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## **Datacentre Transformation "Changes Economies and Business Models" C...**

Datacentre Transformation "Changes Economies and Business Models" Claims John McHugh at NetEvents 2011 APAC Summit

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PHUKET, Thailand--(BUSINESS WIRE)--Nov. 21, 2011--John McHugh gave the closing keynote at NetEvents 2011 APAC Press Summit at the Indigo Pearl, Phuket, Thailand. Taking a year of challenging and insightful presentations from NetEvents summits across the globe during 2011, McHugh distilled the essence of what will become critical issues for CIOs in Asia over the next few years. His advice rounded off the 2-day conference which included debates on current industry issues and trends plus round table press and analyst briefings attended by an audience of top execs from Arista Networks, Brocade, Extreme Networks, Fortinet, Blue Coat Systems, HP Networking, MEF, Niometrics, Sourcefire, UIH, IDC, Gartner, Analysys Mason, Market Clarity, Ovum, Forrester Research and others.

"The trend towards datacentre transformation is inexorable - it will change economies and business models", said McHugh, counted among network world's "top 50 most powerful people in networking" and known for his insight and sharp analysis of trends. "This past year, business leaders have worked in an environment full of challenges for the future. They will be thinking about risk," he said, arguing that IT was or should be transformational, especially given the growth of new end-user devices that offer new ways of workforce provisioning. On storage, he said: "we are feasting on more information - it's important because the CIO needs to lead the strategy around information".

<http://www.netevents.org/events/binaries/Thailand2011/20111117-Closing-Keynote-transcript.pdf>

The day began with Ian Keene, Vice President, Gartner introducing a HEAD 2 HEAD challenge between another of this year's hottest Silicon Valley start-ups, Arista Networks, and three of the biggest global names in networking - Brocade, Extreme and HP - with a multimillion dollar virtualisation deal on the table - who takes the prize? This was an key opportunity for Arista - one of the hottest new names in Silicon Valley - choosing the NetEvents Summit as the launch pad into the APAC market for their Extensible Operating System (EOS(tm)) based platform. Douglas Gourlay, VP, Arista Networks, emphasised the importance of openness: "People don't want a large, flat, layer-two network, and smart network engineers don't want to build or operate them". He introduced EOS as a ground-breaking network operating system with single-image

consistency across hardware platforms, and modern core architecture enabling in-service upgrades and application extensibility.

Other key highlights:

\* John McHugh, CMO & VP, Brocade, hit back with: "our presentations are like our networks - faster than Arista!" He went on to argue: "80% of network traffic will be going east-west, not north-south as the network was designed to work. Brocade's fabric gets rid of one aggregation layer to save power, and consolidate your edge layer to create a universal touch point for most of your datacentre devices." \* Shehzad Merchant, VP of Technology, Extreme Networks, said: "Everything is converging on Ethernet with no more separate network technologies for HPC, SANs and data." \* Erik Papir, Worldwide Director, HP, said: "You need to look at the overall infrastructure in the datacentre not just the network. Compute power and storage are going to be critical to enable the instant-on enterprise."

<http://www.netevents.org/events/binaries/Thailand2011/20111117-Head-2-Head-transcript.pdf>

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<http://www.netevents.org/events/binaries/Thailand2011/20111117-Arista-H2H-presentation.pdf>

<http://www.netevents.org/events/binaries/Thailand2011/20111117-Brocade-H2H-presentation.pdf>

<http://www.netevents.org/events/binaries/Thailand2011/20111117-Extreme-Networks-H2H-presentation.pdf>

<http://www.netevents.org/events/binaries/Thailand2011/20111117-HP-H2H-presentation.pdf>

The second session Ethernet's role in the Cloud, was introduced and chaired by Matt Walker, Principal Analyst, Ovum. Key highlights included: highlights:

\* Shehzad Merchant, VP of Technology, Extreme Networks: "How do you take things like group identities into the cloud?" \* Deb Dutta, VP Asia-Pacific, Brocade: "You need a cloud ID that allows you to demarcate your domain in the cloud and migrate from one SP to another." \* Nan Chen, President, MEF said it was "working on an ID standard so you can classify VMs and assign them priorities."

<http://www.netevents.org/events/binaries/Thailand2011/20111117-DebateII-transcript.pdf>

<http://www.netevents.org/events/binaries/Thailand2011/20111117-DebateII-presentation.pdf>

Session III - From Desktop to Smart Devices - implications for infrastructure, management & security - was introduced and chaired by Tim Dillon, AVP Asia Pacific End User & Mobility Research, IDC. Key highlights included:

\* Jonathan Andresen, product and solutions director APAC, Blue Coat Systems: "Cloud security is the first line of defence. Catch malware in the cloud and you don't let it into your network." \* Shehzad Merchant, VP of Technology, Extreme Networks: "Security should be multi-level and omni-present." \* Shara Evans, CEO, Market Clarity: "End-user devices are insecure because they get left in taxis. So the network needs to understand who the user is, as they may not be authentic."

<http://www.netevents.org/events/binaries/Thailand2011/20111117-DebateIII-transcript.pdf>

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