

NetEvents

# Cloud innovation summit

*Conference Program*

March 27th - 28th, 2014

Mountain Winery

Saratoga, California, USA

# Welcome...

2014 has been labelled “The Year of the Cloud” – but wasn’t 2013 meant to be The Year of the Cloud? And what about 2012, 2011 and 2010 too?



We consistently overestimate changes over the next two years and underestimate those over the next decade – and yet year on year cloud business continues to exceed expectations. IDC is already predicting aggregate cloud spending over \$100bn this year with 25% growth.

Meanwhile the industry itself also sounds a warning. Groups like the CloudEthernet Forum (CEF), MEF and ONF are suggesting that serious work is needed on standardizing the underlying technology to ensure that the cloud does not become the victim of its own success. Forrester Analyst Jeffrey Hammond agrees that the cloud is over-hyped by vendors, but suggests it is being under-hyped by early adopters that are reaping the competitive advantage while they still can.

So it is a time for excitement, but not of complacency. All the more reason for NetEvents to bring together the finest minds as well as the greatest innovators in cloud business to take stock, share visions and firm up strategy both for the telco cloud and enterprises. Over the next two days relationships will be initiated and decisions made that will ensure the cloud’s continuing ability to evolve and realise its almost limitless potential to serve business, the public and the world economy.



The headline theme of last year’s Innovation Summit was Ethernet Innovation but, as Bob Metcalfe pointed out, the underlying theme was about the vital synergy between theory and practice, academia and business, or the thinker and the doer. The same could apply this year, and our opening keynote speaker exemplifies this synergy: Martin Casado, considered by many to be the father of today’s SDN, was

instrumental in developing OpenFlow at Stanford and laying the foundation for network virtualization as a new paradigm. Martin also co-founded Nicira Networks – acquired in 2012 by VMware for more than \$1bn, where he is now CTO of Networking.

Martin’s vision and innovations have helped ignite a vibrant SDN research community with potential to bring about one of the most radical transformations the networking industry has witnessed in the past 20+ years.



Among the rich program of debates and presentations I am particularly excited by this year's Datacenter Shootout, where we can look forward to Dell, HP, IBM and other big names going head to head in the quest for killer infrastructure. Other key discussions involve NFV – and we anticipate new announcements on this topic from Juniper Networks, Wedge Networks, Spirent Communications and others.

Leading business IT and telecoms industry analysts plus senior technology editors and journalists representing over twenty five nations worldwide will be here to listen to this year's speakers and panelists, as well as meet face to face with the cloud industry's movers and shakers.

Last year Nuage Networks chose the NetEvents Innovation Summit as their launch pad, speaking about the need for "SDN federation", and just one year on they are already riding high among the top cloud trend-setters - we are delighted to welcome Nuage back for more this year.

A special thanks to our sponsors, partners and distinguished speakers plus international press and analysts from more than 25 countries around the globe who have helped make this event such an exciting occasion. The scene is set – enjoy the next two days of our Innovation Summit!



Mark A. Fox  
CEO, NetEvents



# *A selection of our featured speakers...*



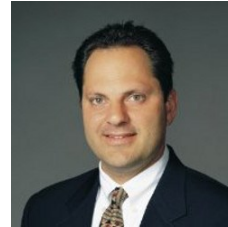
**Martin Casado**  
CTO, Networking



**John Marshall**  
CEO



**Guido Appenzeller**  
Co-Founder



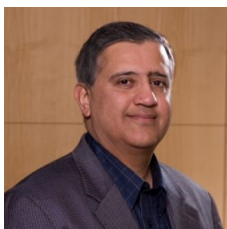
**Jeff Schmitz**  
Chairman



**Sunil Khandekar**  
President & CEO



**Steve West**  
CTO



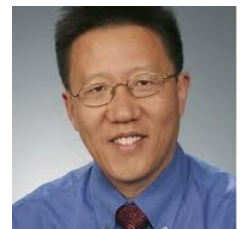
**Rohit Mehra**  
VP Network Infrastructure



**Said Ouissal**  
VP Junos & Product  
Portfolio Management



**Dan Pitt**  
Executive Director



**Dr Hongwen Zhang**  
Co-Founder & CEO



**Jeremiah Caron**  
VP Analysis



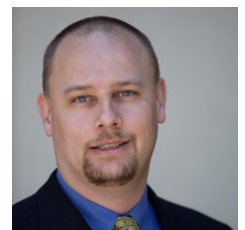
**Arpit Joshipura**  
VP of Product Marketing



**Kevin Vachon**  
COO



**Steve Pate**  
Chief Architect



**Dominic Wilde**  
VP Global Product Line  
Management, Networking







**Don McCullough**  
Director Strategic  
Communication



**Shehzad Merchant**  
Chief Strategy Officer



**Charles Ferland**  
SDN Global Sales &  
Business Development  
Executive



**Michael Howard**  
Co-Founder & Principal  
Analyst



**Bob Mandeville**  
President



**Sean Hackett**  
Managing Director



**Mike Capuano**  
VP Corporate Marketing



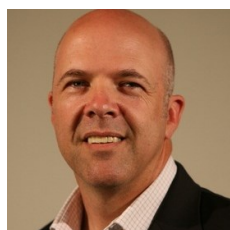
**Manish Rai**  
VP Marketing



**Iben Rodriguez**  
Director of Cloud &  
Virtualization Testing



**Paul To**  
Director, SDN & Cloud



**Steve Wylie**  
General Manager, Cloud  
Connect, UBM Tech



**Shin Umeda**  
VP Carrier Ethernet,  
Mobile Backhaul &  
Routers Market Research



**Vittorio Viarengo**  
VP of Marketing &  
Products



# Outline Agenda...



Wednesday 26th March

5:30 – 8:30 pm Press registration opens at The Toll House, Los Gatos  
7.00 pm Cocktail Reception and light refreshments—*The Courtyard, Toll House*

Thursday 27th March

6:45am For delegates staying at the Toll House please meet in the hotel reception for coach transfer to The Mountain Winery

7:00am Coach departs for Mountain Winery

7:30 am Registration desk opens at The Mountain Winery, Saratoga

7:30 – 8:30 am Welcome breakfast, informal meetings & debate briefings—*The Masson Estate Room and Barrel Room*

8:40 – 8:50 am Opening welcome and conference introduction—*Grand Hall*

8:50 – 9:10 am **Keynote Presentation by Martin Casado, CTO Networking, VMware**



vmware

**'The future of SDN & network virtualization'**

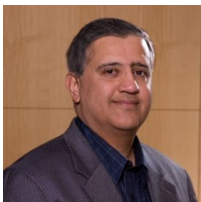
***A Retrospective on the Future of Network Virtualization***

Martin Casado could be described as a "virtual legend". At Stanford he was instrumental in developing OpenFlow and went on to found Nicira Network — later acquired by VMware.

What currently excites him is to see hardware simplified into general purpose "pools of capacity" while software takes over providing network functions with ever more semantics and power. He will give examples of SDN and network virtualization in practice – how massive network upgrades can be modelled and tested in the lab, then loaded in minutes – as well as benefits such as greater visibility that surprised even him. Who will be leading the technology push in 2014 and where will it be taking us in the next five years?

9:10 – 9:30 am **Keynote Interview & Audience Q&A with Martin Casado and Michael Howard, Co-Founder & Principal Analyst, Infonetics Research**

9:30—10:20 am **Debate Session I – CIO's Foot in the Door – can we keep Cloud/SDN open?**



IDC  
Analyze the Future

***Introduced and Chaired by: Rohit Mehra, Vice President, Network Infrastructure, IDC***

As every new technology arena opens up, the same problem faces the pioneer: whether to get in and ahead fast with a relatively easy to assemble proprietary solution, or whether to hold back and build on a broad open front that will allow greater freedom and flexibility for the future.

SDN was re-launched with OpenFlow and a strong emphasis on the need for openness, while the Cloud offers such immediate potential benefits that the temptation to get ahead the easy way is always there. Rohit Mehra will introduce our vendor panel on a "comply or explain" basis: Is your offering open – if not, why not? There may be good reasons...

So, let's hear what the market wants and how well the vendors are addressing its requirements.

*Panellists: Guido Appenzeller, Co-Founder, BigSwitch; Arpit Joshipura, Vice President of Product Marketing, Dell; Dominic Wilde, Vice President, Global Product Line Management, Networking, HP; Said Ouissal, Vice President, Junos & Product Portfolio Management, Juniper Networks; Dan Pitt, Executive Director, Open Networking Foundation*

10:20 –10:50 am



**Debate Session II—No More Mr Nice Guy – tightening the screws on Cloud Security**

**Introduced and Chaired by: Iben Rodriguez, Director of Cloud and Virtualization Testing, NSS Labs**

Cloud security is consistently listed as the number one concern for potential customers, and the growth of Cloud traffic privacy and monitoring guidelines and regulations is simply adding to the pressure. Can we rely on Cloud providers' security solutions or do we need independent security specialists?

The real questions are tough questions. We want real answers.

*Panellists: Steve Pate, Chief Architect, HyTrust; Paul To, Director, SDN & Cloud, Spirent Communications; Dennis Moreau, Senior Engineering Architect: Software Defined Security, VMWare; Dr Hongwen Zhang, Co-Founder and Chief Executive Officer, Wedge Networks*

10:50 –11:10 am

*Coffee break*

11:10– 11:30 am



**Guest Speaker Presentation by Said Ouissal, Vice President, Junos & Product Portfolio Management, Juniper Networks**

**'Telco Cloud Futures'**

"All clouds are not created equal" according to Said Ouissal, "And telco clouds have unique capacity, latency and scale requirements." In his speech, Said will spell how large telecom operators have the right stuff to be a significant force in multi-tenant Cloud services. Said will also outline some of the key factors today driving Telco Cloud futures.

11:30-11:40 am

**Guest Speaker Interview & Audience Q&A with Said Ouissal and Jeremiah Caron, Vice President - Analysis, Current Analysis**

11:40 –12:10 pm



**Debate Session III—Market Forces – can telcos grab their share of a cloud services market?**

**Introduced and Chaired by: Jeremiah Caron, Senior Vice President - Analysis, Current Analysis**

OTT operators' more nimble business model was already a hot issue by 2007. The cry has been that telcos must "find new business models" to save them from being "dumb pipe operators". Easier said than done – until 2012 when the Cloud began opening up endless possibilities for new ways of doing business. But it was still not telcos driving cloud services, but organisations like Apple, AWS, Google and Microsoft Azure – accounting for over 40% of Ethernet ports shipped worldwide.

Telcos bear the CapEx burden, but they do still have the edge in terms of infrastructure and an established customer base. So, should they leverage their advantage and try for a competitive role, or is it time to stop asking what opportunities today's Cloud can offer and start looking for ways to shape tomorrow's Cloud as an environment offering limitless opportunities for all?...





Co-operation between a comprehensive range of stakeholders across the industry has built a \$50 billion Carrier Ethernet services market – could a similar approach drive tomorrow's \$200 billion (and growing) Cloud services market?

*Panellists: Jeff Schmitz, Chairman, CloudEthernet Forum; Said Ouissal, Vice President, Junos & Product Portfolio Management, Juniper Networks; Kevin Vachon, Chief Operating Officer, MEF; Dr Hongwen Zhang, Co-Founder and Chief Executive Officer, Wedge Networks*

12:15 – 1:15 pm Lunch on the winery deck - press briefing schedules provided

1:20 – 4:40 pm **Briefings with press & analysts—Winery deck**

**A schedule of 30 minute round table briefing sessions between sponsors, press and analysts**

We have brought together ICT press and analysts representing more than 25 countries for this event.

4:40 – 5:30 pm 'Open meeting' time for informal networking. Press area also available for filling stories

5:30 pm Coach departs for The Toll House

# innovation 2014 awards



6:30 pm Cocktail reception in the courtyard at The Toll House

7:30 pm Guests seated for dinner - Three Degrees Restaurant

8:30 pm Charity Auction: Help to raise money for two worthy charities by bidding on the numerous prizes kindly donated from 'Friends of NetEvents' around the world. All proceeds will be donated to the following charities:



9:00 pm Judged by an independent panel of highly respected judges including IT professionals, industry gurus, the tech investment community plus more than 50 leading technology press and industry analysts representing 25+ countries around the globe. Find out who are the winners of this years awards from the following categories:

- ◆ Cloud/Datacenter Solution
- ◆ Cloud Security Solution
- ◆ Cloud Mobility Solution
- ◆ SDN Solution for the Enterprise
- ◆ Hottest Cloud Company
- ◆ Cloud Services for the Enterprise
- ◆ NFV Solution for Carriers
- ◆ 'Industry Idol' – Cloud Innovation





Friday 28th March

6:45am For delegates staying at the Toll House please meet in the hotel reception for coach transfer to The Mountain Winery after check out (all luggage to be loaded onto the coach)

7:00am Coach departs for Mountain Winery

7:45 – 8:45 am Breakfast—informal meetings and conference session briefings —*The Masson Estate Room and Barrel Room*

8:55 – 9:00 am Opening welcome and conference introduction - *Grand Hall*

9:00 – 9:40 am

**Debate Session IV—DC Shootout – the quest for killer infrastructure**

**Introduced and Chaired by: Sean Hackett, Managing Director, Professional Services, 451 Group**

According to Gartner, as much as 70% of the average IT budget gets blown on operational costs. New approaches, including real-time performance management will be needed to ensure seamless, reliable service delivery.



451 Research

In real life, however, the name of the game is “compromise”. So we’ve asked Sean Hackett to identify and describe the top ten typical conflicts between what COI’s really want from their internal (Private Cloud) or virtualized datacentre and what can actually be achieved.

Sean then grants each panellist a brief 3 minutes ‘elevator pitch’ to explain how they address each of his challenges. Their task is to persuade Sean Hackett, and the audience, why their company offers the best deal.

*Speakers: Arpit Joshipura, Vice President of Product Marketing, Dell; Dominic Wilde, Vice President, Global Product Line Management, Networking, HP; Charles Ferland, SDN Global Sales & Business Development Executive, IBM; Sunil Khandekar, President & CEO, Nuage Networks*

9:40 – 10:10am

**Debate Session V—Managing Mobility – beyond BYOD to BYOC...**

**Introduced and Chaired by: Michael Howard, Co-Founder & Principal Analyst, Infonetics Research**

As BYOD evolves into BYOx, enterprises are adapting to employee demands for social media, personal electronics, and similar BYOC (BYO Cloud) inroads from their private technology lives. So IT has a new challenge: to balance employees needs against keeping corporate data secure, but without driving BYOx behaviour below the IT management radar.



INFONETICS  
RESEARCH

Mobile Device Management is no longer enough. New policies must embrace the specific app usage capabilities of smartphones and tablets. Enterprise mobility management (EMM) is evolving, providing ways to build corporate app stores and mobile application management (MAM). The definition of ‘mobile device’ is extending to cover laptops, and the whole mobile computing estate needs to be managed from a single place while ensuring mobile security and compliance in the cloud.

Wireless networking is a highly competitive market, and we have some pretty tough rivals on our panel. So we invite Michael Howard to ask: “you claim your offering is the best, but how is your company addressing these challenges?”

*Panellists: John Marshall, SVP and GM at AirWatch by VMware; Erik Papir, Worldwide Director of Technical Marketing, HP; Manish Rai, VP Marketing, Meru Networks; Vittorio Viarengo, VP of Marketing and Products, MobileIron*

10:10 – 10:30 am Coffee break

# Outline Agenda Continued...

10:30 – 11:20 am



## **Debate Session VI—*Sugaring the SDN/NFV Pill – new models to sweeten carrier uptake***

***Introduced and Chaired by: Shin Umeda, Vice President, Carrier Ethernet, Mobile Backhaul & Routers Market Research, Dell'Oro Group***

'Take the red pill' and escape The Matrix... Full SDN/NFV uptake has the potential to transform Telco reality with new freedoms, new flexibility, and new business models – just as dinosaurs evolved into flocks of birds. But it's a scary transition that demands enormous commitment.

What can be done to keep that vision in sight, while making the migration path less painful? How soon can pioneers expect ROI in compensation for being the ones who make the mistakes while others watch and learn? We are asking for the big picture here: embracing technological innovation, open standards and new business models to ease the pain and accelerate the rewards.

We have a panel representing the top vendors—do they think they can make a strong case for Service Providers to take the next step?

*Panellists: Steve West, CTO, Cyan; Arpit Joshipura, Vice President of Product Marketing, Dell ; Don McCullough, Director Strategic Communication, Ericsson; Mike Capuano, VP Corporate Marketing, Infinera; Bob Mandeville, President, Iometrix; Doug Wills, Senior Director, Product Marketing, JUNOS & SDN, Juniper Networks; Viral Vimawala, Architect – Virtualization Solutions, Spirent Communications*

11:20—11:30 am



## **Guest speaker presentation by Steve Wylie, General Manager, Cloud Connect, UBM Tech** ***Cloud Adoption in the Enterprise - Distilling the Facts from the Hype***

Cloud is disruptive – the industry can agree on this statement. But it can be hard to distinguish the facts from hype when it comes to how cloud actually disrupts an organization. In the third annual Enterprise Cloud Adoption Survey, participants shared their experiences and perspectives on the what, why and how of enterprise cloud adoption. On what cloud layer is most of the adoption happening? What are enterprise perceptions of public versus private cloud? What are the most significant cloud adoption drivers and challenges, and is there misalignment between buyers and service providers? Is there a need for greater industry co-operation and standardization on the path to an open cloud environment?

Based on findings from the Enterprise Cloud Adoption Survey, this session will focus on differentiating reality from perception.

11:30–12:00 noon



## **Debate Session VII—*Above the Clouds – a helicopter view on where we're heading***

***Chaired by: Sean Hackett, Managing Director, Professional Services, 451 Group***

It's take-home time after two days with our heads in the Cloud. So we've asked the industry's key movers, shakers and gate-keepers to come on stage for this final session to round up what they see as the key messages, the conference highlights and to point the way forward. What Cloud issues and developments will be dominating the discussion at our next Summit?

*Panellists: Shehzad Merchant, Chief Strategy Officer, Gigamon; Paul Obsitnik, Vice President, Juniper Networks; Sunil Khandekar, President & CEO, Nuage Networks; Dr Hongwen Zhang, Co-Founder and Chief Executive Officer, Wedge Networks*

12:00 - 12:05 pm      Conference round-up and close of conference sessions

12:05 - 1:05 pm      Lunch —informal meetings—*winery deck*

1:10 - 3:30 pm      **Briefings with press & analysts—*winery deck***

**A schedule of 30 minute round table briefing sessions between sponsors, press and analysts**  
We have brought together ICT press and analysts representing more than 25 countries for this event.

## *Close of Conference...*

3:30 - 4:00 pm      Wine tasting, close of event & departures



# Upcoming events...

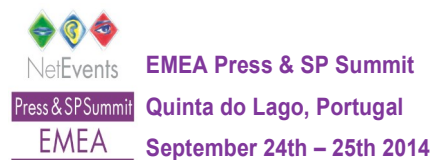
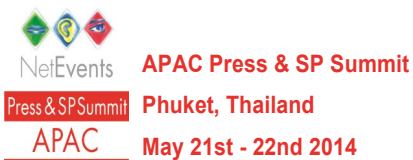


Our **NetEvents Press & Analyst Summits** have been specifically created to bring together the leading regional technology press, analysts and key telecom players. Delegates participate in our topical conference programs and have the opportunity to meet individually in a series of scheduled briefings.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

Our **NetEvents Innovation Summit** is held in Silicon Valley each year with a very special conference program featuring many of the top names in the industry. Vendors benefit from briefings with press and analysts from EMEA, APAC, LatAm and North America.



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[www.NetEvents.org](http://www.NetEvents.org)