

## HP's Head of Cloud Infrastructure, Steve Dietch Brings Us Back to Earth at NetEvents APAC

*Asia's number one media summit shows the Cloud as vision and as reality*

"Business is just outrunning IT like the bejeebers right now" warned Steve Dietch, Vice President - HP Cloud Infrastructure, at NetEvents APAC Press Summit in Malaysia, on Wednesday. "Everyone is talking Cloud, but where's the reality?" – closing the first day's conference session, Dietch brought things back to earth by mining HP's massive global customer base for real life case studies from France, India and the United States. He also offered practical advice on migrating to the Cloud from virtualization to private cloud and hybrid solutions – a pragmatic, step-by-step approach:

"The problems I've seen too often -- ten times in the last three months -- is companies too quickly move infrastructure into the cloud without time to improve its credibility" Dietch explained. "So my advice is to carve off something such as development and testing, do it fast and then move forward. One message: if you're going to screw it up, screw it up fast – so you have time to recover the situation." Dietch also argued against rushing into the Cloud on a pure cost basis, saying that agility and speed would be the prime reason to move from the virtualized environment to private cloud.

[http://www.netevents.org/events/binaries/Malaysia2011/Dietch\\_Keynote-QandA.pdf](http://www.netevents.org/events/binaries/Malaysia2011/Dietch_Keynote-QandA.pdf)

*Preparing for the Future – IT's all in the Clouds* was the Summit's overall theme, and the conference sessions opened with a visionary keynote from John McHugh, VP and CMO, Brocade.

[http://www.netevents.org/events/binaries/Malaysia2011/JohnMcHugh\\_Keynote.pdf](http://www.netevents.org/events/binaries/Malaysia2011/JohnMcHugh_Keynote.pdf) It also included a heavy weight line-up of C-Level execs including Alcatel-Lucent APAC CTO, Brocade CMO, Cisco Cloud CTO and HP's head of Cloud Infrastructure to debate the merits of their respective organizations approach to Datacenter Architecture, in "Clash of the Titans" see:

[http://www.netevents.org/events/binaries/Malaysia2011/Clash\\_of\\_the\\_Titans%20Tim%20Dillon%20IDC.pdf](http://www.netevents.org/events/binaries/Malaysia2011/Clash_of_the_Titans%20Tim%20Dillon%20IDC.pdf)

No Cloud conference would be complete without a security debate, and NetEvents delivered the goods with a balloon-style debate *Wielding the knife on cloud security complexity* in which Chairman Tim Dillon, AVP Research, IDC, challenged delegates including Trend Micro, Spirent and Genband to decide which of a mess of overlaying security solutions should be the first to be ditched.

<http://www.netevents.org/events/binaries/Malaysia2011/Debate-2-Tim-Dillon.pdf>

Full transcripts of ALL sessions and presentation materials are now available at [www.netevents.org](http://www.netevents.org)

<http://www.finanznachrichten.de/nachrichten-2011-04/19907812-hp-s-head-of-cloud-infrastructure-steve-dietch-brings-us-back-to-earth-at-netevents-apac-004.htm>