



EMEA Press Spotlight

"Hot Topics in Networking and CyberSecurity"

Algarve, Portugal

September 27th – 28th, 2018

Outline Agenda



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Wednesday 26th September

3:30pm – 6:30 pm Registration desk open

6.30pm—8.30pm *NetEvents welcome reception—this is an ideal opportunity for all delegates to “network” informally during welcome drinks and buffet reception*

Thursday 27th September

8:00 – 9:00 am Registration desk open

8:00 – 9:00 am *Welcome breakfast, informal meetings & debate briefings*

9:00 – 9:10 am Opening welcome and introduction

9:10 – 10:10 am **Round Table I: The Best New Models for Wide-Area Networking and Service Provisioning**

Introduced & chaired by Scott Raynovich, Principal Analyst, Futurium

The innovation factory has been running overtime to provide new wide-area connectivity options for enterprise customers. Whether it's mobile-to-cloud, datacenter-to-cloud, datacenter-to-datacenter, or even cloud-to-cloud, there are exciting offerings. Startups, established tech companies, and carriers are touting the benefits of SD-WAN (Software-Defined WANs, carried over the Internet). Major providers are offering ASN (Application-Specific Networks), which focus on connecting applications, not devices. That doesn't mean, of course, that the old offerings are dead: To the contrary, carriers and customers alike are loathe to give up on their MPLS and Carrier Ethernet services. The best scenario, it seems, is a mixture of acronyms, using a combination of offerings to solve an organization's problems. This session gets practical: Where are these new services working best, and where are they lagging? What can customers expect for reliability and scalability? What can carriers expect for revenue growth and long-term profits? And how does the industry demonstrate quality assurance for emerging WANs products and services? Let's move beyond the hype and see what's real and what's simply hype.

10:10 - 11:10 am

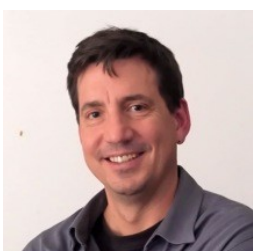
Round Table II: The Security Professional's Best Friend: Artificial Intelligence

Introduced & chaired by Rik Turner, Principal Analyst, Infrastructure Solutions, Ovum

Security analysts are overloaded! More than half struggling to distinguish between critical incidents and false positives. About 30% of analysts admit to ignoring certain categories of alerts from their SIEM dashboards — and some turn off alert notifications completely.

We can do better — and emerging technology, in the shape of artificial intelligence and machine learning, is making a real difference for early adopters of this cutting-edge technology. AI/ML don't replace the security analysts, but instead, help cut down on the rote, mind-killing repetitiveness that causes premature burnout and frequent job-shifting.

How? As we'll explore in this session, ML can be taught how to perform a lot of the initial incident triage — and once trained, it's very effective at spotting anomalies, and won't get tired and bored. ML then works in conjunction with other AI technologies, like predictive analytics, to present analysts with a full report on what's happening on the network — and gives them all the tools to spot breaches, be warned about vulnerabilities, and even coaches on the right responses to mitigate security flaws.



FUTURIUM
THE FUTURE OF TECH



Outline Agenda Continued...



The result: More engaged and satisfied security analysts; a more secure organization, with better-protected users and data; and the end of alert overload. Join us in this session as we talk to leading security companies about how they're adding AI into their products, and push them to describe the tangible differences AI/ML are making for real-world deployments – and real customers.

11:10 –11:30 am

Coffee break

11:30 - 12:50 pm

Press briefing sessions

These sessions are always the most important element of our events – a series of individually scheduled briefing sessions with 30+ top press and analysts representing 12+ countries from around the EMEA region. Delegates move on every 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 EMEA 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 across the EMEA region— enabling you to get to know the key media in a focussed environment and build close, long lasting relationships for the future. The meeting schedules for speakers at the event may include a filmed interview relating to their round table topic. NetEvents will feature some of the video content on our website and make this available to selected media following the event.

12:50 – 1:50 pm

Lunch

2:00 - 5:00 pm

Press briefing sessions continued

5:00—6:00 pm

'Open meeting' time for informal networking. Time also available for press for filing stories.

7:00 pm

Cocktail Reception

7:30 pm

NetEvents Dinner

7:45 – 8:45 am

Breakfast, informal meetings & debate briefings

8:45 – 9:45 am

Round Table III: Calling Winners and Losers as Operators Add More Services

Introduced & Chaired by Catherine Hammond,

Principal Analyst, Analysys Mason

Moving bits around is always going to be seen as a commodity business, and while carriers and network operators can certainly make a living moving bits around, competition and technology advances will keep eating away at their margins — and their profits. The answer? New value-added services. Some of those services leverage the service provider's unique position in the IT stack (such as rapid-provisioning network services, hybrid SD-WANs, agile connectivity, and DNS/DDoS attack mitigation). Other services are more generic, such as streaming entertainment, and will succeed due to the carrier's existing customer relationships, rather than on any network-specific advantage. Obviously, these services are good news for carriers, who

Friday 28th September



Outline Agenda cont...



can diversify their revenue streams, offer billable services at low cost, and might improve customer lock-in. But which value-added services are good for customers — and for the industry? Which services will drive innovation, and which are designed to maintain the status quo? This debate panel will examine value-added services, and press the question of the benefits of those services, beyond simply driving up the carrier's bottom line and helping its shareholders.

9:45—10:45 am

Analyst Round Table IV: Best Practices for Delivering Security Value to the Enterprise Customer

The pundits all say that the network perimeter no longer exists. They are correct: In the world of mobility, IoT, cloud computing, and hybrid architectures, the network perimeter exists everywhere there's a single user, a single endpoint, a single SD-WAN or Internet connection. That means everything must be locked down, all the time. At the same time, attackers are gaining strength, looking to take over an endpoint, and from there, spread horizontally throughout the organization, and vertically to pick up new privileges. From penetration to breach to data exfiltration to the front page of the Financial Times... unless something is done about it. This round table will talk about effective ways to deliver real security value to the enterprise. We'll talk about securing Internet traffic, locking down endpoints, integrating alerts into SIEM consoles, and handling the overwhelming number of security incidents most organizations handle every day. Enterprises need help, because they can't count on network perimeter to keep the bad actors at play, and to keep data inside the data center. The industry is facing a huge challenge. Let's see what the industry is doing about it.

10:45—11:00 am

Coffee break

11:00-12:20 am

Press & Analyst briefing sessions

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12:30—1:30 pm

Lunch—informal meetings

1:40—3:00 pm

Press & Analyst briefing sessions continued

3:00—3:20 pm

'Open meeting' time for informal networking. Time also available for press for filing stories.

3:30 pm

Close of event & departures



Outline Agenda Continued...



Upcoming Events



EMEA Press Spotlight
Algarve, Portugal
27th & 28th September, 2018



APAC Press & Service Provider Spotlight
Singapore
19th & 20th February, 2019



Global Press and Analyst Summit
California, USA
25th & 26th April, 2019



EMEA Press Spotlight
Nice, France
26th & 27th September, 2019

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