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NETWORKWORLD



EVERYTHING YOU NEED TO KNOW ABOUT
IT in 2010 is coming
next to **Philadelphia**

July 14
Pennsylvania
Convention Center

July 14th, 2010

8:00 am - 8:00 am	Registration Opens & Continental Breakfast, sponsored by Palo Alto				
8:45 am - 9:00 am	IT Roadmap: Welcome and Overview John Dix, Editor in Chief, Network World				
9:00 am - 9:45 am	Executive Keynote Presentation: A Fresh Approach to IT for Philadelphia Allan Frank, CTO, City of Philadelphia				
9:45 am - 10:15 am	Hard Labor, Unreasonable Detours and Bridge Building - An Examination of Why the Network Needs to Change to Meet the Demands of the Next Decade Abner Germanow, Director, Enterprise Marketing, Juniper Networks				
10:15 am - 10:30 am	Networking Break				
10:30 am	Cloud Computing and Virtualization: How the Global 2000 Are Evolving Their IT Infrastructure Ken Male, Executive Vice Chairman and Founder, TheInfoPro	Crucial Intersection: IT Converges Applications, Services, & Infrastructure to Support the Distributed Enterprise Robin Gareiss, Network World Columnist; Executive Vice President and Sr. Founding Partner, Nemertes Research	Architecting for Data Center Agility Ted Ritter, Senior Research Analyst, Nemertes Research	Managing, Controlling and Optimizing Application Delivery Jim Metzler, Network World Columnist; President, Ashton Metzler & Associates	Securing Against the Evolving Threat Landscape Andreas Antonopoulos, Network World Columnist; Senior Vice President & Founding Partner, Nemertes Research
11:10 am - 11:30 am		Lessons Learned from 1000 802.11n Wi-Fi Installations Stephen Yanusz, Application Engineer / Regional Manager, Xirrus			
11:30 am - 11:50 am	Server Virtualization and the Network: Experiences	Wired & Wireless – Come Together	Clouds, Open Automation and How the Network Can	Windows 7 and Office 2010 Reinventing Network are coming (soon), are you	Security, One Firewall at a

	and Considerations Abner Germanow, Director, Enterprise Marketing, Juniper Networks	William Glynn, Wireless & Education Solutions Manager, Enterasys	Help Ken Won, Director Product Line Marketing, Force10 Networks, Inc.	ready? Dion Ridley, Senior Sales Engineer, Dell KACE	Time Howard Ting, Director of Marketing, Palo Alto Networks
11:50 am - 12:30 pm	Making Effective Use of Virtualization and Cloud Franz Fruehwald, CIO, Catholic Human Services, Archdiocese of Philadelphia	How Mobile Applications Are Impacting Healthcare Dennis Stevens, VP Digital Solutions & Connectivity, Diabetes Franchise, Johnson & Johnson	Divide and Conquer for Reliability and Efficiency Robert Butler, Worldwide Director Information Technology, Hay Group	A Holistic Approach to Application Performance Management Neil Clover, CTO, Americas, Arup	Data Loss Prevention: A Holistic Approach Sam D'Amore, Principal and Head of IT Security, The Vanguard Group
12:30 pm - 4:30 pm	Lunch and Expo (Lunch served until 2:00pm; Expo open until 4:30pm)				
2:10 pm - 4:00 pm	"Help Me Build My Business Case" Workshops	Implementation Strategy Sessions	Problem-Solving Technical Tutorials & New Technology Demonstrations	Moderated Table Discussions	
2:10 pm - 2:40 pm	Cost Modeling to Build a VOIP Business Case Ted Ritter, Senior Research Analyst, Nemertes Research	Protecting Against the 3 Most Common Ways of Losing Data John Metzger, Security Technologist, Sophos	HVAC & Power Optimization Andreas Antonopoulos, Network World Columnist; Senior Vice President and Founding Partner, Nemertes Research	2:10pm - 2:50pm: Best Practices for Application Performance Management Neil Clover, CTO, Americas, Arup	2:10pm - 2:50pm: IT as an Investment, Not a Cost Center Derek Hulitzky, Vice President, Content Development, IDG Enterprise
2:50 pm - 3:20 pm	Application Delivery: Adding scalability and flexibility while reducing costs Steve Sacchi, Senior Systems Engineer, A10 Networks	Social Networking in the Enterprise: A Delicate Balance Between Security and Enablement Howard Ting, Director of Marketing, Palo Alto Networks	Discussing the Top 25 Problems Lurking in Your Network Today Eric Rupert, System Engineer, Infoblox		
3:30 pm - 4:00 pm	Making the Data Center Build vs. Buy Decision Ted Ritter, Senior Research Analyst, Nemertes Research	Maximize Network Visibility with NetFlow Technology Adam Powers, Chief Technology Officer, Lancope	Bringing Cloud Security Down to Earth Andreas Antonopoulos, Network World Columnist; Senior Vice President and Founding Partner, Nemertes Research	3:20pm - 4:00pm: Finding the Keys to Success with Mobile Applications Dennis Stevens, VP Digital Solutions & Connectivity, Diabetes Franchise, Johnson & Johnson	3:20pm - 4:00pm: Addressing Today's Data Center Challenges Robert Butler, Worldwide Director, Information Technology, Hay Group
4:00 pm - 4:30 pm	Cocktail Reception and Passport Drawing in the Expo (You must be present to win.)				