



John McHugh, Vice President & Chief Marketing Officer, Brocade shared his insights today into the future of the industry at NetEvents 2010 EMEA Press Summit, Istanbul. Addressing an audience including over 50 top technology press and analysts from more than a dozen nations, he expanded on the theme Anticipating the Future, Assessing the Present, Judging the Past -- an industry visionary seeks gold amongst the chaos of change. Following this opening keynote, the audience enjoyed a 2-day conference including hot-topic sessions, presentations, hospitality events and a schedule of round table press and analyst briefings.

"Companies like Brocade have to understand how markets, applications and technologies are evolving and be able to make sound predictions about what customers are going to care about not just next year, but 3-5 yrs from now" began John McHugh, before looking back at his earlier predictions for 2010. Among the trends he had anticipated were the explosion of information sources and business models from non-traditional providers as well as the Internet extending towards what is now known as "cloud computing". Looking forward he sees plus fundamental challenges with the widely held industry perspective of cloud computing. "Virtualization is driving new models for application deployment and IT in general. Unfortunately, the existing networking infrastructure is incapable of managing the associated complexity of wide-spread deployments of virtual machines." Cloud computing gets the thumbs up, but it must wait until customers are confident of economic value and guaranteed service levels before really taking off.

McHugh also challenged the wisdom of the consolidation that is happening today in the networking industry. "Over the past two decades in networking, the companies that have excelled are those that have focused almost exclusively on networking solutions, like Brocade does today. Companies that are trying to sell networking as an accessory to servers, or IT solutions have failed to provide customers with the flexibility and economies they need."

Summing up some of the lessons still to be learned, John added: "Simplicity, investment protection and new standards of uptime are prerequisites for networking going forward. As information technology and digital communications are adopted throughout the fast-growing markets of the developing world, companies adept at driving out complexity of existing infrastructure gain a substantial competitive advantage".

Counted among Network World's "top 50 most powerful people in networking", John McHugh's appearance is in keeping with the NetEvents tradition of attracting IT's 'men of the moment' -- with past names including Ethernet inventor Bob Metcalfe, MIT Labs founder Nicholas Negroponte, and Silicon Valley serial entrepreneur Jim Clark co-founder of Netscape, Silicon Graphics, Healtheon and many more. Following his keynote Manek Dubash, Editorial Director, NetEventsTV joined him onstage for the keynote interview, followed by questions from the floor. A transcript of the full presentation and Q&A will be available on October 4th from the following link: <http://www.netevents.org/events/binaries/Turkey2010/OpeningKeynote.pdf>

The NetEvents conference programme included six sessions, introduced and chaired by leading industry analysts and featured a panel of senior figures from the participating organisations. First day topics covered: solutions for mobile data offload; consolidating the cloud through IT automation; unified communications; and infrastructure convergence. The next day included a guest speaker presentation by HP Networking and sessions on infrastructure scalability and 40/100GigE for the enterprise. The transcripts of all six sessions and the guest presentation will be available from October 4th on the NetEvents website at the following links:

Session I : Surfing the Data Tsunami -- solutions for mobile data offload URL:

<http://www.netevents.org/events/binaries/Turkey2010/Debate1.pdf> Session II: Consolidating the cloud through IT Automation URL:

<http://www.netevents.org/events/binaries/Turkey2010/Debate2.pdf> Session III: See me, hear me,

touch me -- will unified communications satisfy the business user? URL:
<http://www.netevents.org/events/binaries/Turkey2010/Debate3.pdf>

-- Session IV: Boxing clever -- or is infrastructure convergence the way to go?

URL: <http://www.netevents.org/events/binaries/Turkey2010/Debate4.pdf> Session V: The Lycra system -- it fits your business like a second skin URL:

<http://www.netevents.org/events/binaries/Turkey2010/Debate5.pdf> Session VI: 40GigE or 100GigE -- what's in it for the enterprise? URL:

<http://www.netevents.org/events/binaries/Turkey2010/Debate6.pdf> Guest speaker, HP Networking: Real security in the virtual environment URL:

<http://www.netevents.org/events/binaries/Turkey2010/SpecialGuest.pdf>

Senior executives participating at the NetEvents EMEA Summit in Turkey represented the following organisations: Accedian; Avea; Aztelekom; Brocade; BT Global Services; BT GTM; CENX; Cisco Systems; Current Analysis; Dell'Oro Group; Dialogic Corporation; Disruptive Analysis; Dsmart ; Dogan Telekom; Exalt Communications; Gartner; Genband; HP Networking; IDC CEMA; Infoblox; Infonetics Research; Interoute; JSC Tajiktelecom; Juniper; Maroc Telecom; MEF; Motorola Networks; Nexcom; NSN; Nur Telecom; Oman Telecommunications; Ovum; Polycom; Qtel; Quocirca; RT Research; Riverbed Technology; Safenet; SpectrumNet; Spirent Communications; Spirent Communications; Tata Communications; Turk Telekom; Viva ([STC](#)); Vodafone Group; Yankee Group

About NetEvents Since 1996, our team has organised one of the key communication channels between press, analysts and vendors in the Enterprise networking and telecommunications marketplace - NetEvents.

NetEvents brings together leading network / telecoms / computer industry vendors (senior executives of President / CEO / VP level); trade press; press and industry analysts from the 4 continents of the world.

NetEvents provides vendors with an opportunity to meet the networking and communications press in an informal yet focused environment. It is based on a highly successful programme that has already been used by the world's leading technology companies to establish quality relationships with press and analysts throughout the world.

<http://research.scottrade.com/public/markets/news/news.asp?docKey=100-273b0664-1§ion=headlines&filter=COMTEX>