



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	Private/Hybrid Clouds Track	Cloud Infrastructure and Security Track	Data Center Networking Track	Virtualization Track
10:30 am - 11:10 am	Industry Perspective: Cloud Content Collaboration - Are Your Policies Restricting Innovation? Abhay Rajaram, Vice	Analyst Perspective: The Journey to the Hybrid Cloud: Lessons Learned from Global 2000 Organizations Ken Male, Executive Vice	Legal Perspective: Cloud Computing Contracts and Risks Milton L. Petersen, Attorney, HunterMaclean	SNIA Tutorial: Overview of Data Center Networks Dr. Joseph White, Distinguished Engineer, Juniper Networks	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

	on Infrastructure Track	Track	Security Track	Track	
4:10 pm - 4:50 pm	User Case Study: The Case for IT Consumerization: Fostering Collaboration and Driving Down IT Costs Cliff Dixon, VP of IT, Quality Distribution	Industry Perspective: Hybrid Clouds in the Data Center - The End State Michael Elliott, Enterprise Cloud Evangelist, Dell	User Case Study: Is Your Data Safe in the Cloud? Mitch Jaffe, Director of Infrastructure, Tyco Fire Protection Products	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

Jean-Pierre Dijcks, Senior Principal Product Manager, Big Data, Oracle

10:00 am - 10:30 am

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, Neuralytix, 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, Neuralytix, Inc.

	Business Intelligence Associates	Roger Cummings, Principal, Antesignanus Co-author: Simona Rabinovici-Cohen, Researcher, IBM	Mike Giles, CIO, Express Energy Services Operating, L.P.	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

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