COMPUTERWORLD
PRIVATE CLOUD STRATEGIES

ENABLING A LEAN & AGILE ENTERPRISE

SEPTEMBER 17, 2013

NEW YORK CITY

THE WESTIN NEW YORK AT TIMES SQUARE

A COMPUTERWORLD SYMPOSIUM

Tuesday, September 17, 2013

8:00 am - 9:00 am	**Registration and Networking Breakfast**
9:00 am - 9:30 am	**Welcome and Opening Remarks** Jeff Kaplan, Contributing Editor, Events, Computerworld
9:30 am - 9:55 am	**The Cloud Strategy at Pershing LLC, an Executive Interview with the CIO** Ramaswamy Nagappan, Managing Director and Chief Information Officer, Pershing LLC, a BNY Mellon Company Jeff Kaplan, Contributing Editor, Events, Computerworld Join us for this fireside chat with Ram Nagappan, Managing Director and Chief Information Officer from Pershing LLC.
9:55 am - 10:25 am	**Enterprise Mobility in the Cloud** Harold Goldberg, CMO, Kony Beyond just operational cost-efficiencies, how can the cloud optimize and improve your mobile application development strategy? What challenges and opportunities should you consider related to backend integration, security, management and infrastructure? And just what are the pros and cons? Whether you're trying to figure out where to begin, or are fully entrenched in building mobile apps, join us as we guide you through the keys steps and considerations when taking your mobile applications to the cloud.
10:25 am - 10:55 am	**Networking and Refreshment Break**
10:55 am - 11:45 am	**Options and Approaches to Private Cloud Architecture: A Panel Discussion**

Mitch Berke, Manager, SP Specialists for Americas Alliances, EMC
Len Langsdorf, VP, Enterprise Technology, S&P Capital IQ
Aneel Tejwaney, SVP, Technology, SourceMedia
Rishi Vaish, VP, Product, RightScale
Jeff Kaplan, Contributing Editor, Events, Computerworld

Join us for this interactive session as our panel of experts debates various private cloud architecture approaches, and takes questions from the audience.

11:45 am - 12:15 pm	**Planning for a Future of Physical, Virtual and Cloud Environments: An Executive Interview**
	Jesse Luna, Cloud Leader, Acxiom IT Services
	Jeff Kaplan, Contributing Editor, Events, Computerworld

Today's most efficient IT operations take a holistic view of their physical, virtual and cloud environments, keeping an continued eye on making sure they deploy the right platforms to meet business needs. But there are many questions to ask before an organization can get there strategically. For example, beyond the concept of "hybrid" clouds, what is the more contemporary way to view the various physical, virtual, public and private elements of your environment? From there, what is the best way to integrate clouds to your overall infrastructure strategy? What about governance, security, skills, culture and service catalogs? All of these questions require strategic thought. Join us for a candid conversation about the issues to continuously monitor to optimize efficiency across your enterprise.

12:15 pm - 12:20 pm	**Solution Showcase Lightning Round**

In this fast-paced session, learn about how key solution providers can facilitate your journey to a private cloud.

Why a Network-Enabled Cloud May Be the Right Choice for Your Enterprise
Network-enabled cloud solutions combine the control, protection and performance advantages of a private cloud with the economies and flexibility of a public cloud, while using a company's existing network. Join us to learn more about this.
Presented by Amy Machi, Director of Advanced Solutions, AT&T

12:20 pm - 1:35 pm	**Networking Lunch with Hosted Discussion Tables**
	Re-Platforming Your Legacy Apps to Cloud Using Linux on Z for High Availability Services, *hosted by Acxiom*
	Enterprise Private Cloud Strategies*, hosted by RightScale*
	Cloud & IT Transformation: When Big Changes Yield Big Benefits*, hosted by EMC and Secure-24*

Implementing a Multichannel App Development Approach in the Cloud, *hosted by Kony*

1:35 pm - 2:20 pm	**The Private/Hybrid Cloud Journey at Mathematica Policy Research: A Case Study** Neil Clover, CIO, Mathematica Policy Research Mathematica Policy Research serves a diverse set of clients across federal agencies, state and local governments, foundations, universities, professional associations, and businesses. Given their data-intensive focus and quality mandate, technology must be woven into far-reaching processes throughout the organization. Clouds -- and the wise use of private/hybrid models -- have created an opportunity for the company to simplify data processes. Join us for this session to hear about their cloud journey.

2:25 pm - 2:55 pm	**Managing Your Hybrid Cloud With a Single Pane of Glass** Utpal Thakrar, Senior Product Manager, RightScale To optimize your cloud strategy, you need to leverage public and private clouds. But how do you manage a hybrid cloud efficiently? Is there a way to avoid having to learn different systems? And can you truly realize one view of all your cloud activity and use? The answers are "yes." In this session, we'll explore how to establish a management solution for public, private and hybrid clouds that lets you build once and deploy to the correct resource pool. You'll understand how other organizations are able to: deliver a full-featured cloud service to their users; provision, configure, monitor and automate; and gain visibility into cloud use and cost analysis.	**Case Studies of Cloud as a Catalyst for IT Business Transformation** James White, VP, Technical Architecture, Secure-24 Mitch Berke, Manager, SP Specialists for Americas Alliances, EMC In today's competitive marketplace, businesses need efficient access to new technologies. But innovation comes at a high price, and some organizations don't have all the human or financial resources to keep up with growing IT demands and business requirements. This presentation will showcase real-world examples of how organizations are migrating their IT landscape and critical applications to the private cloud. In this session, you'll learn how these organizations have increased performance, security and availability, while adding flexibility to adapt to fluctuating business needs. Join us to gain a better understanding of the expandable platform characteristics and how they reduce complexity, minimize deployment, configuration and maintenance costs -- and ultimately deliver business value to the enterprise.

3:00 pm - 4:00 pm	**Private Cloud Workshop: Building the Business Case** Jeff Kaplan, Contributing Editor, Events, Computerworld Join us for this moderated, interactive workshop exercise where we'll explore and discover the ways to build the business case for your organization's private cloud strategy.
4:00 pm	**Recap, Takeaways and Closing Remarks** Jeff Kaplan, Contributing Editor, Events, Computerworld