

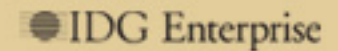


CLOUD LEADERSHIP FORUM

Produced by IDC & IDG Enterprise

June 13-15, 2010

Hyatt Regency Santa Clara
Santa Clara, California



Sunday, June 13, 2010

5:30 pm - 8:00 pm

Welcome Reception

LA Lakers vs Boston Celtics...

The legendary rivalry is renewed! Join us for the nail-biting Game 5 of the NBA Finals. Enjoy cocktails and "game time" food while watching the greatest rivals in NBA history.

With special guest appearance from San Francisco 49er linebackers Travis LaBoy and Takeo Spikes!

Sponsored by IBM and Juniper Networks

Monday, June 14, 2010

7:00 am - 8:00 am

Breakfast and Registration

8:00 am - 8:15 am

Welcome and Opening Remarks

John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise, Publishers of Computerworld, Network World, InfoWorld, CIO & CSO

8:15 am - 9:00 am

Bringing Cloud into the Enterprise ... and the Enterprise into the Cloud

Frank Gens, SVP & Chief Analyst, IDC

In this opening session, IDC Chief Analyst Frank Gens will probe the boundaries of today's public and private cloud definitions to set the stage for the two days of discussions to follow. Discussion includes the latest research around cloud spending, cloud technology development and more.



9:00 am - 9:45 am

Portfolio Strategies: Decision Frameworks for Acquiring and Moving to Cloud-based Services

Brian Boruff, Global Vice President, Emerging Technologies & Strategic Growth Markets, CSC

James Harris, Managing Director, Cloud Computing, Accenture

Capt. Nicholas V. Buck, Served as Director, Ground Mission Framework and Services Program, National Reconnaissance Office, US Navy

The top question for IT strategists today is, how do I choose what to move to the cloud, and then how do I do it? This session will explore the latest criteria and decision factors for creating your cloud strategy, from cost to performance to migration issues.

9:45 am - 10:15 am

Networking Break

10:15 am - 10:45 am

Change in the Air: The Economics of Cloud

Tim O'Brien, Senior Director, Platform Strategy Group, Microsoft Corp.

The shift toward cloud services is reaching across application development, deployment and delivery, and impacts virtually every aspect of how people and businesses use technology. Hear how Microsoft envisions the cloud through its underlying economics, and how this has informed the company's strategy amidst this industry shift.



10:55 am - 11:40 am

Roundtable Sessions: Setting the Cloud Agenda

Each session will bring together industry leaders and senior IT executives to probe a critical cloud issue, outlining challenges to adoption and hashing out the work that needs to be done. Moderated by leading IDC analysts and IDG journalists, these sessions will include:

Security & Compliance: Assessing and managing risk with your cloud deployments

Moderated by: Laura Dubois, Vivian Tero



Interoperability, integration and management: How do you avoid ending up with multiple clouds that don't speak to one another, and provide a high performance environment across services obtained from different providers?

Moderated by: Rick Villars, John Gallant



Application development for the cloud: Methodologies, workloads and other considerations for engineering and integrating cloud-based applications

Moderated by: Robert Mahowald, Steve Hendrick

Cloud strategies for global organizations: Challenges and considerations of using the cloud when your data centers, offices and end users are all over the globe

Moderated by: Melanie Posey, Anne McCrory



11:50 am - 12:20 pm

Breakout Sessions: Business Technology Briefings

Sessions and case studies geared to help CIOs understand the technologies and software services available today and how they can deliver benefits to the organization's strategic positioning, cost efficiencies or operational excellence.

11:50 am - 12:20 pm

A Business Process Path to the Cloud

Brian Boruff, Global Vice President, Emerging Technologies & Strategic Growth Markets, CSC

Implementing Cloud Services: Lessons Learned from Real World Implementations

Domnick Parretta, Managing Partner, Valorem Consulting Group,

Taking Your Application Delivery Strategy to the Cloud

Willie M. Tejada, Vice President of Application and Site Acceleration, Akamai Technologies

LLC

The cloud has crossed the threshold from a point of debate to a mandate to remain competitive. Clearly, there is not enough space, energy or compute power to address the escalating IT needs of the business. Through trusted, orchestrated cloud services, organizations can manage off- and on-premise data, lower operational costs, provide transparency and enable collaboration effectively across public and private networks. The challenge lies in how and where to fully exploit cloud to yield the greatest return and capture maximum business advantage. How do you identify the ideal business process workloads to move to the cloud? What about security and compliance requirements? This session will explore how organizations should start from a business process perspective in order to best capitalize on immediate and longer term cloud opportunities.

Cloud services offer a major opportunity to reduce costs and improve productivity, but the benefits don't come without risks. In this session about the practical benefits of the cloud, Domnick Parretta, Managing Partner with Valorem Consulting, will use case study examples of Microsoft BPOS and Azure implementations to show why some organizations are choosing the cloud, which workloads are offering the most benefit, and some of the common challenges they've encountered.

In an effort to improve agility and lower costs, more and more of today's IT and business executives are evaluating cloud-based technologies to leverage the Internet's global access and reach. Yet despite the cloud's promise, very little is known about how cloud strategies impact a company's critical enterprise applications. How do technologies dependent on the Internet and the cloud deal with mission-critical challenges like application performance, scale, availability and security? With customers, partners and employees distributed over vast geographies, how can cloud-based solutions deliver timely, reliable service from their source? And what strategies and tactics are companies using to optimize their Internet-dependent computing platforms? Get answers to these questions and more in this session.



12:30 pm - 1:45 pm

Lunch Discussion Tables

Challenges and Opportunities for a Cloud-based Application Delivery Strategy

Join us for an interactive discussion on best practices and pitfalls of leveraging the public cloud to delivering mission-critical applications — and how to optimize performance, availability, scalability, and security.

Hosted by **Akamai**

Is the Cloud Transformative or For Efficiency -- or Both?

How are other companies developing a strategy to fully realize the benefits of cloud computing? Are they choosing the cloud as a transformative measure for the business, or step-wise to improve IT efficiency and business agility? Attend our table discussion to find out how others perceive and find value with the cloud.

Hosted by **PwC**

Realizing the Network Advantage in the Cloud

Join us for a discussion of cloud service delivery enabled by combining virtualized datacenter and network resources. We'll explore Cisco's approach to interconnecting public and private clouds and the need for multi-directional cloud centric networking capabilities.

Hosted by **Cisco**

CIO Panel: The Private Cloud

John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise, Publishers of Computerworld, Network World, InfoWorld, CIO & CSO

Thor Geir Ramleth, SVP & CIO, Bechtel Group, Inc.

James Rinaldi, CIO, NASA Jet Propulsion Laboratory

Though less visible and potentially less hyped, the private cloud is the computing model that some pundits predict will have a larger impact on IT, as organizations deploy shared services using virtualization and other technologies. Hear how CIOs at leading organizations are integrating private clouds into their operations and the challenges they face in deploying and delivering services this way.

Everything as a Service

Joe Crawford, Executive Director, IT Solutions, Verizon Business

With the consumerization of both IT and business, the landscape is fundamentally changing as many types of cloud are considered by businesses to increase agility, control costs and transform the organization. Verizon will speak to our unique view of the cloud as a global service provider, how we see the cloud evolving to an "Everything as a Service" model, and how it is fundamentally changing the customer conversation on a daily basis. The benefits will be tangible and will fundamentally transform how enterprises of all sizes around the globe access information, share content and communicate.



Breakout Sessions: Business Technology Briefings

Sessions and case studies geared to help CIOs understand the technologies and software services available today, and how they can deliver benefits to the organization's strategic positioning, cost efficiencies or operational excellence.

Creating a Sound Datacenter and Network Platform for Cloud **Cloud Computing: A Transformational Force**

Meeting the Challenge of Integrating Multiple Cloud Capabilities
Ricardo Santos, Product and Offering Lead, Infrastructure, Accenture

Delivery

Simon Aspinall, Senior Director, SP Data Center and Mobility Solutions, Software Group
Cisco Systems

Dr. Willy Chiu, Vice President, IBM

Cloud computing challenges traditional thinking about the delivery of services from a datacenter. For example, when you combine geographically dispersed datacenters with workload portability and an “as a service” model, you can experience multi-directional traffic prone to unpredictable spikes. This calls for a “cloud aware” infrastructure that can dynamically adapt to these changing demands and facilitate optimal placement of workload within the cloud. In this session, we’ll discuss how creating a secure virtualized infrastructure that combines the capabilities of the datacenter and network is essential to delivering a trusted end-to-end cloud offering.

As one of the hottest topics in the IT industry, cloud computing has changed the way we work and live. Willy Chiu will share some of his experiences working with leading edge clients from around the world as they adopt cloud computing to transform the way they do business.



As organizations began exploring the use of cloud computing through small pilots and software-as-a-service implementations, integration was not a major concern. However, the very ease with which an IT professional can tap into cloud-based servers—literally just by providing a credit card number—means that companies are likely to experience challenges to control, governance and cost management. Even more profound are potential issues for management of the business processes or functions being supported by cloud services, which will be provided by a number of cloud companies. Who now has responsibility for making sure the IT and business functionality operates effectively from an end-to-end service management perspective? Who compiles and manages the knowledge of what is being provisioned by whom, and what data resides where, with what security access? Through client case studies, Accenture will explore the issues of achieving seamless integration of services—inside and outside the traditional firewall.



Networking Break

CIO Keynote: I’m All In: Committing Completely to the Cloud

Ken Harris, CIO & SVP, Shaklee Corp.

For most organizations, the cloud conversation centers on how to most effectively weave cloud capabilities into existing infrastructures and applications. But for a rare few companies, the choice has been to move all in – to make a full commitment to cloud. In this special presentation, learn why one CIO has decided to break away from legacy and bet everything on the next generation of computing and applications. What business considerations drove the move? What’s being left behind? How are risks being mitigated? After hearing this story, you may wonder whether you’re being too cautious in embracing the cloud change.

3:40 pm - 4:10 pm

4:10 pm - 5:00 pm



5:00 pm - 6:30 pm

Welcome to Wine Country Networking Reception

Tuesday, June 15, 2010

7:30 am - 8:30 am

Breakfast and Registration

8:30 am - 8:45 am

Welcome and Opening Remarks

8:45 am - 9:15 am

Extending Your Business Into the Cloud

John Rizzi, Vice President of Product Management and Strategy, Tickets.com

Tickets.com isn't just considering how the cloud can augment its infrastructure - the company is becoming a cloud provider itself! By extending its rich ticket service capabilities into the cloud and creating an ecosystem for enhancement by a world of developers, Tickets.com is not only enriching its services and deepening customer ties, but attempting to move its business faster than traditional competitors. This eye-opening case study shows that the cloud isn't just about a new style of computing, but a whole new way to do business.



9:15 am - 9:45 am

Future of the Data Center

David Yen, Executive Vice President and General Manager, Fabric and Switching Technologies , Juniper Networks

Today's data centers stand at the epicenter of powerful technological and economic trends. Cloud computing, together with processing, storage, security and software technologies that make it possible, are straining the capabilities of legacy data center networks. Just as other areas of the data center have evolved to meet the demands of an Internet-enabled world, the time has come for networks to take a significant leap forward into cloud computing. By rethinking traditional legacy approaches and preparing for the advent of cloud computing, it's possible for businesses to build data center networks that offer greater economies of scale, improved application service levels, simpler management and lower costs. David Yen will outline what steps IT organizations must take now to meet the current and future data center challenges at hand.



9:45 am - 10:15 am

Networking Break

10:15 am - 11:00 am