



## Technology You Need for Today's Economy

### How to save costs and boost competitiveness

Join us for the three day virtual conference, July 28 – 30, 2009.  
Join for one hour, one day, or every session.

#### Tuesday, July 28, 12 noon – 5 pm Eastern

##### Transform your applications

It's more critical than ever to understand your applications environment and make a sound transformation plan to streamline and strengthen competitive advantage. Learn about solutions and tools from HP, Intel and Oracle.

Presentation Title and times (Eastern)	Speaker	Presentation Abstract
<b>12:00 – 12:30 pm</b> CIO 2.0: Surviving in a World of Hyper-Disruption	<b>Michael Friedenber,</b> President & CEO IDG Enterprise CIO Magazine, and CIO Executive Council	In today's economy, CIOs and Senior IT Executives must do more with less and drive increased business value in order to be successful. In this keynote presentation, Michael Friedenber, CEO IDG Enterprise, will talk about the leading trends impacting the CIO and the technologies that they are turning to in order to not only survive but thrive in the current business climate.
<b>12:30 – 1:00 pm</b> Waiting Won't Work	<b>Dale Vecchio,</b> Vice President, IT Modernization, Gartner Research	Today's organizations are challenged with the three pressures of cost, agility and skills. Drawing from his extensive experience within the IT industry, Dale will discuss why 'waiting' is not the strategy for the organisation that needs to transform its legacy applications and systems.
<b>1:00 – 1:30 pm</b> The Cost of Doing Nothing	<b>Paul Evans,</b> Application Transformation Solution Manager, HP TSG Marketing	McKinsey Research shows that nearly half of pre-recession organizations will lose their leadership position during a recession. Many things can contribute to this but the ability of an organizations' IT environment to respond quickly, effectively and economically is fundamental. We'll explore best practices, technology trends, and new tools from HP that for the first time allows you to 'see' the internal structure of your legacy applications plus a lot more.
<b>1:30 – 2:00 pm</b> Maximize ROI with Industry Standard Solutions	<b>Boyd Davis,</b> General Manager, Server Platforms Marketing Group, Intel	There is a significant opportunity for your next IT investment to have a material impact on your bottom line. Join Boyd Davis of Intel to learn how moving from proprietary systems to the superior cost for performance of today's industry-standard Intel architecture delivers immediate and substantial ROI. Then explore how as you expand your infrastructure, the investment protection of flexible resource pools not only protects but also enhances the value of your future IT investments.
<b>2:00 – 2:30 pm</b> Making the Invisible—Visible	<b>Steve Woods,</b> Legacy Transformation Analyst, EDS an HP Company	Visual Intelligence Tools® break through legacy transformation barriers by providing objective insights: clone set analysis, clone pattern analysis, transformational profiling, inferential decomposition, interdependency visualization, and transformational effort modeling. These services are delivered in EDS's Modernization Opportunity Workshop, a concise, collaborative, workshop setting.
<b>2:30 – 3:00 pm</b> Oracle's Modernization Strategy	<b>Lance Knowlton,</b> VP Modernization, Oracle	Today, the business demands a modern and responsive IT environment - it's no longer an option. Understand Oracle's modernization strategy as a component of the Application Modernization Initiative with HP & Intel and how you can deploy these solutions to align with business needs.
<b>3:00 – 3:30 pm</b> The Key to Application Lifecycle Management	<b>Mark Sarbiewski,</b> Senior Director, Solution Marketing, HP Software and Solutions	Join this session to learn more about what HP Software and Solutions offers that's new and exciting to form the foundation of modernized Enterprise solutions.

**3:30 – 4:00 pm**

Platforms for  
Tomorrow's Business  
Technology

**John Pickett,**  
Mainframe  
Alternative Program  
manager,  
HP ESS Marketing

We know that transforming your applications will lead to a more agile and responsive IT environment, but will your IT allow you to do this? Absolutely! Find out how transforming applications from a legacy mainframe to HP servers allow you to significantly reduce ongoing operational costs, with a payback period often within 12-18 months.

**4:00 – 4:30 pm**

Just Doing It—  
Strategies in Action

**Larry Acklin,** Global  
Offering Manager,  
Application  
Modernization  
Services,  
EDS an HP Company

In today's challenging economic conditions, organizations are struggling to reduce costs while trying to better align their business and IT. Modernization can be the answer to help. This session will review some of the basic steps in modernizing your environment, how to choose the best modernization strategy, and will reference case examples to demonstrate these points.

## Wednesday, July 29, 12 noon – 5 pm Eastern

### Service Management

Delivering IT as a service with more flexibility and lower cost improves efficiency and user satisfaction.

Presentation Title and times (Eastern)	Speaker	Presentation Abstract
<b>12:00 – 12:30 pm</b> Service Management Keynote: The new era of Service Management	<b>Rebecca Lawson,</b> Director Cloud and Service Management Solutions, HP TSG Marketing <b>Keith Jahn,</b> Member of the office of the CTO HP Software & Solutions	This session explores how adopting a service-centric IT model can lead to better economic leverage and business alignment.
<b>12:30 – 1:00 pm</b> Building your Service Management Transformation plan: the key to speeding ROI	<b>Marco Bertini,</b> WW IT Serv. Mgmt Strategy&Portfolio, HP Software & Solutions <b>Ulrike Halmer,</b> IT Service Management Services, HP Software & Solutions	Learn how you can leverage ITILv3 Service Management to transform your organization's business and technology processes to deliver significant ROI.
<b>1:00 -1:30 pm</b> Case Study: Best practices for service management	<b>Marco Bertini,</b> WW IT Service Management Strategy &Portfolio Manager HP TSG	No matter what you want to accelerate—cost savings, quality improvement, agility, consolidation, virtualization, compliance, your career—better service management expertise, processes and technology will make it happen.
<b>1:30 – 2:00 pm</b> ITIL v3: Delivering on the promise	<b>David Cannon,</b> Worldwide lead for Data Center Management services HP TSG	An overview of ITSM implementation strategies showing when and how to use each one - including the role of ITIL v2 and v3 in supporting these strategies.
<b>2:00 – 2:30 pm</b> Bridging the Change Gap – Automating and managing end-to-end change to improve efficiency and reduce risk	<b>Patrick DeMartine,</b> Manager of Product Marketing, ITSM HP Software & Solutions	Change management can make or break a business. Effective change management can reduce risk, improve efficiency, and make IT more responsive to business needs. This session will explore these topics and provide recommendations based on ITIL V3 best practices.
<b>2:30 – 3:00 pm</b> Using ITIL to manage virtualized environments	<b>John Sarni,</b> Distinguished Technologist, HP Software & Solutions	Virtualization has the potential to change everything. However, without the proper governance and policies in place virtualization could result in uncontrollable virtual server sprawl and the proliferation of disparate management tools. See how HP Business Service Management tools can deliver on the virtualization promise of data center agility and lower operational costs.
<b>3:00 – 3:30 pm</b> Service Desk Consolidation: Reduce costs and improve business alignment across consolidated Service Lifecycle Management	<b>Chuck Darst</b> Product Marketing Manager, ITSM HP Software & Solutions	Consolidating data centers, applications, and processes has been shown to reduce costs while also improving services. Service Desk Consolidation centralizes the communication between IT and business users along with the supporting IT operational processes. This session will explore these benefits and associated approaches.

## Wednesday, July 29, 12 noon – 5 pm Eastern

### Cloud Services

HP, as a leader in ITIL and cloud computing, will share our experience and insight.

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<b>12:00 – 12:30 pm</b> CIO 2.0: Surviving in a World of Hyper-Disruption	<b>Michael Friedenberg,</b> President & CEO IDG Enterprise CIO Magazine, and CIO Executive Council	In today's economy, CIOs and Senior IT Executives must do more with less and drive increased business value in order to be successful. In this keynote presentation, Michael Friedenberg, CEO IDG Enterprise, will talk about the leading trends impacting the CIO and the technologies that they are turning to in order to not only survive but thrive in the current business climate.
<b>12:30 – 1:00 pm</b> Everything as a Service: a blue sky view of cloud	<b>Russ Daniels,</b> VP & CTO, Cloud services strategy, HP Office of Strategy and Technology	Explore how the cloud will fundamentally change the way we connect with each other and how it will redefine the way we use technology in business
<b>1:00 – 1:30 pm</b> View from a CTO Office: What does Cloud mean to the IT organization?	<b>Keith Jahn</b> Member of the office of the CTO, HP Software & Solutions	In the cloud, everything is a service. In IT as well, everything can be a service. In this session you will learn how to transform your IT operations for better results through a service-centric approach
<b>1:30 – 2:00 pm</b> Cloud and your Business Technology Ecosystem	<b>Rebecca Lawson,</b> Director Cloud and Service Management Solutions HP TSG Marketing	This hype-free cloud session explores how to put the cloud in perspective of the delivery model and technology choices available today.
<b>2:00 – 2:30 pm</b> Understanding Cloud	<b>Scott McClellan</b> VP & Chief Technologist HP Scalable Computing and Infrastructure	In this session you will learn the distinction between Global Class and Enterprise Class infrastructure and services and also explore ways to leverage cloud capabilities in your own in-house data center.
<b>2:30 – 3:00 pm</b> Optimizing for the Cloud - How do you know whether your applications are scalable, performing well, and secure?	<b>Subbu Iyer</b> Senior Director of Products, HP Software and Solutions	Enterprise customers generally agree that leveraging the Cloud can deliver tangible business benefits, but they are hesitant to adopt these cloud services due to perceived risks and loss of control. This session will focus on 'Cloud Assure', a new HP offering that is designed to help customers who want to use Cloud services to gain insight into the security, performance and availability of those services.
<b>3:00 – 3:30 pm</b> HP Labs: The future of cloud	<b>Chris Whitney,</b> Director, Service Automation & Integration Lab HP Labs	Hear about HP Labs research on cloud-enabling technologies as Chris Whitney, director of the Service Automation and Integration lab, and HP lead for the HP/Intel/Yahoo cloud research project, shares his view of future of cloud

Thursday, July 30, 12 noon – 5 pm Eastern

### Improve your data center eco-nomics

With expenditure on power and cooling escalating, new solutions like virtualisation and energy efficient computing are becoming main-stream.

- What is best-practice?
- How much benefit can be realised?
- What pitfalls need to be avoided?

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<b>12:30 – 1:00 pm</b> Data Center Initiatives for today & tomorrow	<b>John Bennett,</b> WW Data Center Transformation Solutions Director HP TSG	This session will show you how you can achieve rapid ROI lower costs, while becoming more green, and transforming your data center to become service oriented.
<b>1:00 – 1:30 pm</b> Rethinking virtualization	<b>Bob Meyer,</b> WW Virtualization Solutions Director, HP Technology Solutions Group	Hear about strategies for creating an optimized and business-ready virtualized infrastructure for fueling the economic rebound
<b>1:30 – 2:00 pm</b> New Networks Reduce Data Center Dues	<b>Lin Nease,</b> Director of Emerging Technologies HP Procurve	Learn how to simplify the data center network, drastically reducing complexity, even in virtualized environments, and streamlining network operations.
<b>2:00 – 2:30 pm</b> Data Center Automation	<b>Kalyan Ramanathan,</b> BSA Product Marketing Director HP TSG	This presentation will provide a view of how automation with HP Business Service Automation (BSA) can provide lower-cost operations while improving quality of service. It will also address how to carefully modernize and virtualize to allow IT to respond better to business needs.
<b>2:30 – 3:00 pm</b> Green Your Data Center and Beyond	<b>Anne Feldhusen,</b> Green Business Technology Director HP TSG	We will explore the opportunities for energy efficiency and reduced environmental impact across IT. We will include a discussion of the lifecycle of hardware, how software helps track energy consumption, and strategies for managing the end of life of your computing assets
<b>3:00 – 3:30 pm</b> IT&Facilities: Increasing Energy Efficiency	<b>Alda Licis,</b> Senior Energy Engineer, HP Critical Facilities Services	How can IT and Facilities collaborate to increase energy efficiency? This session will highlight the primary sources of energy waste in your data center and discuss the importance of close collaboration not only between IT and Facilities staff but also with Finance and Management. Learn how to create a culture of energy efficiency that permeates all levels of your organization.
<b>3:30 – 4:00 pm</b> Building Data Center Projects Business Case	<b>Eric Vogel,</b> Senior Technology Financial Analyst, HP Infrastructure Consulting Services	How can you build the business case for data center projects, avoid the pitfalls and learn from successes to get your data center projects approved? We'll show you how to estimate costs and demonstrate the expected benefits and ROI.