

COMPUTERWORLD
OSBC | **OPEN SOURCE**
BUSINESS CONFERENCE

**Cloud, Data, Mobile and
 Open Source: It Starts Here**

MAY 21-22, 2012

Hyatt Regency San Francisco
 San Francisco, California

Monday, May 21, 2012

8:00 am - 6:00 pm

Registration

9:00 am - 9:15 am

Welcome and Opening Remarks

John Amato, Vice President & Publisher, Computerworld
 Matt Asay, VP, Business Development, Nodeable and Program Chair, OSBC

9:15 am - 9:45 am

IT Everywhere: The Future of Computing

Jim Whitehurst, President & CEO, Red Hat

9:45 am - 10:30 am

Moderated Keynote Panel Discussion: The Future of Open Source: Driving Industry Innovation

Tom Erickson, CEO, Acquia
 Ryan Garner, VP of Direct to Consumer, Warner Music Group
 Tim Yeaton, President & CEO, Black Duck Software
 Gil Yehuda, Director of Open Source, Open Standard, Yahoo!, Inc.
 Moderator: Michael Skok, General Partner, North Bridge Venture Partners

10:30 am - 11:00 am

Morning Break: Visit the Open Source Showcase

11:00 am - 11:30 am

Mixed IT and Openness in the Cloud

Sandy Gupta, GM, Open Solutions Group, Microsoft

11:40 am - 3:50 pm

Open Mobile

Open Data

Open Cloud

Open Legal

11:40 am - 12:30 pm

**Developers and a Winning
 Mobile Application Strategy**

Jeffrey Hammond, Principal
 Analyst, Forrester Research

Making Big Data "Small"

Mike Olson, CEO, Cloudera

**Amazon vs. the World?
 Opportunities and Alternatives
 in the Cloud**

Steve George, General Manager,
 Canonical

**License Compliance Best
 Practices: Traps and Trends**

Mark Gisi, Senior Intellectual
 Property Manager, Wind River
 Systems

Sheng Liang, CEO, Cloud.com
Marten Mickos, CEO, Eucalyptus Systems
James Watters, Group Manager, Ecosystem and Business Development, Cloud Applications Platform, VMware
Dave Rosenberg, CEO, Nodeable

Jeffery S Norman, Partner, Kirkland & Ellis LLP
Angela Ziegenhorn, Director, Legal, Symantec
Moderator: Kevin C. Taylor, Partner, Schnader Harrison Segal & Lewis LLP

12:30 pm - 2:00 pm

Lunch with Birds of a Feather Discussion Tables - Please visit the Open Source Showcase

2:00 pm - 2:50 pm

The Future of Open Source in Mobile
Fabrizio Capobianco, CEO, Funambol

What Ever Happened to MySQL?
Matt Aslett, Research Manager, Data Management & Analytics, 451 Research

Open for (Cloud) Business
Marten Mickos, CEO, Eucalyptus Systems

The Changing Compliance Landscape: How Innovations Like Maven, Ruby Gems, GitHub, and IaaS/PaaS Present New Challenges for Open Source Licensing and Compliance
Moderator: Stephen Gillespie, Partner, Fenwick & West LLP

Andrew Hall, Associate, Fenwick & West LLP
Jeff Luszcz, Founder and VP, Professional Services, Palamida, Inc.
Mario Madden, Open Source Legal Group Lead, Microsoft Corporation

3:00 pm - 3:50 pm

Sparks of Intelligence: Where Smart Devices Connect Mobile Users with Open Data Centers
Elliot Garbus, Vice President, Software and Services Group, Intel

Operationalizing Systems Data: Keys to DevOps Efficiency
Jos Boumans, VP of Operations & Infrastructure, Krux Digital
Dave Rosenberg, CEO, Nodeable
Ariel Tseitlin, Director, Cloud Solutions, Netflix
Moderator: John Rymer, VP & Principal Analyst, Forrester

Virtualization for the 99%: Is KVM Set to Occupy the Data Center?
Stephen O'Grady, Analyst, Redmonk
Scott Shaffer, Director of Platform Virtualization, Hewlett-Packard
Vin Sharma, Open Source & Linux Business Strategy, Intel
Jean Staten Healy, Director WW Linux, IBM
Vijay Sarathy, Director, Cloud ISV Ecosystem, Red Hat

Leveraging Community IP Strategies to Ensure Unrestricted Innovation
Keith Bergelt, CEO, Open Invention Network LLC

4:00 pm - 4:50 pm

Opening Up the Personal Cloud
Fabrizio Capobianco, CEO,

Look out! Big Data is Painting You Into a Corner: 5 Brushes

Cloud Computing: Have the Vendors Outpaced the

Open Source as a Strategic Asset: From Spinout to

Funambol
Markus Rex, CEO, OwnCloud
Matthew Self, VP of Engineering,
Box
Moderator: Brian Proffitt, Owner,
Proffitt Margins (Writer for
Computerworld & ITworld)

**You Need to Put Down NOW to
Avoid Being Trapped**
Billy Bosworth, CEO, DataStax

Customers?
Arsalan Farooq, CEO, Convirture
Lawrence Guillory, CEO, Racemi
Bill Karpovich, CEO, Zenoss
Stephen O'Grady, Analyst,
Redmonk
Moderator: Cade Metz, Reporter,
Wired

Foundations
Moderator: Mark Radcliffe, Partner,
DLA Piper
Erynn Petersen, SVP of Paid
Services Engineering, AOL
Justin Early, Open Source Lead
and Engineer, eBay
Mark Collier, VP of Marketing and
Business Development, Rackspace

5:00 pm - 6:00 pm

Cocktail Reception in the Open Source Showcase
Sponsored by Microsoft

Tuesday, May 22, 2012

9:00 am - 9:05 am

Welcome & Opening Remarks
John Amato, Vice President & Publisher, Computerworld
Matt Asay, VP, Business Development, Nodeable and Program Chair, OSBC

9:05 am - 9:35 am

Keynote: Leveraging Standards and Open Source Software to Address Emerging Business Challenges
Mark Collier, VP of Marketing and Business Development, Rackspace
Angel Luis Diaz, VP, Software Standards, IBM
Scott Handy, VP, PowerLinux Strategy and Business Development, IBM

9:35 am - 10:05 am

Keynote: Scratch Your Own Itch. Then Scratch Theirs
Colin Bodell, Vice President, Website Application Platform & Builder Tools, Amazon.com

10:05 am - 10:35 am

Building the Future: Open Source Cloud Computing and How It Is Transforming Business
Zorawar (Biri) Singh, SVP and GM, HP Cloud Services

10:35 am - 11:00 am

Morning Break: Visit the Open Source Showcase

11:00 am - 4:50 pm

Open Mobile

Open Data

Open Cloud

Open Legal

11:00 am - 11:50 am

Six Rules (and Some Tradeoffs) for Designing Amazing Mobile Apps
Brian Fling, Founder and Executive
Creative Director, Pinch/Zoom

Building Distributed, Scalable Cloud Services
Andy Gross, Chief Architect, Basho

Open Cloud: Collapsing the Layers
Kyle MacDonald, Cloud Director,
Canonical

Open Data, Open Mobile Apps - International Legal Considerations
Moderator: Lothar Determan,
Partner, Baker & McKenzie
Michael Mensik, Partner, Baker &
McKenzie
Harry Small, Partner, Baker &
McKenzie

11:50 am - 1:00 pm

Lunch with Birds of a Feather Discussion Tables - Please visit the Open Source Showcase

1:00 pm - 1:50 pm

Rebuilding Enterprise Apps for the Mobile Web Future

Manage Big Data in Real Real-Time

Why Open Clouds are Winning
Troy Angrignon, Vice President,

Storm Watch? - Patents and the Cloud

Ned Lilly, CEO, xTuple	Sanjay Patil, Standards and Open	Sales & Partnering, Cloudscaling	Robert Blasi, Partner, Goodwin
John Rogelstad, Director of Product	Source Architect, SAP		Procter LLP
Development, xTuple			

2:00 pm - 2:50 pm

Success Factors for Enterprise Open Source Adoption	Demystifying Big Data	Delivering Productivity from the Open Cloud	The Role of Foundations in a GitHub World
Matt Asay, VP, Business Development, Nodeable and Program Chair, OSBC	Stefan Groschupf, CEO, Datameer	Rafael Laguna, CEO, Open-Xchange	Paula Hunter, Executive Director, Outercurve Foundation
Steve George, General Manager, Canonical	Rich Taylor, Datameer		Mike Milinkovich, Executive Director, Eclipse Foundation
Paolo Juvara, CEO, Openbravo			Stephen O'Grady, Analyst, Redmonk
Claus von Riegen, VP Industry Standards and Open Source, SAP AG			Paul Querna, Apache Foundation Moderator: Stephen Walli, Technical Director, Outercurve Foundation

3:00 pm - 3:50 pm

Mobile + Cloud = More Than the Sum of Their Parts	Your City Launched an Open Data Portal, Now What?	Not so Cloudy - Open Source = Open Skies	Cloud Computing and the Law
Michael King, Principal Mobile Strategist, Appcelerator	Jason Hibbets, Project Manager, Red Hat	Peter Chadwick, Senior Product Manager, Cloud Infrastructure, SUSE	Eileen Evans, Vice President and Associate General Counsel, Open Source Strategy and Intellectual Property, Office of the General Counsel, Hewlett-Packard
			Nissa Strottman, Senior Counsel, Intellectual Property Transactions, Office of the General Counsel, Hewlett-Packard

4:00 pm - 4:50 pm

Cross-platform App Development Using Open-source Software	The Past, Present and Future of NoSQL	News From The Attic: An Open Source Approach To Storage Management	Legal Tips for Open Source Development in the Mobile World
Peter Dickten, CEO, dcs-fuerth, Germany	Emil Eifrem, CEO, Neo Technology	Michael Kienle, CEO, it-novum GmH	Angela Ziegenhorn, Director, Legal, Symantec
Marcus Ross, Co-founder, Martini.js			