



<http://www.tmcnet.com/usubmit/2011/10/07/5836605.htm>

[October 07, 2011]



VMware, Brocade and Verizon Define Datacenter Architecture Roadmap for Cloud Providers at NetEvents 2011 EMEA Summit

FRASCATI, Italy --(Business Wire)--

Joe Baguley, VMware's Chief Cloud Technologist EMEA, brought a blend of leading edge Silicon Valley vision plus the wisdom of eighteen years experience to today's opening keynote at NetEvents 2011 EMEA Summit. Commenting on key issues raised in day 1 of the conference Joe said "People don't want to manage operating systems any more". With an audience of C-level representatives from EMEA's top Service Providers and over forty press and analysts from more than a dozen nations, Joe's keynote speech launched the second day of a 3-day conference entitled "*IT's All In The Clouds*"

Baguley talked about how virtualisation in the cloud will change how everyone works. One of his main points was that in future the desktop operating system will be pulled apart as its various elements -- memory, disk and CPU -- are pushed into the cloud, and applications will be available anywhere on any device. This will remove the need for desktops, he said. Challenged by NetEvents Editorial Director, Manek Dubash, to explain the problems of reliance on unreliable public networks, Baguley said this would not be a problem in future.

Full transcript available:

<http://www.netevents.org/events/binaries/Italy2011/VMWare Guest-Speaker.pdf>

<http://www.netevents.org/events/binaries/Italy2011/VMWare Guest-Speaker-Q&A.pdf>

Additional transcripts are available at the links below:

- **HEAD 2 HEAD 'Clash of the Titans' : Datacentre Architecture Shoot-Out. Daniel Beazer, Senior Research Analyst, EMEA, Tier1 Research**

Key highlights: This was an entertaining session as Beazer role-played as an Australian media baron looking for pitches from cloud service providers, in the shape of Verizon ([News - Alert](#)) Business's David Howarth and Brocade's John McHugh. "Gartner says 70% of datacentre traffic is east-to-west - such as apps to middleware or between VMs - which means a new network is needed," said McHugh. In an audience popularity poll, McHugh pipped Howarth at the post. <http://www.netevents.org/events/binaries/Italy2011/Head2Head.pdf>

- **DEVIL'S ADVOCATE "Into the ether then into the cloud - the vital role of Ethernet". James Eibisch, Research Director, EMEA Business Network Services, IDC ([News - Alert](#))**

Key highlights: Eibisch discussed the role of Ethernet in the cloud. For him, the question was whether high speed Ethernet can deliver at the core, and what benefit it brings to the cloud. Panel member James Walker, Tata Communications ([News - Alert](#)), said: "Cloud services are being taken up quickly; providers are using it within and between their datacentres." An audience poll agreed that Ethernet will be essential to cloud where its application makes sense. <http://www.netevents.org/events/binaries/Italy2011/Devils-Advocate-James-Eibisch.pdf>

- **"Service Assurance with the Cloud". Rob Bamforth, Principal Analyst, Communication, Collaboration and Convergence ([News - Alert](#)), Quocirca**

Key highlights: "We live in a hyper-linked world beset by problems such as security," said Bamforth. "Change happens and you need to be ready for it." While we can now deliver data anywhere, anytime, to any device we cannot assure it predictably and reliably because it depends how much the user is willing to pay. <http://www.netevents.org/events/binaries/Italy2011/Debate1-Quocirca.pdf>

- **NetEvents 'Quick Fire' - "Improving Profitability & ROI for SPs". Michal Halama, Principal Analyst, Business Network IT Services, Current Analysis ([News - Alert](#))**

Key highlights: this session concerned Service Providers' business models. Panel members from BT, Dialogic, ECI Telecom and Interoute all gave individual presentations showing the diversity of ways in which cloud business models can be built. "A successful cloud needs to be easy to use and offer comprehensive functionality, automatic service provision, and integration of relevant services," said panel member Matthias Nass of ECI Telecom. <http://www.netevents.org/events/binaries/Italy2011/QuickFire-Show-Me-The-Money.pdf>