



Global analysts gathered in Silicon Valley to discover breakthroughs in IoT & cloud innovation

Nestled in the picturesque hills of Saratoga, California, media analysts from around the world gathered at the Mountain Winery for NetEvents' 2016 Global Press & Analyst Summit which focused on IoT and cloud innovation. The event marked a vintage year for NetEvents, which launched in 1996. The thrill of NetEvents is the chance for press to meet with informed visionaries of our time, such as Bob Metcalfe, founder of the ethernet, who was honored at last year's event. This year's IoT and Cloud Innovation Awards honored Stuart McClure, founder and CEO of Cylance, as the Innovation Idol for 2016.

Launch of Cloud Xpress 2 Before the summit kicked off on September 21, exciting news came from Infinera, a vertically integrated manufacturer of long-haul wavelength division multiplexing optical transmission equipment for the telecommunications service provider market. The company held its Technology Innovation Summit at its headquarters in Silicon Valley

on the 20th, and invited press to tour its facilities before the IoT and Cloud Innovation Summit. David F. Welch, co-founder and president, Infinera, welcomed the crowd of delegates and gave a keynote speech.

"We are a global company, well-known as an innovator in this industry, as we are the only company to design and manufacture large-scale indium phosphide photonic integrated circuits," said Welch. "We take those technologies and

we are builders of integrated and disaggregated optimal transport systems for terabit communications. We deliver massive-scale, and that plays to this world of cloud, as we see tremendous bandwidth growth across the board."

"Across that technology, we have over 500 patents filed or granted around technology and process innovation. We are known as a global leader and recognized for unique technology, ease of use, reliability,

and our customer-centric focus, and delivering service velocity where time is a weapon. We have exceptional support services to a global customer base, and we often have customers that tell us, 'You guys are the benchmark for delivering support and services and do whatever it takes to make sure I'm successful in my market'. We have about 2,000 employees around the globe focused on customer success."

Infinera announced the launch of Cloud Xpress 2 at its summit. Infinera was first to market with a purpose-built compact DCI (datacenter interconnect) product with its first Cloud Xpress, and is the clear market share leader in the industry. Cloud Xpress 2, the second generation of the Cloud Xpress Family, once again raises the bar for compact DCI. By incorporating Infinera's Infinite Capacity Engine into Cloud Xpress 2, Infinera has extended its optical leadership in DCI, increasing density by 4.8 times, while building on the Cloud Xpress Family's advantages of simplicity, reliability and automation.

"Cloud Xpress 2 is an important milestone for Infinera as it raises the bar for datacenter interconnect platforms," says Dr. Stuart Elby, senior vice president, Data Center Business Group, Infinera. "This is the first Infinera product based on our groundbreaking Infinite Capacity Engine, which sets new standards for optical performance and efficiency. With the Infinite Capacity Engine, Cloud Xpress 2 delivers advanced levels of scalability and low power along with simplicity, automation and built-in security."

Revelations from NetScout

Continuing on through Silicon Valley, NetScout, a provider of application and network performance management products, gave press access to an exclusive tour of its California headquarters.

NetScout is a market leader in real-time service assurance and cybersecurity solutions for today's most demanding service provider, enterprise and government networks.

NetScout's Adaptive Service Intelligence (ASI) technology continuously monitors the service delivery environment to identify performance issues and provides insight into network-based security threats, helping teams to quickly resolve issues that can cause business disruptions or impact user experience.

"What is coming makes what has come before completely child's play. We are standing at an inflection point in our industry that is going to be more exciting than anything that has happened in the past couple of hundred years in technology. We like to talk about what is coming our way, what it means to consumers, businesses, industries, governments and societies as a whole," said Jim McNeil, CMO, NetScout, welcoming the press and analysts.

"What are some of the proof points of this? Well, one of the first proof points is that when I started in this business, a network connection was 300 bits per second. Today, we're



communicating at 100 gigabits per second. That's an increase in performance of 333 million times. In a few short years, we'll be at a terabit of connectivity, which will mean we've increased the performance of network communications a billion fold. That's a big deal."

The NetScout presentation rounded up with discussions about the company's finalized acquisition of Danaher Corporation's Communications Business and its effect on the company. The transaction was valued at \$2.3 billion. Acquiring Tektronix Communications, Arbor Networks and parts of the Fluke Networks businesses, as well as VSS Monitoring from Danaher Corporation, have accelerated NetScout's strategic progress by enabling it to offer a broader range of innovative service assurance and cybersecurity solutions.

These solutions provide service providers, enterprises and public sector agencies with the intelligence and analytics required to help them maximize the benefits of powerful technology advances such as IP

convergence, virtualization, cloud computing, mobility, bring your own device (BYOD) and the evolving internet, according to NetScout. The combined company will be well positioned to help its customers drive ROI on their network and broader IT initiatives, while reducing the tangible risks associated with downtime, poor service quality and compromised security.

IoT & Cloud Innovation Awards 2016

This year's award recipients had to do some serious convincing to be considered for the NetEvents IoT Cloud & Innovation Awards. The 'Shark Tank' style judging panel brought together some of the most powerful voices in the industry, including venture capitalists, business angels and entrepreneurs. Competition finalists went on stage and gave a short elevator-pitch to the judging panel, and in front of the live audience of international press and analysts. The winners of this year's IoT & Cloud Innovation Awards were announced at the Charity Awards Dinner and NetEvents 20th Birthday Party held on Wednesday, September 21, at the Mountain Winery. The awards recognize and

identify the most innovative startups and established companies in the fields of internet of things, innovation and cloud innovation. Inspired by the hit UK TV series, Dragons Den and the US Shark Tank, the aim of the competition was to discover the most innovative cloud startups from around the globe.

Stuart McClure, founder and CEO of Cylance, a company revolutionizing cybersecurity with products and services that proactively prevent, rather than reactively detect the execution of advanced persistent threats and malware, was honored with the Innovation Idol Award. Prior to Cylance, Stuart was EVP, Global CTO and general manager at McAfee/Intel. He is the creator and lead-author of one of the most successful security books of all time, Hacking Exposed. He is widely recognized for his extensive and in-depth knowledge of security, and is one of the industry's leading authorities in information security today.

"The fundamental flaw in today's society is that detection happens before prevention," said McClure, discussing Cylance's security product CylancePROTECT, which by taking a mathematical approach to malware identification, utilizing patent-pending, machine learning techniques instead of reactive signatures and sandboxes, renders new malware, viruses, bots and unknown future variants useless. "Human-generated signatures, based primarily on previously discovered samples, have failed to solve the problem as zero-day malware continues to operate silently and unimpeded."

Cylance was recognized as the Hottest IoT Startup at the awards ceremony. The company has revolutionized cybersecurity through the use of artificial intelligence to proactively prevent persistent threats. Amazon Web Services picked up the award for Cloud Leader, while Velo Cloud was named Hottest Cloud Startup. Finally, IBM picked up the award for IoT Innovation Leader. **TR**

