CIO Cloud Summit Agenda
Agenda Key

May 22-25, 2011

Networking Opportunities & Session Breaks

Executive Exchange

CIO Keynote Presentation

Invitational visionary speaker on a subject matter set by the CIO Content Committee. Powerful presentation with coverage across entire summit audience.

CIO Focus Group

A session led by a vendor addressing the business drivers for a certain area of technology. 15-20 min presentation, with 10-15 min Q&A.

CIO Executive Visions

A panel of experts debate, discuss and deep-dive into a valuable technology/business topic. Audiences will have the chance to pose Qs to the panelists and moderator.

Quick-fire Analyst Q&A Session

A high-impact session that will be free-flowing and led by end users who want to know the latest research and expert guidance from our analyst partner community.

CIO Thought-Leadership

Sessions led by leading visionaries from the vendor community to layout ideas and roadmaps on cutting edge topics or pressing business concerns.

Vendor Showcase

3 x 10 minute elevator pitches led by the vendors. An opportunity to get a snapshot of the latest and greatest solutions and services in the market. Quick, effective and straight to the point!

CIO Think-Tank

CIO Think-tanks are designed as a forum and outlet for you to discuss a burning topic with 15-20 peers. Discuss and debate best practices around a specific topic or initiative in an interactive, open-forum style session.

CIO Case Study

An opportunity to learn about a recent implementation first-hand, from the person that drove the project. Q&A sessions will follow, so the audience can probe the presenter giving them an opportunity to better learn and understand what works and what doesn't.

CIO/CTO Roundtable

Highly focused sessions led by leading visionaries from the vendor community to layout ideas and roadmaps on cutting edge topics or pressing business concerns.

CIO Open Forum Luncheon

This session is led by a facilitator and offers attnedees the opportunity to sit down with colleagues and debate (informally) on ways to better manage your team and business.

Day 1: Sunday, May 22nd, 2011

7:00am - 12:00pm	**Golf Tournament**
2:00pm - 5:30pm	**Registration & Greeting to the CIO Cloud Summit**
4:00pm - 5:30pm	**Executive CIO Think-Tank** **An exclusive invitation only, pre-summit think-tank for CIOs* Cloud computing is still an evolving paradigm and the cloud computing industry represents a large ecosystem of many models, vendors, and market niches. Its definitions, use, underlying technologies, concerns, risk management and business advantage, will be refined in a spirited and relaxed setting by CIOs from both the public and the private sector.
6:00pm - 7:00pm	**Welcome Reception**
7:00pm - 10:00pm	**Welcome Address** **Presented by Master of Ceremonies** **Welcome Gala Dinner**

Day 2: Monday, May 23rd, 2011

7:30am - 8:30am	**Networking Breakfast**		
	Part 1: Expanding Business Impact		
8:35am - 9:05am	**Opening CIO Keynote Presentation** *What Cultural Changes Does Cloud Computing Bring to the Enterprise?* Cloud computing brings to enterprise IT what Jordan brought to basketball—a new era. This keynote session will explore what this new suite of services, cloud computing, can bring to rapidly changing businesses, namely those that have the flexibility to scale up or down when they choose. IT departments are shifting away from monopolizing IT and becoming stewards of applications and services. How does this shift changes things for technology executives and professionals?		
9:10am - 9:40am	**Executive Exchange**	**CIO Think-Tank** *Where Is the Old Data Center?* A cloud data center has different power, network, and storage requirements from a traditional one. In this session, we'll discuss the changes that private cloud environments will bring to the underlying technology infrastructure.	**CIO Think-Tank** *What CIOs Need to Think About Before They Migrate to the Cloud* This session will discuss the challenges and balancing act that CIOs have to manage when they begin to move part of their IT shop to the cloud.
9:45am - 10:15am	**Executive Exchange**	**CIO Thought-Leadership** *How to Build a Private Cloud and Deliver IT as a Service* Today's common IT infrastructures have become complex and uncompromising. With the recent adoption of virtualization and new business models such as cloud computing in its various forms, CIOs are expected to support new critical business demands in a more agile and cost effective way. The question is, "How do we create flexibility and reduce complexity while still maintaining control, security and governance of the company's assets within our limited budget?" Enter private cloud computing. Success with on premises private cloud computing is not just about the technology you select, it is about the core processes that the organization must adapt and leadership through that process of change. This session will break down the factors and considerations that will optimize the value that private cloud computing can bring to your business. Points of discussion include: • The expectations and challenges of a new services model driven by the public cloud hype • Why private clouds are a good idea...today • The journey from private cloud to an agile IT as a Service model • Functional areas you must transform on in order to successfully manage the private cloud	
10:20am - 10:50am	**Executive Exchange**	**CIO Thought-Leadership** *Cloud computing Governance* Governance in the Cloud is about defining policies around Managing factors such as availability, security, privacy, location of cloud services and compliance, and Tracking/Enforcing the policies when the cloud has been implemented. Cloud services need strong governance and it is imperative for the CIO to define policies that mirror the needs of the organization.	
10:55am - 11:15am	**Networking Break**		

11:20am - 11:50am	**Executive Exchange**	**CIO Case Study** *The Virtualization Journey* This session will take you through virtualization implementation successes and challenges, including how it transformed an organization's strategy, goals and objectives in the IT department. This journey changed the organization's whole concept of what the data center should look like and its not stopping there.	**CIO Think-Tank** *The Transformation of Traditional IT* Cloud computing is transforming traditional business processes, while dramatically changing the way organizations think about IT-enabled business services and their associated costs. This session will discuss how to apply cloud computing principles in game changing ways for your organization.
11:55am - 12:25pm	**Executive Exchange**	**CIO Thought-Leadership** *Optimizing the Performance of Cloud Computing* One impact of the movement to use more private and public cloud computing solutions is that it increases the likelihood that IT resources will be accessed over a relatively low capacity, high latency WAN. Even worse, in some cases, these IT resources will be accessed over multiple WAN links, which can drain resources and have a huge impact on performance. This session will identify both the performance challenges associated with cloud computing as well as a myriad of technologies and services that IT organizations can use to mitigate the impact of those challenges.	
12:30pm - 1:00pm	**Executive Exchange**	**CIO Case Study** *Cloud computing, a Sourcing decision* Cloud sourcing refers to sourcing complete solutions to run your business from the public cloud. The solution provider that offers Cloud sourcing products or services typically provides a solution that knits together cloud applications, cloud platforms and cloud infrastructure. In reality, it is an extension of the Business Process Outsourcing (BPO) business that exists today. There could be significant value generated to businesses by combining the two concepts, cloud computing and outsourcing a business process to a third party.	**CIO Think-Tank** *Creating a Private Cloud* There are many ways to create a private cloud - from turnkey commercial offerings to flexible, adaptable open source models. In this session, we'll look at the various tools available to make applications portable and to allow users to self-provision IT resources.
	Part 2: Raising the ROI of IT		
1:05pm - 2:05pm	**CIO Open Forum Luncheon** *(CIO Think-Tank, invitation only)* *Improve your Storage Management and Cut the costs through Virtualized Storage Assets* Storage is an increasing percentage of IT spending, and sharing virtualized storage assets across networks has become widespread. Virtualized storage and other advanced technologies can increase business agility while dramatically reducing costs.		
2:10pm - 2:40pm	**Executive Exchange**	**CIO Thought-Leadership** *Federating The Cloud* Data center Virtualization and Private clouds are providing increased revenue for the enterprise. However, creating a Hybrid cloud using Federation technology might be a better solution in order to meet the needs of the end-users. Hybrid clouds have the capabilities of many different clouds, while preserve enterprise-class security and control over all environments. Customers can select resources on demand that make the most sense for a particular workload, without being limited to a particular architecture or configuration.	
2:45pm - 3:15pm	**Executive Exchange**	**CIO Case Study** *Clouds, Chaos & Higher Education* The CIO's role in higher education is on the verge of significant change with the emergence of cloud technologies, consumerization and mobility. The session will look at what universities are doing today to adopt cloud technologies, including what is real and what is conversation. The presentation will review how the office of the CIO is	**CIO Think-Tank** *Compliance in the Cloud* More and more enterprises consider Infrastructure as a Service (IaaS) part of their overall IT strategy, leading to questions around compliance and security. Where does data reside and how is it being protected? Has the service provider gone through specific compliance audit controls for their data

		currently responding to cloud technologies. The session will also address: • The current demands of faculty and students to incorporate emerging technologies into the university's technology infrastructure • Demonstrate what must happen at a university for the CIO to remain relevant • Focus on the impact of student and faculty adoption of technology in their personal lives • The impact emerging technologies will have on the university library, academics and social communities Presented by **Doyle Friskney, CTO at the University of Kentucky**	center and infrastructure? What access control will be given to the environment? This session will run through the different requirements and pitfalls CIOs face when looking at cloud computing.
3:20pm - 3:50pm	**Executive Exchange**	**CIO/CTO Roundtable**	**CIO/CTO Roundtable**	**CIO/CTO Roundtable**	**CIO/CTO Roundtable**
3:55pm - 4:25pm	**Executive Exchange**	**CIO Thought-leadership** *Project Vision Cloud -- Exploring the future of Cloud Storage Technology* The European Union is funding an international research project with US$21.4 million to explore new technologies around cloud computing, including data mobility and secure access control. The project, called Vision Cloud (Virtualized Storage Services Foundation for the Future Internet), will run three years and tackle some of the main issues with cloud storage, such as attaching metadata to a storage object and concepts such as computational storage, where a program -- called a storelet -- can run within a storage system and, for example, analyze the soundtrack of a video and extract a script of what is being said. A step further is content-centric storage and other advanced features for cloud storage, including flexible but secure access control. The final area of focus for the project is data mobility and federation. As enterprises contract with other providers for data services, it is important to be able to move that data to another provider easily and safely.			
4:30pm - 5:30pm		**CIO Executive Visions** *TCO of the Cloud* What's the TCO of the cloud? How do we select the best providers? In addition to reviewing a provider's cloud-specific offerings, the CIO must ask questions about the provider's capability to manage the long-term IT transformation to a hybrid cloud environment as it encompasses all aspects of IT, and enterprises will need to take a phased approach. The questions raised need to encompass: • The provider's ability to integrate and aggregate multiple cloud services, governance, risk, and compliance • Cloud-burst capabilities in the provider's data centers • Interoperability skills, tools, and methodologies • Strategic partnerships with cloud technology hardware, software, and platform partners			
6:00pm - 7:00pm		**Reception**			
7:00pm - 9:30pm		**Gala Dinner & CIO Keynote Presentation** *Consumerizing the Cloud* What is done to make Cloud computing solutions and services suitable and/or available for mass consumption? Will the services become cheaper and more reliable and thus fostering a widespread acceptance by CIOs on a global scale?			

	It is well reported that smaller companies, startups and cash-strapped non-profit organizations are the big early adopters of public cloud computing services. Any number of cloud service providers will gladly report the vast numbers of "enterprise customers" who are rapidly joining their growing ranks, but at the same time failing to mention the small size of their typical subscribers, which generate very modest revenues for the cloud provider. Growth of cloud computing adoption is indeed rapid when the price of entry approaches zero for the smallest subscribers. The big global enterprises, on the other hand, typically have a large "pre-Cloud" IT base, significant purchasing power and economies of scale, which provide attractive economics for capital expenditures. The economics of cloud computing services must be significantly more attractive to compel a switch.		
9:30pm - 10:30pm	**After Dinner Networking**		
Day 3: Tuesday, May 24th, 2011			
7:30am - 8:30am	**Networking Breakfast**		
	Part 3: Making Innovation Real		
8:35am - 9:05am	**CIO Keynote Presentation** *Cloud Integration, Interoperability and Standards* Cloud integration and interoperability refers to the ability of customers to use the same objects, for example management tools and server images, with a variety of cloud-computing providers and platforms. The concept requires standards and agreements between the different providers and platforms, which can be divided into three interoperability targets: Application/Service, Management and Image/Data.		
9:10am - 9:40am	**Executive Exchange**	**CIO Think-Thank** *Barriers to Cloud adoption... or Requirements?* Among the many responsibilities of the CIO are to ensure that their organization comply with a large number of regulations, including privacy, security, and compliance. Although these regulations might be thought of as barriers to cloud adoption, in reality, they're better thought of as very specific requirements. As the implementation of Cloud computing gains momentum, it's the responsibility of the CIO analyze how strongly a cloud solution (or service) adheres to the cloud computing model.	**CIO Think-Thank** *Evolutionary rather than Revolutionary --* *An open discussion about Cloud technology* Cloud computing have many predecessors and builds on many existing technologies and approaches. For example, SaaS brings to mind application service providers (ASP) and other forms of outsourced applications that go back to third-party payroll providers. Public cloud storage likewise has an analog in the storage service providers. What is outsourcing but paying someone else to operate your computing resources? That said, the sheer scale of today's computing infrastructures demands something new and cloud computing represents an important step forward in the way that computers are operated and how IT services are provided.
9:45am - 10:15am	**Executive Exchange**	**CIO Thought-Leadership** *The journey to Cloud Normality* Certain fundamental operational characteristics may still not be part of the Cloud computing services. Capabilities cited as high on the list of "must haves" by the large enterprises include: Predicable service levels for system availability, reliability and/or responsiveness -- Understanding of overall system capacity limitations -- Sophisticated systems monitoring, metering and performance reporting -- Operational visibility into backup, data archiving and Disaster-Recovery capabilities -- Security systems that integrate with enterprise single-sign-on and Identity Management -- Integrated problem, change and configuration management systems for application support.	
10:20am - 10:50am	**Executive Exchange**	**CIO Thought-Leadership** *The rise of Cloud Service Brokerages -- Good or bad for the CIO's?* As the use of cloud computing grows and the model becomes more complex, end users are going to need help integrating the various combinations of services, according to research firm Gartner. They further predicted the rise of "Cloud Service Brokerages," or third parties whose job it will be to negotiate the relationships between the cloud service consumer and cloud service provider, including integrating the various services that will make up a user's cloud environment.	

10:55am - 11:25am	**Networking Break**				
11:30pm - 11:50pm	**Executive Exchange**	**CIO Thought-Leadership** *Safe-cracking the Cloud* A view on architectural Cloud Computing strategies for improving IT efficiency and security. Where are the weak spots of the service and what can be done do to prevent illegal access? Are current security systems, integrated with enterprise single-sign-on and Identity Management, enough to secure the cloud?			
11:55am - 12:25pm	**Executive Exchange**	**CIO/CTO Roundtable**	**CIO/CTO Roundtable**	**CIO/CTO Roundtable**	**CIO/CTO Roundtable**
12:30pm - 1:30pm	**CIO Luncheon**				
1:35pm - 2:35pm	**CIO Executive Visions** *A look at Cloud Application Development* Cloud application services or "Software-as-a-Service" (SaaS) deliver software as a service over the internet, eliminating the need to install and run the application on the customer's own computers and simplifying maintenance and support. This panel will examine the following key characteristics: Network-based access to, and management of, relevant software -- Processes and activities that are managed from central locations rather than at each customer's site, enabling customers to access applications remotely via the Web Application delivery that typically is closer to a one-to-many model (single instance, multi-tenant architecture) than to a one-to-one model, including architecture, pricing, partnering, and management characteristics -- Centralized feature updating, which obviates the need for downloadable patches and upgrades.			
2:40pm - 3:10pm	**Closing CIO Keynote Presentation** *The Future of Cloud Computing* A visionary approach to Cloud Computing and future development processes, sharing true insight among IT executives and exploring the pros and cons of cloud-based projects. Learn, discuss, debate and ultimately, make better-informed decisions for your organization.				
3:15pm - 3:20pm	**Concluding Remarks**				
3:30pm - 6:30pm	**Recreation & Relaxation Time**				
7:00pm - 9:30pm	**Farewell Dinner & Networking**				