Monday, April 4, 2011

7:30 am - 7:00 pm — **Registration Open**

7:30 am - 9:20 am

Breakfast
Get an early jump on the day and network with new connections and old.

SNW Connect Meetings (8:00 am - 8:30 am)
Meet with other attendees whom you've networked with through SNW Connect

8:15 am - 12:00 pm — **Hands-On-Lab -- Morning Sessions**

The Hands-On Lab at SNW gives users a chance to test drive the latest technologies in a controlled learning lab environment. Classes take place for two hours at regular intervals throughout the conference and are limited to 16-20 seats to give attendees a rich learning experience.

9:20 am - 11:55 am

SNW Connect Meetings
Use the SNW Connect tool to meet in the Connect Lounge and network with other attendees from your region, industry or interest area.

8:45 am - 9:30 am

Analyst Perspective: Deep Dive into Solid State Storage - Technologies and Architectures	**Industry Perspective: Cloud Storage - What is it? A Service Provider's Perspective**	**SNIA Tutorial: Writing Storage RFPs in 2011**	**Industry Perspective: All Roads Lead to Convergence**	**Industry Perspective: The SAN, Replication and DR for VDI Environments**	**SNIA Tutorial: Storage Security Tutorial with a Focus on Cloud Storage**
Dennis Martin, President, Demartek	Todd Loeppke, Technical Vice President - Storage Architecture - Office of CTO, Savvis	John Webster, Senior Partner, Evaluator Group	Greg Scherer, Vice President of Server and Storage Strategy, Broadcom Corp.	Michael Fox, Senior Solutions Architect, Virtualization, EMC Consulting	Gordon Arnold, Senior Technical Staff, IBM

9:40 am - 10:25 am

SNIA Tutorial: The Benefits of Solid	**Industry Perspective: Learning from the**	**User Case Study: Creating High Density,**	**Industry Perspective: Demystifying Network**	**VDI Solution Spotlight:**	**SNIA Tutorial: Securing the Cloud -**

State in Enterprise Storage Systems David Dale, Director Industry Standards, NetApp	**Cloud** Geoff Hough, Director, Strategy and Planning - Office of the CTO, HP StorageWorks	**Energy Efficient Data Centers for Today's Virtualized Environments** Lance King, Systems Services Manager, O.C. Tanner Company	**and I/O Convergence: What You Need to Know and Why?** Simon Gordon, Senior Product Line Manager, Juniper Networks	**Achieving Storage Efficiency and Scalability in Virtual Desktop Environment** Will Urban, Technical Marketing Engineer, Dell	**Using Encryption and Key Management to Solve Today's Cloud Security Challenges** Steve Pate, CTO, High Cloud Security Tushar Tambay, Architect, High Cloud Security

10:35 am - 11:20 am

SNIA Tutorial: SNIA Solid State Storage Performance Test Specification Easen Ho, CTO, Calypso Systems, Inc.	**User Case Study: Intel's Cloud Computing and Virtualization Journey** Ajay Chandramouly, Director, Intel IT, Intel Corporation	**Industry Perspective: Lean Times Call For Thin Storage** Michael Haag, Sr. Strategic Alliance Manager, HP StorageWorks	**Analyst Perspective: Unified Storage Networking** Dennis Martin, President, Demartek	**User Case Study: Leveraging Existing Investment in Storage to Expand to Virtual Desktops** Sean Larson, Network Administrator, Sycamore Community Schools	**Industry Perspective: Solid-State Drives with Self-Encryption: An Unbeatable Combination** Dr. Michael Willett, Storage Security Strategist, Samsung

11:30 am - 12:00 pm **In Pursuit of Innovation**

Never before has innovation changed our lives as rapidly as it does today. From incremental updates to total paradigm shifts, the perpetual pursuit of innovation is the lifeblood of our technology industry. Given technology's increasing impact on our lifestyles, Silicon Valley icon and philanthropist Steve Wozniak will share his own philosophies on innovation in this discussion -- and how to work through creative roadblocks towards new discoveries.

Steve Wozniak, Co-founder, Apple Computer, and Chief Scientist, Fusion-io

12:00 pm - 1:00 pm **Lunch**
Make new industry connections and catch up with new friends and old over lunch.

"Tour du Labs" for IT Professionals
Drop in and take a tour of the SNW Hands-On Lab.

1:00 pm - 5:15 pm **Hands-On-Lab -- Afternoon Sessions**

The Hands-On Lab at SNW gives users a chance to test drive the latest technologies in a controlled learning lab environment. Classes take place for two hours at regular intervals throughout the conference and are limited to 16-20 seats to give attendees a rich learning experience.

1:00 pm - 5:15 pm   **SNIA Certification Prep Sessions**

Content-rich sessions are presented by SNIA Certified Instructors and are presented at SNW free of charge. Certification Preparation Sessions set the stage for participants to be introduced to the key learning points from the full instructor-led courseware.

1:00 pm - 1:45 pm

SNIA Tutorial: Advanced Deduplication Concepts	**SNIA Tutorial: Tiered File System without Tiers**	**Data Center Solution Spotlight: New Era of Storage Efficiency**	**SNIA Tutorial: Design and Implementations of FCoE for the DataCenter**	**SNIA Tutorial: PCI Express Impact on Storage Architectures and Future Data Centers**	**SNIA Tutorial: Legal Issues Relevant to Storage**
Larry Freeman, Senior Technologist, NetApp	Laura Shepard, Senior Product Manager, Isilon	Eric Collins, Senior System Architect , IBM	Michael Frase, Distinguished Support Engineer, Cisco Systems	Ron Emerick, IO Architect, Oracle Corporation	David Stevens, Team Lead, Enterprise Data Management, Carnegie Mellon University
Tom Pearce, Principal Consultant, Four-Colour IT Solutions					

1:55 pm - 2:40 pm

Industry Perspective: Best Practices: Protecting, Replicating and Deduplicating Mission-Critical Databases	**Industry Perspective: Why Cloud is Another Tier of Storage**	**SNIA Tutorial: Data Center Storage ... Spend Less, Deliver More.**	**Industry Perspective: Fibre Channel Driving Storage Innovation, Speed and Convergence**	**SNIA Tutorial: Virtualization I - Who, What, Why, When?**	**SNIA Tutorial: Self-Encrypting Drives: Simple, Yet Powerful**
Ashish Ray, Senior Director, Oracle Corporation	Tom Trela, Senior Product Manager, HDS	Hubbert Smith, Director Product Management, LSI Corporation	Tom Hammond-Doel, FCIA Vice-Chairman, FCIA	Rob Peglar, Senior Fellow, Xiotech	Dr. Michael Willett, Storage Security Strategist, Samsung

2:50 pm - 3:35 pm

Industry Perspective: Reduced Complexity with Next-Generation Deduplication	**Industry Perspective: Cloudy With a Chance of Data Reduction: How Data Reduction**	**User Case Study: High Performance Data Management for Animation Production**	**SNIA Tutorial: Data Center Evolution and Network Convergence**	**SNIA Tutorial: Virtualization II - Effective Use of Virtualization**	**SNIA Tutorial: SNIA Storage Security Best Practices**

Innovation	Technologies Impact the Cloud				Gordon Arnold, Senior Technical Staff, IBM
Sean Kinney, Director, HP Storage	Mark Himelstein, Chief Technical Officer, Quantum Corporation	Mike Cutler, Dreamworks Animation	Dr. Joseph White, Distinguished Engineer, Juniper Networks	Rob Peglar, Senior Fellow, Xiotech	

3:35 pm - 4:05 pm — **Networking Break**
Connect and compare notes with your peers between sessions.

4:05 pm - 4:50 pm

User Case Study: Integrating a Multi-tiered Deduplication Approach to Simplify Enterprise-wide Backup	**Industry Perspective: The End of Storage as You Know It**	**SNIA Tutorial: Scale and Availability Considerations for Cluster File Systems**	**Storage Management Solution Spotlight: SAN Performance & Availability Optimization: A Financial Services Customer Perspective**	**User Case Study: A Case Study in Virtualization from the Perspective of the Business**	**Solution Spotlight: Enterprise Solid State Storage: Enabling Scalable and Sustainable Datacenters**
Michael Marshall, Senior Manager, IT Backup Recovery Systems, EMC Corporation	Craig Nunes, Director, Storage Marketing, HP Storage	David Noy, Director, Product Management, Storage Foundation, Symantec Corporation	William "Skip" Bacon, CTO, Virtual Instruments	Omer Siddiqui, CIO, DC Water	Thomas Isakovich, CEO and Founder, Nimbus Data Systems, Inc.

5:00 pm - 6:00 pm — **Nurturing a Culture of Innovation**

Discover the meta-lessons Tom Kelley's firm IDEO has learned from working with its worldwide clients on thousands of technology-oriented innovation programs. Tom will underscore the importance of accelerating your innovation efforts and describe how adopting powerful creative roles can yield renewed energy and improved agility for individuals, teams, and technical organizations. (Among these innovation roles are the Anthropologist, who finds new opportunities by observing how people interact with technology in their lives and The Experience Architect, who adapts emerging technical capabilities to the creation of compelling customer experiences.) Join us as Tom describes how nurturing those roles can help companies build and reinforce their own unique cultures of innovation.

Tom Kelley, General Manager, IDEO

6:00 pm - 7:00 pm — **Welcome Reception: Celebrating the Innovation of SNW's Spring 2011 Best Practices Finalists**

Join us for our opening reception where we'll showcase the innovative case studies of our Best Practices finalists who'll you'll see in and around the conference. Whether this is your first SNW conference or you have never missed a SNW (or somewhere in between), stop by the welcome reception

to kick off a great week of networking, making new connections and seeing old friends and colleagues. While at the reception, take a moment and learn about the innovative "Best Practices" Awards Program SNW has hosted for several years and see who is being honored in 2011.

Tuesday, April 5, 2011

7:00 am - 7:30 pm   **Registration Open**

7:00 am - 8:00 am   **Breakfast**   **SNW Connect Meetings** (7:00 am - 8:00 am)
Get an early jump on the day and network with new connections and old.   *Meet with other attendees whom you've networked with through SNW Connect*

8:15 am - 12:30 pm   **Hands-On-Lab -- Morning Sessions**

The Hands-On Lab at SNW gives users a chance to test drive the latest technologies in a controlled learning lab environment. Classes take place for two hours at regular intervals throughout the conference and are limited to 16-20 seats to give attendees a rich learning experience..

9:00 am - 5:00 pm   **SNIA Certification Prep Sessions**

Content-rich sessions are presented by SNIA Certified Instructors and are presented at SNW free of charge. Certification Preparation Sessions set the stage for participants to be introduced to the key learning points from the full instructor-led courseware.

8:00 am - 8:15 am   **Welcome and Opening Remarks**

John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise and Computerworld
Wayne Adams, Chairman, Board of Directors, Storage Networking Industry Association (SNIA)

8:15 am - 9:15 am   **Versatile IT at HP**

Transformational change is a challenge for any company. In this keynote, you'll hear about the HP IT journey and its next-generation strategy to be the most versatile IT organization enabling the largest technology company on the planet. Come learn how HP IT is delivering more innovation than ever before in a connected world.

Randy Mott, Executive Vice President and CIO, HP

9:15 am - 9:45 am   **Entering the Age of Information Ubiquity**

Information is a strategic business enabler and technology is at the center of leading this evolution toward information ubiquity – information available

any place, any time and from any device. The speed of global business is accelerating and it is imperative for technology to keep pace and store, protect and provide secure access to vital business information. IT organizations must deliver on-demand services to your business stakeholders while masking the underlying complexity. Information and data has become fluid, moving from old devices to new, and needing to be discoverable at any point in the future. By using unique, proven techniques from leading global companies, IT organizations can virtualize all infrastructure and layer intelligent management capabilities to apply policies to all file and content types. This lets you effectively handle the emergence of "big data" and either build or tap into large cloud data centers. In this session, you will hear from an industry thought leader about how to take advantage of new technologies to help transform your data centers and push your business forward.

Jack Domme, Chief Executive Officer, Hitachi Data Systems

9:45 am - 10:15 am	**Leveraging Innovation to Wrap Your Arms Around Big Data**

For Applied Materials, data-intensive 3-D modeling systems are the lifeblood of production for its more than 2,000 engineers around the world. But crafting those systems so that they maximize productivity and efficiency in today's always on, globally connected workplace isn't easy as it sounds. Learn how Applied Materials' CIO is leveraging innovative technologies — including a private cloud with a large compute farm and common data vault — to maximize workflow as it follows the sun each day.

Jay Kerley, Corporate Vice President and Deputy CIO, Applied Materials

10:15 am - 10:45 am	**Networking Break**
	Connect and compare notes with your peers between sessions.

10:15 am - 12:30 pm	**SNW Connect Meetings**
	Use the SNW Connect tool to meet in the Connect Lounge and network with other attendees from your region, industry or interest area.

10:45 am - 11:30 am

SNIA Tutorial: Trends in Data Protection and Restoration Technologies	**Cloud Storage Solution Spotlight: Pump Solutions Group Case Study: Cloud Storage Acceleration**	**Industry Perspective: The SNIA Emerald: a Tool for Measuring and Reporting Storage System Energy Efficiency**	**Analyst Perspective: Big Data: How New Analytics Systems will Impact Storage**	**Analyst Perspective: I/O Virtualization - The Next Virtualization Frontier**	**SNIA Tutorial: Are SSDs Ready for Enterprise Storage Systems?**
Jason Iehl, Senior Solutions Architect, Data Protection, NetApp	Jeff Rountree, Global Network Manager, Pump Solutions Group (PSG)	Tom Hammond-Doel, GSI Board Member, Green Storage Initiative of the SNIA	John Webster, Senior Partner, Evaluator Group	Dennis Martin, President, Demartek	Anil Vasudeva, President & Chief Analyst, IMEX Research

11:40 am - 12:25 pm

SNIA Tutorial: Cryptography Deciphered	Industry Perspective: Cloud Computing & The Enterprise	SNIA Tutorial: Green Storage - the Big Picture	SNIA Tutorial: Introduction to Data Protection: Backup to Tape, Disk and Beyond	User Case Study: Creating the Agile Data Center with Database Virtualization	Solid State Storage Solution Spotlight: Storage Performance Challenges and How to Stop Flying Blind in NAS Storage Cloud
Dr. Michael Willett, Storage Security Strategist, Samsung	Kevin Leahy, Director, Cloud Strategy, Global Technology Service , IBM Corporation	SW Worth, Senior Standards Program Manager, Microsoft	Michael Fishman, CTO, Unified Storage Division, EMC Corporation	Richard Rothschild, Senior Director, IT, TiVo	Julia Palmer, Manager of Storage Engineering, Go Daddy

12:30 pm - 4:00 pm

Expo Open
Talk with providers in the Expo during our new, extended Expo hours.

12:30 pm - 2:00 pm

Lunch in the Expo
Enjoy lunch while you explore and connect with the many solutions providers in the Expo.

12:30 pm - 4:00 pm

SNW Connect Meetings
Use the SNW Connect tool to meet and converse face-to-face with leading technology experts in the Expo.

2:00 pm - 5:45 pm

Hands-On-Lab -- Afternoon Sessions

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2:10 pm - 2:55 pm

SNIA Tutorial: File System for Data Protection	Analyst Perspective: Panel: Is Cloud Storage Ready for the Enterprise?	User Case Study: Energy-Efficient Storage	Data Management Solution Spotlight: Turnkey Storage to Accelerate Exchange 2010 Deployments	SNIA Tutorial: Virtualization I - Who, What, Why, When?	Analyst Perspective: Panel: Truth or Fiction? Demystifying Solid-State Storage "Specsmanship"
Windsor Hsu, CTO, Data Domain, Backup Recovery Systems Division, EMC	Arun Taneja, Founder and Consulting Analyst, Taneja Group	Rob Di Stefano, IT Systems Director, Earth Rangers	Dean Steadman, Worldwide Product Manager, HP	Rob Peglar, Senior Fellow, Xiotech	Moderated by: George Crump, Senior Analyst, Storage Switzerland
	Steve Riley, Technical	John Pepelnak, Senior Manager, Business			Scott Shadley, Sr.

	Leader in the Office of the CTO, Riverbed Technology	Development and Sustainability, Earth Rangers			Manager of SSD Technical Marketing, STEC Inc.
	Ursheet Parikh, CEO, StorSimple Scott Genereux, President and CEO, Nirvanix Mike Feinberg, Senior Vice President, Cloud Infrastructure Group, EMC Corporation				Doug Rollins, Senior Applications Engineer, Enterprise Solid State Drives, Micron Thomas Isakovich, CEO, Nimbus Data Systems, Inc.

3:05 pm - 3:50 pm

Data Protection Solution Spotlight: Simplify Your Data Protection Strategies: Best Practices for Online Data Backup & Recovery Souvik Choudhury, Senior Director of Product Management, SunGard	**SNIA Tutorial: Interoperable Cloud Storage with the CDMI Standard** Mark Carlson, Principal Member of Technical Staff, Oracle Corporation Marty Stogsdill, Senior Sales Consultant, Oracle Corporation	**SNIA Tutorial: Green Storage Technologies, CAPEX and OPEX** Dr. Alan Yoder, Office of the CTO, NetApp	**Industry Perspective: Proactive Data Management for eDiscovery** Simon Taylor, Senior Director - Information Management, CommVault	**User Case Study: Transforming I/T to Lower Energy Use and Simplify Management** Gregory Johnson, CTO, VCU Health System	**SNIA Tutorial: Leveraging Flash Memory in Enterprise Storage** Matt Kixmoeller, Vice President, Products, Pure Storage Inc.

3:35 pm - 4:05 pm   **SNW Connect Meetings**
Use the SNW Connect tool to meet in the Connect Lounge and network with other attendees from your region, industry or interest area.

4:00 pm - 4:30 pm   **Smarter Computing For a Smarter Planet -- Managing the Explosion of Data**

The tremendous explosion of data presents both opportunities and challenges to the IT industry. On one hand, there is the opportunity to analyze and transform the data into business value. On the other, there is the challenge of managing this data in an era of flat IT budgets. But the opportunities for innovation have never been greater. In this session, understand how you can transform your information infrastructure to get the most out of your data and your storage systems in order to deliver breakthrough economics and help support innovation.

Dr. Krishna Nathan, Vice President, Storage Systems Development, IBM

4:30 pm - 5:30 pm	**Bridging the Divide Between Innovation and Standardization**

Today's CIOs are challenged with opposing forces. On the one hand, they face pressures to optimize and maintain existing IT infrastructure. On the other, they must innovate to keep their companies contemporary and competitive. How do you find balance between standards and simplification vs. the complexity of new technologies? In this session, learn from a seasoned expert how to create healthy experimentation -- and how to effectively weave it into production for business value.

Dave Smoley, Senior Vice President and CIO, Flextronics International

5:30 pm - 7:30 pm	**Dinner in the Expo: Explore the Neighborhoods of San Francisco**	****NEW** (6:00 pm - 6:30 pm)** **See Emerging Technologies in the Expo Theater!**

Many great innovations have started as ideas between colleagues over a meal or a quick drink, just a few minutes from here in one of the many famous culinary neighborhoods of San Francisco. Come join us in the Expo to explore the food of these diverse neighborhoods. Network with your fellow attendees and sponsors, and see what new innovations you come up with while at SNW.

SNW Connect Meetings
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8:00 pm - 10:00 pm	****NEW** SNIA Birds of a Feather Session: Improving Product Management and Development in Technology Companies** Moderated by Mike Alvarado

Improving the practice and productivity of product management and product development are critical success factors for any technology company. The tools, techniques and metrics to identify routes for improvement are murky at best. Join in a Birds of a Feather session where these options for optimization will be discussed. SNIA is a rich collection of people skilled in product management and innovation. Collectively let's explore how we can create a better, brighter tomorrow.

Wednesday, April 6, 2011

7:00 am - 6:30 pm	**Registration Open**

7:00 am - 8:00 am	**Breakfast** *Get an early jump on the day and network with new connections and old.*	**SNW Connect Meetings** (7:00 am - 8:00 am) *Meet with other attendees whom you've networked with through SNW Connect*

8:00 am - 12:15 pm	**Hands-On-Lab -- Morning Sessions**

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two hours at regular intervals throughout the conference and are limited to 16-20 seats to give attendees a rich learning experience.

9:00 am - 12:00 pm   **SNIA Certification Prep Sessions**

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8:00 am - 8:15 am   **Welcome and Opening Remarks**

John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise and Computerworld
Wayne Adams, Chairman, Board of Directors, Storage Networking Industry Association (SNIA)

8:15 am - 9:00 am   **From Cloud Computing to Climate Control: The Future(s) of Agile Infrastructure**

The economics of information technology are transforming rapidly from 'software as a service' to interoperable systems that adapt to the business environment. In this session, Michael Schrage will explore the probable, if not likely, innovation scenarios that will lead to technical infrastructures that are more adaptive, responsive, ubiquitous and anticipatory. Attend this session and gain valuable insight on how you should rethink your infrastructure roadmaps moving forward.

Michael Schrage, Research Fellow, MIT Sloan School's Center for Digital Business

9:00 am - 9:30 am   **The Impact of Cloud and Data-centric Computing on Tomorrow's Storage Architectures**

What have cloud deployments and new categories of data growth taught us about where we stand as a storage industry? What are some of the key requirements that exist today that were not on the radar 20 years ago? And how is storage and application infrastructure converging to help enterprises realize new levels of simplicity, efficiency, agility and integration across the IT infrastructure? Join us for this session to get answers to these questions and more.

David Scott, Senior Vice President and General Manager, HP StorageWorks

9:30 am - 10:00 am   **Best Practices in Innovating the Information Infrastructure: The SNW Best Practices Awards and Executive Interview**

Awards ceremony followed by an executive interview with:

• *John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise and Computerworld*

- *Shawn Partridge, Vice President of Information Technology, Rockford Construction*
- *Omer Siddiqui, CIO, District of Columbia Water and Sewer Authority*

| 10:00 am - 10:30 am | **How to Manage Data Growth for Greater Efficiency, Agility and Innovation** |
| | |

Massive data growth and new requirements to retain, protect, and discover information continues to compound the data management challenge. Due to the volume, velocity, and value of data, new strategies are needed to manage the deluge. Today, companies can achieve more efficient data management by leveraging greater automation, virtualization, and intelligence across the storage infrastructure, from the data center to the cloud. Join us for this session as we examine the storage landscape and how you can achieve greater IT efficiency, agility and innovation.

Murli Thirumale, Executive Director, Dell Storage

| 10:15 am - 12:30 pm | **SNW Connect Meetings** |

Use the SNW Connect tool to meet in the Connect Lounge and network with other attendees from your region, industry or interest area.

| 10:30 am - 10:45 am | **Networking Break** |

Connect and compare notes with your peers between sessions.

10:45 am - 11:30 am

Industry Perspective: Virtualization and Cloud Computing - New Options for Disaster Recovery and Business Continuity	**Analyst Perspective: Panel: Data Center Transformation - The Changing Roles of the People and Technology**	**User Case Study: Solving Infrastructure Complexities with the Flexibility of a Converged Network**	**Industry Perspective: Taming the Information Explosion**	**SNIA Tutorial: Three Virtualization Management Myths Busted**	**User Case Study: Stress is IT !!!**
Andi Mann, Vice President of Product Marketing, CA Technologies	Moderator: Camberley Bates, Managing Director, Evaluator Group, Inc.	Jason Beckham, Vice President Information Technology, Payformance Corporation	William Tolson, Director of Legal & Regulatory Solutions Marketing, Iron Mountain	Rich Corley, CTO, Storage Management Solutions Group, NetApp	William Cross, CIO, Seminole Electric
	Shahin Pirooz, Executive Vice President & Chief Technology Officer, CenterBeam, Inc.				
	Darryl Meidinger,				

			Director of Technical Service, Univita Health David Davies, CIO, Flight Options			
11:40 am - 12:25 pm	**User Case Study: Iaas - A Solution for Rural Markets** Michael Butler, President, Digital Health Exchange	**Industry Perspective: Stepping Stones to the Cloud: Building a Shared IT Infrastructure** Val Bercovici, Office of the CTO, Cloud Czar, NetApp	**Industry Perspective: Unified Fabric Anywhere - Getting from Here to There** J Metz, Product Manager, FCoE, Cisco	**Data Management Solution Spotlight: Converged Networks: Here Today – Here to Stay** Moderator: David Vellante, CEO and Founder, The Wikibon Project Jason Beckham, Director IT Operations, Payformance Corporation Mike McNamara, Senior Product Marketing Manager, NetApp Satish Lakshmanan, Senior Director Marketing, Host Solutions Group, QLogic Moderator: Stu Miniman, Senior Analyst, The Wikibon Project	**User Case Study: Unplanned Disaster Leads to Storage Freedom** David Davies, CIO, Flight Options	**SNIA Tutorial: Strategies to Success: Now What?** David Deming, Vice President Marketing and Product Development, Solution Technology
11:00 am - 3:00 pm	**Expo Open** *Talk with providers in the Expo during our new, extended Expo hours.*			**SNW Connect Meetings** *Use the SNW Connect tool to meet and converse face-to-face with leading technology experts in the Expo.*		
12:30 pm - 2:00 pm	**Lunch in the Expo** *Enjoy lunch while you explore and connect with the many solutions providers in the Expo.*			****NEW**** (1:00 pm - 2:00 pm) **See Cloud Technologies in the Expo Theater!**		
12:15 pm - 6:00 pm	**SNIA Certification Testing**					

Prepare for examinations and assess your readiness to take a SNIA Certification or Qualification Examination. Conveniently available at a reduced cost for SNW attendees. Visit the SNIA education information desk near the Hands-On Labs registration center.

2:00 pm - 5:45 pm   **Hands-On-Lab -- Afternoon Sessions**

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2:10 pm - 2:55 pm

User Case Study Disaster Recovery Metrics: Beyond RTO and RPO	**Cloud Computing Solution Spotlight: Building Private Cloud Architectures**	**Analyst Perspective: Panel: Kick-Butt Advancements in Fibre Channel and FCoE**	**SNIA Tutorial: Dedupe's Role in Disaster Recovery**	**Industry Perspective: RFP 2.0: How to Prepare Your IT Infrastructure for the Future**	**SNIA Tutorial: "Where Did I Put That?" - Helping to Better Manage Your Digital Life**
J Wolfgang Goerlich, Network Operations and Security Manager, Munder Capital Management	Chandra Rangan, Sr. Director, Enterprise Marketing, Symantec	Moderator: David Vellante, CEO and Founder, Wikibon Project	Gene Nagle, Manager, Applications Engineering, Storage Systems, Exar Corporation	Larry Freeman, Senior Technologist, NetApp	Rich Ramos, Consultant / Technologist, R2Tek
		Doug Ingraham, Vice President of Product Management, Data Center Products, Brocade	Thomas Rivera, Senior Technical Associate, SEPATON		
		Tom Hammond-Doel, Senior Alliance Manager, Engenio Storage Group of LSI Rob Davis, Vice President and CTO, QLogic Silvano Gai, Fellow, Cisco Systems Greg Scherer, Vice President of Server and Storage Strategy,			

3:05 pm - 3:50 pm				Broadcom Mike McNamara, Senior Manager, Product Marketing, NetApp Mark Jones, Director of Technical Marketing, Emulex	
	SNIA Tutorial: Cloud Backup Recovery and Restore Requirements Ashar Baig, Chair, SNIA Cloud Backup Recovery and Restore (BURR) Special Interest Group (SIG); Sr. Director of Product Marketing, Asigra	**SNIA Tutorial: The Role of WAN Optimization in Cloud Infrastructures** Josh Tseng, Technical Director, Riverbed Technology	**User Case Study: LLNL Deploys Storage-class Memory to Build Highest Performance Storage Array with Two Rack Footprint** Neil Carson, CTO, Fusion-io	**User Case Study: Warren Miller Entertainment Takes Storage to New Heights in Digital Video** Neil Sullivan, Senior Account Manager, GW Hannaway & Associates	**Virtualization Solution Spotlight: Harness the Power of VAAI with Hitachi Virtualization** Claus Mikkelsen, Chief Scientist, Hitachi Data Systems Jerry Sutton, Technical Analyst Storage Administration, TSYS Michael Heffernan, Global Product Manager, Server Virtualization, Hitachi Data Systems	**SNIA Tutorial: Leveraging Social Media in Your Organization** Diana Eastty, Principal and Founder, Eastty Marketing Marty Foltyn, Vice President, Channel Chargers, LLC

3:00 pm - 4:00 pm **SNW Connect Meetings**
Use the SNW Connect tool to meet in the Connect Lounge and network with other attendees from your region, industry or interest area.

4:00 pm - 4:30 pm **Cutting Through the Cloud Hype to Innovate at Your Pace: An Executive Interview**

How can you get past the hype around the cloud and avoid getting pushed into technologies that aren't necessarily right for your organization? What strategies can you use to move at your own pace to a public, private or hybrid model? What questions should you be asking about the cloud to make sure you find a model that works for your organization? Join us for this executive interview where we'll explore what the cloud is and isn't, the advantages of the cloud, and key trends to watch.

John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise and Computerworld
Miki Sandorfi, Chief Strategist, File and Content Services, Hitachi Data Systems

4:30 pm - 5:15 pm	**Unlocking Corporate Productivity with Innovation**

The combination of better employee technology choices -- along with self-service, improved access at the edge and cloud-style services -- creates countless opportunities to innovate. In this session, learn how The Clorox Company has increased employee productivity and collaboration by successfully leveraging new technologies with public clouds, private clouds, and their artful integration.

Ralph Loura, CIO, The Clorox Company

6:00 pm - 8:30 pm	**Spirit of Silicon Valley Reception — at the Tech Museum!**

*Enjoy the innovation spirit with your SNW friends and the Ray Johnston Band. Browse some of the fine exhibits that will be open during the reception such as: the newly opened **Tech Awards** gallery, **Invention at Play** and the **Silicon Valley Innovation** gallery.*

Shuttles to the reception run from the Convention Center to the Tech Museum from 5:30pm – 6:30pm.
Return shuttles from the Tech Museum to the Convention Center run from 7:30pm – 9:00pm.

Thursday, April 7, 2011

7:30 am - 10:00 am	**Registration Open**

7:30 am - 8:30 am	**Breakfast**	**SNW Connect Meetings**
	Get an early jump on the day and network with new connections and old.	*Use the SNW Connect tool to meet in the Connect Lounge and network with other attendees from your region, industry or interest area.*

8:15 am - 12:00 pm	**SNIA Certification Testing**

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8:30 am - 9:15 am

Industry Perspective: Taming Explosive Data Growth with Scale-Out NAS: Practical examples from Healthcare and Life Science	**User Case Study: Don't Get Lost in the Cloud: Legal Risks and Implications of Cloud Computing**	**User Case Study: IT Healthcare: Univita Health Prescribes Unified IT to Cure Disjointed IT Environments**	**Industry Perspective: From Data Protection to Information Availability**	**SNIA Tutorial: Understanding High Availability in the SAN**
	Milton Petersen, Partner,		Oussama El-Hilali, Vice President, Symantec	Mark Fleming, Senior Software Engineer, IBM

Pete Brey, WW Business Development Manager, Vertical Markets, HP Storageworks

Hunter, Maclean, Exley & Dunn, P.C.

Darryl Meidinger, Director of Technical Service, Univita Health

Corporation

9:25 am - 10:10 am

SNIA Tutorial: Trends in Application Recovery	**Industry Perspective: Got Automation? - Virtualization is Only the First Step**	**SNIA Tutorial: Implementing Large Scale Storage Management Infrastructures**	**Analyst Perspective: Sibling Rivalries: Integrating Data Management Technologies**	**Analyst Perspective: Storage Capacity to Store Data; Storage Performance to Deliver Services**
Andreas Schwegmann, Product Architect, HP	Scott Burgess, Director, Office of the CTO, EMC Consulting	Erwin van Londen, Senior Technical Analyst, Hitachi Data Systems	Randy Kerns, Senior Strategist, Evaluator Group	Benjamin S. Woo, Program VP, WW Storage Systems, IDC

10:20 am - 11:05 am

Industry Perspective: Backup & Archiving - Tape Libraries	**Vendor Perspective: Make Your Existing File Storage Infrastructure "Cloud-Ready"**	**User Case Study: Cheating Death (In the Datacenter): Leveraging Cloud to Extend the Life of Primary Storage Systems**	**Industry Perspective: Information Management and Governance - Simplified**	**User Case Study: Storage Virtualization Protects "Explosive" Data for Manufacturers**
Molly Rector, Vice President of Marketing and Product Development, Spectra Logic	Rick Gillett, VP, Data Systems Architecture, F5 Networks	David Jones, IT Operations Manager, Alexza Pharmaceuticals	June Manley, Worldwide Product Marketing Director, HP Software, HP	Chris Benco, Manager, Network Operations, Austin Powder

11:15 am - 12:00 pm

Vendor Perspective: Scale-out Data Deduplication Architecture	**SNIA Tutorial: Introducing and Validating SNIA SSS Performance Test Suite**	**User Case Study: How Much Information? "Big Data" Research Findings for Enterprise and**	**Industry Perspective: Will Object Stores Dominate Storage of Unstructured Data?**	**Industry Perspective: Managing VM Sprawl in the Cloud**
Gideon Senderov,			Robert Primmer, Senior	Vish Mulchand, Worldwide Director of

Director, Product Management & Technical Marketing, NEC Corporation of America	Esther Spanjer, Director of Technical Marketing, SMART Modular New Replacement Session	**Consumer Information** Chaitan Baru, Distinguished Scientist, San Diego Supercomputer Center James Short, Research Director, UC San Diego Roger Bohn, Professor, UC San Diego	Technologist & Senior Director Content Services, HDS	Solutions Marketing, HP StorageWorks

12:00 pm - 12:00 am **Conference Concludes**