





















# CIO Cloud Summit Agenda

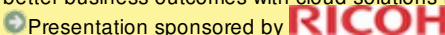


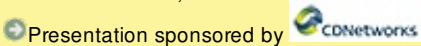
## December 8-9, 2011

### Agenda Key



 Networking Opportunities & Session Breaks	 Executive Exchange
 CIO Keynote Presentation <p>A visionary speaker addresses the entire summit audience on a topic determined by the CIO Content Committee.</p>	 CIO Focus Group <p>Led by a vendor, these sessions allow executives to discuss business drivers within a particular area of technology. Presentations are 15-20 minutes followed by 10-15 minutes of Q&amp;A.</p>
 CIO Executive Visions <p>A panel of IT executives has an in-depth discussion on a critical IT business topic. Audience members have an opportunity to pose questions to the panelists and moderator.</p>	 Analyst Q&A Session <p>A high-impact, open-forum session covering the latest technology research and led by a member of our analyst partner community.</p>
 CIO Thought Leadership <p>Led by a member of the vendor community, these sessions will provide an overview of cutting edge technology topics and pressing business concerns.</p>	 Vendor Showcase <p>Presented by a member of the vendor community, these sessions are divided into three 10-minute long elevator pitches on the newest technology solutions and services.</p>
 CIO Think Tank <p>Focusing on a specific topic or initiative, these interactive, open-forum style sessions allow the attending 15-20 executives to discuss best practices and have lively debates.</p>	 CIO Case Study <p>Learn about recent technology implementations from the IT executives who drove the projects at their organizations. Presentations are followed by Q&amp;A sessions.</p>
 CIO/CTO Roundtable <p>An interactive, focused session led by either an analyst, industry expert or member of the vendor community.</p>	 CIO Open Forum Luncheon <p>Led by a moderator, these sessions allow attendees to have informal discussions on pre-determined technology topics.</p>

Day 1: Thursday, December 8th, 2011 - CIO Cloud Summit

7:00am - 8:00am	Registration & Greeting to the CIO Cloud Summit		
8:05am - 8:35am	<p>Welcome Address by   <b>Master of Ceremonies</b></p> <p><b>Bill McNee, CEO, Saugatuck Technology</b> </p>		
<b>Part 1: Making Innovation Real</b>			
8:40am - 9:20am	<p style="text-align: center;"><b>Opening Keynote Presentation</b>  <i>Cloud in Context</i></p> <p>In this opening keynote, Jim Reavis will present key trends of IT consumerization and cloud computing that are shaping the future of enterprise IT. Will public clouds dominate? Will smart mobile decentralize IT? Jim will provide a global perspective that weaves together technology, government, culture and standards to provide a contrarian view of cloud adoption and the road to a trusted compute utility.</p> <p> Presented by:</p> <p><b>Jim Reavis, Executive Director, Cloud Security Alliance</b></p> 		
9:25am - 9:55am	<b>Executive Exchange</b>	<p style="text-align: center;"><b>CIO Thought Leadership</b>  <i>The Future of Clouds - Clouds of them - or, the Intercloud</i>  <i>Just as Networks Evolved to the Inter-net, Clouds will Evolve to the Inter-cloud</i></p> <p>As more and more Service Providers invest in their massive Public Cloud offerings, and more and more Enterprises create Private Clouds, interoperability and federation will become expected. Just as the phone system grew to a global, roamable, interoperable system, and so did the Internet, so will Cloud Computing grow to become the Intercloud. It will be as obvious and prevalent to the next new generation as the Internet is to this new generation. This talk describes what the Intercloud is, and by describing those evolutionary characteristics of the phone system and the Internet, shows the exact same catalysts occurring already in Cloud Computing. A survey of advanced R&amp;D, industry consortium, and nuclear standards activities for Intercloud are presented. A "future Intercloud" world is painted highlighting the "perfect storm" of Intercloud, Mobile, and High Speed Wireless. The talk concludes with the timeline of the Intercloud becoming self-aware and becoming Skynet.</p> <p> Presented by:</p> <p><b>David Bernstein, Chairman, IEEE Cloud Computing Standards Committee,</b></p> <p><b>Sr. Architect NIST/US Dept. of Commerce Cloud Computing Project</b></p> 	
10:00am - 10:30am	<b>Executive Exchange</b>	<p style="text-align: center;"><b>CIO Thought Leadership</b>  <i>TBD</i></p> <p> Presentation sponsored by </p>	
10:30am - 10:55am	<b>Networking Break</b>		
11:00am - 11:30am	<b>Executive Exchange</b>	<b>CIO/CTO Roundtable</b>	<p style="text-align: center;"><b>CIO/CTO Roundtable</b></p> <p style="text-align: center;"><i>CIO/CTO Roundtable</i>  <i>Five Key Challenges of Business Cloud Computing</i></p> <p>Everyone is talking about the cloud, but what are the key challenges for the business in terms of cloud computing? Do not underestimate them - these are formidable challenges. They will take time to overcome and will determine which organizations will be able to cross the 'chasm' to long-term success. While strong technical skills will be essential to address the security and integration issues, solid business management skills will be far more important in the other areas.</p>

			Security.
11:35am - 12:05pm	<b>Executive Exchange</b>	<p><b>CIO Think Tank</b>  <i>The Risk-Aware American Business Model</i>  Despite the recent economic downturn, American businesses express an usual willingness to take risks. This willingness means that new technologies and products often are taken up fast and creates ROI within a relatively short timeframe.  This session will discuss how U.S. businesses for the past two years have been investing heavily in IT and new technology services, such as cloud computing. What are the winning strategies, opportunities and risks in creating new Cloud business models? What is an effective and productive balance between Cloud opportunity and Cloud business risk?</p>	<p><b>CIO Think Tank</b>  <i>Leverage your Data and Grow your Business</i>  The global financial crisis challenged many aspects of how organizations in the U.S. react to stress and perform business during periods of extreme market volatility. The survivors awoken to a landscape that is radically different - large competitors have disappeared, new competitors are on the doorstep, consumers and companies are "deleveraging", and regulations are changing dramatically.  To prosper in today's volatile economic and regulatory climate, we need to compete armed with knowledge and analytics. To accomplish this, organizations must develop an agile business model with faster response time, as well as acquire a deeper understanding of their customers and their markets, all the while keeping costs low!</p>
12:05pm - 1:05pm	<b>CIO Networking Luncheon</b>		
1:10pm - 1:40pm	<b>Executive Exchange</b>	<p><b>CIO Thought Leadership</b>  <i>The Shift Toward Consumption Based Cloud Computing in the Enterprise</i>  "Users have hit the complexity wall". Existing software functionality is not being fully utilized while at the same time new software features/functions are developed and promoted. In a world where organizations must reduce costs and increase efficiency, many would rather pay for utilization than ownership. All this has changed the IT landscape and created a wealth of opportunities for efficiencies. Today, pay as you go cloud services deliver fast deployment and time to value, low risk and cost, scalability, access anywhere, and now, seamless business process integration. Ricoh will discuss his perspective on Industry trends and Ricoh's cloud strategy to increase solution value, drive better business outcomes with cloud solutions to optimize business processes.</p> <p></p>	
1:45pm - 2:15pm	<b>Executive Exchange</b>	<p><b>CIO Think Tank</b>  <i>Green Technology to the Fore at The K Club</i>  Voted Ireland's AA Hotel of the Year and leading golf resort in Ireland, The K Club has introduced a policy which uses an advanced technology which is available to underpin its hotel, retails, conference and leisure facilities. Since the increase of carbon emissions are primarily due to the explosion in internet traffic transitioning information, The K Club has implemented an effective IT and security monitoring policy which strives to achieve sustainable management systems by adoption of cloud computing technologies, investigating appropriate renewable energy sources, waste reduction and many more initiatives.  The K Club will share their ICT strategies to showcase how the luxury resort benefits from its hybrid cloud environment &amp; high-speed network solution which includes achieving significant cost savings and major reduction in their carbon footprint.  Due to the variation throughout the year in the hospitality and tourism industry, The K Club's experience of introducing such achievements on a hybrid cloud based environment has been beneficial to the suggestion of cloud implementation in that sector and that how these new technologies will have equally productive, economic and energy-saving benefits for the leisure and hospitality sector.</p> <p> Presented by:</p> <p><b>Mojtaba Akbari, Head of IT, The Kildare Hotel, Spa and Country Club</b></p> 	<p><b>CIO Think Tank</b>  <i>Mobility Killed the Desktop Star</i>  End-user computing devices have evolved since those early desktop computers, and we are now moving toward a highly mobile, cloud based and multi-use personal device model. With the revolution of mobile technology and new cloud services and end-user products presented almost daily, we are facing an era of web-based applications and cloud solutions, capable of delivering virtual desktops over mobile speed.  This session will discuss cloud strategies for mobility, web migration, convergence of devices and platforms, company policies for "Bring Your Own Device" (BYOD), and issues around mobile custom applications.</p>
2:20pm - 2:50pm	<b>Executive Exchange</b>	<p><b>CIO Thought Leadership</b>  <i>Cloud-Based Application Delivery Networks Make Global Expansion Flexible and Cost-Efficient</i>  In an increasingly globalized economy businesses are pushing into new regions around the world to take advantage of new market opportunities. This globalization means their websites must serve more geographically dispersed end-users with the same quality experienced locally. Additionally, employees in these new geographies need internal, mission-critical applications to perform as well as they do at headquarters.  Learn how next-generation CDNs are actually cloud-based application delivery networks that deliver both external- and internal-facing applications. Understand the savings that these CDNs can provide while enabling businesses to enter new markets, such as China and Russia, with ultimate speed and flexibility.</p> <p></p>	

## Part 2: Raising the ROI of IT

2:55pm - 3:25pm	<b>Executive Exchange</b>	<p style="text-align: center;"><b>CIO Thought Leadership</b> <i>Accelerated Application Deployment in the Cloud</i></p> <p>American organizations are struggling in their attempt to be innovative. Moving from idea to implementation of new applications and infrastructures can take several months or years, as organizations follow the development process from order, provision and test, to deployment. An innovative test environments have to be nimble and development processes need to be aligned. By associating automation and continuous quality validation across hybrid delivery environments, the IT organization can supercharge the business.</p> <p>This session will discuss the automation and testing of applications across public, private or hybrid cloud environments, and describe how new solutions enable enterprises, accelerate innovation and drive a competitive edge.</p>	
3:30pm - 4:00pm	<b>Executive Exchange</b>	<p style="text-align: center;"><b>CIO Think Tank</b> <i>Increase Collaboration and Data Security by Moving to Google Apps</i></p> <p>With millions of companies moving to Google Apps for cost savings and better collaboration, the inevitable question arises: "Is the cloud secure?"</p> <p>In this session, Joe Fuller, CIO, Dominion Enterprises will speak to how his company with more than 3,000 nationwide employees, in 314 offices across 35 states and 4 countries, and over 300 media brands, is able to fully embrace the collaboration benefits of Google Apps while effectively implementing security and privacy policies that make the company's data more secure than ever.</p> <p>Participants will hear the steps Dominion Enterprises took to evaluate, get buy-in, and implement the right cloud security solutions for the company's data in Google Apps, and will engage in a discussion on how businesses can:</p> <ul style="list-style-type: none"> <li>• Benefit from secure collaboration in Google Apps</li> <li>• Address the needs of business leadership, IT, and end-users</li> <li>• Move to the leading edge of technology by removing inefficiencies, disparities and siloed data</li> </ul> <p> Presented by:</p> <p><b><u>Joe Fuller, VP &amp; CIO, Dominion Enterprises</u></b></p> 	<p style="text-align: center;"><b>CIO Think Tank</b> <i>Elevate Your Thinking above the Technology</i></p> <p>New technologies such as cloud computing and unified communications, together with new end-user requirements on mobility and Real-Time analytics, are redefining the purpose of the IT organization. But CIO's are refusing to accept the role of being "only" a technology leader. This session will discuss the dramatic paradigm shift and how C-level technical positions are changing to become more integrated and more involved in strategic thinking, with critical components of business strategy, human capital strategy, marketing strategy, and branding strategy.</p>
4:05pm - 4:35pm	<b>Executive Exchange</b>	<p style="text-align: center;"><b>CIO Thought Leadership</b> <i>Optimizing the Performance of Cloud Computing</i></p> <p>One impact of the movement to use more private and public cloud computing solutions is that it increases the likelihood that IT resources will be accessed over a relatively low capacity, high latency WAN. Even worse, in some cases, these IT resources will be accessed over multiple WAN links, which can drain resources and have a huge impact on performance. This session will identify both the performance challenges associated with cloud computing as well as a myriad of technologies and services that IT organizations can use to mitigate the impact of those challenges.</p>	
4:40pm - 5:10pm	<b>Executive Exchange</b>	<p style="text-align: center;"><b>CIO Thought Leadership</b> <i>Cloud Gateway - Simplifying your Adoption of SaaS</i></p> <p>Desktop virtualization is one of the most transformative technologies to come around in a long time. It is simultaneously simple and powerful, and it promises to revolutionize computing at every level of the organization and beyond. Implementing new technologies, CIOs aim to cut costs, streamline operations, and improve performance. Traditionally judged by three financial criteria: initial capital expense, ongoing operating costs, and time to value, these implementations necessitate complex programming, heavy investments in servers and software, training, and disruptive version control.</p> <p>This session will discuss how you can fundamentally transform the way you manage desktops today - why it's so beneficial, what it means to users and how it benefits IT and the enterprise.</p>	
	<p style="text-align: center;"><b>CIO Executive Visions</b> <i>Developing Custom Business Applications in the Cloud</i></p> <p>Cloud application services, such as Software-as-a-Service (SaaS), eliminates the need to install and run the application on the customer's own computers. Until recently, organizations looking to develop a custom business process had to invest in owning and managing an entire IT infrastructure and middleware stack, before they could build the custom application which then needed to be integrated into their existing environments. This model of software development is not only expensive and rigid, but also difficult to support and relatively slow.</p> <p>With the introduction of cloud computing platforms, the time-to-market can be significantly reduced, while building vastly more scalable, flexible and modern applications. As the gap between the experts who conceptualize the product and the developers who code it narrows down, the need for traditional requirements management processes change. Cloud platforms enable developers to focus on the business issues by abstracting away many aspects of management and scaling. In addition, organizations that have already invested in platforms can start to build new applications using their existing platform licenses.</p> <p>This executive panel session will discuss what is required to develop custom business applications in the cloud: the specialized skills; the new processes (agile application development and quality control); and the new architectures (non-relational data, multi-tenant kernels).</p> <p>Topics to be covered also include:</p> <ul style="list-style-type: none"> <li>• ROI, ROO and TCO analysis for cloud development platforms.</li> </ul>		

<p>5:20pm - 6:20pm</p>	<ul style="list-style-type: none"> <li>● The need for custom application development in different industries.</li> <li>● Challenges in data migration.</li> <li>● Challenges in integrating cloud application services with existing legacy core systems.</li> <li>● Cloud migration strategies, roadmaps and project management.</li> <li>● The provider' ability to integrate and aggregate multiple cloud services, governance, risk, and compliance.</li> <li>● Strategic partnerships with cloud technology hardware, software, and platform partners.</li> <li>● Takeaways in terms of implementation and deployment, security and the future of the cloud.</li> </ul> <p>Moderator:</p> <p><b><u>Bill McNee, CEO, Saugatuck Technology</u></b></p> <p>Panelists:</p> <p><b><u>Robert Bohn, Reference Architecture Lead, Cloud Computing Program, NIST</u></b></p> <p><b><u>Basil Fedynshyn, VP Platform Strategy and Management, Wells Fargo</u></b></p> <p><b><u>Steven Porter, CIO, Touchstone Behavioral Health</u></b></p>
<p>6:20pm - 7:00pm</p>	<p style="text-align: center;"><b>Reception</b></p>
<p>7:00pm - 9:30pm</p>	<p style="text-align: center;"><b>Gala Dinner</b></p>
<p>9:30pm - 10:30pm</p>	<p style="text-align: center;"><b>After Dinner Networking</b></p>

**Day 2: Friday, December 9th, 2011 - CIO Cloud Summit**

7:00am -  
7:45am

**Networking Breakfast**

**Part 3: Expanding Business Impact**

7:50am -  
8:30am

**CIO Keynote Presentation**

*A New Day for Business Intelligence*

Recent technology developments may fundamentally change the economic model for Business Intelligence (BI) and deliver an unprecedented ease of use. These products can no longer be viewed as cut-down versions of enterprise-level products, but more as offerings tailored the needs of smaller companies, particularly in ease of use, installation and affordability. Effective enterprise performance management is critical to building a high-performance business, enabling companies to manage shareholder value by organizing, integrating and analyzing financial, operational, competitive and marketplace information. This session will discuss how CIOs can enable the broadest deployment of BI possible with the aim to create value with IT and maximize their company's overall business performance.

8:40am -  
9:10am

**Executive Exchange**

**CIO Think Tank**

*The Myths and Truths of Cloud Computing*

What is the "truth" behind the many "myths" around Public and Private Cloud computing? Will the cloud always save you money? Are the security issues in the cloud real? Must we choose between speed or agility?

**CIO Think Tank**

*Driving Organizational Growth with Cloud Solutions*

The task to drive organizational growth through IT can be supported by capitalizing on Cloud computing. This session will discuss ways CIOs can take advantage of cloud computing, both internally and externally, as a cost-effective way to create, manage and monetize cloud-based services.

9:15am -  
9:45am

**Executive Exchange**

**CIO Thought Leadership**

*Enabling a New Focus*

Cloud computing are by many organizations considered to be the natural progression of IT, and more and more CIOs are questioning the importance of maintaining messaging and collaboration in their own data centers. This session will discuss moving messaging and collaboration into the cloud, to allow a new focus of precious time and resources toward business applications and processes that are at the core of what enables their business.

9:50am -  
10:20am

**Executive Exchange**

**CIO/CTO Roundtable**

**CIO/CTO Roundtable**

**CIO/CTO Roundtable**

10:20am -  
10:40am

**Networking Break**

10:45am -  
11:15am

**Executive Exchange**

**CIO Think Tank**

*Is "Virtual Security" a Good Thing?*

When deploying virtualization or a public or private cloud environment, a variety of factors can cause security concern and ultimately inhibit speed of adoption. This session will identify and discuss: Securing dormant and in use virtual machines; Reducing the complexity of your virtual security landscape; Mitigating cloud security risks; and Navigating policy management guidelines through IT governance

**CIO Think Tank**

*The Cloud Diagnosed*

As the long-anticipated backlash against cloud computing begins, the main question remains to be answered. When - and if - should an organization adopt the cloud model rather than proceed with an in-house IT operation?

11:20am -  
11:50am

**Executive Exchange**

**CIO Thought Leadership**

*Cloud, Storage and Big Data*

Every computing revolution drives storage volumes - with storage becoming a bigger and more crucial market than ever. With the cloud you can gain access to a storage solution that easily scales up and down to any size you need and allows you to pay only for the storage you use. It provides elastic capacity on demand with no financial commitments or contract minimums, and allows access to your stored data from virtually anywhere and at any time. This session will be an insightful discussion about virtualization, cloud computing, big data, data center consolidation, and the requirements for storage.

11:55am -  
12:55pm

**CIO Executive Visions**

*Cloud Management: Straight Talk about Cloud Computing*

Whether you are building a private cloud in your own data center or using the public cloud for on-demand workloads, you will quickly realize that there are some big challenges surrounding your efforts. This executive panel session will give you insightful commentaries on Cloud computing with valuable takeaways in terms of implementation and deployment, security and the future of the cloud.  
Panelists:

12:55pm -  
1:10pm

**Concluding Remarks by**

**Master of Ceremonies**

**Bill McNee, CEO, Saugatuck Technology**



1:10pm -  
2:10pm

**CIO Networking Luncheon**

