

**CLOUD  
LEADERSHIP  
FORUM** Produced by  
IDC & IDG Enterprise  
STRATEGIES FOR THE DYNAMIC ENTERPRISE

**Transform. Accelerate. Profit.**

**June 12-14, 2012**  
Hyatt Regency Santa Clara  
Santa Clara, California

**Tuesday, 6/12/2012**

1:00 pm - 6:00 pm

**Registration Open**

2:00 pm - 5:00 pm

**Cloud Economics 2012: The Latest Findings When It Comes to Cost (Workshop)**

Randy Perry, Vice President, Business Value Consulting , IDC  
Joseph Pucciarelli, VP and IT Executive Advisor, IDC

Cloud computing has been hailed for its ability to shift expense from capital to operational budgets. Yet operational decisions can be complex; if not properly managed, cloud solutions could cost more in the long run. Using IDC's online Cloud Decision Framework, analysts will work, hands-on, with participants to evaluate the operational, organizational and financial considerations of their hosting decisions by helping them quantify the true cost of their cloud initiatives.

**Please note: This workshop is sold out! Only those who have pre-registered should plan to attend. The conference starting with the welcome reception at 5:00 p.m. on June 12 is open to ALL attendees as well as all sessions and social functions on June 13 and June 14.**



5:00 pm - 6:00 pm

**Welcome Reception**

Sit back, relax, and join your colleagues in tropical paradise for a Caribbean cocktail party by the pool. Let the sounds of steel drums chase your cares away as you sample delectable Caribbean fare paired with a refreshing, tropical drink. The beautiful sunset will complete this island getaway as we get the action started.

**Wednesday, 6/13/2012**

7:00 am - 8:30 am

**Networking Breakfast**

*Sponsored by Comcast Business Class*

7:30 am - 6:00 pm

**Registration Open**

8:30 am - 8:45 am

**Welcome and Opening Remarks**

John Gallant, SVP and Chief Content Officer, IDG Enterprise  
Frank Gens, SVP & Chief Analyst, IDC

8:45 am - 9:30 am

**Beyond the Hype: The Big Picture of Cloud Computing You've Never Seen Before**

John Gallant, SVP and Chief Content Officer, IDG Enterprise  
Frank Gens, SVP & Chief Analyst, IDC

Despite mind-numbing hype, cloud computing as a model for end-user computing and a platform for providers continues to flourish -- with revenue estimates for public services already in the tens of billions of dollars. At the same time, CIOs and their organizations -- all of which have widely varying tolerances for risk -- continue to question key parts of cloud's readiness. So with all the promise, hype, apprehension and accountability, where is all of this headed? In our opening session, industry watchers John Gallant and Frank Gens present the lay of the land. Their take on major developments, market growth, innovations and more will reveal where cloud computing is really headed.



9:30 am - 10:00 am

**Fireside Chat: Cisco's Manjula Talreja on Enabling the Cloud Journey**

John Gallant, SVP and Chief Content Officer, IDG Enterprise  
Manjula Talreja, VP, Global Cloud Business Development, Cisco

Cisco Systems plays a critical role in providing the infrastructure for leading enterprises and services providers around the globe. In this one-on-one conversation, Manjula Talreja, vice president of Global Cloud Business Development at Cisco, talks about the company's next-generation network

platform that enables customers to realize the promise of private and public clouds by building out the management, orchestration, security, UC and collaboration components. Manjula also provides insights into the global adoption of cloud based on Cisco's work with leading cloud providers and key partnerships that are delivering an end-to-end cloud solution.

10:00 am - 10:30 am

### **Networking Break**

10:30 am - 11:15 am

### **Cloud Transformation: How The Cloud is Creating New Revenue Opportunities for Savvy Businesses**

Steve Rubinow, CIO, FX Alliance

Dr. Phil Shelley, CTO, Sears Holdings and CEO, MetaScale

Moderator: John Gallant, IDG Enterprise

Cloud computing is the latest technology paradigm to give IT the ability to develop new revenue streams for the business. Through new services for business partners and new offerings for customers, IT organizations in diverse industries are showing they have business smarts. Join this look at how CIOs are driving their tech-enabled ideas through the executive committee for business and career success.

11:20 am - 11:50 am

### **Solving Business Challenges in a World of Many Clouds**

JP Van Steerteghem, Senior Director, CTO Global Data Center & Cloud , Cisco

### **Your Cloud-enabled Business Transformation**

Ravesh Lala, Associate Partner, Cloud Strategy, IBM Corporate Strategy

### **Accelerating the Cloud with Flash**

Greg Huff, SVP, Corporate Strategy, LSI Corporation

The rapid increase in processor performance and the deployment of highly virtualized datacenters has placed increasing stress on storage, to the point that storage is often the bottleneck to greater application performance. Flash, with high performance, low latency and reduced power consumption, holds the key to accelerating application performance, but it has traditionally been difficult to deploy. LSI Chief Strategy Officer Greg Huff will talk about different ways to use flash to accelerate applications without disrupting existing infrastructure.

With a wide variety of cloud models, many business leaders are asking, "Which cloud is right for my business, workforce, and customers?" In reality, businesses will use many types of clouds to solve a myriad of organizational challenges. They can build their own private clouds, purchase services from public cloud providers or participate in interconnected communities of clouds. In this session we will outline how Cisco uniquely combines innovative cloud enablement services, unified data center, applications and an Intelligent Network into an integrated cloud architecture to help organizations improve business capabilities and deliver comprehensive solutions for an assured cloud experience.

Cloud's "game changing" attributes are revolutionizing industry value chains and enabling companies to embrace new business models. But how do you define where you want to go and how to get there? This session will outline a framework for senior executives to develop their individual transformation roadmaps and will cover lessons learned from customers who have begun their transformational journeys.



11:50 am - 1:00 pm

### **Lunch with Discussion Tables**

**Leading An Organization through the Transition to Cloud Computing - hosted by F5 Networks**

Share experiences, discuss implications and contribute best practices to this conversation about leading your company into a cloud computing environment. *Special participant: Rick Villars, Vice President, Information & Cloud, IDC*

**Endpoint Security in Virtualized Environments - hosted by Trend Micro**

Mobile devices have become an integral part of employee productivity for corporations; however, ensuring security of the data accessed by these devices has become a mission-critical task. This roundtable will focus on the key challenges of trying to use a legacy approach to endpoint security in virtualized environments and why a new standard for is needed. *Special participant: Sally Hudson, Research Director, Security Products and Services, IDC*

**Building a Cloud Education Strategy to Support Your Cloud Migration - hosted by ITpreneurs**

Join us for lunch to discuss the types of cloud education strategies that organizations have found help enormously with their migration to an increasing number of cloud-related solutions. Education is paramount to bringing your organization into this new world as cloud computing impacts so many individuals within an organization. *Special participant: Gard Little, Research Director, IT Consulting and System Integration Research, IDC*

**Get To Know Your REAL Cloud Storage Provider - hosted by HGST**

The cloud is changing all assumptions about data, applications, architectures, and, most especially, storage. Once a standardized, one-size-fits-all consideration, storage is now the strategic enabler behind a high-performance, scalable and efficient cloud architecture. Join Brendan Collins, vice president of product marketing for HGST, in a lively luncheon discussion about the role storage plays in your cloud architecture and data center. *Special participant: Stephen Hendrick, Group VP, Application Development and Deployment, IDC*

**What Really is the Cloud - hosted by Comcast Business Class**

Share experiences, perceptions, and your knowledge of cloud computing and the future of this technology. *Special participant: Jeanne Capachin, Research Vice President, Corporate Treasury Service and Spending Guides*

1:00 pm - 1:30 pm

### **Securing the Dynamic Enterprise**

Dan Reis, Director of U.S. Product Marketing, Trend Micro

Virtualization and cloud computing have changed the face of today's data center, providing businesses with opportunity for rapid provisioning, agility and cost savings with the ability to expand their computing resource. Workforce practices are also evolving with the adoption of mobile and smart devices. These benefits also introduce new breach and security risks to data as businesses may not always know where their data is or who has access to it. Join Trend Micro as we discuss the realities of a business utilizing virtual and cloud resources for critical applications and how to best secure those systems and your data within today's dynamic computing world.



1:35 pm - 2:05 pm

### **The State of Cloud Security: 2012 and Beyond**

Derek Slater, Editor in Chief, CSO magazine and CSOnline.com

John Howie, COO, Cloud Security Alliance

Cloud security is either the biggest impediment to cloud or the biggest red herring delaying the inevitable embrace of this new model of computing. Is cloud more secure than you think or are there more risks that should be keeping you up at night? During this executive interview, CSO Editor in Chief Derek Slater talks with security expert John Howie about the current cloud security landscape and beyond, and the new solutions and threats you need to know about.

2:05 pm - 2:35 pm

### **Fireside Chat: Shaping a New Era of Computing and Business Innovation**

Lauren C. States, VP & CTO, Cloud Computing and Growth Initiatives, IBM Corporate Strategy

Frank Gens, SVP & Chief Analyst, IDC

Companies are looking for ways to drive lasting marketplace advantage, with innovation becoming the key driver of business success. In this session we will explore how cloud and this new era of computing is fostering innovation and changing the structure of businesses and markets, and how the use of cloud technologies can enable IT to move out of the data center and into the fabric of the business.

### **Beyond the Hype: What it Takes to Build, Deploy and Secure Cloud Infrastructure**

Danny Luedke, Product Marketing Manager , F5 Networks

As cloud computing continues to gain popularity, many enterprises are intrigued by the potential benefits it promises, but concerns remain about security, visibility, and control. To achieve the benefits of cloud without sacrificing those key requirements, organizations must first address infrastructure challenges, specifically in the network, that could hamper their success. Join this session and hear how using strategic points of control to aggregate and dynamically provision IT resources enables enterprises to continuously deliver virtualized applications, retain internal control of their applications and improve operational functionality while reducing the cost of delivering Infrastructure as a Service.



2:35 pm - 3:05 pm

**An Inside Look at Amazon.com's Own Cloud Strategy**

Jerry J. Hunter, VP of Infrastructure, Amazon.com

Cloud providers are businesses too, and they rely on a mix of internal and external services to support operations. In this unique session, hear how Amazon.com has embraced the cloud and what it has learned from running Amazon Web Services. What do they know that you don't?



3:05 pm - 3:35 pm

**Networking Break**

3:35 pm - 4:50 pm

**Town Hall: Why Platform as a Service May Be Your Most Important Cloud Decision**

Mac Devine, Director and CTO for the Cloud Portfolio, IBM Global Technology Services

Peter S. Magnusson, Engineering Director, Google

Tim O'Brien, General Manager, Developer & Platform Evangelism, Microsoft

Rob Woollen, SVP, Salesforce Platform, Salesforce.com

Moderators: John Gallant, IDG Enterprise; Frank Gens, IDC

These days storage and server capacity may populate many cloud headlines, but in fact the ecosystems underlying the predominant application stacks may have far greater implications for your cloud strategy. Indeed, some argue it's the next-generation version of vendor lock-in. Join this important discussion to understand the pros and cons of embracing one platform, or how to manage multiple platforms yet contain data sprawl. We'll ask executives from some of the leading PaaS providers to weigh in on some hard questions and make sure audience members have ample opportunity to get the answers they need to make the right decisions for their company.



4:50 pm - 5:00 pm

**Daily Wrapup**

5:00 pm - 6:00 pm

**19th Hole Reception**

As the U.S. Golf Open kicks off this week in San Francisco, we'll be bringing a "slice" of the action to you with a putting green and a hole-in-one contest. Reflect on the day's sessions with your peers as you enjoy an Arnold Palmer and practice your putting skills. Be sure to enter our putting contest for a chance to win two tickets to the US Golf Open for Saturday, June 16th at the Olympic Club!

**Thursday, 6/14/2012**

7:30 am - 8:30 am

**Networking Breakfast**

7:30 am - 4:30 pm

**Registration Open**

8:30 am - 8:45 am

**Opening Remarks**

John Gallant, SVP and Chief Content Officer, IDG Enterprise  
Frank Gens, SVP & Chief Analyst, IDC

8:45 am - 9:30 am

**Opening Keynote: Busting Myths and Enabling Adoption - Cloud Computing at NASA's Jet Propulsion Laboratory**

Tom Soderstrom, IT CTO, NASA Jet Propulsion Laboratory

Cloud computing continues to generate both promise and fear across numerous sectors. It has proven challenging for organizations to determine how to quickly benefit from cloud computing. The NASA Jet Propulsion Laboratory has made early and significant investments in cloud computing technology, partnerships, and usage over the last three years. Based on hands-on experience, this talk will uncover prevalent myths about cloud computing and objectively evaluate them MythBusters style. It will also recommend how enterprises can innovate effectively using cloud computing.



9:30 am - 10:00 am

**Building a Smarter Cloud: The Role of Intelligent Silicon in the Data Deluge**

Abhi Talwalkar, President and Chief Executive Officer, LSI Corporation

LSI President and CEO Abhi Talwalkar will discuss how a massive global data deluge is creating new challenges. This data deluge driven by key factors such as social media, video, the mobile Internet and the Internet of things is sweeping across the IT landscape and companies are increasingly turning to cloud architectures to help manage the rising costs and technical challenges. With both network traffic and data projected to grow faster than IT investments, datacenters and mobile networks will need to adopt new approaches to contend with the massive demand, driving the need for "intelligent silicon" that can analyze and prioritize data and help enable a smarter cloud.

10:00 am - 10:30 am

**Networking Break**

10:30 am - 11:10 am

**Do You Have a Private Cloud? Really?**

Madhu Nutakki, VP, Systems Integration, Infrastructure Management Group, Kaiser Permanente  
Christian Lewis, Principal Architect, Apollo Group

Moderator: Frank Gens, IDC

CIOs love private clouds, but a number of models lie beneath that name. There are dedicated on-premise clouds; dedicated, hosted clouds; virtual private clouds; hybrid clouds -- and all are different when it comes to architecture, costing, liability and more. In this session, we'll talk to two IT executives who have built different types of private clouds: Kaiser Permanente, which has an on-premise private cloud, and the University of Phoenix, which has a virtual private cloud hosted on Amazon. Come learn how these organizations chose their private cloud approach and what makes the most sense for your own organization. You may avoid some costly mistakes down the road and will learn about the latest technologies for building, managing and securing your private cloud in the process.

11:15 am - 11:45 am

**Do You Know Where Your Data Is? Storage Shines through the Cloud**

Mike Alexenko, Sr. Director, Market Development - Cloud and Mobility, HGST

Whether you are building storage solutions for public clouds, private clouds or traditional datacenters, adopting the right storage strategy can help you more efficiently handle ever-increasing amounts of data and performance requirements, while significantly lowering total cost of ownership (TCO) in terms of power consumption, cooling and storage density. Representing the preferred storage provider for today's warehouse-scaled cloud datacenters, HGST's Mike Alexenko will share how to customize your cloud strategy for specific applications and services; tier cloud storage by type of drive for greatest operational efficiencies and TCO; and more.

**Accessing the Cloud: Why the Network Matters**

Ed Barosky, Regional Director , Comcast Business Class

It's not just about where you put your data. It's how you access it. You've likely moved to the cloud to realize cost savings and drive efficiencies. Yet, the network you use can dramatically impact your experience. Consider that old networks originally built for voice conversations aren't well suited for transporting data to the cloud and back. Ed Barosky of Comcast Business Services, will reveal how next-generation networks designed to accommodate today's massive data requirements deliver the full flexibility and performance you expect from your cloud investments. Learn why risking your cloud connection to outdated technology could impact your cloud ROI, how advanced network technology can help your organization achieve notable cost savings, and the benefits of next-generation networks for security, regulatory compliance and more.

11:50 am - 1:00 pm

**Networking Lunch**

1:00 pm - 1:05 pm

**Lightning Presentation: ITpreneurs**

During this lightning presentation, we will delve into the importance of a sound cloud education strategy and the benefits of investing in your people to optimize cloud related investments. In addition, we will share the available cloud computing curriculum and highlight how one organization, ING Bank, leveraged a cloud computing education strategy to optimize the investments they made.



1:05 pm - 1:35 pm

**Fireside Chat: Cloud Integration on a Massive Scale**

Nick Buck, President & Chief Executive Officer, Buck Consulting Group, LLC

Todd G. Myers, Senior Technology Advisor, National System for Geospatial-Intelligence Agency (NSA) NSG Expeditionary Architecture (NEA) / Booz



Moderator: John Gallant, IDG Enterprise

Migrating business units within a company to the cloud can be challenging. Migrating companies to the cloud is even harder. Migrating multiple government agencies to a standard cloud architecture is a daunting task that takes governance, technology, and architecture standards to a whole new level. In a fireside chat moderated by John Gallant, a senior technologist at one government agency and the former cloud architect for another will discuss the agencies' cloud migration strategies and efforts to create a fully integrated enterprise. Their insights on the key trends that will impact government decision making will hold important insights and lessons for stewards of any enterprise IT strategy, especially those with complex legacy systems and security needs.

1:35 pm - 2:10 pm

**Cloudbusters: What Derails Cloud Projects and How to Get Around Them**

Tom Soderstrom, IT CTO, NASA Jet Propulsion Laboratory

Bhatt L. L. Vadlamani, Ph.D. , Executive Director, Technology Integration & Engineering Services, Infrastructure Management - Systems Integration, Kaiser Permanente

Moderators: John Gallant, IDG Enterprise; Frank Gens, IDC

A panel of IT executives get real about overcoming obstacles that prevent successful cloud implementations. You can dwell on the challenges, or you can fight your way through them. With the help of these IT leaders, you'll find the quickest paths around the most common obstacles to private and public cloud success.

2:10 pm - 2:15 pm

**Lightning Presentation: CiRBA**

This rapid-fire session will show you how to intelligently transform, control and automate virtual and cloud infrastructure with predictive analytics that determine the optimal workload placements, resource allocations and capacity requirements to maximize VM density, reduce operational risk and prevent performance issues.



2:20 pm - 3:10 pm

**Data Management and the Cloud**

Vivian Tero, Program Director, GRC Infrastructure, IDC

Richard L. Villars, Vice President, Information & Cloud , IDC

**The 21st Century IT Org Chart – Reshaping your Department to Capitalize on the Cloud and More**

Dave McNally, IT Executive Advisor, IDC

**Managing Complex Multi-Cloud Environments**

David Tapper, Program VP, Outsourcing Services, IDC

IT spent long years and billions of dollars creating a portfolio of integrated apps designed to drive the business. Now, your business is being powered by an increasingly diverse portfolio of on-premise network – promise to reshape your business and your career paths. But is your organization mired in the 20th century? With the advent of cloud, many job descriptions are likely to change, old

As in any industry, change is constant. Over the past two decades, the services industry has witnessed the shift in the delivery of services from on-site to hosted and offshore. Each of these delivery options required customers to develop

applications, SaaS offerings - even apps on mobile devices - acquired by IT, business units and employees. How do you ensure a single view of the organization and customers? How do you avoid losing all the benefits of your hard-won systems integration? The answer: Great data management. Here's what that entails and what leading organizations are doing to drive cohesion from the data up.



silos need to be broken down and your team needs to be building new skills. How can you shepherd this growth and development and ensure relevancy in the coming months and years? Hear from those in the midst of this change to help manage cloud-driven change in your organization. See what your org chart should look like in the era of cloud.



new sourcing strategies based different business models and very labor oriented processes. The move to cloud will require not just another change in sourcing strategies but a sourcing framework that can ensure a seamless move to cloud while optimizing the value of these much more highly automated services. This session will examine the impact of cloud services on customer sourcing strategies with particular attention to issues of changing governance requirements; organizational structures; financial needs and contractual factors. Further this session will provide insights into key factors that customers need to consider about their provider's ability to create a resilient business model that can meet their needs.



3:15 pm - 3:55 pm

### **A Venture Capital View into the Next Generation of Enterprise Cloud Products**

David Hornik, General Partner, August Capital  
Brian Jacobs, Founder & General Partner, Emergence Capital Partners  
Mark Siegel, Managing Director, Menlo Ventures  
Moderator: Alex Rosen, Managing Director, IDG Ventures

Don't miss this discussion with some of the Valley's best known venture capitalists as they discuss what's in the cloud pipeline and what that means for your enterprise strategy.

3:55 pm - 4:40 pm

### **Cloud Contracting Workshop: New Challenges Arise in 2012**

Michael R. Overly Esq., Partner, Foley & Lardner LLP

Over the last year and, in particular, the first months of 2012, new and alarming trends are arising in cloud contracting. Customers are being asked to assume an unprecedented level of risk. In this session, we will discuss real-world scenarios and approaches to identifying and mitigating risk. The risk starts with data access and privacy concerns and extends through service level agreements to company reputation and specific state and federal laws. What do you need to know - and stipulate in contract language -- to protect your organization in today's shifting legal landscape? In this highly practical presentation, Michael Overly, an attorney specializing in IT contracts, will cover the latest legal considerations for cloud computing. He'll send you home with actionable ideas and examples of the exact language that should be in all of your cloud contracts today.



4:40 pm - 4:45 pm

**Closing Remarks**

Frank Gens, SVP & Chief Analyst, IDC

John Gallant, SVP and Chief Content Officer, IDG Enterprise