence of technologies like OpenFlow, the ability to implement complete SDN solutions at all three critical layers has never been simpler. Join us to see how.



12:00 pm - 1:15 pm

Lunch with Hosted Table Discussions

Join one of these moderated discussion tables to share strategies and connect with your peers to hear how they're resolving the same issues with which you grapple every day.

Open SDN and Network Virtualization Now

Big Switch Networks will address generally available products being deployed today in production networks that deliver agility, programmability and reduced CAPEX and OPEX. Bring your questions- we have answers.

Sponsored by Big Switch Networks

Applying SDN to Real World Solutions

Join us for an open discussion about applications that could benefit from SDN and how it would deliver that business value.

Sponsored by Cisco Systems

Your Journey to Open and Complete SDN

Organizations demand agility in today's cloud era, and they need a single point of control and automation for their network — all of which will enable them to deploy any application or service within minutes for their users. Join us for lunch as we explain an open and complete SDN solution that will deliver agility across the infrastructure, control software and application layers. .

Sponsored by HP

What's New with SDN?

Come join our table discussion to learn more about IBM's SDN products and strategy. You'll learn more about the value SDN can bring to your organization and our team will take you through SDN solutions available now.

Sponsored by IBM

Improving Services Agility with SDN

Join this table discussion and learn about the promise of SDN to deliver significant new services and business agility, and hear about real-world examples of where this is coming to fruition.

Sponsored by NEC

How the Networking Organization is Crucial to Virtualization and SDN

Join Pluribus Networks, a company named one of the “top ten network virtualization, SDN, and data center companies to watch” by Network World, as we discuss how the networking organization is crucial to virtualization and SDN, and to see how hardware-accelerated open SDN saves you from trading off flexibility vs. scale vs. performance.

Sponsored by Pluribus Networks

1:15 pm - 1:45 pm

A Practical Guide to SDN Deployment

Rakesh Saha, Director of Product Management, System Networking, IBM

Today's enterprises are actively seeking ways to dramatically simplify networks and reduce network operational costs. At the same time, they want to deploy open standards based solutions. With strong open source underpinnings, SDN has emerged as a key network innovation that promises to help enterprises solve their network infrastructure problems. Yet SDN means different things to different people. Join us for this session to hear how IBM has been engaged with customers on SDN. We'll look at different technologies including DOVE and OpenFlow that constitute SDN for data centers, and we'll articulate the business value that SDN brings to our customers along with various deployment scenarios for SDN technologies and use cases.



1:50 pm - 2:20 pm

How to Lower OPEX and CAPEX with OpenStack and SDN Deployments

Sunay Tripathi, Founder and CTO, Pluribus Networks

Introduction to the Cisco Open Network Environment: Network Programmability, SDN and More

Shashi Kiran, Senior Director, GMCC EMM DCV Switching, Cisco Systems

Join us for this session to learn how Pluribus Networks has created next generation intelligent Top of the Rack switches (iTOR) and Switch Fabric based on their Distributed Network Hypervisor (Netvisor). You'll see how the iTOR Fabric is fully virtualizable and works with existing core and aggregation switches, providing very high non-blocking east-west bandwidth at sub micro-second latencies. Since the Pluribus Netvisor and iTOR fabric looks like one large logical switch, and is managed as a single switch, it reduces overall OPEX by making management simple. In addition, the Netvisor Fabric provides instant scale, unmatched visibility, always available analytics and high availability to the virtualized and non-virtualized infrastructure. When you join us, you'll also see how Pluribus solutions use leading edge chips from Intel and Broadcom providing very cost effective systems — all of which reduces overall CAPEX and provides the ideal substrate for OpenStack and SDN deployments.



Presented by

Open SDN and Network Virtualization Now

Jason Matlof, VP of Marketing, Big Switch Networks

Open SDN is a vendor neutral, standards-based alternative to proprietary, inflexible, and outdated networking architectures. Join Big Switch Networks to learn about some initial applications of our Open Software-Defined Networking architecture:

Network Virtualization

- Dramatic increase in network agility to support cloud data center needs
- Network automation and programmability
- Up to 50% more VMs per rack reducing CAPEX and OPEX
- Support for OpenStack, CloudStack and other orchestration platforms

Network Monitoring

- Continuous and ubiquitous network monitoring

Join us for this session as we explore the new trends and customer motivations for open networking and software-defined networking. We'll introduce Cisco's strategy to create network efficiency with these technologies, review various implementation approaches, and describe use-case progress across the enterprise and service provider portfolio.



Presented by

Business Technology Briefing



Presented by

2:25 pm - 2:55 pm

- Affordable enterprise-wide visibility



Presented by

3:00 pm - 3:50 pm

Software Defined Networking Workshop: Building the Business Case

Jim Metzler, Network World Contributing Editor; Vice President, Ashton Metzler & Associates

What are the most practical ways to apply the promising benefits of SDN? What are other organizations doing that could leverage efficiencies from this new approach to enterprise networking? Join us for this moderated, interactive workshop exercise where we'll explore and discover the ways to apply SDN for enterprise value — and explore ways to build the business case for implementation.

3:50 pm

Closing Remarks and Conference Concludes

Jim Metzler, Network World Contributing Editor; Vice President, Ashton Metzler & Associates