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DATA DRIVEN 2018

CONFERENCE AGENDA

JUNE 5

WELCOME TO DATA DRIVEN
8:30 AM

KEYNOTE: *GOOGLE CLOUD PLATFORM*
9:00 AM

How is Google Cloud Platform is addressing the needs of today's enterprises, and developing a platform to support the needs of the future? Find out during Data Driven's opening keynote with Paul Strong, Technical Director in the officemof the CTO.

IOT AND THE NEW INDUSTRIAL REVOLUTION
9:45 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 AND FUTURE OF THE FINANCIAL SERVICES
11:00 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.

KEYNOTE: *TURNING DATA INTO DOLLARS AND SENSE*
1:00 PM

Learn how data is the new oil! Ken Graham, Chief Data Officer of Sentry Data, and author of "Turning Data into Dollars & Sense", discusses how the current digital age is enabling companies to utilize data for multiple purposes. This session will focus on the interconnections between people-data-process-technology and how critical data integrity is for maximizing the information gained from today's data.

THE HEALTHCARE DATA DELUGE
1:45 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.

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JUNE 5 CONTINUED

FIRESIDE CHAT: *ZE POWER AND IDC*
3:00 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.

DATA DRIVEN INNOVATION AWARDS
4:00 PM

JUNE 6

THE FUTURE OF THE DATA DRIVEN ENTERPRISE *WITH STEVE DUPLESSIE, FOUNDER & SENIOR ANALYST AT ESG AND ASH ASHUTOSH, CEO OF ACTIFIO*
9:00 AM

Data is the new "Oil" for Enterprises, which makes it so vitally important to have instant access to it always. The value of data over its lifecycle is changing. This Datanomics (the economics of Data in a Digital Enterprise) becomes the foundation of your Data Strategy, and it's important that this data is resilient, compliant, and secure. Actifio is the "Kubernetes for Data" - orchestrating and mobilizing the use of your data. Moving forward, delivering higher-order insights and intelligence of your data through machine learning and artificial intelligence.

SPORTS & ENTERTAINMENT IN THE DIGITAL AGE
9:45 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 MEGA-CLOUD
11:00AM

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.

CONFERENCE AGENDA

JUNE 6 *CONTINUED*

KEYNOTE: *MAJOR LEAGUE DATA—HOW THE BOSTON RED SOX USE DATA TO WIN ON AND OFF THE FIELD*
1:00 PM

The Boston Red Sox are on a mission to leverage data across their entire organization. It's a vast digital transformation for a club founded in 1901 and playing in baseball's oldest ballpark, but CIO Brian Shield is confident that it's the way forward. Brian has successfully built new game plans for collecting, analyzing and sharing data to optimize player performance, prospect scouting, fan experience, and IT operations. In addition, he is also responsible for the technology strategies to support the many other related businesses operated by the Red Sox ownership group such as Rausch Racing, Liverpool FC and the Red Sox Foundation. Learn how the Red Sox are using technology to build the baseball club of the future.

KEYNOTE: *RAPID RECOVERY SOLUTIONS TO ACHIEVE BUSINESS RESILIENCY AGAINST DATA CENTER OUTAGES, INCLUDING CYBER-ATTACKS*
2:00 PM

In this session, we will see how IBM Resiliency Orchestration based solutions address Disaster Recovery, Cyber Resiliency and Business Continuity challenges. Learn how to rapidly recover DR systems and significantly reduce recovery time and increase DR compliance posture in Hybrid Cloud environments. Learn how to recover data center applications and platform devices/servers from cyber data corruptions that render current backup and DR copies unsuitable for recovery. The session will also showcase a brief demonstration of the solution to highlight the Disaster Recovery and Cyber Resiliency use cases.

THE REALITIES OF COMPLIANCE, SECURITY, & PRIVACY
3:15 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
4:00 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

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TECH SESSIONS

JUNE 5

GET YOUR GROOVE ON WITH POWERSHELL, JENKINS & GROOVY
9:45 – 10:30 AM

Get your "Groove" on with Windows PowerShell and Actifio. Learn how the entire Actifio API can be accessed through PowerShell. This "far out" session will also include a "rockin"demonstration of Actifio integration with Jenkins using the Groovy plugin. Can you dig it?

THE FUTURE OF OBJECT STORAGE ...
11:00 –11:45 AM

Object storage has historically been thought of as a low cost dumping ground for static data, but it does not have to be this way. In this demo-centric session we will discuss how you can leverage object storage for cost effective long-term retention while still gaining instant access to data. Best of all, we will show how the technology works both with on-premises and cloud-centric object stores.

LEVERAGING PUBLIC CLOUD STORAGE WITH ACTIFIO + WASABI
3:00 – 3:45 PM

Leading enterprises are embracing the Actifio Sky Platform and Wasabi Hot Cloud object storage as part of their digital transformation.   Jim Donovan, Vice President, Product at Wasabi and Marty Falaro, Vice President, Sales & Alliances at Wasabi will host a detailed discussion on how Actifio and Wasabi are working together on a range of premises-to-cloud and next-generation SaaS solutions for a wide range of industry verticals. This session will help you learn about the best practices for cloud migration and the industry trends driving enterprises to embrace the cloud.

INTEGRATING WITH ACTIFIO'S RESTFUL APIS
3:45 – 4:30 PM

We live in an API driven world, and the technology drives automation, integration and simplicity. Join Anthony Golia, Director of Corporate Solution Architecture for this session where he will discuss how to get started with Actifio's RESTful APIs to deliver advanced integrations with solutions like Ansible, Puppet, Chef, and IBM UrbanCode.

JUNE 6

FROM ON-PREMISES TO GOOGLE CLOUD PLATFORM IN MERE MINUTES
10:30 – 11:15 AM

Got your head in the clouds when it comes to the future of your data? Learn how you can use Google Cloud Platform to deliver rapid dev/test refreshes, and low RTO disaster recovery for physical and virtual machines. This demo-centric session elevate your knowledge of how Actifio enables simple adoption of Google Cloud.

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FONTAINEBLEAU // MIAMI BEACH
JUNE 5–6, 2018

TECH SESSIONS

JUNE 6 CONTINUED

GETTING AHEAD OF THE JONESES: DEVELOPING DISASTER RECOVERY & DATA PROTECTION STRATEGIES TO DIFFERENTIATE YOURSELF
11:30 AM – 12:15 PM

In today's world of fast-paced development and growing cloud-native technology, disaster recovery has shifted from an optional IT component to a critical one. In this intimate, interactive session, Jason Yaeger, Vice President of Strategic Solutions and Business Development, and Aaron Lake, Principal Cloud Architect at Online Tech, will demonstrate how you can use disaster recovery to drive productivity and revenue, and develop data protection strategies that compliment your DR to put you ahead of the crowd.

FUJITSU LTD. TEST DATA MANAGEMENT WIN STORY WITH ACTIFIO
2:00 – 2:30 PM

SENTINEL BENEFITS UNLOCKS THE POWER OF ACTIFIO
3:15 – 4:00 PM

Learn how Sentinel Benefits, a market leading, full service benefits company, has transformed their enterprise data management strategy with Actifio. Alex Ehrenthal, Director of Technology at Sentinel Benefits, will discuss how the company has deployed Actifio to reduce backup & restore times by over 90%, lower TCO due to storage infrastructure reduction, and adopt public cloud storage for a variety of applications, including mission critical databases like Oracle and SQL.

SANTEE COOPER POWERS IT AGILITY WITH ACTIFIO
4:15 – 4:50 PM

IT agility is more important than ever in today's rapidly changing and regulated IT environments. Attend this session to hear how Sean Thomas, Principal Architect at Santee Cooper Electric, a leading electric utility, leverages Actifio to enhance agility including protecting remote sites, ensuring regulatory compliance and providing a path to the cloud.