



April 12-15, 2010
Rosen Shingle Creek Resort, Orlando, Florida

Monday, April 12, 2010

8:00 am - 6:30 pm

REGISTRATION OPEN

8:30 am - 9:20 am

BREAKFAST

9:00 am - 12:00 pm

Hands-On Lab -- Morning Sessions

10:15 am - 11:55 am

SNIA Certification Program – Morning Sessions
Overview and SNIA Certification Partner Presentations

9:20 am - 10:05 am

**Unified Storage
Networking**

Dennis Martin,
President, Demartek

**Sufficient Evidence
Pointed to Litigation
Firm's Need for a
Consolidated Storage
Solution**

Mark Carlson, Senior
Software Engineer,
Oracle

**E-Discovery Business
Readiness**

Craig Roy, Director of IT,
Lowndes, Drosdick,
Doster, Kantor & Reed,
PA
Drew Sorrell, Partner,
Lowndes, Drosdick,
Doster, Kantor & Reed,
PA

**Executive Overview
and Current Topics on
Solid State Storage**

Rob Peglar, Senior
Fellow, Xitech

**Introduction to Data
Protection: Backup to
Tape, Disk and
Beyond**

Michael Fishman, Chief
Technology Officer,
Unified Storage
Platforms, EMC

**Server and Storage
Consolidation with
iSCSI Arrays**

David Dale, Director
Industry Standards,
NetApp

10:15 am - 11:00 am

**10 Steps for
Deploying 10GbE**

Mark Jones, Director of
Technical Marketing,
Emulex

**Data Protection Best
Practices for
Databases**

Ashish Ray, Senior
Director, Oracle

Concurrent Session

**Apples to Apples,
Pears to Pears in SSS
Performance
Benchmarking**

Esther Spanjer, Director,
SSD Technical
Marketing, Smart
Modular Technologies

**Trends in Data
Protection and
Restoration
Technologies**

Jason lehl, Data
Protection Solutions
Architect, NetApp
Andreas Schwegmann,
Product Architect, HP

**Understanding High
Availability in the SAN**

Mark Fleming, Senior
Software Engineer, IBM

11:10 am - 11:55 am

A New Storage Model for the Cloud

Richard Lary, Corporate Fellow, Xiotech Corporation

Real-Time Revenue & Recovery: How Interbank FX

Leveraged DR to Protect its Global Trading Business

Paxton Powers, IT Infrastructure Manager, Interbank FX

Securing Sensitive Information: Discovery, Monitoring and Control

Robert Griffin, Director of Technical Marketing, RSA, the Security Division of EMC

Latency: The Heartbeat of a Solid State Disk

Levi Norman, Director of Marketing, Texas Memory Systems

Understanding Data Deduplication

Tom Sas, Product Marketing Manager, Hewlett Packard

How to Eliminate Configuration Drift Risk

Gil Hecht, Founder and Chief Executive Officer, Continuity Software

11:55 am - 1:00 pm

LUNCH

1:00 pm - 4:45 pm

Hands-On Lab -- Open Sessions

1:00 pm - 1:45 pm

FCoE – The Arrival of the 21st Century Data Center

Tom Hammond-Doel, Vice-Chairman - FCIA, Fibre Channel Industry Association
Mark Jones, Director of Technical Marketing, Emulex
Skip Jones, Director Corporate Planning and Technology, QLogic Corporation
Mike McNamara, Senior Manager, Product Marketing, NetApp
Greg McSorley, Technical Business Development Manager, Amphenol
Moderator: David Vellante, Co-founder and Principal Contributor, The Wikibon Project

Operational Recovery in Healthcare Using Virtual Technologies

Eric Foote, Chief Technical Architect, CareTech Solutions

Panel: Is SSD Right for Your Enterprise?

David Dale, Director Industry Standards, NetApp
Moderator: Jeff Janukowicz, Research Manager, Hard Disk Drive Components and Solid State Disk Drives, IDC
Steve Johnson, Distinguished Engineer and Lead Architect, LSI Storage Components Division, LSI Corporation
Tom Lattin, Director, Strategic Commodities, Industry Standard Server Business Unit, HP
Gary Tressler, Senior Technical Staff Member, Systems & Technology Group, IBM

Welch's Manages Complexity from Grove to Table

Mukesh Sharma, Manager, Database & ERP Infrastructure, Welch Food Inc.

WAN Optimization and Cloud Computing

Josh Tseng, Technical Director, Riverbed Technology

Storage Virtualization I - What, Why, When, Where, How?

Rob Peglar, Senior Fellow, Xiotech

Steven Wilson, Director,
Technology and
Standards, Brocade

Rich Vignes, Senior
Manager, Enterprise
Product Line Mgmt -
SSD, Seagate

1:00 pm - 5:25 pm

SNIA Certification Prep Sessions

Certification Partner Sessions, SNIA Certification Prep Session

Certification/Qualification Testing – Opens at 1:00 pm, Last seating at 4:00 pm

1:55 pm - 2:40 pm

**Storage Trends &
Outlook: The Future of
Storage in a
Converged
Infrastructure**

Brian Ignomirello, Chief
Technology Officer,
Americas StorageWorks
Division, HP

**Simplify Archiving and
Backup with Object-
Based Storage**

Jason Beckham,
Director of IT
Operations,
Payformance
Bob Primmer, Senior
Technologist and
Director Product
Management for Content
Services, Hitachi Data
Systems

**Dynamic Tiering –
Taking Advantage of
the Best of HDDs and
Solid State**

Ron P. Bianchini, Jr.,
Chief Executive Officer,
Avere Systems

Healthcare 2.0!

Chris J. Stakutis, Vice
President, Healthcare,
CA (Computer
Associates)

**The Cloud Data
Management Interface
(CDMI) - The Cloud
Storage Standard**

Mark Carlson, Senior
Software Engineer,
Oracle

**Storage Virtualization
II - Implementing and
Managing Storage
Virtualization**

Rob Peglar, Senior
Fellow, Xiotech

2:50 pm - 3:35 pm

**Data Deduplication
Expert Panel**

Matthew Brisse,
Director, Product
Marketing, Quantum
Larry Freeman, Storage
Efficiency Evangelist,
NetApp
John Matze, Vice
President Storage
System Products, Exar
Corporation
Richard Reitmeyer, Sr.
Technologist, EMC
Thomas Rivera, Sr.
Technical Associate,
Sepaton

**Case Study: Data
Protection Strategies
at the Canadian
Cancer Society,
Ontario**

Gerry Holmes, Director,
Information Technology,
Canadian Cancer
Society, Ontario Division

**Getting the Most Out
of SSDs – Data Center
IT System
Optimization Best
Practices**

Mike Chenery, President
and Co-founder, Pliant
Technology

**Provisioning
Management Across
Silos**

Doug Voigt,
Distinguished
Technologist, HP

**The File Systems
Evolution**

Christian Bandulet,
Principal Engineer, Sun
Microsystems

**Optimizing Your
Storage for Server
Virtualization**

Chris Lionetti, Reference
Architect, NetApp

Gideon Senderov,
Director, Product
Management &
Technical Marketing,
Advanced Storage
Products, NEC
Corporation of America

3:45 pm - 4:05 pm

REFRESHMENT BREAK

4:05 pm - 4:50 pm

**Simplifying Complex
Migrations**

Andy Abbas, Vice
President of Technical
Services, Data Agility
Group
Stoney Gwitira, Director
of Information
Technology, Data Agility
Group

**Backup Imperative:
Effectively Managing
Cost and Risk with
Deduplication Storage**

Cory Matteucci, Senior
Storage Engineer, St.
Luke's Health System

**Flash Solid-State
Storage Reliability
and Data Integrity –
Are We There Yet?**

David Flynn, Chief
Technology Officer and
President, Fusion-io

**Integrating Dedup into
Filesystems: What
Every Customer
Should Know**

Matthew Brisse, Director
of Technical Product
Marketing , Quantum

**Sunshine User Base
Accountability With
Your Cloud Storage**

David Stevens, Storage
Manager, Carnegie
Mellon University

**Data Center
Transformation**

Russ Fellows, Senior
Partner, Evaluator Group

5:00 pm - 6:00 pm

Opening Keynote: America's Broadband Policy

6:00 pm - 7:30 pm

Lawrence Lessig, Director of the Edmond J. Safra Foundation Center for Ethics, and Professor of Law, Harvard Law School
WELCOME RECEPTION • Join us for cocktails and hors d'oeuvres and meet your friends (new and old) at SNW!

Tuesday, April 13, 2010

7:30 am - 8:30 am

BREAKFAST

7:30 am - 6:30 pm

REGISTRATION OPEN

8:30 am - 8:45 am

WELCOME AND OPENING REMARKS

8:45 am - 9:15 am

Wayne M. Adams, Chairman, Board of Directors, Storage Networking Industry Association (SNIA)
John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise, Publishers of Computerworld, Network World, InfoWorld, CIO & CSO
Allstate and the Emerald City

9:00 am - 12:00 pm

Anthony Abbattista, Vice President, Technology Solutions, Allstate Insurance Company
Hands-On Lab -- Morning Sessions

9:00 am - 5:40 pm	SNIA Certification Prep Sessions Certification/Qualification Testing – Opens at 9:00 am, Last seating at 4:00 pm					
9:15 am - 9:45 am	Managing Storage Complexity Across the Enterprise Eric Shrock, Principal Software Engineer, Oracle					
9:45 am - 10:15 am	The Changing Face Of Business Continuity And Strategic Planning Martin Gomberg, Senior Vice President & Chief Information Officer, A&E Television Networks					
10:15 am - 10:45 am	NETWORKING BREAK					
10:45 am - 11:15 am	Aligning IT and Business Goals Through the Use of a Balanced Scorecard Jeff Kubacki, Chief Information Officer, Kroll					
11:15 am - 11:45 am	Backup to the Future Hugo Patterson, Ph.D., Chief Technology Officer, EMC Backup Recovery Systems (BRS) Division, EMC Corporation					
11:45 am - 12:30 pm	New Frontiers for IT Infrastructure -- Promising Technologies that Matter Right Now Anthony Abbattista, Vice President, Technology Solutions, Allstate Insurance Company Moderated by: John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise Martin Gomberg, Senior Vice President & Chief Information Officer, A&E Television Networks George Joukov, IT Development and Operations, Global Business Services, Procter & Gamble Parag Patel, Vice-President, Global Strategic Alliances Organization, VMware					
12:30 pm - 3:00 pm	LUNCHEON IN THE EXPO					
2:10 pm - 5:40 pm	Hands-On Lab -- Open Sessions					
2:10 pm - 2:55 pm	Managing Expectations in a Belt-Tightened Economy: How One CIO Innovates to Reduce Costs Joe Lacik, Senior Vice President, Information Services, Aviall Services, Inc., a division of The Boeing Company	I/O Virtualization – The Next Virtualization Frontier Dennis Martin, President, Demartek	ITaaS: Data Center Inc. Stays Ahead of the IT infrastructure Curve with Cloud-based Storage Solution Robert Ross, Chief Security Officer and Senior Vice President of Network and Technical Services, Data Center Inc. (DCI)	Nanette Lepore: How an International Designer Overhauled its Infrastructure for Security & Mobility Stacy M. Aruda, Supervisory Special Agent, FBI Eric Crutchlow, CDP, Senior Systems Engineer, SonicWALL	Introduction to Storage Security Eric Hibbard, CTO Security & Privacy, Hitachi Data Systems	TCP/IP Inside the Data Center and Beyond Dr. Joseph White, Distinguished Engineer, Juniper Networks

3:05 pm - 3:50 pm

Creating Valuable Relationships with Your Technology Partners

Jeff Kubacki, Chief Information Officer, Kroll

Kelley Blue Book: Getting Your Company on the Road to Storage and Server Efficiency

Grant Leathers, Director of Enterprise Infrastructure, Kelley Blue Book

Exposing the Cloud: It's More than a Buzzword

Tim Connors, Director, AT&T

Intelligent Storage: High Performance and Hot Spot Elimination

Vincent Hsu, Chief Technology Officer, Disk Storage System, IBM System & Technology Group

Legal Issues Relevant to Storage

Eric Hibbard, CTO Security & Privacy, Hitachi Data Systems

IP Storage Protocols: iSCSI

John Hufferd, Consultant, Hufferd Enterprises

4:00 pm - 4:45 pm

Aligning IT with the Business by Implementing IT Governance

Lawrence T. Di Gioia, Information Services Director, City of Altamonte Springs

Virtualization and Scale Up Storage Architectures

Hu Yoshida, Vice President and Chief Technology Officer, Hitachi Data Systems

Well-Grounded Approach to the Cloud: Defining and Delivering on the Promise of an Enterprise Cloud

Val Bercovici, Cloud Czar, Office of the CTO, NetApp

File Systems: What They Are and Why You Care

Paul Massiglia, Technical Director, Clustered Storage, Symantec Corporation
SW Worth, Senior Standards Program Manager, Microsoft

Self Encrypting Storage: Comparing Alternatives

Dr. Michael Willett, President, WillettWorks

PCI Express Impact on Storage Architectures and Future Data Centers

Ron Emerick, Principal Hardware Engineer, Oracle Corporation

4:55 pm - 5:40 pm

Provisioning State of the Art Technology as a Continuum

Robert Ross, Chief Security Officer and Senior Vice President of Network and Technical Services, Data Center Inc. (DCI)

Taking the Plunge: Effectively Deploying Virtualized Desktop Infrastructure

Rich Clifton, Senior Vice President and General Manager, Technology Enablement and Solutions Organization, NetApp

Cloud Storage: Where Does it Fit into Tomorrow's IT?

Vincent Franceschini, Chief Technology Officer, Distributed Data Storage Solutions, Hitachi Data Systems

Storage Tiering and the Impact of Flash on File Systems

Jonathan Goldick, Fellow, LSI Corporation

An Inside Look at Imminent Key Management Standards

Matthew Ball, Principal Software Engineer, Oracle Corporation

pNFS, Parallel Storage for Grid, Virtualization and Database Computing

Pranoop Erasani, Sr. Ecosystem Architect, NFS Protocols, NetApp
Joshua Konkle, NFS SIG Co-Chair, SNIA

5:45 pm - 8:45 pm

DINNER IN THE EXPO

Wednesday, April 14, 2010

7:30 am - 9:00 am

BREAKFAST

7:30 am - 6:00 pm

REGISTRATION OPEN

9:00 am - 9:45 am

View from Above the Cloud: A Case for Terabytes of Video, Virtual Enterprise Data and Moving it All into a Cloud

Tom Snook, Chief Technology Officer, New World Symphony

Scalability on Demand Concurrent Session

David Shepard, Vice President, Major Accounts, i/o On Demand

Top Ten Things You Need to Know About SSDs and HDDs for Enterprise Applications

Moderator: Jeff Janukowicz, Research Manager, Hard Disk Drive Components and Solid State Disk Drives, IDC
John Rydnig, Research Director - Hard Disk Drives, IDC

Scale-Out Storage Systems

Nicholas Kirsch, Director of Product Management, Isilon Systems, Inc.

Green Storage - The Big Picture

SW Worth, Senior Standards Program Manager, Microsoft

9:00 am - 12:00 pm

Hands-On Lab -- Morning Sessions

9:00 am - 5:40 pm

SNIA Certification Prep Sessions

Certification/Qualification Testing – Opens at 1:00 pm, Last seating at 4:00 pm

9:55 am - 10:40 am

Managing IT: Changing with The Focus on the End Customer

Rajiv Jain, Chief Technology Officer and Senior Vice President / General Manager, CorbisImages.com

Fibre Channel Drives Speed and Convergence

Tom Hammond-Doel, Vice-Chairman - FCIA, Fibre Channel Industry Association

Cloud Management: The Good the Bad and the Ugly

Dave Crespi, Chief Technology Officer, Emulex

Making Business Personal with Storage

Liz Conner, Research Analyst, IDC

File Systems for Object Storage Devices

Paul Massiglia, Technical Director, Clustered Storage, Symantec Corporation
Tushar Tambay, Director Clustered Storage Development, Symantec Corporation

Green Storage Products - Efficiency with ENERGY STAR(r) and Beyond

Dr. Erik Riedel, Senior Director of Technology & Architecture in the Cloud Infrastructure Group, EMC

10:50 am - 11:35 pm

Technology Revolution of 2010

Ron Lockhart, Vice President, Application and Academic Support, Kaplan

Virtualization at Scale

Christopher G. Hawk, Global Services Director, EMC

More than a Lifetime of Data and Information: Unifying Live and Archival Storage

Lawrence A. Stabile,

Where Does Storage Play in the Next Generation Highly Virtualized Datacenter?

Benjamin S. Woo, Vice

Strategies for Success: Techniques for Reducing Stress and Increasing Creativity

David Deming,

Green Storage Technologies and Your Bottom Line

Dr. Alan Yoder, Office of the CTO, NetApp

			Senior Architect, Iron Mountain Digital	President, Storage Systems, IDC	President, Solution Technology	
11:45 am - 12:30 pm	Achieving Business Objectives through Enterprise Architecture	Taking Command of Skyrocketing Growth Bryan Pretre, Senior IT Operations Manager, Orbital Sciences Corporation Brian Cobb, Senior Vice President of Mortgage Operations, Fannie Mae	Building and Managing a Multi-Petabyte Storage System Jeff Whitehead, Chief Technology Officer, Zetta	Strategies for Supporting Storage in a Virtualized Environment Matt Healey, Research Manager, Software and Hardware Support Services, IDC	Men and Women in Technology Patty Then, Senior Principal in Global Marketing Operations, CA, Inc.	The Benefits of Solid State in Enterprise Storage Systems: Today and Tomorrow David Dale, Director Industry Standards, NetApp
12:30 pm - 3:00 pm	LUNCHEON IN THE EXPO					
2:00 pm - 4:30 pm	Hands-On Lab -- Open Sessions					
3:00 pm - 3:15 pm	OPENING REMARKS					
3:15 pm - 3:40 pm	Wayne M. Adams, Chairman, Board of Directors, Storage Networking Industry Association (SNIA) John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise How Cloud Computing and New IT Infrastructure Shifts are Changing the Industry Landscape					
3:40 pm - 4:05 pm	Benjamin Woo, Vice President, Enterprise Storage Systems, IDC Executive Interview -- The Future of Corporate Technology Infrastructure: What Will it Look Like?					
4:05 pm - 4:30 pm	John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise Steve Gardner, Director, Outbound Marketing, Engenio Storage Group, LSI Corporation Tom Joyce, Vice President, Marketing, Strategy and Operations, StorageWorks Division, Hewlett-Packard Company Executive Interview -- Exploding Data and Imploding Budgets: Can Technology Really Shrink this Elephant in the Room?					
4:30 pm - 5:30 pm	John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise Jim McDonald, Chief Strategy Officer, Xiotech Garry Olah, Vice President, Business Development, Citrix Systems Chasing Clouds at Boeing: Promise, Challenges and Results of Creating a Utility IT Model					
5:30 pm - 5:45 pm	Joe Lacik, Senior Vice President, Information Services, Aviall Services, Inc., a division of The Boeing Company "BEST PRACTICES" AWARDS PROGRAM					
5:45 pm - 7:15 pm	RECEPTION, COCKTAILS, HORS D'OEUVRES AND ENTERTAINMENT • Meet the Best Practices Awards Honorees and Finalists					

Thursday, April 15, 2010

7:30 am - 10:00 am

REGISTRATION OPEN

7:30 am - 8:30 am

BREAKFAST

8:30 am - 12:00 pm

**SNIA Storage Network Foundations Certification Prep Session and Testing
Certification/Qualification Testing – Opens at 9:00 am, Last seating at 10:30 am**

8:30 am - 9:15 am

Retaining Information for 100 Years

Mary Baker, Senior Research Scientist, HP Labs

An Introduction to Storage Management

Raymond A. Clarke, Enterprise Storage Specialist, Oracle America

Notes and Lessons Learned from a Field Engineer

Robert Smith, Windows Premier Field Engineer, Premier Field Engineering, Public Sector, Microsoft

An Introduction to Key Cloud Archiving Management for Secure Storage

Paul Field, Consultant

9:25 am - 10:10 am

Active Archive - Data Protection for the Modern Data Center

Dr. Rainer Pollak, Chief Technology Officer, DataGlobal
Molly Rector, Vice President Product Management & Marketing, Spectra Logic Corporation

Using SSD MLC NAND in Datacenter Applications

Tony Roug, Principal Engineer, Intel

Open Source and Standards: A Marriage Made in IT Heaven

Hope Hines, Chief Operating Officer, Olocity Corporation

How E-Discovery Will Affect Your Life as a Storage Professional

David Stevens, Storage Manager, Carnegie Mellon University

Aspects of Deduplication

Dominic Kay, Product Manager, Solaris Filesystems, Oracle
Mark Maybee, Principal Software Engineer, ZFS, Oracle

10:20 am - 11:05 am

Deduplication's Role in Disaster Recovery

Thomas Rivera, Senior Technical Associate, Sepaton

Fibre Channel Over Ethernet (FCoE)

John Hufferd, Consultant, Hufferd Enterprises

iSCSI SANs: Ideal Applications, Large and Small

Jason Blosil, Product Marketing Manager, NetApp
Gary Gumanow, Senior Product Manager, Dell

Cloud Storage Security Introduction

Gordon Arnold, Senior Technical Staff, IBM

Using Social Media to Your Advantage

Diana Eastty, Principal, Eastty Marketing
Marty Foltyn, Vice President, Channel Chargers, LLC

11:15 am - 12:00 pm

Solid State Storage

iSCSI: A Lossless

SAS & SATA Combine Cloud Storage

Delivering Ideas:

Architectures

Jamon Bowen, Director
of Sales Engineering and
Customer Support,
Texas Memory Systems

**Ethernet Fabric with
DCB**

Jason Blosil, Product
Marketing Manager,
NetApp
Gary Gumanow, Senior
Product Manager, Dell

**to Change the Storage Securing CDMI
Market**

Marty Czekalski, Senior
Staff Program Manager,
Seagate Technology
LLC
Terry Gibbons, Senior
Product Manager,
Storage Components
Division, LSI Corporation

Eric Hibbard, CTO
Security & Privacy,
Hitachi Data Systems

**Strategies for
Impromptu Speaking**

Brian Castelli,
Consultant Software
Engineer, EMC

12:00 pm

CONFERENCE CONCLUDES