



Monday, September 13, 2010

<i>Time</i>	<i>Topic</i>
6:00 - 8:00pm	REGISTRATION AND NETWORKING RECEPTION

Tuesday, September 14, 2010

<i>Time</i>	<i>Topic</i>
7:30 - 8:45am	REGISTRATION AND BREAKFAST
8:45 - 9:00am	Introduction and Welcome Martin McCarthy - The 451 Group - Chief Executive Officer
9:00 - 9:45am	Analyst Keynote: Where to Next for the Internet Infrastructure Providers? Hosting providers have mostly repositioned themselves to compete in the new cloud landscape. As we move to phase two in the cloud computing lifecycle, with enterprises representing the new batch of users, we are seeing a new set of stringent needs. While developers looked for low-cost and rapid-deployment infrastructure environments, enterprises are looking for extended benefits from their cloud platforms that include efficiency, robustness, security and improved ROI. These platforms contain significant elements, ranging from the datacenter through to hybrid runtime environments, that may be shared among colocation, hosting and cloud providers. Antonio will present his views on how the datacenter and hosting world is reacting to the advent of cloud computing in the enterprise space, and on the winners and losers of tomorrow. Antonio Piraino - Tier1 Research - Vice President and Research Director
9:45 - 10:30am	Cornerstone Leadership Perspective: Microsoft Elliot Curtis - Microsoft - Director - North American Hosting Partner Channel
10:30 - 10:45am	COFFEE BREAK
10:45 - 11:45am	Discussion Panel: Cloud and Hosting - How Well Are They Playing Together? The lines separating where hosting ends and clouds begin are often blurry at best. The question is not a zero-sum equation, so this panel will focus on how clouds and hosting both compete with and complement each other. Who wins and who loses, as the broader market continues to grow? What trends are emerging in customer purchasing behavior? What technical capabilities, which previously were either not possible or not easily accessible (virtual machine live migration, BC/DR, among others), are changing the landscape? And what are customers asking for from providers as they look for ways to become more agile and cost-efficient? PANEL: Moderator: Phil Shih - Tier1 Research - Senior Analyst, Mass-Market Hosting Moderator: Doug Toombs - Tier1 Research - Senior Analyst, Managed Services Lance Crosby - SoftLayer Technologies - Chief Executive Officer Mark Linesch - HP - Vice President, Strategy and Portfolio Management, Enterprise Server and Networking Treb Ryan - OpSource - Chief Executive Officer Peder Ulander - Cloud.com - Chief Marketing Officer
11:45am - 12:15pm	Leadership Perspective: CA Technologies Brian Burba - CA Technologies - Vice President, Business Development Cloud Customer Solutions Unit
12:15 - 1:30pm	LUNCH
1:30 - 2:15pm	Q&A Panel: Trends in Energy Efficiency and Green Technology in Datacenters The 'greening' of datacenters and IT is not a single movement, but rather a bundle of trends happening in parallel. These include more efficient IT hardware, a proliferation of software tools, improvements to PUE, evolving standards, regulatory or legislative pressures and more. How can datacenter operators select and pursue the right opportunities, while playing defensively to avoid missed SLAs and regulatory sticks? Join moderators John Stanley and Jason Schafer, along with their distinguished panel of industry experts, as they explore the most important trends and their effects on the datacenter market. PANEL: Moderator: John Stanley - The 451 Group - Research Analyst, Eco-Efficient IT Moderator: Jason Schafer - Tier1 Research - Senior Analyst, Datacenters Domenic Alcaro - Schneider Electric - Vice President of Enterprise Sales KC Mares - Megawatt Consulting - President George Slessman - i/o Data Centers - Chief Executive Officer Michael Tobin - TelecityGroup - Chief Executive Officer
2:15 - 2:45pm	Leadership Perspective: DH Capital LLC Mark Thorsheim - DH Capital LLC - Partner & Managing Director
2:45 - 3:00pm	COFFEE BREAK



Tuesday, September 14, 2010

Time	Topic
3:00 - 4:00pm	<p>Discussion Panel: Enterprise and the Cloud - Breaking Down the Barriers to Adoption Maintaining and supporting IT infrastructure is a necessary yet effort-intensive endeavor that challenges today's enterprises. And the growing pressure on CTOs to reduce the cost and complexity of their IT environments has only made the situation worse. The promise of cloud computing to improve business agility while lowering operating costs is compelling, but getting corporate buy-in is still a work in progress. What is holding back enterprise appetite for cloud adoption? Are barriers to enterprise cloud adoption real, or just a perception? How can companies mitigate risk when embracing cloud computing? What is the true cost of using a cloud offering?</p> <p>PANEL: Moderator: Dan Kusnetzky - The 451 Group - Vice President, Research Operations Moderator: Agatha Poon - Tier1 Research - Research Manager, Global Cloud Computing Bert Armijo - CA Technologies - Vice President of Strategy - Cloud Computing, Customer Solutions Unit Elliot Curtis - Microsoft - Director - North American Hosting Partner Channel Steve Lesem - Mezeo Software - President & Chief Executive Officer Stephen O'Keefe - MeniTalk - Founder John "JT" Tomljanovic - Verizon Business - Director of Product Management, IT Solutions</p>
4:00 - 4:30pm	<p>Leadership Perspective: OnApp Ditlev Bredahl - OnApp - Chief Executive Officer</p>
4:30 - 5:15pm	<p>Q & A Panel: Defeating Downtime - A Look at Best Practices While there are many angles of attack - from physical construction to operation and even down to service-level agreements - a datacenter exists for one essential reason: to ensure that the processes housed in it run seamlessly for as long as possible. Put another way, it's about battling the enemy - downtime. This battle has been going on since the birth of the datacenter, although specific tactics have evolved over time. What does the future hold for defeating downtime? Downtime can be avoided - how do the 'pros' do it? Join Jason Schafer and Pitt Turner and their distinguished panel of industry experts as they take a deeper dive into the topic of defeating downtime. Moderator: W. Pitt Turner - Uptime Institute (An independent division of The 451 Group) - Executive Director Moderator: Tony Ulichnie - Uptime Institute (An independent division of The 451 Group) - Vice President & Director, North American Site Uptime Network David Dunn - CoreSite - Senior Vice President of Strategy & Marketing Jeff Echols - CommVault - Senior Director of Cloud Strategy & Alliances Mike Hagan - Lee Technologies - Executive Vice President, Sales & Marketing Steve Prather - ViaWest Inc. - Senior Vice President of Strategic Operations</p>
5:15 - 7:00pm	NETWORKING RECEPTION
8:00 - 11:00pm	ANNUAL POKER TOURNAMENT: Joyent



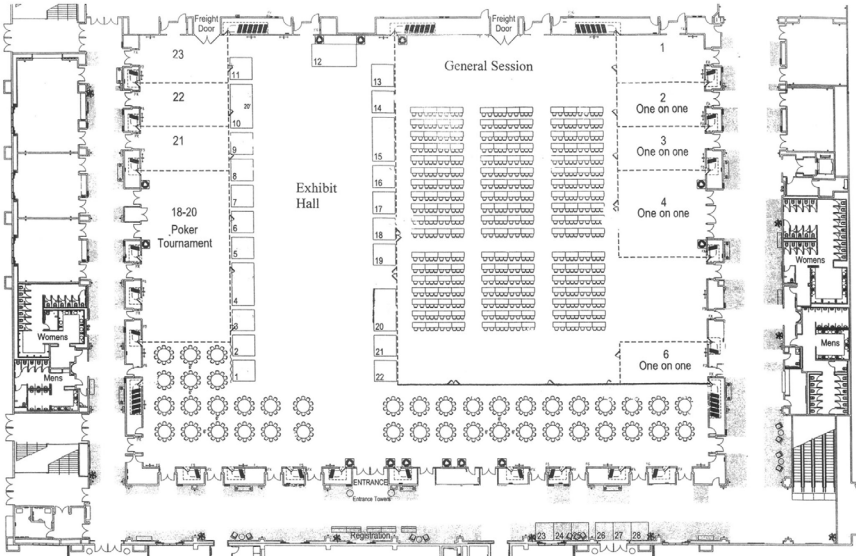
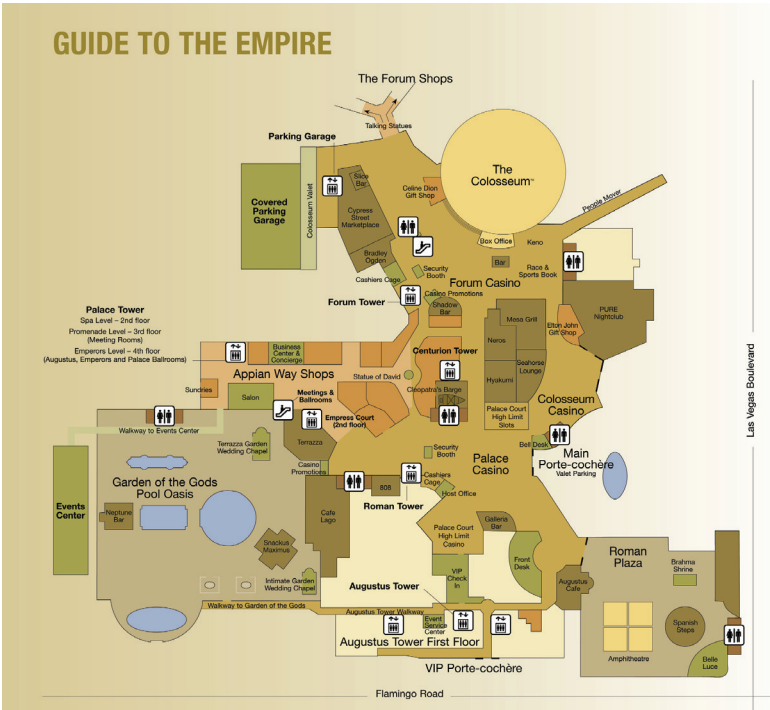
Wednesday, September 15, 2010

Time	Topic
8:00 - 9:00am	BREAKFAST
9:00 - 9:45am	<p>Analyst Keynote: Enterprise Cloud Transformation - The Coming PaaS World War This keynote will examine the cloud from two perspectives: that of the enterprise end user, and that of the enterprise ISV. We'll look at how enterprises think about the cloud and examine some of the use cases. In particular, we'll analyze why enterprises don't think public clouds are ready for mission-critical production applications, and what it would take to get there. Moving to the ISV perspective, we see vendors hoping to win service providers as customers - but reluctant to relinquish the large markups they have traditionally been able to charge. We will perform a gap analysis of the cloud strategies at VMW, CTXS, MSFT, ORCL, GOOG, BMC, CA, HP and IBM, and take a look at some promising startups. Rachel Chalmers - The 451 Group - Research Director, Infrastructure Management</p>
9:45 - 10:15am	<p>Leadership Perspective: Signal Hill Herbert May - Signal Hill - Head of Equity Capital Markets, Managing Director</p>
10:15 - 10:30am	COFFEE BREAK



Wednesday, September 15, 2010

Time	Topic
10:30 - 11:15am	<p>Q & A Panel: Meet The Money - What Does It Take To Get Investors Interested in Internet Infrastructure? The economic downturn has had a significant impact on the ability of firms to access financial resources. What kind of resources will be available going forward? Has debt really become more available in 2010? What role is private equity currently playing? Although M&A activity in Internet infrastructure has begun to pick up again, is this trend sustainable? How are firms currently being valued? Will we see any IPOs this year? Join Aleetaynn Schenesty-Stronge, Jeff Paschke and a distinguished panel of finance experts as they discuss the issues surrounding the Internet infrastructure industry and its access to capital. PANEL: Moderator: Aleetaynn Schenesty-Stronge - Tier1 Research - Senior Equity Analyst Moderator: Jeff Paschke - Tier1 Research - Senior Analyst, Datacenters John Hendon - Stifel Nicolaus Weisel - Director Peter Hopper - DH Capital LLC - President and Co-Founder Paul Stapleton - Media Venture Partners - Managing Director Doug Webster - Signal Hill - Managing Director</p>
11:15 - 11:45am	Leadership Perspective: QTS
11:45am - 12:30pm	<p>Q & A Panel: Strategies for Business Model Paradigm Shifts - The Future of Building, Buying or Partnering As service providers look to expand their capacity and offerings, the economic climate increases the pressure to make top-line decisions that improve margins and core competencies, while simultaneously reducing risk exposure. With all of the messaging to enterprise customers around embracing opex models over capex models, should service providers be considering the same? Should building be left to a select few, or is infrastructure ownership still core to an operator's differentiation, ability to provide strong SLAs, security and privacy considerations in the marketplace? PANEL: Moderator: Jason Schafer - Tier1 Research - Senior Analyst, Datacenters Moderator: Jeff Paschke - Tier1 Research - Senior Analyst, Datacenters Tesh S. Durvasula - QTS - Chief Marketing & Business Officer Anthony Foy - Interxion - Group Managing Director David Linthicum - Blue Mountain Labs - Founder & Chief Technology Officer</p>
12:30 - 2:00pm	LUNCH
2:00 - 3:00pm	<p>Discussion Panel: Cloud Computing - The Role of Software Vendors and Partnering Strategies for New Revenue Streams Whether a startup or an established vendor, every software company needs to develop a strategy for the cloud and go-to-market partnerships with hosting and cloud service providers to help get them there. This panel comprises representatives from a diverse group of software companies who will discuss the unique challenges and opportunities the cloud offers for infrastructure software vendors. Topics discussed will include: Is true application multi-tenancy a requirement in the service-provider space? Should vendors target the private cloud, or public cloud - or both? What partners will they enlist to help them with these new delivery models, and how will they work with them? PANEL: Moderator: Sean Hackett - The 451 Group - Research Director, CloudScape Moderator: Dennis Callaghan - The 451 Group - Senior Analyst, Enterprise Software Tom Cecere - Novell - Director of Product Strategy Misha Govsteyn - Alert Logic - Co-Founder & Chief Technology Officer Duncan Johnston-Watt - Cloudsoft - Founder & Chief Executive Officer Gary Read - Nimsoft - Chief Executive Officer</p>
3:00 - 4:00pm	<p>Discussion Panel: Defining and Addressing the Security and Privacy Challenges in the Cloud Era With a front-row seat on the real world of security threats that face service providers and customers every day, our panelists will help guide us through the modern threat landscape of the Internet. Discussing attack trends, remediation strategies, prevention methods, and compliance concerns, this panel will cover how service providers are addressing common security concerns that face all service providers across the cloud and hosting markets, and present risks to the bottom line. PANEL: Moderator: Joshua Corman - The 451 Group - Research Director, Enterprise Security Moderator: Jim Davis - Tier1 Research - Senior Analyst, Networks & Media Andy Ellis - Akamai Technologies - Senior Director of Information Security & Chief Security Architect Jon Greaves - Carpathia Hosting - Vice President & Chief Technology Officer Rodney Joffe - Neustar - Senior Vice President & Senior Technologist David Snead - W. David Snead, P.C. - Attorney</p>
4:00 - 5:00pm	Speed Networking Event



Hosting & Cloud Transformation Summit 2010: Caesars Palace, Las Vegas

Meeting Floor Plan: September 13 – 15, 2010