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Brocade's John McHugh Sets a Visionary Scene at NetEvents APAC

C-Level execs from Alcatel-Lucent, Brocade, Cisco and HP battle for Cloud control at Asia's number one media summit

"Are you all just selling the same Cloud solutions or do you have USPs?" – that was the gauntlet thrown down at NetEvents 2011 APAC Press & Analyst Summit yesterday. Responding to enterprise CIO frustration that Cloud solution vendors all appear to be making the same claims, NetEvents put C-level executives from Alcatel-Lucent, Brocade, Cisco and HP on-stage for the ultimate "Clash of the Titans". This formed part of the 2-day Summit's opening conference including an opening keynote from John McHugh, VP and CMO, Brocade, presenting his vision of achievable Cloud strategies', *Blue Sky and Clouds*.

Cloud computing has even greater potential impact than contract manufacturing, according to John McHugh. He asked: "Who would have imagined 20 years ago that almost all technology manufacturing would have been moved to companies such as Selectronics and Foxconn?". He also saw that: "Every datacenter wants to be a Service Provider, and every SP wants to be a datacenter. It means SPs are not a route for one place to another but a destination" – and a key enabler would be the move from current network topologies to flat, highly-connected, non-hierarchical "fabrics": "Meshing architectures allows for self-learning networks".

The ensuing 'Head2Head' session was introduced by Tim Dillon, AVP Research, IDC, with: "All the big names in the business claim the same key qualities – including intelligence, flexibility, simplicity, availability and security. So how is today's enterprise CIO expected to make an informed choice? We asked leading thinkers from each company to give their one-minute elevator pitch on what makes their philosophy, architecture or solution truly superior, then gave them space to slug it out before our audience of top technology press and analysts from the APAC region."

This year's Press Summit featured – Frost & Sullivan, IDC, Informa Research, Springboard, Market Clarity and Ovum, plus senior executives from; Alcatel-Lucent, Accedian Networks, Brocade, BT, China Mobile, China Telecom, Cisco, Genband, Grameenphone, HP, Metaswitch, MEF, Maxis, PCCW, Reliance Globalcom, Spirent Communications, Starhub, Symphony, Telecom Malaysia, TATA Communications, Uecomm, Verizon Business, VNPT and others.

Full transcripts of all sessions and presentation materials are now available at www.netevents.org

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