SNW Spring 2011 Gathers Top IT Leaders to Discuss "Driving Innovation Through the Information Infrastructure"

Silicon Valley provides backdrop for world's largest conference on storage, cloud computing, infrastructure and the data center

FRAMINGHAM, MA – March 7, 2011 – This spring, SNW is taking on a new look in a new location—in the heart of technology innovation—with an expanded program featuring enhanced educational sessions, workshops and presentations centered on the conference's theme, "Driving Innovation Through the Information Infrastructure." This year SNW, the world's largest conference on storage, cloud computing, infrastructure and the data center, is moving to Silicon Valley, taking place from April 4-7 at the Santa Clara Convention Center.

With information infrastructure innovation as a focus, SNW Spring 2011 will spotlight IT management's most important topics across 15 tracks. SNW attendees will be able to participate in more than 120 end user case study sessions, analyst presentations, SNIA tutorials and vendor solution spotlights; hear from CIOs and technology visionaries presenting on some of the most topical challenges facing IT; and drill down into hot topics such as cloud, virtualization and data management in over 35 SNIA tutorials.

SNW Spring 2011 will feature keynotes by top technology leaders from Silicon Valley and beyond, including:
*   Randy Mott, EVP and CIO, HP;
*   Tom Kelley General Manager, IDEO;
*   Michael Schrage, Research Fellow, MIT Sloan School's Center for Digital Business;
*   Ralph Loura, CIO, The Clorox Company;
*   David Smoley, CIO, Flextronics International;
*   Jay Kerley, CIO, Applied Materials.

"Given the extraordinary opportunities facing IT management today, we can think of no better focus than 'driving innovation through the information infrastructure' – and no better backdrop than the hotbed of technology in and around Silicon Valley," said Wayne M. Adams, SNIA chairman. "Building on this theme and our location in a center of the tech universe, we've assembled top industry experts and outlined a program of keynotes, workshops, and educational sessions that will shed new light on the innovations – and the innovative leaders – reshaping the technologies that are critical to business today."

As in past years, attendees can preview the latest technologies in one of 10 SNW Hands-on-Labs and in the conference Expo, and get SNIA certified by participating in content-rich SNIA Certification Prep Sessions. Attendees also have the opportunity to take a SNIA Technology Elective Program Qualification exam or SNIA Certification Exam.

"While SNW Spring 2011 is still a month away, we're already seeing tremendous response – from both the IT management community and from technology vendors who have signed on to showcase new technologies during the conference," said John Amato, vice president & publisher, Computerworld. "The excitement around the products spotlighted in the Hands-on Labs and the technology Expo at this spring's SNW is heightened by our location in Silicon Valley, which promises to give attendees even greater insights into the advances shaping the IT industry today."

Produced by Computerworld and co-owned by Computerworld and SNIA (The Storage Networking Industry Association), SNW is the largest event for IT end-users, vendors, channel partners, media and analysts involved in storage, data center, infrastructure, and business continuity. SNW also offers the world's largest Expo devoted to storage and related technologies.

SNW Spring 2011 Sponsors include Dell, Hitachi, HP and IBM, among others.

Registration Information

To register for SNW Spring 2011, please call 800-883-9090, email snwreg@computerworld.com, or visit http://www.snwusa.com/register to register online.

To register for SNW Spring 2011 as a member of the media or industry analyst, please visit the SNW Spring 2011 registration page: http://www.snwusa.com/mediaSNW

For more information about SNW Spring 2011, including a complete agenda and list of presenters, please visit www.snwusa.com.

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About the SNIA
The Storage Networking Industry Association (SNIA) is a not-for-profit global organization, made up of some 400 member companies spanning virtually the entire storage industry. SNIA's mission is to lead the storage industry worldwide in developing and promoting standards, technologies, and educational services to empower organizations in the management of information. To this end, the SNIA is uniquely committed to delivering standards, education, and services that will propel open storage networking solutions into the broader market. For additional information, visit the SNIA Web site at www.snia.org.

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