

## CONFERENCE AGENDA

### TECH SESSIONS

These are valuable training sessions for you to learn from leading organizations how they're using—and building on—Actifio's data management platform to enable data-as-a-service for the internal and external clients

#### DEVOPS

*JUNE 5, 9:00 AM, 2:30 PM*

From API integration to advanced database management, experts will describe how Actifio can accelerate database provisioning and refresh, play a role in CI/CD initiatives, and be enabled through other toolchain offerings like GitHub, Ansible, Jenkins, UrbanCode, and more.

#### CLOUD

*JUNE 5, 3:00 PM, 4:45 PM | JUNE 6, 9:00 AM–11:30 AM*

Whether you are building cloud-native applications, bursting into public cloud, or planning a cloud migration, learn from expert's firsthand experiences using Actifio to reduce time, cost, and risk of cloud initiatives.

#### RESILIENCY

*JUNE 6, 1:00 PM–5:00 PM*

Threats to data—from security, to privacy, to human or system error—occur more frequently with greater potential severity than ever before. Experts will describe how they are using Actifio to rapidly recover from malware, modernize backup and recovery, reduce time and labor intensity of disaster recovery, and address compliance challenges across industries.

### PANELS

#### IOT & THE NEW INDUSTRIAL REVOLUTION

*JUNE 5, 9:45 AM–10:30 AM*

Machine-generated data is estimated to grow 15X between now and 2020, with the majority of the world's data being created by machines and sensors. Traditional "industrial" businesses like transportation, manufacturing, and energy are rapidly transforming into data hubs. During this session, hear how panelists from companies across the "new industrial" sectors are using data to learn, improve, and grow their businesses.

#### CUSTOMER INTIMACY & THE FUTURE OF FINANCIAL SERVICES

*JUNE 6, 1:00 PM–5:00 PM*

In a 2017 Accenture study of 33,000 global financial services clients, the power and currency of data was a key learning. 2/3rds of respondents would share more data with banks for new benefits while 40% of Gen Y respondents would consider banking with Google or Amazon. Data is both an opportunity and a threat in this new landscape. During this session, hear how panelists across the financial services spectrum are leveraging data to respond to this rapidly evolving competitive landscape.

#### THE HEALTHCARE DATA DELUGE

*JUNE 5, 1:45 PM–2:30 PM*

The Healthcare industry is in the midst of a dramatic supply chain transformation, with data at the center of it all. To deliver more accountable care, providers will be leveraging data to help lower costs, implement new reimbursement models, improve care delivery, all while improving patient safety. During this session, hear how panelists from across the healthcare supply chain are managing data in a high-stakes, highly-regulated world.

## CONFERENCE AGENDA

### PANELS (CONTINUED)

#### **FIRESIDE CHAT WITH PHIL GOODWIN, RESEARCH DIRECTOR, IDC & NADER EL-RAMLY, CHIEF PRODUCTS OFFICER, ZE POWERGROUP.**

*JUNE 5, 3:00 PM-3:45 PM*

IDC has identified four major use cases that drive the majority of Copy Data creation: Data Protection, Test & Dev, Operations/Staging, and Analytics. ZE Power Group had a mix of all four of these factors contributing to a large amount of Copy Data. A recent shift toward SaaS and Cloud Based delivery models put further pressure on ZE to implement a platform wide, efficient CDM solution. By implementing Actifio, ZE was able to reduce costs and increase operational efficiency, making it an ideal case to illustrate how CDP can be leveraged as a valuable tool within an enterprise cloud ecosystem. [Actifio allowed ZE Power to Minimize Complexity and Maximize Revenue..](#)

#### **SPORTS & ENTERTAINMENT IN THE DIGITAL AGE**

*JUNE 6, 9:45 AM-10:45 AM*

Sports leagues and franchises are competing for the time, attention, and dollars of consumers worldwide, and have turned to digital, social media and big data to learn more about and engage their fanbase. At the same time, there are more diverse and frequent entertainment options available in every market. During this session, hear from panelists from the worlds of sports and entertainment how they're using data to create better experiences before, during, and after events.

#### **SERVICE PROVIDERS IN THE AGE OF AMAZON**

*JUNE 6, 11:00 AM-11:45 AM*

The Managed Service Provider market is expected to break \$200B by 2020, with double-digit growth rates, in the face of the rapid rise of the public cloud giants. Will more flexible, higher service-levels, personalized support and service, and bespoke offerings be enough to compete for IT services dollars moving forward? During this session, hear from panelists from regional, national, and global service providers as to how they're designing their businesses for future-growth including the role of the public cloud.

#### **REALITIES OF COMPLIANCE, SECURITY, AND PRIVACY**

*JUNE 6, 3:15 PM-4:00 PM*

On May 25th, the European Union's General Data Protection Regulation (GDPR) went into effect, establishing the next landmark for data protection and privacy. This, in the wake of the Facebook / Cambridge Analytica data "hijack", and escalating malware attacks, has put data security, compliance, and privacy at the top of every board's agenda and IT budget. During this session, hear from panelists from the security and resiliency world as they describe the new threat landscape, and how to build security, privacy, and compliance into the operational fabric of the business.

#### **SEEING THROUGH THE CLOUDS**

*JUNE 6, 4:00 PM-5:00 PM*

IDC estimates that cloud computing spending grew at 4.5X the rate of IT spending since 2009 and is expected to grow at better than 6X the rate of IT spending through 2020. It's clear that the public cloud is now an IT strategy and architecture "how" versus an "if". What is state of the art when it comes to leveraging the cloud? Is multi-cloud the future? Does PaaS represent unlimited opportunity or the new vendor lock-in? During this session, hear from several leading cloud providers on how they see their platforms helping transform every industry.