![NetEvents logo]

Global Press & Analyst Summit

"Innovators in Cloud, IoT, AI & Security"

September 27th—29th, 2017

Dolce Hayes Mansion, San Jose, California, USA

Conference Program

Welcome...

Wishing you a warm welcome to our NetEvents 2017 Global Press and Analyst Summit here in Silicon Valley, California – where this year's theme is "Innovators in Cloud, IoT, AI & Security". Two days of stimulating keynotes, debates and discussion between industry leaders and innovators with top business and tech media and analysts representing more than 100 publications from 35 countries across the globe.

Cybersecurity has become the number one business concern in analysts' surveys. Worst of all is the growing uncertainty about what exactly we should be defending against: is it pranksters, activists, organized crime, industrial espionage, terrorism or state-sponsored cyber war? Nobody has a sharper understanding of current and evolving threats than the intelligence services. At our recent summit in Europe we learnt from the experiences of GCHQ, MI6 and the Israeli Intelligence services. Today we gain insights from the FBI, CIA, US Secret Service and the US Dept. of Homeland Security, during our opening keynote *The New Hacker – Who Are They, What They Want, How to Defeat Them*.

When it comes to defensive measures, the smartest route is to pit intelligence against intelligence. Cue for our first debate on *The Smartest Tool in the Cybersecurity Toolbox* – namely artificial intelligence (AI), our next big innovation topic. True intelligence means more than just clever calculation, and intent-based systems are highlighted both in the second debate, on *Intent-Based and Application-Specific Networking* chaired by IDC, and in our second day's keynote *A Matter of Intent: Automating the Entire Data Center Lifecycle,* presented by a man known for his passion for building hi-tech infrastructure companies: Apstra's CEO and Founder, Mansour Karam. Expect plenty of material for our debate on *Reimagining the Enterprise Data Center for Today's Hybrid and Virtualized Reality* featuring CEOs and CTOs from additional hot start-ups such as Cohesity, Cumulus and Portworx, plus established industry leaders such as VMWare. Another timely panel, *Software Defined Everything* is set to be a thought-provoking debate between companies with very different perspectives.

For many thinkers the fast-emerging Internet of Things (IoT) is our weakest link — and greatest opportunity. NetFoundry Founder Galeal Zino will talk through IoT's biggest unmet challenges, from bandwidth to quality of service/experience, from compliance to security, followed by a debate on *Securing IoT: What's Working, What's Not, How Can We Fix This Mess Before Someone Gets Hurt*. A debate focusing on the dynamic Fintech sector, will look at payment cards and innovation around fraud-prevention, consumer control and card activation. That leads us into the vital topic of *Driving and Funding Innovation – How to Tap Into Investment, Media, More Investment, Customers, and Success!*

One good answer will be provided by this year's IoT & Cloud Innovation Awards Dinner on Thursday evening – a great opportunity to see the best and brightest young-bloods being grilled by Silicon Valley VCs, business angels and entrepreneurs in an exciting 'Shark Tank' session. Enjoy mixing with the finalists and winners of the Innovation Awards, together with the media and judges from across the globe. All proceeds from these awards will be donated to three good causes: Prostate Cancer Research, STEM and UNICEF.

NetEvents 2017 Global Press and Analyst Summit is your opportunity – take it, benefit and enjoy!

Mark A. Fox
CEO

A Special Thanks....

A special thanks to our sponsors, partners and distinguished speakers plus international press and analysts representing more than 35 countries across the globe, who have helped make this such an exciting occasion. The scene is set—enjoy the next two days at the NetEvents Global Press & Analyst Summit.

A selection of featured speakers...

Robert Haim
Principal Analyst
Business Analysis & IoT

Mansour Karam
CEO and Founder

Janice Roberts
Partner

Gregg Holzrichter
Chief Marketing Officer

Dave House
Investor, Entrepreneur &
Chairman of the Board

ACG RESEARCH

apstra

BGV
BENHAMOU GLOBAL VENTURES

big switch networks

BROCADE

Mark McGovern
VP Product Management

Alan Zeichick
Tech Analyst

Michael Levin
Former Deputy Director,
US Department of
Homeland Security;
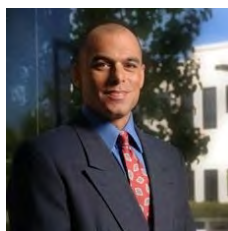CEO & Founder
Center for Information
Security Awareness

Prashanth Shenoy
VP of Marketing for the
Enterprise Networking
Group

Mohit Aron
Chief Executive Officer

ca technologies

Camden

CISCO

COHESITY

JR Rivers
CTO & Co-Founder

Jeff Baher
Senior Director
Product & Technical
Marketing

Joe Jasin
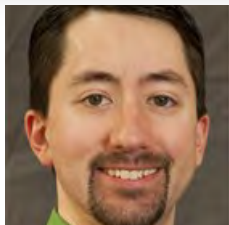Managing Director

Hiro Rio Maeda
Managing Director

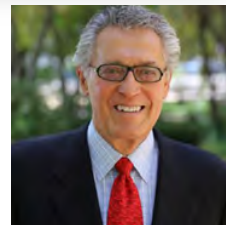**MK Palmore CISM,
CISSP**
Information Security -
Risk Management
Executive

CUMULUS

DELL EMC

DNA Partners

DRAPERNEXUS
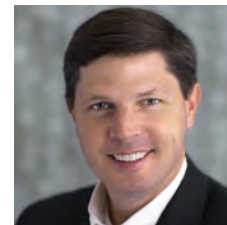Ventures

Scott Raynovich
Principal Analyst

Eric Parizo
Senior Analyst,
Enterprise Security,
Global IT & Software

Rajesh Ghai
Research Director,
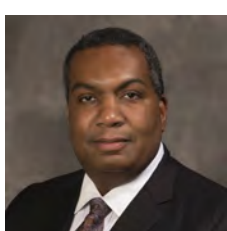Telecom Network
Infrastructure

Michael Howard
Senior Research Director,
Carrier Networks

Greg Fitzgerald
Chief Operating Officer &
Chief Marketing Officer

FUTURIOM THE FUTURE OF TECH

GlobalData. Decode the Future

IDC Analyze the Future

IHS Markit

JAVELIN

Sanjeev Datla
CTO

Ron Green
Executive Vice President
and Chief Security Officer

Robert Schiff
Partner

Gary Sockrider
Principal Security
Technologist

Russ Currie
VP, Enterprise Strategy

LANTRONIX   **mastercard**   **McKinsey&Company**   **NETSCOUT.**   **NETSCOUT.**
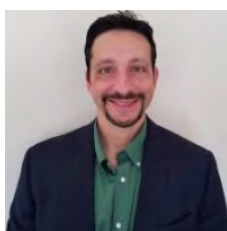
Galeal Zino
Founder
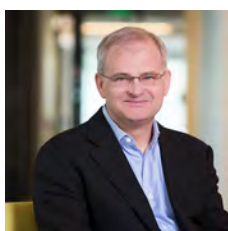
Hank Skorny
Senior Vice President,
IoT

Mike Spanbauer
VP of Research
Strategy

Sunit Chauhan
Senior Director Product
Management

Bharghavan Vaduvur
CEO & Co-Founder

NETFOUNDRY SPIN UP YOUR NETWORK

neustar®

NSS LABS TRUSTED SECURITY INSIGHT

nuagenetworks From Nokia

ondot

Mike Sapien
Vice President & Chief Analyst US, Enterprise Services

Murli Thirumale
CEO

Anup Ghosh
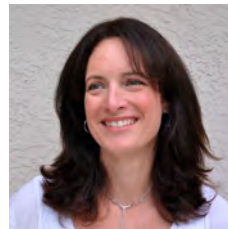Chief Strategist, Next Gen Endpoint

Curtis Feeny
Partner

Ratnendu Mukherjee
SVP of Info Security

Ovum

portworx

SOPHOS
Security made simple.

SVDC
silicon valley *data capital*
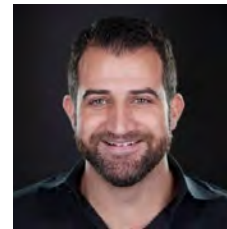
techcu
TECHNOLOGY CREDIT UNION

Dr. Ronald Layton
Deputy Assistant Director, US Secret Service

Oliver Tavakoli
Chief Technology Officer

Erin Dunne
Director of Research Services

Nick King
Vice President of Cloud Solutions Marketing

Ajay Singh
Senior Vice President and General Manager, Cloud Management Business Unit

VECTRA

VERTICAL SYSTEMS GROUP

vmware

vmware
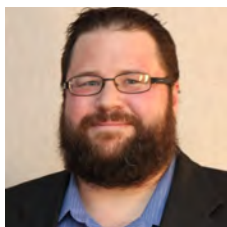
Mike Frane
VP Product Management

John Pollard
VP Bus Dev for Zebra Sports Solutions
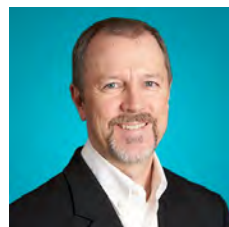
Roark Pollock
Senior Vice President of Marketing

John Michelsen
Chief Product Officer

windstream.

ZEBRA

ziften

ZIMPERIUM

Tuesday 26th September

5:00pm – 7:30pm NetEvents registration desk opens only for the International media guests—*Location: Main Lobby*

7:30pm - 9:00pm Informal welcome & casual supper with International media guests & NetEvents only—*Location: Palm Plaza Terrace*

Wednesday 27th September

7:00am – 8:00am   NetEvents registration desk open—*Location: Hayes Ballroom Foyer*

7.00am - 8.10am   Media breakfast—*Location: Silver Creek Restaurant, Ground Floor*

8.15am   Media delegation board buses for Silicon Valley Tour —*Meet in Hotel Lobby*

8:30am   Coach departs for the Silicon Valley Tour

8:30am—5:30pm   International media hosted by selected organisations in Silicon Valley

6:00pm – 9:00pm   NetEvents registration desk open—*Location: Just outside the Hayes Ballroom*

7.00pm—9:00pm   Welcome BBQ co-hosted by NetScout & NetEvents —*Location: Silver Creek Patio*

Thursday 28th September

7:30 – 8:30 am   Registration desk open—*Location: Hayes Ballroom Foyer*

7:30 – 8:30 am   *Welcome breakfast, informal meetings & debate briefings—Location: Silver Creek Restaurant, Ground Floor*

8:30 – 8:40 am   Opening welcome and conference introduction—*Location: Hayes Ballroom*

8:40 – 9:30 am   **Opening Keynote Session**
The New Hacker — Who Are They, What They Want, How to Defeat Them
Insights from the US Intelligence Community including CIA, FBI and the US Secret Service
Chaired by Alan Zeichick, Tech Analyst, Camden Associates

It's a brave new world for cybercriminals – that is, those who are criminals. Yes, there's organized crime, looking to extort payments for ransomware, steal your personal identification, and resell personal information on the Dark Web. Yes, there are state-sponsored hackers who work for security services and are looking to reveal vulnerabilities in critical infrastructure or exfiltrate intellectual property to give their industries a competitive advantage. Yes, there are activists who simply want to cause harm by defacing websites and launching DDoS attacks. However, in 2017, it's all changing. With stolen data from intelligence services, and with "malware as a service," nearly everyone can become a hacker. We've assembled a panel with top experts – including those from famous "three letter agencies" in the U.S. – who can explain the mind of the modern-day hacker – and how cybersecurity companies, governments, and enterprises can effectively fight back. The damaged caused by cybercriminals, activists and state-sponsored hackers is huge. Get ready for an insiders' view of the battlefield.

Outline Agenda cont...

MK Palmore, CISM, CISSP
Information Security Risk
Management Executive
FBI San Francisco - Cyber
Branch

Dr. Ronald Layton
Deputy Assistant Director
US Secret Service

Michael Levin
Former Deputy Director, US
Department of Homeland
Security; CEO & Founder
Center for Information
Security Awareness

9:30 – 10:00 am	**Conference Debate I: The Smartest Tool in the Cybersecurity Toolbox: Artificial Intelligence**

Introduced & Chaired by Mike Spanbauer, VP of Research Strategy, NSS Labs

Cybercriminals are getting smarter, and that means that enterprises and carriers must fight back smarter than ever before. Artificial intelligence (AI) is the key, according to analysts and many vendors in the security space, who are using advanced heuristics, machine learning, pattern recognition, Big Data, neural networks, fuzzy logic and data science to tackle some of the biggest problems in security. For example, AI-based anti-malware solutions use millions of learned patterns, instead of virus signatures, to detect documents and executables that are malicious – even if that particular malware file has never been seen before. AI-based analytics can review and filter security alerts to reduce false positives, allowing security professionals and CISOs to focus on real challenges and opportunities affecting their organizations. AI-based endpoint and perimeter security can fight off varieties of real and potential breaches, while consuming less resources than traditional firewalls, AV and intrusion detection/prevention systems. On the other hand, given the fuzzy nature of AI itself, there's a lot of hyperbole as well as legitimate research in this space, This panel will examine the real state of AI in security software and solutions, and talk about the strengths – and weaknesses – of these new lab-based approaches to the ever-increasing source of malware and hack attacks.
Panellists: Ron Green, Executive Vice President and Chief Security Officer for Mastercard; Gary Sockrider, Principal Security Technologist, Arbor Networks, security division of NETSCOUT; Anup Ghosh, Chief Strategist, Next Gen Endpoint, Sophos; Oliver Tavakoli, Chief Technology Officer, Vectra; Roark Pollock, Senior Vice President of Marketing, Ziften; John Michelsen, Chief Product Officer, Zimperium

10:00 – 10:30 am	**Conference Debate II: Intent-Based Networking Systems and Application-Specific Network ing : The Road to Smarter Connectivity**

Introduced & Chaired by Rajesh Ghai, Research Director, Telecom Network Infrastructure, IDC

In the powerful new world of application-specific networking (ASN), intelligent endpoint applications understand what they need for connectivity – and can communicate directly with network infrastructure to create those connections that meet those requirements, considering bandwidth, quality, security and compliance. A subset of ASN, called intent-based networking systems (IBNS) uses machine learning, automated policy enforcement, and contextual metadata to improve security and speed up the provi-sioning of remote connections, such as for mobile devices and IoT. Since their introduction this year, both IBNS and ASN have captured the attention of the industry, from long-established giants like Cisco Systems to well-funded startups, like NetFoundry—a Tata Communications business. This panel will dig right into the questions: What are IBNS and ASN? How do they work in practice to improve network performance and lower TCO? Are these proprietary plays designed to automate specific vendor eco-systems, or broad industry initiatives that could drive open standards? We have hard questions about IBNS and ASN – and know you do too.

Panellists: Mansour Karam, CEO and Founder, Apstra; Prashanth Shenoy, VP of Marketing for the Enterprise Networking Group, Cisco, JR Rivers, CTO & Co-Founder, Cumulus Networks; Jeff Baher—Senior Director, Product & Technical Marketing, Dell EMC Networking & Service Provider Solutions; Galeal Zino, Founder, NetFoundry

10:30 – 11:00 am	**Conference Debate III: Software Defined Everything: It's Not About Virtualization, It's About Services. Here's What It Means**

Introduced & Chaired by Erin Dunne, Director of Research Services, Vertical Systems

Why do we have networks, servers, and endpoints? To provide services. Despite what it may say on specifications sheets, "virtualization" is a means to an end, not the end itself, which is to provide a high quality of service, and a high quality of experience associated with services. As the saying goes, soft-ware is eating the world, and whether we are talking about physical or virtualized resources, "Software Defined Everything" is the way of the future. As this thought-provoking session shall explore, we have Software Defined Networks (SDN), Software Defined Storage (SDS), Software Defined Data Centers (SDDC), Software Defined Wide Area Networks (SD-WAN), and more. The evo-lution of Software-Defined Everything (SDE or SD*x*), means everything delivered as a service, and SDE is managed through intelligent software. This session will examine the trend toward SDE, and will debate the real-world upside and downside – and will consider what the industry must do in order to stay on top of the trend toward "Software Defined Everything."

Panellists: Gregg Holzrichter, Chief Marketing Officer, BigSwitch Networks; Jeff Baher—Senior Direc-tor, Product & Technical Marketing, Dell EMC Networking & Service Provider Solutions; Russ Currie, VP, Enterprise Strategy, NETSCOUT; Sunit Chauhan, Senior Director Product Management at Nuage Networks; Nick King, Vice President of Cloud Solutions Marketing, VMware; Mike Frane, VP Product Management, Windstream

11:00 – 11:20 am	*Coffee Break—Hayes Foyer*

Outline Agenda cont...

11:20 – 11:50 am

Conference Debate IV: Security Innovation in the Fintech Sector
Introduced & Chaired by Eric Parizo, Senior Analyst, Enterprise Security, Global IT & Software, GlobalData

Technology is revolutionizing the finance industry and the rate of change is only going to accelerate in the foreseeable future. Fintech is a hotbed of innovation, illustrating how technology – from IoT to Cloud Computing and AI, plays an increasingly significant role in changing the personal finance landscape. AI enables new levels of data transaction authentication and offers insights into changing user behaviours as well as ensuring more effective fraud prevention. Mobile phones and cloud computing will enable machine learning to impact a broad range of processes.

New intelligent software services afford more transparency and control to users over their day-to-day finance management while ticking the box of regulatory compliance for financial institutions.

What will be the potential repercussion of new legislation on the competitive landscape? How can banks turn the compliance challenge into opportunity? What will be the impact on the user community?

The Fintech revolution is finally coming of age, with a tangible effect on the way we do business and manage our finances.
Panellists: Ron Green, Executive Vice President and Chief Security Officer for Mastercard; Robert Schiff, Partner, McKinsey & Company; Bharghavan Vaduvur, CEO & Co-Founder, OnDot; Ratnendu Mukherjee, SVP of Info Security, Technology Credit Union

11:50—12:50 pm

Driving and Funding Innovation – How to Tap into Investment, Media, More Investment, Customers, and Success!
Introduced by Janice Roberts, Partner, Benhamou Global Venture Partners

What is required for a successful high-tech company? More than anyone outside the industry would believe. Unknown startups, established companies, baby unicorns and true unicorns have a lot in common, as we will hear in this powerful keynote. They have visionary leaders. They have a solid business model. They have flexibility to adapt to changing market conditions. They have dedication. They have execution. But most of all: TRUE INNOVATION!

The English word "innovate" appeared in the 1500s, based on the Latin *innovatus*, or "introduce as new." While certainly many companies have achieved success by borrowing existing ideas and improving on them (or out-executing the first mover), the glory goes to the true innovators, the ones who bring in new things, alter established patterns, destroy the old and disrupt, disrupt, disrupt.

This year's 'Shark Tank' style judging panel brings together some of the most powerful voices in the industry: Venture Capitalists, Business Angels and Entrepreneurs.

After a presentation on driving and funding innovation by Janice Roberts, the two top finalists in each of the three Hot Start-Up categories will jump into the 'Shark Tank' along with the distinguished panel of judges.

In each of these Hot Start-Up categories for Innovation in IoT, Cloud/Datacenter and Cybersecurity, the two finalists will duke it out, head-to-head, in front of the judges and the live audience of press and analysts representing 35+ countries covering 100 business/tech publications across the globe. The mission: Survival, as they show why they are the top innovators with the best business model worthy of this year's Innovation Award.

Following the heated finalist presentations, the judges will sequester themselves in the Jury Room to decide each company's fate. The winners of this year's IoT, Cloud/Datacentre and Cybersecurity Innovation Awards will be presented at this evening's Charity Awards Dinner, in aid of Prostate Cancer Research, STEM and UNICEF. Enjoy the food, drink, and entertainment – and toast the winners!

Hiro Rio Maeda
Managing Director
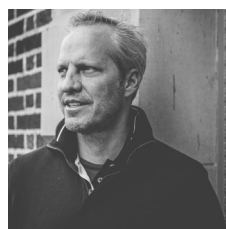
Joe Jasin
Managing Director,
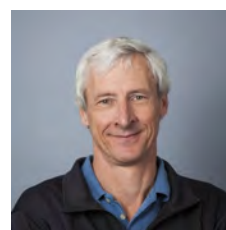
Curtis Feeny
Partner

Dave House
Investor, Entrepreneur
& Chairman of the
Board

Outline Agenda cont...

12:50 – 1:50 pm	*Lunch—Location: Silver Creek Restaurant*

1:50 - 5:50 pm

Press & Analyst briefing sessions—Location: Hayes Ballroom terrace; Filming Location: Live Oak – Lower level & Hayes Ballroom

These afternoon sessions are always the most important element of our events – a series of individually scheduled briefings sessions with 60+ top press and analysts representing 35+ countries from around the world. Delegates move on every 30-40 mins. to brief a pre-selected group of press and/or analysts – briefings may comprise of an overview of the company and its strategy for the global market; announcement of new product/service introductions or industry partnerships and customer wins; presentation of use cases and case studies; commentary on the latest industry trends/surveys or focus on thought leadership topics and market positioning. These sessions are an excellent opportunity to raise your organisations profile internationally – enabling you to get to know the key media in a focussed environment and build close, long lasting relationships for the future.

5:50 - 6:10 pm   Open meeting time

6:30 pm - 7:00 pm   *Cocktail Reception—Location: Hayes Ballroom Terrace*

7:00 pm   *NetEvents "Innovation Awards Dinner" - Location: Silver Creek Restaurant*

Join us at our 2017 IoT & Cloud Innovation Awards Dinner—a wonderful opportunity for organizations to host tables with invited guests, friends and colleagues. PLUS watch and congratulate the winners of the IoT & Cloud Innovation Awards plus help to raise money for three worthy charities : Prostate Cancer Research, STEM and UNICEF.

The NetEvents 2017 IoT and Cloud Innovation Awards recognise and identify the most innovative start-ups and established companies in the fields of Internet of Things Innovation and Cloud Innovation. These awards offer you the chance to gain industry-wide recognition for your endeavours and achievements.

Judged by an independent panel of highly respected judges including IT professionals, industry gurus, the tech investment community including Silicon Valley VC's, plus leading technology press and industry analysts from around the globe.

IoT & Cloud innovation awards 2017
Hot Start-Up Cloud/Datacentre
FINALIST

apstra   COHESITY

IoT & Cloud innovation awards 2017
Hot Start-Up – IoT
FINALIST

ondot   NETFOUNDRY
SPIN UP YOUR NETWORK

IoT & Cloud innovation awards 2017
Hot Start-Up CyberSecurity
FINALIST

JAVELIN   ZIMPERIUM

IoT & Cloud innovation awards 2017
Innovation Leader Cloud/Datacentre
FINALIST

apstra   COHESITY   infinera

ORACLE | ravello   skuid

IoT & Cloud innovation awards 2017
Innovation Leader CyberSecurity
FINALIST

DARKTRACE   paloalto NETWORKS   VECTRA

ziften

IoT & Cloud innovation awards 2017
Innovation Leader - IoT
FINALIST

cloudera   GE   NETFOUNDRY SPIN UP YOUR NETWORK   ZEBRA

'Tech Idol' 2017

Outline Agenda cont...

7:30 – 8:30 am	Registration desk open—*Location: Hayes Ballroom Foyer*
7:30 – 8:30 am	*Breakfast—informal meetings and conference session briefings —Location: Silver Creek Restaurant, Ground Floor*
8:30—8:40 am	Opening welcome and conference introduction—*Hayes Ballroom*

8:40 – 9:00 am

Keynote Presentation by Mansour Karam, CEO and Founder, Apstra

A Matter of Intent: Automating the Entire Data Center Lifecycle

"Siri: Make sure that no virtual machines are running at more than 90% CPU utilization, and begin migration away from all servers with less than 32GB RAM. Also connect all point-of-sales endpoints with a VPN with 256-bit encryption." No, we aren't ready to reach that level of Star Trek-level control of our data centers, but today's technology can come close. In today's world, data center, server, network and storage management platforms require that we tell them exactly what to do, and program them with specific rules for throwing exceptions and creating alerts. It would be better if we could tell our infrastructure our objectives, our intent – and let automation figure out exactly how to carry that out using physical and virtual resources. That's the vision you'll hear from our keynote speaker, Mansour Karam—an entrepreneur and executive with a passion and track record for building high tech infrastructure companies from the ground up. He knows what it takes to run data centers – and how to run them better by using cloud-based automation to be able to make thousands of configuration changes each day to optimize goal-driven performance. Hear his vision – and then we'll put him in the hot seat afterwards during the post-keynote Q&A.

9:00 – 9:20 am

Keynote Interview & Audience Q&A with Mansour Karam and Scott Raynovich, Principal Analyst, Futuriom

9:20 – 9:50 am

Conference Debate V: Reimagining the Enterprise Data Center for Today's Hybrid and Virtualized Reality

Introduced & Chaired by Mike Sapien, VP & Chief Analyst US, Enterprise Services, Ovum

Forget data centers as silos of servers, storage, routers and firewalls, running applications on bare metal, hosting the enterprise crown jewels in rack-mounted splendor. The modern data center still has hardware, but instead of being a silo, it's part of a virtualized gestalt. Hypervisors control virtual resources, encompassing processing and storage. Virtualized Web-scale data platforms can increase the efficiency of enterprise storage by eliminating redundancy and waste, dramatically reducing footprint and lowering cost. Software-defined networks and network functions virtualization move processing and intelligence to diverse devices – some in the data center, and others in remote locations. SD-WANs, carrier MPLS links, and high-speed optical interconnects tie multiple data centers to each other, and increasingly, to cloud PaaS/IaaS as well. Workloads shift from one data center to another as needed to drive the business – sometimes manually controlled by administrators, but often through AI-based automation tools that continually juggle the architecture and VMs, spooling up new instances, balancing loads, implementing security policies, and tearing down resources when no longer needs. It's incredible to consider – but also daunting, since in an increasingly virtualized world, it can be harder to predict capacity, harder to tune performance,

and harder to debut and remediate faults. In this debate panel, hear from thought leaders and vendors who are building the solutions to build and manage virtualized and hybrid data centers. They'll explain what's new and different, while we challenge them to explain how they will handle issues of complexity. Can these 21st century data centers deliver on their promise? Let's find out.

Panellists:Mansour Karam, CEO and Founder, Apstra; Mohit Aron, CEO, Cohesity; JR Rivers, CTO & Co-Founder, Cumulus Networks; Murli Thirumale, CEO, Portworx; Ajay Singh, Senior Vice President and General Manager, Cloud Management Business Unit, VMware

9:50 – 10:10 am   *Coffee Break—Hayes Ballroom Foyer*

10:10 – 10:25 am   **Special Guest Speaker Presentation by Galeal Zino, Founder, NetFoundry**

The Network Challenges for IoT Applications

Today's internet was not designed for the Internet of Things. So many devices – billions of them, and they're not all FitBits or smart city irrigation pumps. Each IoT device needs to talk to a server, somewhere, to deliver telemetry, to receive new instructions, to stream video, to receive video streams. All those data packets must be secure against overt hacking and subtle data exfiltration – the last thing you want are bad actors watching your closed-circuit TV feeds or stealing point-of-purchase payment card info. Those communications must be compliant with organizational policies and laws, such as HIPAA or the new European GDPR. IoT applications must have the right quality of service, and quality of experience, to handle streaming video, bulk data uploads, or even real-time sensors. Talking us through these challenges is Galeal Zino, founder of NetFoundry — as an expert in both networking and the IoT, he's prepared to show how different challenges manifest themselves across a wide range of industries, use cases, geographies, and market sectors. Whether it is for ensuring fast and secure connections for patients' data transfers in clinical trials, for clients' financial data in the banking sector, or for enabling the infrastructure for the 'connected car', IoT networks need more robustness, resilience and built-in intelligence than the traditional network can supply. This session will include an onstage interview by Michael Howard, Senor Research Director at IHS Markit, who will push Galeal for real-world solutions for the IoT network challenges.

10:25 – 10:35 am   **Special Guest Speaker Interview & Audience Q&A with Galeal Zino and Michael Howard, Senior Research Director, Carrier Networks, IHS Markit**

10:35 – 11:05 am   **Conference Debate VI: Securing The Internet Of Things: What's Working, What's Not, How Can We Fix This Mess Before Someone Gets Hurt**

Introduced and Chaired by Robert Haim, Principal Analyst – Business Analysis & IoT, ACG Research

Hackers can take control of cars. They can hijack medical devices in hospitals, and potentially even wearable medical technology. Government agents can write malware that destroys the centrifuges needed to enrich uranium… and who knows what cyberwarfare could mean for water supplies and traffic signals. The Japanese government is proposing to require consumer IoT devices to be certified safe from hacking and data leakage – and they won't be the last to tighten up requirements. Yet it's known that whether it's Internet-connected cameras or air-conditioning systems, the IoT is terribly, horribly insecure. Alas, there's no real way to hold manufacturers accountable, consumers don't care about the safety of their latest gadget,

hacking and data leakage – and they won't be the last to tighten up requirements. Some analysts and vendors see a solution to the IoT security problem – the challenge is that their visions aren't in agreement. This panel will dig deep into the problem to understand why IoT security is such a difficult challenge – and we will in turn challenge the panelists to describe why they, and they alone, know the answers.

Panellists: Mark McGovern, VP Product Management, CA Technologies; Sanjeev Datla, CTO of Lantronix; Hank Skorny, SVP of Internet of Things, Neustar; John Pollard, VP Bus Dev for Zebra Sports Solutions, Zebra Technologies; Roark Pollock, Senior Vice President of Marketing, Ziften; John Michelsen, Chief Product Officer, Zimperium

11:05 – 11:25 am   **Conference Round-Up - Analyst reflections & predictions for the future**
Chaired by Erin Dunne, Director of Research Services, Vertical Systems
What are the key takeaways from this NetEvents Press & Analysts Summit? Which presentations and statistics stand out? Whose opinions and predictions will stand the test of time? Which technologies cannot be ignored? And who is talking absolute rubbish?

There's nothing quite like hearing the experts' view on what really matters, so we invite key analysts onto the main stage to briefly present their unique distillation of this Summit — and you will have the opportunity to press them about their predictions about what will be the biggest movements and movers over the next few years. From IoT to AI, from security to cloud computing, it's their turn to answer the hard questions and make the tough call.
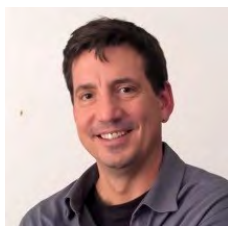
11:25–11:30	Close of conference sessions
11:30–12:00	Open meeting time and optional time for hotel check-outs
12:00—1:00 pm	*Lunch—Location: Silver Creek Rsetaurant*
1:00—3:40 pm	***Press & Analyst briefing sessions—Location: Hayes Ballroom terrace; Filming Location: Live Oak – Lower level & Hayes Ballroom***

   These afternoon sessions are always the most important element of our events – a series of individually scheduled briefings sessions with 60+ top press and analysts representing 35+ countries from around the world. Delegates move on every 30-40 mins. to brief a pre-selected group of press and/or analysts – briefings may comprise of an overview of the company and its strategy for the global market; announcement of new product/service introductions or industry partnerships and customer wins; presentation of use cases and case studies; commentary on the latest industry trends/surveys or focus on thought leadership topics and market positioning. These sessions are an excellent opportunity to raise your organisations profile internationally – enabling you to get to know the key media in a focussed environment and build close, long lasting relationships for the future.

4:00 pm   Close of event & departures

Where top technology press & analysts from around the globe meet...

"NetEvents is one of the best organised industry events that I have attended. I find the scheduled meeting sessions are especially informative and interesting."
Jean-Baptiste Su - *Tech Columnist, Forbes*

"NetEvents is very unique in its approach providing mutual advantage for the members of the press and analysts. The NetEvents Summits are amongst my most anticipated events to participate every year because of the excellent topics and interesting line up of speakers. In addition I like the press meetings which enable us to meet with some of the respected names in the industry and discuss hot issues in a very relaxed setting. "
Krisana Gallezo—*Senior Reporter, Singapore Business Review; Hong Kong Business*

"NetEvents has always provided access to the best in the technology industry, ranging from the founders of the basic companies to the leading edge thinkers of tomorrow. When I attend a NetEvents meeting, I never fail to bring home some ground-breaking stories, rich interviews, and deep insights into the foundations of technology. NetEvents provides me access to the best of the best, all in one place and in a setting that engenders the best stories."
Wayne Rash - *Senior Columnist and Washington, DC, Bureau Chief - Eweek*

"NetEvents is the best opportunity all year to meet key players in the technology sector and the most effective & efficient way to collect valuable information in a very short time."
Hector Pizarro *- Editor in Chief, DiarioTi*

"NetEvents gives us the opportunity to keep us up-to-date with the latest trends and the on-stage debates are lively and informative."
Libraene Hsieh—*Editor-in-Chief, Network Magazine Taiwan*

"NetEvents is the best opportunity for us tech journo's to meet new vendors. Without all the NetEvents connections I've made, a number of my biggest stories would never have been written."
Sean Mitchell—*Publisher, Techday*

"Media have the opportunity to meet industry leaders, discuss their latest innovation and back with the best topics! Vendors & Services Providers can benefit from this unique opportunity to meet together with clients and suppliers and to highlight all to the professional industry media."
Toni Eid—*Editor in Chief, Telecom Review*

"…a great chance to make a whole lot of useful contacts, without the heavy industry approach."
Tam Dell'Oro— *Founder and President, Dell'Oro Group*

"I was very impressed with the sessions, the diversity of the journalists and the vendor representations. Good organization and planning."
Ian Keene — *Vice President, Gartner Group*

"These events are definitely unique. They bring together key press, vendors, and analysts in a very relaxed environment – very unlike the zoo-like atmosphere of industry trade shows. The on-stage debates… are lively, sparking keen audience interactions, while quieter, more intense discussions go on among press, vendors, and analysts during informal meetings…"
Michael Howard —*Senior Research Director, Carrier Networks, IHS Markit*

"NetEvents put on a fantastic event. We were really impressed by the quality of the press, analysts and fellow vendors."

Nir Zuk - *Founder and CTO, Palo Alto Networks*

"NetEvents has delivered amazing experiences for Cylance. They have provided us great opportunities for conversations with press/analysts and potential customers around the world."
Stuart McClure, *Founder & CEO, Cylance*

"The technology industry is going through monumental changes that are having significant impact on the way IT uses technology to serve their business, and the products and services being brought to market from the technology vendor community. NetEvents provides a unique forum for exploring important ideas in technology with thought leaders from around the world, while raising awareness and understanding of important issues across the global technology audience."

Martin Casado - *General Partner - Andreessen Horowitz, VMware Fellow, VMware Inc*

"NetEvents is unique in that it allows you to maximise time with a number of top analysts and journalists in an informal environment."

Phil Tilley—*Director CloudBand and NFV Product Marketing, Nokia*

"NetEvents is an excellent opportunity for Dell Networking, and its peers in the industry, to interact with top press and analysts in a structured, targeted format."

Jonathan Seckler - *Director of Marketing, Dell Networking*

""This has been a really exciting two days for us at HP. It's been absolutely tremendous to be able to get this much exposure to so many press and analysts in just l48 hours. We have participated in these events for many years and I can now appreciate why HP have been attending these events for such a long period of time and look forward to our continued involvement in these events around the globe."

Amol Mitra - *Head HP Networking APJ*

"NETSCOUT is committed to educating and communicating with the guardians of the connected world. To that end, we found NetEvents to be well organized, focused and attended by impressive and attentive journalists from around the globe. We accomplished in two days three times more than we would in a week of press tours. NetEvents is a solid investment when you have something important to say to the press."

Jim McNiel—*CMO, NETSCOUT*

"The events are very professionally run, with excellent media and analyst interaction and top speakers across hot topics in the IT market. NetEvents gives us a concentrated forum to reach many influencers in a short time with the Anaplan story."

Grant Halloran - *CMO & Executive Leader, Anaplan*

"NetEvents is a great opportunity to engage with other technology leaders and analysts. It gives us a chance to share our vision of where the industry is going, and to better understand the trends and issues that are affecting our customers, partners and even competitors."

Michael Kozlowski—*Vice President of Product Management, Windstream*

Government Agencies

Platinum Partners

Gold Partners

Silver Partners

Additional Partners

Plan ahead for 2018 with NetEvents

Global Press and Analyst Summit
California, USA
9th—11th May, 2018