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Globalization, the Internet, and everything mobile have taken business to speeds never before experienced by any corporation on the planet. New companies pop up every day to take advantage of the speed and opportunities afforded by the 21st century paradigm. So how do you take existing industries, existing companies, and bring them into the 21st century? The Technology at the Speed of Business Seminar brings innovative thinking and experience together to provide you with practical steps to start modernizing your company.

**Audience:** Senior Technology Leaders, Senior Business Leaders, Government and Technology Leaders, Technology and Business Architects, Technology and Business Planners, Program Managers, Senior Technology Designers

**Session Title:** *Delivering Business Value Through IT Service Quality*

IT Management involves much more than just operating equipment. To be truly successful,

## ***Session Title: Business Intelligence in the 21st Century***

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Rapid technology advances are changing the way companies handle information and creating new paradigms to address old problems. High-performance processing and new-world software designs have opened the door for access to information in motion and massive amounts of data. What does that mean for technology professionals and end users? It means quicker deployments, broader reach, and better leverage of technology investments.

In contrast, many information organizations continue to build old-style systems: large data warehouses and proliferated data-marts designed for specific business needs and specialized information workers.

This session will highlight new technology and new approaches that address the following three challenges:

- **Information explosion.** In 2011, the amount of information created and replicated will surpass 1.8 exabytes (1.8 trillion gigabytes), growing by a factor of 9 in just 5 years.
- **Business Agility.** Internet computing creates a need to run business 24 hours a day, 7 days a week. Mobile computing takes the analog further, creating a need for intelligent response, any time, any place.
- **Leveraged Investment.** The Cloud is driving companies to look for shared-resource models first for infrastructure, then for information.

### **In this session, students will learn:**

- New software technology to address changing information requirements.
- New provisioning approaches that speed deployment and increase leverage.
- How to create new organizations that maximize human capital.
- How to roll out new business intelligence capabilities for greater adoption.

## Session Title: The Emergence of Cloud Computing – Impact on Business Outcomes

Businesses evolve more rapidly than at any other time in history, driven by increased demands of their markets, increased global competition, increased regulator oversight and rapidly improved technologies. How does a business plan for the right IT investments, ensuring resources are applied appropriately in the most critical areas, and deploying technologies in the wisest and most efficient manner possible? How do you avoid the frustration, customer dissatisfaction and unbearable costs of data loss or unplanned downtime?

The Instructor will show how to take advantage of today's IT transitions to maximize your business objectives and reduce the complexity of managing your IT assets. One of the biggest innovations in the last 5 years for transforming IT from technology-centric to business-centric has been the evolution of Cloud Computing and Services. Capitalizing on the convergence of virtualization, distributed applications, improved management and robust enterprise software; the shift to the Cloud has gained momentum.

### In this session students will better understand:

- Technologies behind the Cloud
- The benefits of dynamic scalability and optimized flexibility in the Cloud
- Business benefits of shifting IT to the Cloud
- Improved resilience and security of Cloud Computing

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**Rich Palmer** has over 25 years of experience working in the ever changing yet ever present market of technology and IT. In this time he has excelled in the areas of Technical Services, Technology Marketing, Business Strategy and Planning and most recently in the area of Technology Strategy. In this capacity his optics are on the 5 year IT horizon and technology evolution of compute, storage, networking and environmental efficiency, to solve the most pressing issues in today's data center.

Currently, Rich is the Director of Technology and Business Strategy for the Industry Standard Server and Storage group at Hewlett Packard. In the last 17 years with Digital Equipment/Compaq/HP, he has been focused on helping customers solve complex business issues with technology and services. Today, with the emergence of Cloud computing and the massive growth of unstructured data, his focus has been on providing solutions that scale efficiently and cost effectively. Rich holds 3 patents on Removable Storage Architecture and has been at the heart of many new technology innovations over his last career in this industry.

Rich resides in Houston, Texas, USA, with his wife of 24 years, 5 children and 2 grandchildren. He can often be found blogging, writing and engaging leaders in the industry on how to use technology to improve the standard of life in this fast paced world.



**John Santaferraro** brings 15 years of experience in technology marketing, product development, and new technology introductions. His track record of business innovation, corporate transformation, and growth acceleration makes him a sought-after executive and consultant. He continues to drive thought leadership through his speaking, blogging, writing, and analyst engagements.

John is currently the Founder and CEO of Ferraro Consulting, a provider of strategic sales and marketing services for Fortune 500 companies. Previously, John was the Senior Director of Marketing, Business Intelligence at Hewlett-Packard Company. He also co-founded Virtual Integration Technology (a data warehouse software company) that was eventually purchased by Teradata, launched new business intelligence solutions for Tandem Computers, led marketing for CareTouch, Inc. (a healthcare dotcom), and designed mortgage banking software systems.

John is the creator of the Ferraro Consulting Solution Framework, a guide for helping companies and technology vendors quickly and consistently solve real business problems with technology.



**Rick Sturm** is Chief Executive Officer and Founder of Enterprise Management Associates, Inc (EMA), which is an industry analyst firm focused on the challenges facing IT executives. Prior to founding EMA, he was the Chief Architect for Network and Systems Management at US WEST (a telecom service provider). He was responsible for developing the corporate strategy for managing the corporation's internal computing and communications resources.

He was co-chair of the Internet Engineering Task Force (IETF) Working Group that developed the SNMP MIB for managing applications. He was a co-founder of OpenView Forum (the OpenView users' group) and the organization's first President. He was also the founder of the Enterprise Management Institute.

He was a columnist for Internet Week and Network World and the Technical Editor for OpenView Advisor. He has published over 100 articles in leading trade publications. Rick is the co-author of four books: The Foundations of Application Management, The Foundations of Service Level Management, Working with Unicenter TNG, and SLM Solutions: A Buyer's Guide.