

Conference Program



Ethernet innovation summit

"Inspired by 40 years of Ethernet Innovation"

May 22nd - 23rd, 2013

Computer History Museum,
Mountain View, California, USA

In association with



Ethernet 40th Anniversary Edition



NetEvents is delighted to welcome you to our Global Summit which includes a special celebration of 40 years of Ethernet innovation, featuring many of the great inventors of our time, together with those driving current advances in networking and communications. A special thanks to our partners Bob Metcalfe, MEF, PARC and the Computer History Museum for helping us bring together such a prestigious gathering of industry luminaries and also to the 80+ media representing more than 35 countries around the globe which have travelled far and wide to join us here today. We very much hope you will enjoy the exciting programme we have in store for you over the next two days...

Mark Fox, CEO, NetEvents

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Welcome

May 22nd, 2013,



Dear Ethernet Enthusiast,

Welcome to the Computer History Museum and our celebration of Ethernet's 40th birthday!

This is more than just a party — more than just looking back on past achievements. There will be tonight's celebratory gala, of course, but also two intensive days of conference.

PARC has organized a first day conference program about innovation, focused on 40 years of Ethernet Innovation and looking to the future. Remember, Ethernet was invented in a memo I wrote at PARC on May 22nd, 1973.

Then for the second day, May 23rd, we have invited international press and analysts to join us for a series of briefings with leading network industry players on the current state of the \$100Bn/year Ethernet industry. Delighted you could join us, and wishing you a stimulating experience.

Bob Metcalfe

Bob Metcalfe, UT Austin Professor of Innovation

“Inspired by 40 years of Ethernet Innovation”


in association with
PARC, Computer History Museum and the MEF


Not since the discovery of human language has there been such a rapid evolution of human communication as that fostered by data networking. The invention of writing, of an alphabet, of movable type printing ... these have all played a key role in shaping today's world over centuries. Yet the biggest changes of all have taken place over the last century, and the last 40 years in particular.

High among the great enablers of this change has been Ethernet – just one of a number of network technologies that emerged in recent decades, but the one whose fundamental simplicity, flexibility and openness to further development and innovation has made it triumph over the competition.


*Even if you are reading these words on paper, it is because Ethernet delivered them to the printers
– Ethernet is already a near universal medium of human exchange.*


Conference Partners

 Ethernet had its origins in Xerox's Palo Alto Research Center (Xerox PARC). In 1970 Xerox Corporation had the foresight to assemble a world-class team of information and physical science expertise as “the Architects of Information” to envision and create the office of the future. Since then, PARC pioneered countless technology platforms – from the Ethernet and laser printing to the GUI and ubiquitous computing – each laying a foundation for whole new industries. Incorporated as an independent, wholly owned subsidiary of Xerox in 2002, PARC today continues the physical, computer, and social sciences research that enables breakthroughs for its client businesses. It is a special privilege to be partners with such a vital institution for furthering innovation as PARC.

 In the heart of Silicon Valley, the world's largest and most famous museum for the presentation and preservation of artifacts and stories of the information age, exploring the computing revolution and its impact on society and the world – what more appropriate and prestigious venue for this evening celebration of Ethernet innovation?

The exhibition covers the history of computing since the abacus over two millennia in twenty galleries. On May 22nd press will be treated to a privileged after-hours exclusive tour of the Computer History Museum in Mountain View, California, plus have the opportunity to meet Ethernet inventors, other researchers and industry visionaries during this tour.

 By 2001, Ethernet had dominated its rivals and become the de facto language of computer networking in every country across the globe. But it would have remained as poorly linked islands of data had it not been for the MEF – a global industry alliance of over 200 organizations. MEF developed the necessary technical specifications to enable Ethernet to become Carrier-class. With Ethernet now deployed throughout service provider networks globally, business can interconnect LANs natively with Ethernet. MEF's work continues today, with new capabilities under development for advanced Cloud and 4G Mobile environments. Carrier Ethernet has already made its mark as the 21st century's telecommunications success story, so it is a privilege to have the dynamism of the MEF among our partners for this historic event.

 Where technology leaders meet the world's press.

NetEvents will be producing this prestigious Ethernet Innovation Summit which is one of the most important gatherings of press, analysts and senior executives of technology vendors from around the world “Inspired by 40 years of Ethernet Innovation” and looking forward to the next 40 years of networking. NetEvents is flying in selected top press and analysts representing 35+ countries from around the globe, including Asia-Pacific, Europe, Middle East, South America, Central America and North America, and scheduling a series of individual delegate meetings during the event.

Gold Sponsors



Broadcast Partners



Wi-Fi Partner



A special thanks also to our distinguished speakers, international press and analysts plus our Silver and Bronze sponsors, which have helped make this event such a special occasion for the many inventors of Ethernet.

Celebrating Innovation

– and how Ethernet can drive it forward

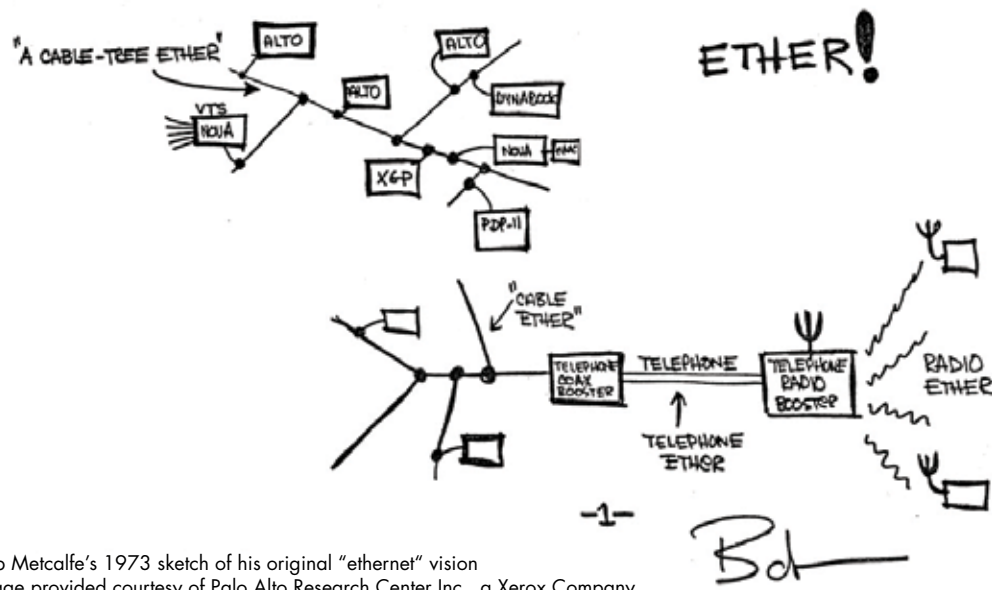
*Innovation is vital. It drives progress and makes the world a better place to live in.
We even rely on innovation to solve the problems created by innovation itself...*

As the core of the world's economy shifts to the East it becomes even more vital for the West to maintain its culture of innovation to stay in the race – while the manufacturing giants in the East must also innovate to ensure their rise beyond "blue collar" status.

So, as the networking community comes to celebrate 40 years since the invention of Ethernet, it has chosen to focus more on the culture of innovation than on past glories.

Celebrating Ethernet

The birth of Ethernet – and so of modern networking – can be traced back to Xerox PARC and May 22nd 1973 when Bob Metcalfe drew a diagram and sent a memo outlining the Ethernet concept for the very first time. As Bob explains: "Dave Boggs and I were the principal inventors of Ethernet, but we had a lot of help". Also named on the patent were Butler Lampson and Chuck Thacker who contributed a lot. Tat Lam, a contractor at Xerox PARC helped develop the transceiver, then there was David Liddle and the list goes on, according to Metcalfe.



Bob Metcalfe's 1973 sketch of his original "ethernet" vision
Image provided courtesy of Palo Alto Research Center Inc., a Xerox Company

The place was Silicon Valley, the time was the 1970s and innovation was in the air. It's a great story, but to call it the Golden Age of Innovation misses the key point. Because the global spread of Ethernet has created an even more fertile culture of innovation, as Bob assures us: "We didn't have Google, we didn't have the Internet. Today's innovators can find out in the twinkling of an eye almost all the previous work and people working in their field. They can begin collaborating from afar. So we now have what I call collective intelligence that's been created through the connectivity of the Internet and that is actually accelerating innovation."

So Ethernet, an innovation of 40 years ago, is paving the way for an even greater future. How can we make sure this happens? How best to maximise this opportunity?

PARC – nowadays a wholly owned but independent subsidiary of Xerox – the Computer History Museum and the MEF are working together to mark Ethernet's 40th birthday with these three consecutive events based at the Computer History Museum in Mountain View, California.

May 22nd begins with the conference organized by PARC to explore the history of the innovation process and culture that created Ethernet. This will be followed by the evening celebrations – including a tour of the Museum meeting face to face with famous Silicon Valley inventors, a charity auction, award ceremony, Gala dinner and opportunities to rub shoulders with the industry's key movers and shakers. The Museum includes a display outlining the rise of Ethernet from a 2.94 Mbps network running on thick co-ax cable to today's high-speed Ethernet running over fibre, copper or wireless.

Then, on the 23rd, there will be a NetEvents-style day of discussions, hot debates and industry briefings, where the leaders of the Ethernet industry – now a \$100 billion a year market – can sit down with the world's IT press and industry analysts from more than 35 countries across the globe.

Thanks to Carrier Ethernet and the pioneering work of the MEF, we will be broadcasting sessions from both days across the globe as an educational opportunity for tomorrow's young innovators – while providing massive additional coverage for the events.

How it all began

According to Bob Metcalfe: "The first Ethernet was a one-node Ethernet, which isn't very interesting. Then we had two nodes – which incidentally we called Michelson and Morley who happened to be the two physicists who disproved the existence of the Ether, so we thought that was ironic – then eventually the cable got strung all over the building."

What was the real innovation, as they saw it then? "In those days our big innovation was putting a computer on every desk – I know that's hard to believe! We put one on every desk then ran this co-ax down the middle of the corridor and everybody tapped into it from their PCs. So it grew to fill this building."

The benefits were immediate, and so other departments wanted in on the network. "The labs wanted to be connected so, with an Internet protocol, we built an Internet that spanned the research laboratories of Xerox. It wasn't until the late seventies that we began leaving Xerox and installing Ethernets elsewhere."



Ethernets 40th Birthday – celebrated on May 22, 2013 at the Computer History Museum, Mountain View California, USA



Ethernet was invented at PARC on May 22, 1973



Nan Chen,
President, MEF
*"In the future there
will be a single
language linking
business worldwide. It
won't be English. It won't
be Mandarin.
It will be Ethernet."*

Bob went on to found 3Com, makers of the first commercial Ethernet cards. Within 20 years Ethernet saw off competition from token-based networking and came to dominate the LAN space, covering every continent with islands of Ethernet connectivity.

But it was not until the last ten years, thanks to the work of the MEF, that Carrier Ethernet was developed to enable those islands of data to be connected via Ethernet, rather than more complex and costly WAN technologies such as Frame Relay and ATM.

Appropriately for this celebration, last year marked a turning point: for the first time Carrier Ethernet sales exceeded that of all other WAN technologies combined. Ethernet has now more or less taken over the world.

As MEF President Nan Chen once predicted: "In the future there will be a single language linking business worldwide. It won't be English. It won't be Mandarin. It will be Ethernet".

Keeping the flame alive

It is easy to be nostalgic about those pioneering days in a world still ruled by the telephone and typewriter. Bob reflects: "Even by then in the '70s Silicon Valley had a tradition of innovation going back decades. Within that tradition it was expected that you would innovate and innovation was supported. We had all that going for us in the '70s here in Silicon Valley."

That makes it all the more vital to identify the key elements of that tradition in order to encourage them today and keep the flame of innovation burning. As Bob explains: "It starts with people – people drawn into this epitome of the free enterprise system, a system with great respect for science, education, engineering, entrepreneurship and business". Ever the pragmatist, Bob adds wryly: "And the weather by the way – have I mentioned the weather?"

Heir to this great tradition is Steve Hoover, the current CEO of PARC. He points out the importance of an open spirit of enquiry to balance the intense commercial pressure to deliver results: "One of the key things is recognising that innovation is going to require failure. So you can't start something and not believe that it's possible to fail.... of course it's not about failing, failing's not good, but it's about learning."

Steve compares this innovative culture to a class of five-year olds: "It's all the questioning... it's Why?Why?Why?! That leads to really good innovation because people are getting to the fundamental ideas, they're questioning the status quo, they're willing to change it and break it. Fail on the way and then pick yourself up, dust yourself off and move on to the next."



John Hollar, President &
CEO, Computer History
Museum, hosts Ethernet
innovation celebrations
on Wednesday evening
May 22nd, 2013

The vital contributions of government and academia

A key element of the 40th birthday celebrations will be discussion around the need to foster and maintain this dynamic spirit of innovation in today's globally competitive environment. This goes beyond purely business concern, innovation is vital to national pride and prosperity – even to survival. It is, therefore a concern for governments too.

Steve Hoover points out that the business world sometimes forgets the contribution made by past governments: "If you look back at the history of the Internet, Arpanet was government-initiated. The tremendous commercial impact I don't believe would have occurred without their foresight in investing in those fundamental capabilities."

"Today at PARC we are working to repeat that model over and over and over again." Steve is very keen to enrol government support for this work, pointing out the need to recognize that: "The government does identify fundamental research areas to work in and is willing to invest. That partnership – of government investing in core capabilities, in new areas, taking some of the higher risk, plus industry's ability to capitalise and leverage it – that partnership is really important."

In the May conferences another key partnership will be welcomed to the debate – the partnership between business and academia. Among Bob Metcalfe's many roles, he is now Director of Innovation at University of Austin, Texas. This gives him a unique insight into what really motivates today's innovators: "We're after freedom and prosperity, and innovation is the engine that drives that virtuous circle."



Bob Metcalfe,
co-inventor of Ethernet
"We're after freedom and prosperity, and innovation is the engine that drives that virtuous circle."

Bob recognizes that there are many forms of innovation and many ways to encourage it, but in this role he is particularly focused on the sort fostered by places like PARC and research universities, where the professors don't just teach but also do real research: "They produce research as a product; they produce students as a product. And then the students are the best vehicles, the embodiment of the innovations, as they take those innovations out into the market."

This seeding of innovation into the commercial world happens in two ways, he explains: "There's the taking of those innovations into large existing companies through the open innovation processes there, then there's my favourite kind – the creation of innovative start ups that take those innovations and package them properly and scale them up into world markets."



Steve Hoover, CEO
leading an open spirit
of innovation at PARC
"...partnership is really important."

Welcome to the future

Carrier Ethernet technology will be utilised to transmit these sessions across the globe, not only showing what Ethernet has already achieved but, more importantly, seeding new ideas and inspiration to the next global generation of innovators and entrepreneurs.

As Bob explained, networking and the Internet has given this generation "collective intelligence" and so much more to play with in terms of access to all that has already been achieved, both the successes and the failures of the past and present.

So who knows what form Ethernet's 50th anniversary will take in ten years time? What's in store for the next generation of innovators and entrepreneurs?

For full details of the events visit: <http://www.netevents.org.uk/portfolio/global-summit>

Watch the video about this event including interviews with Bob Metcalfe and Steve Hoover:
<http://www.youtube.com/embed/wpIYUcWwRww>

"TUNE-IN" on May 22 & 23 to watch the conference live: <http://www.netevents.org.uk/global-netevents-summit-live>



Carrier Ethernet technology will be utilised to transmit this conference around the globe, thanks to our broadcast partners, Comcast Business and TATA Communications.

Selection of Fed



Bob Metcalfe

Co-inventor of Ethernet
& UT Austin Professor
of Innovation



Andy Bechtolsheim

Founder, Chief
Development
Officer & Chairman



Henry Samueli

Co-Founder, Chairman
of the Board & Chief
Technical Officer



Bethany Mayer

Senior Vice
President & General
Manager



Gordon Bell

Principal
Researcher



Dave House

Chairman



Howard Charney

Senior Vice President,
Office of the President



Arpit Joshipura

Vice President
Product Management
& Marketing



Nan Chen

President



Ihab Tarazi

Vice President Global
Product Technology
& Strategy



John Shoch

Venture
Capitalist



Rohit Mehra

Vice President
of Network
Infrastructure



Mike Marcellin

Senior Vice
President of
Strategy
& Marketing



Steve Hoover

Chief Executive
Officer



Glenn Ricart

Founder & Chief
Technical Officer



John D'Ambrosia

Chairman



Shehzad Merchant

Chief Strategy
Officer



Andrew Lee

Chief Executive
Officer



Sunil Khandekar

President &
Chief Executive
Officer



Dan Pitt

Executive Director



Featured Speakers...



Faraj Aalaei

President & Chief
Executive Officer

AQUANTIA®



Judy Estrin

Chief
Executive Officer

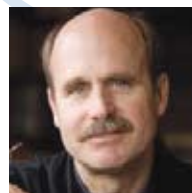
JLABS



Yogen Dalal

Partner Emeritus

MAYFIELD FUND



Paul Saffo

Futurist



James Walker

Vice President
Managed Network
Services

TATA COMMUNICATIONS



Karen Schmidt

VP, Enterprise
Marketing

COMCAST
BUSINESS



Radia Perlman

Executive Vice
President Platform
Systems Division

intel



Mark Durrett

Director

OVERTURE



Erin Dunne

Director of
Research Services

Vertical
Systems
Group



Dirk Gates

Executive Chairman
& Founder

XIRRUS
High Performance Wireless Networks



Sean Hackett

Managing Director

451 Research



Stu Bailey

Chief Technical
Officer

Infoblox
CONTROL YOUR NETWORK



Vikram Phatak

Chief Executive
Officer & Chairman

NSS
LABS



Brian Smith

Founder &
Chief Technical
Officer

CLICK
SECURITY



Bruce Davie

Office of the CTO

vmware



Norm Abramson

Inventor



Bob Belleville

Inventor



Dave Boggs

Inventor



Bill Hawe

Inventor



Geoff Thompson

Member Emeritus
IEEE 802

Ethernet Innovation Summit

Outline

Wednesday May 22nd

Celebrating 40 years of Ethernet Innovation – Plenary Sessions

7.45 - 8.30 am Conference registrations and coffee/tea refreshments: Grand Lobby, second floor

8.30 - 8.35 am Welcome, Steve Hoover, CEO, PARC
Hahn Auditorium

8.35 - 8.40 am **Ethernet's invention and early history**
Introduced by Paul Saffo, Futurist

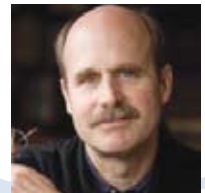
8.40 - 9.00 am **Opening keynote presentation**



THE UNIVERSITY OF
TEXAS
AT AUSTIN

◆ Bob Metcalfe – From ALOHA to Ethernet?

Bob Metcalfe, UTAustin Professor of Innovation and Ethernet co-creator, sets the scene with reflections on how CSMA emerged from Hawaii, the early choices and challenges, and some ongoing implications of Metcalfe's Law



9.00 - 9.15 am **Keynote interview – on stage by Paul Saffo**

Session 1: Ethernet's early history and war stories

The next two session are introduced and chaired by Paul Saffo, Futurist

9.15 - 9.55 am ◆ **Meet the inventors of Ethernet**

A reunion of the brains behind the biggest revolution in human communications since the invention of movable type – and a rare opportunity to see them reflect on those times. What was the world like before personal computers? How did Ethernet emerge from Arpanet and ALOHA? What was the need? Had they any idea where his invention would take them, and the world?

Panellists: Norm Abramson; Dave Boggs; Bill Hawe; Radia Perlman

10.00 - 10.30 am ◆ **"Ethernet or Ethernor?" – Ethernet vs. competing technologies**

The 1980s witnessed the birth of the Local Area Network, and an explosion of LAN technologies – DECNet, WangNet, AppleTalk, HYPERchannel, VG-AnyLAN, ARCNET and Token Ring to name a few. A decade later, Ethernet had seen off all these competitors. What was it about Ethernet – as technology and/or business model – that caused this?



Agenda

And what would today's world look like if, say, Token Ring had triumphed?

Panellists: Bob Belleville; Dan Pitt; John Shoch; Pat Thaler

10.30 - 11.00 am

Coffee break: Auditorium Lobby

Session 2: Lessons from the innovation process which conceived Ethernet

Introduced and chaired by Steve Hoover, CEO, PARC



parc
A Xerox Company

The Ethernet as a case study in successful innovation – and how to learn from, and build on, its example. Steve Hoover, CEO, PARC leads our three panel discussions...

11.00 - 11.30 am

◆ **Government/Academia/Finance/Industry in fruitful partnership**

In the heady days of market liberalization it is easy to forget the significant role that government can play – not only in backing fundamental research but also supporting standards and breaking anti-competitive monopolies. Industry also scorns the “ivory towers” of academia at its peril, for they provide the flood of published findings to inspire a tidal wave of startups that keep incumbents on their toes. Government academia, finance and industry, – four forces that work wonders in harmony, but how often is this achieved? Which nations get it right? Our panel seeks fresh solutions beyond politics.

Panellists: Judy Estrin, CEO, JLab; Yogan Dalal, Partner Emeritus, Mayfield Fund; Paul Grams, Exploration Technology Directorate, NASA; Bill English, Inventor; Bill Spencer, former head of Xerox Research & PARC

11.35 - 12.00 noon

◆ **Architecture and the environment it creates**

Ethernet was the answer to a vision – a vision of a distributed computing architecture with a PC on every desk linked to shared printers and servers. Now taken for granted, this was revolutionary in the age of batch processing and mainframes, and it transformed the way we do business. Was this revolution inevitable? Could it have taken a different path? To what extent does the cloud reverse that trend? Our panel explores the long-term implications of these fundamental choices. What lies ahead?

Panellists: Gordon Bell, Principal Researcher, Microsoft; Glenn Ricart, Founder & CTO, US Ignite; Radia Perlman, Executive Vice President Platform Systems Division, Intel

Outline

12.00 - 12.30 pm

◆ Ethernet/Carrier Ethernet – standards and the evolution of the business model

What has GbE, WiFi or Carrier Ethernet got in common with a 2.49Mbps Ethernet running on coax? At the core of Ethernet stands a de jure standard, but around it has evolved a business model driven by fierce competition, interoperability, and rapid evolution tied to backward compatibility. Is this the ideal balance between the market need for global standards, and the creative demand for freedom? What can today's entrepreneurs – and standards bodies – learn from this highly successful model?

Panellists: Nan Chen, President, MEF; Geoff Thompson, Member Emeritus IEEE 802; My T. Le, Professor, Stanford University; John D'Ambrosia, Chairman, Ethernet Alliance

12.30 - 1.45 pm

Lunch: Grand Hall

Session 3: The Status of Ethernet Today

"In future there will be one universal language – not English, not Mandarin, but Ethernet" according to Nan Chen, President, MEF. As we approach that reality, connecting both people and machines, it is time to take stock and ask "where are we now?" and "what is the next step?"

2.00 - 2.30 pm



◆ Ethernet in enterprise networking

Introduced and chaired by Rohit Mehra, Vice President, Network Infrastructure, IDC

Ethernet has proved to be the answer, but can we clarify the question? A panel of senior execs from industry leaders spell out the key challenges facing CIOs in enterprise IT today – including virtualization, BYOD, management and security. Is technology serving business needs, or is the tail wagging the dog? Our panel clarifies the way forward, and challenges Ethernet designers to evolve solutions – as they have consistently managed in the past.

2.30 - 3.00 pm



◆ Ethernet in carrier networks

Introduced and chaired by Tam Dell'Oro, Founder & President, Dell'Oro Group

In this panel, senior executives from Service Providers and carrier solution vendors discuss the relatively recent role of Ethernet in bridging the "telechasm" separating the LAN and WAN. As Ethernet approaches the universal language predicted by Nan Chen, it looks less and less like a networking technology, and more and more like a service offering – with serious implications for the carrier market. Our panel needs to identify the critical issues and lay down a new road map for the way forward.

Agenda

Panellists: Howard Charney, Senior Vice President, Office of the President, Cisco; Said Ouissal, Vice President, Juniper; James Walker, Vice President, Managed Network Services, Tata Communications; Ihab Tarazi, VP Global Planning and Technology, Verizon; Mark Durrett, Director, Overture

3.00 - 3.30 pm Refreshments: Auditorium Lobby

Session 4: The Future of Networking

Fundamental research and commercial reality; standards and creative freedom; government and industry... today's sessions explored the balance between sometimes conflicting factors, and ways to optimize them in partnership. And finally, we look to the future through two equally contrasting perspectives: that of the technologist, followed by that of the business entrepreneur.

3.30 - 4.10 pm



networktest

◆ Future Network Architectures

Introduced and chaired by David Newman, President, Network Test

A panel of some of the finest brains in the industry is invited to propose and explore new architectures. What are the promised benefits, or challenges, of Software-Defined Networking (SDN), Content-Centric Networking (CCN) etc.? What other new types of Ethernet or other radical approaches could emerge, and what is their likelihood of becoming tomorrow's buzzword?

Panellists: Faraj Alaei, President & CEO, Aquantia; Shezhad Merchant, Chief Strategy Officer, Gigamon; Stu Bailey, CTO, Infoblox; Glenn Edens, PARC Program Manager, Content Centric Networking; Bruce Davie, Office of the CTO, VMware

4.10 - 5.30 pm



InformationWeek

◆ The industry's key movers and shakers point the way forward

Introduced and chaired by Fritz Nelson, Vice President and Editorial Director, InformationWeek

Our "talk show" host Fritz "Jay Leno" Nelson introduces big names and rising stars among the IT world, grilling each one to find out what motivates them, where they find their inspiration, and what IT horses they are currently backing for future big returns. When each has had their turn, they are invited to explore and decide the best way forward. It's your final chance to find out what will happen next – from those that make it happen.

Speakers: Andy Bechtolsheim, Founder, Chief Development Officer & Chairman, Arista Network; Henry Samueli, co-founder of Broadcom Corporation; Dave House, Chairman, Brocade; Bethany Mayer, Senior Vice President & General Manager Networking, HP

5.30 pm Close of Day 1 Conference Sessions

40th Anniversary

Wednesday May 22nd

Gala Dinner, Innovation Awards & Charity Auction

5.40 - 7.00 pm

International Media Tour of Computer History Museum

Meet in Museum Entry Lobby

By special arrangement, the Museum here in Silicon Valley will remain open for invited members of the IT media who will enjoy a guided tour of the museum's highlights. There will also be a unique opportunity for members of the press and others to meet and network with the visionaries, inventors and great names driving the revolution in networking.



6.30 - 7.20 pm

Ethernet Party time commences!

Pre-dinner drinks will be served in the Computer History Museum Main Lobby, courtesy of Iometrix

7.20 pm

Guests invited to Grand Hall for welcome speech and gala dinner.

7.30 pm

Welcome dinner speech



John Hollar, President & CEO Computer History Museum is our host for the evening and welcomes guests to the gala dinner, innovation awards and charity auction in aid of STEM Education.





university

8.30 - 9.15 pm

Innovation Awards & Charity Auction



Innovation Awards and "Ethernet Idol"

Judged by an independent panel of highly respected judges including IT industry gurus and professionals from the leading technology press and industry analysts from around the globe. These prestigious awards recognise the very best in the technology industry and reward the leading individuals and organisations for innovation and performance in the networking and telecommunications sector.



Charity Auction in aid of STEM Education

We need more students that excel in science, technology engineering and math to become contributors to the global technology marketplace. High-tech companies have vacancies due to a lack of qualified candidates, and the demand for scientists and mathematicians is projected to grow dramatically. Over 50% of US 8th graders receive instruction from a science and math teacher without a relevant degree or real world experience to inspire their students.

The Computer History Museum, as a 2012 STEM Innovation Award Winner, and HP Catalyst Initiative participant, is proud to raise money for Science, Technology, Engineering and Math (STEM) education by hosting tonight's Ethernet Charity Auction.

Your bids tonight will help educate tomorrow's innovators.

9.15 pm

Evening Entertainment

Everyone heads downstairs for informal "networking" with fellow guests and Silicon Valley's key movers and shakers. Celebrate Ethernets 40th Birthday with a slice of cake and a few drinks in the company of Ethernets inventors and party to the live band!

11.00 pm

Party Finishes



International Press Day

Outline

Thursday May 23rd

Networking with the International ICT Media

(Note: A day of private briefings reserved for international Press, Analysts and Corporate Sponsors)

7.45 - 8.30 am Conference registrations and coffee/tea refreshments: Grand Lobby
Hahn Auditorium

8.30 - 8.50 am **Opening keynote by Glenn Ricart Ph.D, Founder & CTO, US Ignite**
Hallmarks of the Impending Internet Revolution



A new generation of dynamic and flexible networking, promising lower costs and ultra-high speed, is being made possible through fundamental changes in the way networks manage packets. This next generation Internet will dynamically match itself to the exact needs of novel end-user applications, transforming how we experience everything from healthcare and education to public safety, clean energy, transportation, and advanced manufacturing. US Ignite is an independent, non-profit organization working with a dozen industry partners, a community of application developers, and dozens of cities with advanced infrastructure across the United States to create and deploy the next-generation of Internet applications and digital experiences. US Ignite was inspired by the White House Office of Science and Technology Policy and the National Science Foundation.

8.50 - 9.00 am **Keynote Interview & Audience Q&A hosted by Manek Dubash, NetEvents**

9.00 - 9.30 am **Conference Debate Session 5: Ethernet and the Cloud**



Introduced and chaired by Erin Dunne, Director of Research Services, Vertical Systems Group

Content providers and telcos are scrambling to build data centers offering comprehensive software, platform or infrastructure services, but the question remains: how to deliver Cloud services in a fast, efficient, reliable and secure manner to clients around the globe. With this in mind, MEF members have recently announced availability of new Carrier Ethernet 2.0 certified products and services. In addition, at this event, the new CloudEthernet Forum will unveil its plans to solve some of these issues. How can Ethernet deliver on its promise as the strategic enabler of Cloud Computing?

Panellists: Kamal Dalmia, VP Sales & Marketing, Aquantia; James Walker, President, CloudEthernet Forum; Karen Schmidt, VP, Comcast Business Services; Steve Schultz, Director, Intel Corporation; Nan Chen, President, MEF



Agenda

9.30 - 10.10 am



Conference Debate Session 6: SDN is not the future – it's NOW!

Introduced and chaired by Rohit Mehra, Vice President, Network Infrastructure, IDC

Don't be fooled that SDN is just an academic exercise – it's already out there getting results. And yes, it's also an amazing future... our panel debates the challenges of competing globally with today's Cloud giants, and discusses further opportunities around virtualization and radical new partnership models.

Panellists: Arpit Joshipura, Vice President of Product Marketing, Dell; Dave Larson, CTO & Vice President, HP; Mike Marcellin, SVP, Juniper; Sunil Khandekar, President & CEO, NuageNetworks; Dan Pitt, Executive Director, Open Networking Foundation

10.10 - 10.50 am



Head2Head Session 7: Rock Solid Datacenter Solutions – Which would YOU choose?

Introduced and chaired by Sean Hackett, Managing Director, Professional Services, 451 Research

Have datacenter architectures evolved on the right lines for today's dynamic business environment and targeted attacks? Leading vendors give an "elevator pitch", explaining how their solutions would do better – and your vote determines the winner.

Speakers: Arpit Joshipura, Vice President of Product Marketing, Dell; Dom Wilde, Vice President, HP; Dhritiman Dasgupta, Senior Director, Product Marketing, Juniper

10.50 - 11.10 am

Coffee Break: Auditorium Lobby

11.10 - 11.40 am



Conference Debate Session 8: The new wireless LAN standard. Breakthrough? Or more of the same?

Introduced and chaired by Chris Depuy, Vice President, Carrier IP Telephony, Wireless LAN & Wireless Packet Core Market Research, Dell'Oro Group

A brief introduction on "hot current trends" in wireless then a detailed look at some of the more important developments on the horizon such as the promise of 802.11ac and challenges of mobile computing.

802.11ac reduces interference and promises 3-10 times the throughput. What more might it deliver to the mobile user?

Outline

BYOD challenges – how can companies manage and secure their data as employees use their own portable devices on these high-speed networks?

Panellists: Matthew Gast, Director of Product Management, Aerohive; Walt Shaw, Director of Product Mgmt, Cisco; Steven Glapa, Snr Director of Marketing, Ruckus Wireless; Angus Robertson, Director Global Services, Spirent Communications; Dirk Gates, Executive Chairman & Founder, Xirrus

11.40 - 12.10 pm

Conference Debate Session 9: The next five years – strategic planning for CIOs and CISOs



Introduced and chaired by Vikram Phatak, CTO & Chairman, NSS Labs

App stores, Breach Detection systems, virtualization, public and private cloud, SDN, web application security, and other advances promise to alter the landscape of enterprise computing. What is hype and what is real?

Advice for CIOs on putting the pieces together and where to invest.

Panellists: Brian Smith, CTO & Co-founder, Click Security; Andrew Lee, CEO, ESET; Manish Gupta, SVP Products, FireEye; Ian Foo, Director Datacenter Products & Solutions, Huawei; Jason Brvenik, VP Security Strategy, Sourcefire; Alan Kessler, CEO Vormetric

12.10 - 12.30 pm

Closing Keynote by Bob Metcalfe



What could be more appropriate after celebrating the 40th anniversary of Ethernet, than to have Bob Metcalfe himself pick his choice of the two days' highlights and add his closing comments and vision for the future of Ethernet.

12.30 - 12.40 pm

Closing Keynote Interview & Audience Q&A hosted by Manek Dubash, NetEvents

12.40 - 1.40 pm

Lunch: Courtyard, ground floor



Agenda

1.40 - 6.30 pm

Briefings with press & analysts

Hahn Auditorium

A schedule of 30 minute round table briefing sessions between vendors, speakers, press and analysts

We have brought together ICT press and analysts representing more than 35 countries for this event. Media groups are divided into three briefing tracks which include:

- ◆ Telecoms only
- ◆ Enterprise Networking only
- ◆ A combination of Telecoms, Enterprise Networking and Business IT

6.30 pm

Close of press and analyst briefings

7.00 pm

Bob Metcalfe, friends and colleagues host a private cocktail reception and barbeque on the terraces of PARC for international press and analysts only. Includes a visit to PARC's Room 2306 where many of PARC's inventions, including Ethernet, are showcased.

Friday May 24th

An opportunity for the international press to relax in beautiful Los Gatos, file their stories :-) and then head to San Francisco airport for their return flights home.

12.30 pm

Coach departs Los Gatos to SFO airport

1.30 pm

First coach arrives SFO airport

Broadcast Partners

Streamed broadcast – Ethernet in action to serve tomorrow's culture of innovation

Our broadcast partners Comcast Business and TATA Communications are arranging for this conference to be broadcast over the internet both "live" and streamed, visit:

<http://www.netevents.org.uk/global-netevents-summit-live>



Official Wi-Fi Partner:



Note: All filmed interviews will take place in the Lovelace Room.



Selection of media represented from around the globe...

Media



Press and analysts representing more than 35 countries are in attendance and will be participating in a series of individually scheduled 30 minute briefings with our delegates reaching an audience of over 2 million readers of telecoms and networking publications from around the world.





Our **NetEvents Press & Analyst Summits** have been specifically created to bring together the leading regional technology press, analysts and key telecom players. Delegates participate in our topical conference programmes and have the opportunity to meet individually in a series of scheduled briefings.

It's a superb way to discuss the latest hot topics concerning enterprise networking & telecoms and pave the way for increasing your visibility in the region.

Our **NetEvents Service Provider VIP Summits** have been specifically created to bring together the top regional Service Providers, analysts and key telecom players. Delegates participate in our topical conference programmes and have the opportunity to meet individually in a series of scheduled briefings.

It's a superb way to exchange ideas, explore business opportunities, educate the market on new generation telecom services and business models and discuss the latest advances in communication technologies... all in two exciting and enjoyable days.

Our **NetEvents Press & SP Summits** are a combination of the two events above, condensed into just two days, providing the clients with an opportunity to select briefings with press, analysts and SPs at a single event.

Our **NetEvents Global Press & Analyst Summits** are held in Silicon Valley with a very special conference programme featuring many of the top names in the industry. Vendors will benefit from briefings with press and analysts from EMEA, APAC, LatAm and North America.

Upcoming Events:



NetEvents EMEA Press & Analyst Summit
Location: Côte d'Azur, France
Date: September 26th - 27th 2013



NetEvents EMEA SP VIP Summit
Location: Côte d'Azur, France
Date: September 26th - 27th 2013



NetEvents APAC Press & Analyst Summit
Location: Singapore
Date: November 20th - 21st 2013



NetEvents APAC SP VIP Summit
Location: Singapore
Date: November 20th - 21st 2013

For further details on upcoming events and sponsorship opportunities please contact NetEvents International:

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