

# “You need to innovate or die” claims Nir Zuk, Palo Alto, at NetEvents 2011 EMEA Press & Analyst Summit

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## **Visionary speakers rock the cloud bandwagon at Europe’s number one Industry/Media networking event**

Opening NetEvents 2011 EMEA Press Summit yesterday, serial entrepreneur and founder Palo Alto Networks, Nir Zuk, spoke to an audience of top technology press and analysts from throughout 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."

Virtualization and Cloud security were major themes in the two-day conference – including hot-topic debates, Steve Garrison, Marketing VP at Infoblox, In the Hot Seat, and a schedule of round table press and analyst briefings from participating companies. Another strong theme was the

advance, and potential, of LTE, with Mehmet Balos, Executive VP and CMO, Genband, who will be opening tomorrow's conference session with a visionary take on LTE's Role In Driving Mobile Innovation as seen from a 2020 perspective.

Nir Zuk began his career far from Silicon Valley as a 16 year old Israeli whizz kid, creating some of the world's first computer viruses on his Dragon 64. Happily for the industry, he then u-turned his passion to address protection, working at Check Point Software to pioneer stateful inspection technology – the basis of all today's firewall security systems – and the first commercially viable firewall. From there he founded OneSecure and built the world's first IPS system, which was bought by NetScreen then sold on to Juniper for over four billion dollars.

Mehmet Balos has more than 25 years experience at the leading edge of wireline and wireless innovation. His visionary speech, looking forward to 2020, will include disruptive innovations, killer apps and a view of the next generation of smart phones plus his predictions as to “what will be hot” at this years Mobile World Congress in Barcelona.

Additional LTE discussion will include a debate on the here and now of LTE progress, introduced and chaired by Dean Bublely, Analyst & Founder, Disruptive Analysis.

Other Cloud debate topics addressed usage and governance models and their impact on IT management; and the fundamental values of virtualization and industry's readiness for the Cloud. Further topics were: progress in wireless networking, next generation firewalls and Video Content Delivery – a golden telco opportunity meets a platinum optimization challenge.

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 , as well as senior executives from: Alcatel-Lucent, Accedian Networks, BT, Easynet Global Services, IP.Access, Metro Ethernet Forum (MEF), SourceFire, Spirent Communications, Verizon Business and others.

Above, to the right, Nir Zuk, founder Palo Alto Networks