April 27, 2017

SHIFT2CLOUD
Storage | Security | Key Updates

KEYNOTE:

Economics of Enterprise Optimization: *Vendor-Neutral Cost Reduction Strategies*

Speaker: Walker Smith, Optimization Consultant, IBM World Wide Sales Enablement Team

Author of *Economics of Enterprise Optimization*, Mr. Smith has worked in IT management for more than 35 years. Prior to IBM, he was the RVP for Hitachi Data Systems NA Channels sales where he established their Federal Government business.

In this keynote, Mr. Smith will focus on how to transform "device defined" environments to "SW enabled" open cognitive enterprises, including how to:

- Reduce costs exponentially while Increasing efficiencies with SW enabled data optimization.
- Achieve vendor-neutral data optimization on ANY and ALL existing HW devices.
- Eliminate risks, costs and barriers to data migration, especially from disk to flash.
- Exponential cost savings on all downstream processes and all future HW requirements.
- Increase reliability and reduce costs for objects, files and IOT storage with "data dispersal."
- Scale data "Lakes to Oceans" while reducing data copies to achieve better analytics.
- Max utilization with intelligent resource sharing and converged infrastructure without "dissecting" enterprise.
- Enjoy seamless data interfaces between on premise and cloud with "transparent cloud tiering."

AGENDA

8:30 - 9:00	**Registration and Breakfast**	

9:00 - 9:50 **Keynote** – The Economics of Enterprise Optimization, Walker Smith, IBM

10:00 – 10:50 **Breakout Sessions 1**

Track 1: What's New? Object Storage Update – How to Get a Quick Cloud Win, Joseph King, CAS Severn and Mike Pickering, Panzura

Track 2: Securing the Most Vulnerable Access Pathways to Your Data, Chris Lumpkin, CAS Severn

10:50 – 11:00 **Break**

11:00 – 11:50 **Breakout Sessions 2**

Track 1: Integrated Security – Merging the Silos. Shahzeb Husian, CAS Severn

Track 2: System/Storage Performance Management and Data Protection – Introducing CAS Severn*DataProtect, Darren Hepburn, CAS Severn

12:00 – 1:00 **Lunch**

1:00 – 1:50 **Breakout Sessions 3**

Track 1: Copy Data Management – Exploring Use Cases, Joseph King, CAS Severn, Dale Knause, Catalogic

Track 2: Setting Up a Strong Foundation for Mobile Device Security, Chris Lumpkin, CAS Severn

1:50 – 2:00 **Break**

2:00 – 2:50 **Breakout Sessions 4**

Track 1: Flash-O-Nomics – Flash Isn't Just for the Fortune 1000, Ed McCosby, CAS Severn

Track 2: What is New in Spectrum Protect, Joseph King, CAS Severn

3:00 **Adjourn - Thank You!**