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"Innoveren of sterven" beweert Nir Zuk van Palo Alto op NetEvents 2011

Bij de opening van de NetEvents 2011 topconferentie voor EMEA-pers op 9 februari heeft serieel ondernemer en oprichter van Palo Alto Networks Nir Zuk een publiek van technologische pers en topanalisten uit de EMEA-regio toegesproken over het thema: "Veilig denken of slechts veilig voelen? De noodzaak voor versnelling van creatieve innovatie aan deze kant van de wet". In een vervolginterview met Bob Walder, Research Director voor veiligheid, privacy & risico, infrastructuurbescherming bij Gartner, lichtte Nir Zuk toe dat iedereen altijd dacht dat Nokia onoverwinnelijk was, net zo goed als iedereen dacht dat Microsoft onoverwinnelijk was. Nokia is echter dood, omdat het er niet in slaagde te vernieuwen, aldus Zuk.

Engelstalig bericht:

"You Need to Innovate or Die" Claims Nir Zuk, Palo Alto, at NetEvents 2011 EMEA Press & Analyst Summit

Visionary speakers rock the Cloud bandwagon at Europe's number one Industry/Media networking event

BARCELONA, Spain- 20110210 --

Opening NetEvents 2011 EMEA Press Summit yesterday, serial entrepreneur and founder of Palo Alto Networks Nir Zuk spoke to an audience of top technology press and analysts from the EMEA region on the theme: *Thinking Secure or Just Feeling Secure? The need to accelerate creative innovation on this side of the law.* In a follow-up interview with Bob Walder, Research Director Security, Privacy & Risk, Infrastructure Protection, Gartner, Nir Zuk claimed that "Everyone thought Nokia was invincible. Everyone thought Microsoft was invincible. But Nokia is dead because they failed to innovate."

Nir Zuk created some of the world's first computer viruses on his Dragon 64 as a 16-year-old. He then U-turned to securing computers, working at Check Point Software to pioneer stateful inspection technology – the basis of all today's firewalls – and the first commercially viable firewall. From there he founded OneSecure and built the world's first IPS.

Virtualization and cloud security were other major themes at the two-day conference. Debates included Steve Garrison, Marketing VP at Infoblox, *In the Hot Seat*, and the advance and potential of LTE, with Mehmet Balos, Executive VP and CMO, Genband, who will open today's conference session with a visionary take on *LTE's Role In Driving Mobile Innovation* as seen

from 2020 plus his predictions as to “what will be hot” at this years Mobile World Congress in Barcelona.

Mehmet Balos has more than 25 years experience at the leading edge of wireline and wireless innovation. His speech will include disruptive innovations, killer apps and a view of the next generation of smartphones. Dean Bublely, Analyst & Founder, Disruptive Analysis will also lead a debate on LTE progress.

Other cloud debate topics addressed usage and governance models and their impact on IT management; virtualization; cloud-readiness; wireless networking; next-generation firewalls and video content delivery.

Featured speakers included analyst groups – Gartner Group, IDC Research, Infonetics Research, the 451 Group, Quocirca, Disruptive Analysis – test and research labs NSS Group and BA Test Labs, and senior executives from: Alcatel-Lucent, Accedian Networks, BT, Easynet Global Services, IP.Access, Metro Ethernet Forum (MEF), SourceFire, Spirent Communications, Verizon Business and others.

<http://www.nieuwsbank.nl/en/2011/02/10/A001.htm>