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Brocade Chief Marketing Officer John McHugh Presents Keynote at NetEvents 2010 EMEA Press Summit

Oct 04, 2010 (Close-Up Media via COMTEX) -- Brocade announced that John McHugh, the company's VP and Chief Marketing Officer, shared his insights into the future of the industry at NetEvents 2010 EMEA Press Summit in Istanbul, Turkey.

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. Following this opening keynote, the audience enjoyed a two-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 three to five years 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 said he sees plus fundamental challenges with the widely held industry perspective of cloud computing.

The NetEvents conference program included six sessions, introduced and chaired by industry analysts and featured a panel of senior figures from the participating organisations.

NetEvents brings together network, telecoms, computer industry vendors, trade press; press and industry analysts. The conference provides vendors with an opportunity to meet the networking and communications press in an informal yet focused environment.

Brocade designs, manufactures, and sells networking solutions and management applications for local, metro, and wide area networks (LANs/MANs/WANs), as well as storage area networks (SANs), focusing on data center, enterprise campus, and service provider environments.

<http://ivr.tmcnet.com/news/2010/10/04/5044306.htm>