



MONDAY, APRIL 1

2:00 pm - 5:00 pm

Registration Open

TUESDAY, APRIL 2: CLOUDS AND THE DATA CENTER OF THE FUTURE

7:00 am - 6:30 pm

Registration Open

7:00 am - 8:30 am

Breakfast

8:30 am - 8:45 am

Welcome and Opening Remarks

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

Wayne Adams, Chairman, Board of Directors, Storage Networking Industry Association (SNIA)

8:45 am - 9:30 am

Why Aggressive Transformation with Clouds is Enabling the Future for Orlando Health

Brian Comp, PMP, Chief Technology Officer, Information Services, Orlando Health

9:30 am - 10:00 am

Architecting the Data Center of the Future

Michael Kimble, Director, Global Server Solutions Marketing, Dell

10:00 am - 10:30 am

Networking Break

10:30 am - 11:30 am

SNIA Certification and Qualification Preparation Session

10:30 am - 12:00 pm

Consumerization's Impact on Infrastructure Track

Industry Perspective: Cloud Content Collaboration - Are Your Policies Restricting Innovation?

Abhay Rajaram, Vice

Private/Hybrid Clouds Track

Analyst Perspective: The Journey to the Hybrid Cloud: Lessons Learned from Global 2000 Organizations

Ken Male, Executive Vice

Cloud Infrastructure and Security Track

Legal Perspective: Cloud Computing Contracts and Risks

Milton L. Petersen, Attorney, HunterMaclean

Data Center Networking Track

SNIA Tutorial: Overview of Data Center Networks

Dr. Joseph White, Distinguished Engineer, Juniper Networks

Virtualization Track

Solution Spotlight: Be a Virtualization Hero: Remove the Obstacles and Accelerate the Benefits

Kenneth Howell, Storage Solutions Architect, HP

	President, Customer Success, YouSendIt	Chairman and Founder, TheInfoPro			Storage Division
11:20 am - 12:00 pm	Analyst Perspective: The Impact of Consumerization File Sharing Strategies Terri McClure, Senior Analyst, Enterprise Strategy Group	Industry Perspective: A Case Study in Virtual Private Cloud Gerry Miller, Founder & Chief Technologist, Cloudticity	User Case Study: Cloud Computing: Panacea or Pandora? David Rettig, Manager of Information Systems Strategic Planning, IMMI	SNIA Tutorial: How VN2VN Will Help Accelerate Adoption of FCoE David Fair, SNIA-ESF Board of Directors, Intel Dr. Joseph White, Distinguished Engineer, Juniper Networks	SNIA Tutorial: Intelligent Architecture for Application Recovery Andreas Schwegmann, Architect, HP
12:00 pm - 2:00 pm	Lunch with Discussion Tables				
2:10 pm - 3:40 pm	SNIA Certification and Qualification Preparation Session				
2:10 pm - 3:40 pm	Consumerization's Impact on Infrastructure Track	Private/Hybrid Clouds Track	Cloud Infrastructure and Security Track	Data Center Networking Track	Virtualization Track
2:10 pm - 2:50 pm	SNIA Tutorial: Consumerization of Trusted Computing Dr. Michael Willett, Storage Security Strategist, Samsung	Solution Spotlight: How to Reduce Storage Expenses and Gain Flexibility Using the Public Cloud Glenn Ferguson, Global Manager, Solution Engineering, HP Cloud Services	Analyst Perspective: Cloud Workshop, Part 1: Understanding the True Cost of Your Cloud Initiatives Randy Perry, Vice President, Business Value Consulting, IDC Joe Pucciarelli, Vice President & IT Executive Advisor, IDC	Analyst Perspective: Test Lab Report - 16Gb Fibre Channel Performance and Recommendations Dennis Martin, Founder and President, Demartek	User Case Study: From Early Adopter to Enterprise Private Cloud: One Company's Virtualization Evolution Ken Peck, Director of IT, Office of the CTO, DaVita
3:00 pm - 3:40 pm	Industry Perspective: How to Cut VDI Storage Costs and Optimize Performance Leo Reiter, CTO, Virtual Bridges	SNIA Tutorial: Deploying Public, Private, and Hybrid Cloud Storage Marty Stogsdill, Senior Sales Consultant, Oracle Corporation	Analyst Perspective: Cloud Workshop, Part 2: Understanding the True Cost of Your Cloud Initiatives Randy Perry, Vice President, Business Value Consulting, IDC Joe Pucciarelli, Vice President & IT Executive Advisor, IDC	User Case Study: Storage Performance - GoDaddy Case Study of How They Test New NAS Technologies Julia Palmer, Storage and Data Protection Manager, GoDaddy.com Justin Richardson, Senior Storage Engineer, GoDaddy.com	Industry Perspective: Application Virtualization - Picking Up Where Server Virtualization Leaves Off Don Boxley, Co-Founder and CEO, DH2i
3:40 pm - 4:10 pm	Networking Break				
4:00 pm - 5:30 pm	SNIA Certification and Qualification Preparation Session				
4:10 pm - 5:40 pm	Consumerization's Impact	Private/Hybrid Clouds	Cloud Infrastructure and	Data Center Networking	Virtualization Track

4:10 pm - 4:50 pm	on Infrastructure Track User Case Study: The Case for IT Consumerization: Fostering Collaboration and Driving Down IT Costs Cliff Dixon, VP of IT, Quality Distribution	Track Industry Perspective: Hybrid Clouds in the Data Center - The End State Michael Elliott, Enterprise Cloud Evangelist, Dell	Security Track User Case Study: Is Your Data Safe in the Cloud? Mitch Jaffe, Director of Infrastructure, Tyco Fire Protection Products	Track Solution Spotlight: Keys to Infrastructure Consolidation and Improved End-User Performance Chris Pinckney, Director, Global Customer Programs, Riverbed	User Case Study: EMR Data Center Implementation Patrick Carnathan, Senior Systems Administrator, Technology MD
5:00 pm - 5:40 pm	Analyst Perspective: The Impact of Consumerization File Sharing Strategies Terri McClure, Senior Analyst, Enterprise Strategy Group	SNIA Tutorial: Massively Scalable File Storage Philippe Nicolas, Director of Product Strategy, Scality	Legal Perspective: Cloud Computing Contracts and Risks Milton L. Petersen, Attorney, HunterMaclean	Analyst Perspective: Next Generation Storage Networking for Next Generation Data Centers Dennis Martin, Founder and President, Demartek	Analyst Perspective: The Storage Hypervisor: Myth or Reality? - A Panel Discussion Mark Davis, VP of Storage, VMware Claus Mikkelsen, Chief Scientist, Hitachi Data Systems Moderator: Mark Peters, Senior Analyst, Enterprise Strategy Group (ESG) Ron Riffe, Business Line Manager, Storage Software, IBM George Teixeira, President and CEO, DataCore
5:40 pm - 6:40 pm	Welcome Reception in the Expo Hall				
6:45 pm - 8:15 pm	Moonlight Madness Labs: Hands-On Lab -- Session 1				

WEDNESDAY, APRIL 3: BIG DATA, MOBILITY AND THE FUTURE OF DATA MANAGEMENT

7:30 am - 7:00 pm	Registration Open
7:30 am - 8:30 am	Breakfast
8:30 am - 8:45 am	Welcome and Opening Remarks John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise & Computerworld
8:45 am - 9:30 am	Data Transformation: Changing the Culture One Byte at a Time Mike Giles, CIO, Express Energy Services Operating, L.P.
9:30 am - 10:00 am	The Future of Big Data in the Enterprise – A Model for Maximizing Value and ROI

10:00 am - 10:30 am	Jean-Pierre Dijcks, Senior Principal Product Manager, Big Data, Oracle Networking Break in the Expo Hall				
10:30 am - 12:00 pm	Hands-On Lab -- Session 2				
10:30 am - 12:00 pm	SNIA Certification and Qualification Preparation Session				
10:30 am - 12:00 pm	Big Data Analytics and Intelligence Track	Big Data Infrastructure Track	The Mobile Enterprise Track	Data Management and Deduplication Track	Object Storage Track
10:30 am - 11:10 am	SNIA Tutorial: Introduction to Analytics and Big Data - Hadoop Rob Peglar, CTO, Americas, EMC Isilon	Analyst Perspective: Big Data - The Infrastructure Disruption Ashish Nadkarni, Research Director, IDC	SNIA Tutorial: Securing File Data in a Distributed or Mobile World Chris Winter, Director, Product Management, SafeNet	Analyst Perspective: Increase Your Return on Innovation (The New ROI) With Data Management and Dedupe Greg Schulz, Senior Advisor, The Server and StorageIO Group	SNIA Tutorial: Object Storage Technology Dr. Brent Welch, Chief Technology Officer, Panasas
11:20 am - 12:00 pm	SNIA Tutorial: Big Data Storage Options for Hadoop Samuel A. Fineberg Ph.D., Distinguished Technologist HP Storage Chief Technologist Office, Hewlett-Packard Company	SNIA Tutorial: Protecting Data in the "Big Data" World Thomas Rivera, Senior Technical Associate, File, Content & Cloud Solutions, Hitachi Data Systems; Co-Chair, SNIA-Data Protection & Capacity Optimization (DPCO) Committee	Analyst Perspective: Can I Take That To Go Please? Benjamin Woo, Managing Director, Neuraltix, Inc.	User Case Study: Information Security Risk Assessments for Compliance and Beyond Dawn Romano, Information Security Program Leader, Christiana Care Health System	User Case Study: Overcoming Object Storage Integration Challenges Justin Stottlemeyer, Fellow, Storage Architecture, Shutterfly
12:00 pm - 4:10 pm	Expo Open				
12:00 pm - 1:30 pm	Lunch in the Expo				
2:10 pm - 3:45 pm	Hands-On Lab -- Session 3				
2:10 pm - 3:40 pm	SNIA Certification and Qualification Preparation Session				
2:10 pm - 3:40 pm	Big Data Analytics and Intelligence Track	Big Data Infrastructure Track	The Mobile Enterprise Track	Data Management and Deduplication Track	Object Storage Track
2:10 pm - 2:50 pm	Analyst Perspective: Big Data - What It Means for Legal and Risk Management Alon Israely, Co-Founder,	SNIA Tutorial: Combining SNIA Cloud, Tape and Container Format Technologies for the Long Term Retention of Big Data	User Case Study: Corporate Liable Hybrid BYOD Enables User Flexibility & Maintains Data Visibility	User Case Study: A Scalable Video Surveillance System with Always-on Availability - A Case Study by NYS Courts	Analyst Perspective: The Objective of Object Storage Benjamin Woo, Managing Director, Neuraltix, Inc.

	Business Intelligence Associates	Roger Cummings, Principal, Antesignanus Co-author: Simona Rabinovici-L.P. Cohen, Researcher, IBM	Mike Giles, CIO, Express Energy Services Operating,	Sheng Guo, CTO, New York State Courts	
3:00 pm - 3:40 pm	User Case Study: Turning Data into Intelligence Dr. Khalid Moidu, CIO, Family Physicians Group	Industry Perspective: Big Data in the Enterprise: End-to-End Architectures to Use ALL Your Data Dave "Sunny" Sundstrom, Principal Product Director, Oracle	Industry Perspective: BYOD Transformation Joseph Leonard, Director, Secure Networks, Presidio	SNIA Tutorial: Advanced Data Reduction Concepts Thomas Rivera, Senior Technical Associate, File, Content & Cloud Solutions, Hitachi Data Systems; Co-Chair, SNIA-Data Protection & Capacity Optimization (DPCO) Committee	User Case Study: Overcoming Object Storage Integration Challenges Justin Stottlemeyer, Fellow, Storage Architecture, Shutterfly
3:40 pm - 4:10 pm	Networking Break in the Expo Hall				
4:00 pm - 5:30 pm	SNIA Certification and Qualification Preparation Session				
4:10 pm - 5:40 pm	Big Data Analytics and Intelligence Track	Big Data Infrastructure Track	The Mobile Enterprise Track	Data Management and Deduplication Track	Object Storage Track
4:10 pm - 4:50 pm	User Case Study: The Intelligence Factor: Establishing an Environment for Big Data and BI Ken Peck, Director of IT, Office of the CTO, DaVita	Analyst Perspective: Big Data: The Storage Disruption Laura DuBois, Program VP, Storage, IDC Dan Iacono, Research Director, IDC Ashish Nadkarni, Research Director, IDC Eric Sheppard, Research Director, Storage, IDC	SNIA Tutorial: Fibre Channel Technologies Applied to Mobility and Cloud Jack Rondoni, Senior Director, Data Center SANs, Brocade	Industry Perspective: Is Your Data Center Ready for Big Data? How Deduplication Technology Can Help Stephen Johnson, Worldwide Product Marketing, HP Storage Division	Industry Perspective: Object Storage Technology: The Unfolding Landscape Tad Hunt, CTO, Exablox
5:00 pm - 5:40 pm	SNIA Tutorial: Big Data Storage Options for Hadoop Samuel A. Fineberg Ph.D., Distinguished Technologist HP Storage Chief Technologist Office, Hewlett-Packard Company	User Case Study: Delivering Data's Value with Solid State Storage and Advanced BI David Bratt, Director, Technology Services, Miami Children's Hospital	Industry Perspective: Managed Mobile Services: The Key to BYOD Dave Eichorn, Global Practice Head, Data Center, Zensar Technologies	Analyst Perspective: Metrics that Matter - Meritage of Data Management and Data Protection Greg Schulz, Senior Advisor, The Server and StorageIO Group	SNIA Tutorial: Object Storage Systems: The Underpinning of Cloud and Big Data Initiatives Mark O'Connell, EMC Atmos CTO, EMC
5:40 pm - 7:10 pm	Ultimate 80's Night Reception in the Expo and Passport Drawing				

THURSDAY, APRIL 4: SOLID STATE, CLOUD STORAGE AND STORAGE INNOVATION

8:00 am - 4:30 pm	Registration Open				
8:00 am - 9:00 am	Breakfast				
9:00 am - 10:00 am	"Data and Storage and Clouds, Oh My ...": The Burning Questions Workshop (with Answers) John Gallant, Senior Vice President and Chief Content Officer, IDG Enterprise & Computerworld				
10:00 am - 10:30 am	Networking Break in the Expo Hall				
10:30 am - 12:00 pm	Hands-On Lab -- Session 4				
10:30 am - 12:00 pm	SNIA Certification and Qualification Preparation Session				
10:30 am - 12:00 pm	Solid State Track	Cloud Storage Track	Business Continuity / Disaster Recovery Track	Backup and Archiving Track	Data Protection and Security Track
10:30 am - 11:10 am	Solution Spotlight: Exploiting Flash to End Storage Bottlenecks James Bahn, Senior Director of Product Management, Astute	Industry Perspective: Remote Data Migration, Moving Data Centers to the Cloud David Clark, Director of Product Marketing, QLogic	Analyst Perspective: Time to Rethink Data Protection Including BC and DR Greg Schulz, Senior Advisor, The Server and StorageIO Group	SNIA Tutorial: Digital Data Archive and Preservation in the Cloud - What To Do and What Not To Do Chad Thibodeau, Director of Product Management and Alliances, Cleversafe, Inc. Sebastian Zangaro, R&D Architect - Office of Strategy & Technology, Brazil R&D, Hewlett-Packard	Legal Perspective: Working With Lawyers On Information Security Kirk Nahra, Partner, Wiley Rein LLP
11:20 am - 12:00 pm	Analyst Perspective: Real-Time Data Efficiency with SSD Dan Iacono, Research Director, IDC	Industry Perspective: How to Use Cloud Storage to Deliver Customer Satisfaction Scott Wells, Senior Product Manager, Limelight Networks	Industry Perspective: Manage and Recover Data and Applications with Hybrid Cloud: When Minutes Matter Most Larry Lang, CEO, Quorum	Industry Perspective: Archiving in the Cloud - Considerations and Use Cases Christine Rogers, Principal Product Manager, Oracle	SNIA Tutorial: The Changing Role of Data Protection in a Virtualized World Gene Nagle, VP, Technical Services, BridgeSTOR, LLC; Co-Chair, SNIA-Data Protection & Capacity Optimization (DPCO) Committee Thomas Rivera, Senior Technical Associate, File, Content & Cloud Solutions, Hitachi Data Systems; Co-Chair, SNIA-Data Protection & Capacity Optimization (DPCO) Committee

12:00 pm - 1:30 pm	Lunch (Expo Hall Open 11:30 am - 2:00 pm)				
12:30 pm - 1:30 pm	"Ask the Experts" Center in the Expo Hall				
1:30 pm - 3:00 pm	Hands-On Lab -- Session 5				
1:30 pm - 3:00 pm	SNIA Certification and Qualification Preparation Session				
1:30 pm - 3:00 pm	Solid State Track	Cloud Storage Track	Business Continuity / Disaster Recovery Track	Backup and Archiving Track	Data Protection and Security Track
1:30 pm - 2:10 pm	SNIA Tutorial: Realities of Solid State Storage Esther Spanjer, Director, SSD Technical Marketing, SMART Modular	User Case Study: How Cloud Storage Made Our IT Organization More Flexible Justin Simmons, Associate Director of Technology Services, Sundance Institute	Analyst Perspective: New Approaches to Business Continuity and Disaster Recovery Ashish Nadkarni, Research Director, IDC	Solution Spotlight: Storage Innovation at the Core of the Enterprise Rob Klusman, Senior Director, Client Infrastructure Solutions - Storage, Oracle	User Case Study: To Encrypt or Not To Encrypt- The Millions of Dollars Question Tracey Longstreet, Information Security Analyst, Progressive Insurance Company
2:20 pm - 3:00 pm	Industry Perspective: Understanding the Ins and Outs of Databases and Flash Technologies Gurmeet Goindi, Principal Product Manager, Oracle Corporation	SNIA Tutorial: The Business Case for the Cloud Alex McDonald, Office of the CTO, NetApp, Inc.	User Case Study: Transforming IT Infrastructure for Growth at a Small, Fast-Moving Company Shane McCombs, CIO, Enzymedica	Analyst Perspective: IT and Economics of Archiving Implementation Randy Kerns, Senior Strategist, Evaluator Group	Solution Spotlight: Backup and Recovery – The Cost vs. Risk Conundrum Peter Waugh, Director of Storage Marketing, Dell
3:00 pm - 4:00 pm	Dessert Reception and Passport Prize Giveaways in the Expo				
4:00 pm - 5:30 pm	Solid State Track	Cloud Storage Track	Business Continuity / Disaster Recovery Track	Backup and Archiving Track	Data Protection and Security Track
4:00 pm - 4:40 pm	User Case Study: Delivering Data's Value with Solid State Storage and Advanced BI David Bratt, Director, Technology Services, Miami Children's Hospital	Analyst Perspective: QoS: Provisioning Performance in Multi-Tenant Cloud Storage – A Panel Discussion Moderator: Alea Fairchild, Director, The Constantia Institute bvba Jay Prassl, VP of Marketing, SolidFire Inc. Matthew Wallace, Director of Product Development, ViaWest	User Case Study: How the University of Central Florida's Honors College Found a Creative Solution for Disaster Recovery Michael Callahan, Director of IT, The Burnett Honors College, University of Central Florida	Industry Perspective: Best Practices in the Management of Unstructured Data – A Panel Discussion David Cerf, EVP, Business & Corporate Development, Crossroads Floyd Christofferson, Product Marketing Director, SGI Russ Kennedy, Vice President of Product Strategy, Marketing and Customer	Industry Perspective: The Evolution of Data Protection to Information Management in the Age of Big Data Eric Golin, CTO, Carbonite

4:50 pm - 5:30 pm

(Data Center Networking)
Industry Perspective: FCIA Fibre Channel - Live Long and Prosper
Mark Jones, FCIA Vice Chairman and Technical Marketing Director, Emulex Corporation

Industry Perspective: Beating Storage Bottlenecks in the Cloud
Micheal Higgins, Chief Enterprise Solutions Officer, CloudSigma

Industry Perspective: Disaster Recovery: Can You Walk the Walk?
Scott Crenshaw, SVP Strategy and Chief Marketing Officer, Acronis

Solutions, Cleversafe
Mark Seamans, Executive Vice President and CTO, FileTek
Molly Rector, Executive Vice President of Product Management and Worldwide Marketing, Spectra Logic

User Case Study: Digital Preservation of World Heritage Sites Forever
Tom Greaves, Executive Director, CyArk

Industry Perspective: Conducting a Privacy Risk Assessment: A Practical Guide to the Performance, Evaluation and Response
Eric Dieterich, Partner, Sunera LLC