



Open Source Business Conference

May 21-22, 2012

San Francisco, California

Monday, 05/16/2011

7:30 am - 6:00 pm

Registration

7:30 am - 9:00 am

Breakfast

9:00 am - 9:15 am

Welcome & Opening Remarks

John Amato, VP & Publisher, Computerworld
Matt Asay, SVP, Business Development, Strobe, and Program Chair, OSBC

9:15 am - 9:45 am

Beyond \$1B: The Open Source Opportunity

Jim Whitehurst, President & CEO, Red Hat

9:45 am - 10:30 am

The Future of Open Source (in the Cloud)

Michael Skok, General Partner, North Bridge Venture Partners

Jim Whitehurst, President & CEO, Red Hat
Mike Olson, CEO, Cloudera
Adrian Kunzle, Managing Director, Head of Firmwide Engineering & Architecture, JPMorgan Chase
Tom Erickson, CEO, Acquia

10:30 am - 11:00 am

Morning Break

Visit the Open Source Showcase

11:00 am - 11:30 am

Building Bridges: Driving Transformational Architecture for the Cloud through Greater Vendor Collaboration

Sandy Gupta, GM, Open Solutions Group, Microsoft

11:40 am - 3:50 am

Big Data

Big Cloud

Big Legal

Big Innovation

11:40 am - 12:30 pm

Gold in the New Data Stack

Why You Need an Open Cloud

Mobile Apps and Open Source

Leading Open Source

	Platform to Build a SaaS	Compliance: Corporate and Community Perspectives	Innovation with Java, Linux and MySQL
	Jason Maynard, Managing Director & Senior Technology Analyst, Wells Fargo	Miko Matsumara, VP of Products, Kii Corporation	Kim Weins, Senior VP Marketing, OpenLogic
	Karl van Den Bergh, VP of Product Strategy, Jaspersoft	Prasad Yendluri, VP, Deputy CTO, Software AG	Esteban Rockett, Senior Counsel, Motorola Mobility
	James Phillips, Co-founder & SVP of Products, Couchbase	Sanjiva Weerawarana, CEO, WSO2	Jilayne Lovejoy, Corporate Counsel, OpenLogic
	Emil Eifrem, CEO, Neo Technology	Mark Radcliffe, Partner, DLA Piper	Karen Copenhaver, Partner, Choate, Hall & Stewart LLP
	David Champagne, CTO, Revolution Analytics	Simon Phipps, Director, Open Source Initiative & CSO,	
	Amr Awadallah, Co-founder & VP of Engineering, Cloudera	Larry Augustin, CEO, SugarCRM	Monica Kumar, Senior Director, Product Marketing, Oracle

12:30 pm - 2:00 pm

Lunch with Birds of a Feather Discussion Tables

Visit the Open Source Showcase

2:00 pm - 2:50 pm

Picking Winners and Losers in the Big Data Market	Open Source Built the Web; Now It's Helping to Build the Cloud	Patent Strategy for Open Source Companies	Harmony from Chaos: Understanding Project Harmony
Mike Driscoll, CTO, Metamarkets	Satish Dharmaraj, General Partner, Redpoint Ventures	Robert Blasi, Partner, Goodwin Procter LLP	Amanda Brock, General Counsel, Canonical
	Jesse Robbins, Co-founder & CEO, Opscode		Mark Radcliffe, Partner, DLA Piper
	Sheng Liang, CEO, Cloud.com		Stephen Walli, Technical Director, Outercurve Foundation
	Michael Crandell, CEO, RightScale		Simon Phipps, Director, Open Source Initiative & CSO, ForgeRock
	Randy Bias, CEO, Cloudscaling		
	Alex Polvi, Cloudkick Founder and Rackspace Director of Bay Area Operations, Rackspace Hosting		

3:00 pm - 3:50 pm

NoSQL, NewSQL and Beyond: Open Source Driving Innovation Wins? in Distributed Data Management	Management of the Cloud: Who Will Cloud Rain on Open Source?	Will Cloud Rain on Open Source?	The Fabric of Computing
Matt Aslett, Senior Analyst, The 451 Group	Stephen O'Grady, Analyst, Redmonk	Tim Yeaton, President & CEO, Black Duck Software	Jim Zemlin, Executive Director, Linux Foundation
	Sheng Liang, CEO, Cloud.com	Claus von Riegen, Program Director, Technology Strategy Group, SAP AG	
	Bill Karpovich, CEO, Zenoss		

		<p>Luke Kanies, CEO, Puppet Labs Michael Enescu, Head of Open Source Initiatives , Cisco Systems</p>	<p>Sam Ramji, VP, Strategy, Apigee Mark Driver, VP & Research Director, Gartner Group Rob Bearden, Venture Partner, Benchmark Capital</p>	
4:00 pm - 4:50 pm	<p>Innovating at Scale: A Converged Infrastructure for Big Data, Cloud Computing, and Mobile Connectivity</p> <p>Linda Knippers, Distinguished Technologist for Linux, HP Vin Sharma, Open Source & Linux Business Strategy, HP Phil Robb, Director, Open Source Program Office, HP</p>	<p>Why Private Clouds are Likely to be Open Source</p> <p>Rich Wolski, CTO, Eucalyptus Systems</p>	<p>Open Source in M&A: The Acquirer's Perspective</p> <p>Stephen Gillespie, Partner, Fenwick & West LLP</p> <p>Alan Stern, Senior Corporate Counsel, Investments, Acquisitions and Joint Ventures, Cisco Systems Mario Madden, Sr. Attorney - OSS Legal Group, Microsoft Jeff Luszcz, Founder & VP, Professional Services, Palamida</p>	<p>Creating Value to Drive Open-Source Adoption: Security Examples related to Big Data, Big Cloud, and Big Legal</p> <p>Admir Abdurahmanovic, VP & Co-founder, PrimeKey Solutions AB</p>

5:00 pm - 6:00 pm

Cocktail Reception in the Open Source Showcase

Tuesday, 05/17/2011

8:00 am - 4:30 pm

Registration

8:00 am - 9:00 am

Breakfast

9:00 am - 9:05 am

Welcome & Opening Remarks

Matt Asay, SVP, Business Development, Strobe, and Program Chair, OSBC
John Amato, VP & Publisher, Computerworld

9:05 am - 9:35 am

The Person Who Knows the Most Wins: How Data is Changing the Nature of Business

Mike Olson, CEO, Cloudera

9:35 am - 10:05 am

Open Source + Big Data = Big Money?

Stephen O'Grady, Analyst, Redmonk

10:05 am - 10:30 am

Morning Break

Visit the Open Source Showcase

10:30 am - 11:20 am

Big Data

Big Cloud

Big Legal

Big Innovation

10:30 am - 11:20 am

Show Me the Money: Revenue Opportunities in Cloud Computing

Zack Urlocker, COO, ZenDesk

Lars Leckie, Partner, Hummer Winblad Venture Partners
Marten Mikos, CEO, Eucalyptus Systems
Matt Pfeil, CEO, DataStax
Roman Stanek, CEO, GoodData
Robin Vasan, General Partner, Mayfield Fund

Open Virtualization

Jean Staten Healy, Director WW Linux, IBM
Scott Crenshaw, VP, Cloud Business Unit, Red Hat
Mike Richmond, Technology Planning Director, Open Source Technology, Intel
Jim Wasko, Director, Linux Technology Center, IBM
Alan Clark, Executive Director, Open Standards and Initiatives, SUSE
Stephen O'Grady, Analyst, Redmonk

Managing the Use of Open Source Software in a Hybrid Environment

Mark Radcliffe, Partner, DLA Piper

Operationalizing an Open Source Business

Rob Bearden, Venture Partner, Benchmark Capital
Peter Fenton, General Partner, Benchmark Capital

11:30 am - 12:20 pm

Big Inbox. Big Data. Big Problems?

Utpal Thakrar, Principal Product Manager, Openwave Systems

Developer Trends and the Cloud

Jeffrey Hammond, Principal Analyst, Forrester Research

Open Source and Software Patents: A Community Call to Ensure Future Freedom of Action

Keith Bergelt, CEO, Open Invention Network LLC

Big Innovations in Open Source Communications

Danny Windham, CEO, Digium

12:30 pm - 2:00 pm

Lunch

Visit the Open Source Showcase

2:00 pm - 2:50 pm

Big Data, Complex Data: Managing Data and Complexity in Graph Databases

Emil Eifrem, CEO, Neo Technology

I'm a Small Business, Is the Cloud for Me?

Adam Hansen, Small Business Advocate, Rackspace Hosting

Data in the Cloud: Why Open Source Governance is Critical for Securing Your Data

Karna Nisewaner, Senior Corporate Counsel, Cadence Design Systems
Mike Seilnacht, Open Source Program Office, Intuit

Supercharging Growth in the Open Source Business Model

David Skok, General Partner, Matrix Partners

3:00 pm - 3:50 pm

Big Data + Collaboration + Open Source = Big Innovation

Luke Lonergan, Co-Founder Greenplum & CTO, EMC Data

A New OSI for a New Decade: Rebooting the Open Source Initiative

Mark Radcliffe, Partner, DLA Piper

Monetary Damages for Open Source Violations: A Practical Framework

Vladimir Khodosh, Partner, Kirkland Ben Werther, VP of Products,

DataStax' Brisk – Celebrity Open-Source Super Couple. Hadoop powered by Cassandra

Computing Division

Jim Jagielski, President, Apache Software Foundation
Simon Phipps, Director, Open Source Initiative & CSO, ForgeRock

& Ellis LLP
Jeffrey S Norman, Partner, Kirkland & Ellis LLP

DataStax

4:00 pm - 4:50 pm

NoSQL Solutions to Big Data in the Enterprise

Roger Bodamer, SVP, Products and Engineering, 10gen

Why Cloud Providers Need Supercomputing: Big Data and Big I/O

Brent Gorda, CEO, Whamcloud

Rich Wolski, CTO, Eucalyptus Systems

Addison Snell, CEO, Intersect360 Research

Luke Kanies, CEO, Puppet Labs

Open Source and IP Management: The Rise of the Foundation

Heather Meeker, Counsel, Outercurve Foundation

Jim Zemlin, Executive Director, Linux Foundation

Stephen Walli, Technical Director, Outercurve Foundation

Jim Jagielski, President, Apache Software Foundation

Janet Campbell, IP Director, Eclipse Foundation

Lessons Learned: Initiating and Coordinating Tech Project Across Disparate Organizations

Patrick Schmitz, Semantic Services Architect, UC Berkeley