NetEvents
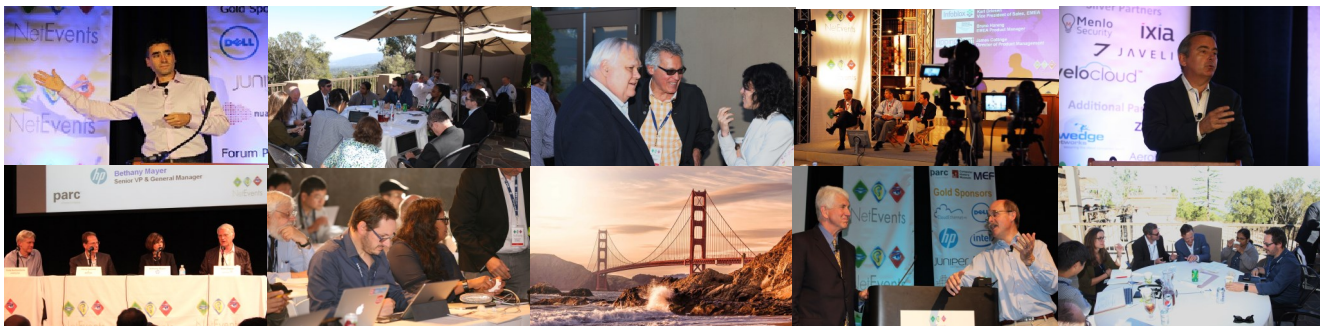
Global IT Summit

"Innovators in Cloud/Datacenter, AI, CyberSecurity, IoT, 5G & Mobile Technologies"
Hayes Mansion, San Jose, California, USA
October 3rd & 4th, 2019

Conference Program

Welcome

October 2nd, 2019

A very warm welcome to San Jose's historic Hayes Mansion, and to NetEvents 2019 Global IT Summit.

Hayes Mansion is Silicon Valley's finest 'Mediterranean Revival' building. Look closely: it features beautiful imported marble and exotic woods from across the globe. We too have reached across the globe: joined by more than 100 publications and analysts covering more than thirty-five countries worldwide.

When it was founded in 1903, Hayes Mansion was truly state-of-the-art – with the very latest fire safety features, its very own totally self sufficient electricity supply, post office and railway station! Communications have moved a long way since then: at NetEvents 2019 we look forward to celebrating a full quota of innovators in Cloud/Datacenter, AI, Cybersecurity, IoT, 5G and Mobile Technologies – all in just two days of stimulating keynotes, debates, and informal discussions.

This year we see a strong focus on AI and Automation. Beginning with a privileged insight into the world's most influential enterprise networking vendor: Ravi Chandrasekaran, the mastermind behind CISCO's DNA platform, presents his opening keynote "The Network is The Business", before joining Professor David Cheriton from Stanford University and other informed industry commentators to take a hard look at some of the AI claims currently being made in the market. Further sessions on Edge Computing, Hyperscale for Enterprise and on Multicloud will be discussed.

We all look forward to the day when cybersecurity is no longer an issue. For now, however, NetEvents invites you to 'Take a Walk on the Wild Side', beginning with a keynote from Ted Ross, an authority on The Dark Web: "Turning the Tide: Dragging Criminals Out of the Shadows", followed by a Dark Web panel discussion. An earlier session looks at The Cybersecurity Threat Landscape, and then Trends in Cloud Networking and Cloud Native Security.

Another hot topic this year is 5G coming online, and we look at 5G in the North American Market: Trials, Misdirection and Incompatible Technology. Following that, it will be a joy to turn to the very best of today's innovation in the famous NetEvents 'Shark Tank' format – today's hottest start-ups face up to some of the industry's most powerful influencers.

Most important of all for our delegates: we invite you to sit down with leading analysts and media from across the globe. Through them and their contacts, you can reach an audience of over three million IT professionals, CIOs, CSOs, MIS Managers/Directors, Cloud Operators and SPs, as well as leading VCs, business angels and Tech Industry 'movers and shakers'.

This is the opportunity NetEvents offers. Take it and enjoy.

Mark Fox

CEO, NetEvents

Featured Partners...

NetEvents

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SPIN UP YOUR NETWORK

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CFISA | THE CENTER FOR INFORMATION SECURITY AWARENESS

Special Thanks

NetEvents is a coming together of minds, of people who matter, in our industry, our society and the world. We thank all of you whose attendance will help make this such a special and rewarding event: our sponsors, partners our distinguished speakers and panellists – as well as our delegates

A very special thanks too for every one of the international press and analysts shown below. These are the communicators who will spread our words across the globe, informing and educating millions of IT professionals, business planners and venture capitalists.

Selection of media represented from around the globe...

Attendees

NSS LABS

IT BizNews

SINGAPORE BUSINESS REVIEW

iX

IDC
ANALYZE THE FUTURE

datanews

GlobalData.

Aktuell Säkerhet

MOBILSICHER

Storage Insider

ComputerWeekly

eWEEK

THENEWSTACK

COMPUTERWORLD

CNN EN ESPAÑOL

PC PCMAG.COM

SaigonTimesGroup

VDI nachrichten
TECHNIK WIRTSCHAFT GESELLSCHAFT

SECURITYBRIEF

IoTNOW
HOW TO RUN AN IoT ENABLED BUSINESS

TechTarget

inside-it.ch

DATAQUEST

IT EUROPA

FUTURIOM
THE FUTURE OF TECH

Telefonía y Comunicaciones
para todas

cnis mag

AUSTRALIAN SECURITY MAGAZINE

DELL'ORO GROUP

The Cloud Computing News India

AUSTRALIAN CYBER SECURITY MAGAZINE
FOR INFORMATION SECURITY PROFESSIONALS

CSO
THE RESOURCE FOR SECURITY EXECUTIVES

India Telecom News
News and Information on Telecom and wireless in India

COMPUTERWORLD
FROM IDG

COMMSDAY.COM
Subscription newsletters and conference for telecom executives

NewScientist

APSM
ASIA PACIFIC SECURITY MAGAZINE

tid
Telecom Times

DataCenter Insider

MIND COMMERCE

HONG KONG BUSINESS

CloudPro

TED

internet of business.
Informing IoT and the Connected World

optical connections

VOICE & DATA

Computer Daily News

ZeroUno

e-zone

ASEAN Tech&Sec
www.aseantechsec.com

IoT AUSTRALIA

telecomkh.com

CHIEF IT
www.chiefIT.me

BUSINESS INSIDER

VERTICAL SYSTEMS GROUP

TechTarget Japan

UPGRADE

automotive iT
Business. Strategie. Technologie.

CW NEW ZEALAND

IT CONNECT
LATIN AMERICAN CHAPTER

SMARTDSI

WIKIBON

A selection of featured speakers...

Mansour Karam
CEO and Founder

apstra

Jeff Lipton
Vice President of Strategy and Corporate Development

aruba
a Hewlett Packard Enterprise company

Conrad Menezes
Vice President, Industry Initiatives, CTO Office, Aruba, a Hewlett Packard Enterprise company

aruba
a Hewlett Packard Enterprise company

Kyle Forster
Founder
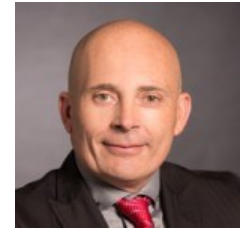
big switch networks

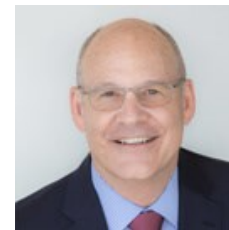**Jean-Luc Valente**
VP, Product Management, Cloud Platforms and Solutions Group

CISCO

Prashanth Shenoy
VP of Marketing for Enterprise Networking

CISCO

Ravi Chandrasekaran
SVP, Enterprise Networking Business

CISCO

Peter Kuper
Managing Director

ClearSky

Dave Bolan
Core Industry Analyst

DELL'ORO GROUP

Hiro Rio Maeda
Managing Director

dnx ventures
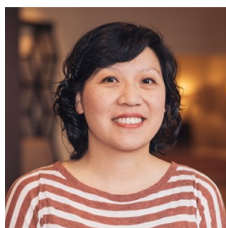
Alice Wang
VP of Hardware

everactive

Scott Hellman
Supervisory Special Agent
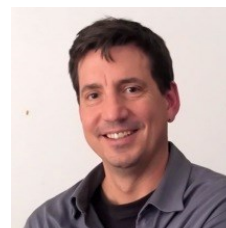
DEPARTMENT OF JUSTICE FEDERAL BUREAU OF INVESTIGATION

Scott Raynovich
Principal Analyst

FUTURIOM
THE FUTURE OF TECH

Jeremiah Caron
Global Head of Research & Analysis – Technology Group

GlobalData.

Brad Casemore
Research Vice President, Datacenter Networks

IDC
ANALYZE THE FUTURE

Kevin Deierling
Vice President of Marketing

Rick Calle
Head of Business Development, Microsoft AI Research/M12

Gerry Christensen
Founder & CEO

Neil Weintraut
Partner

Galeal Zino
CEO

Mellanox TECHNOLOGIES

Microsoft

MIND COMMERCE

motus ventures

NETFOUNDRY SPIN UP YOUR NETWORK

Michael Segal
Area VP of Strategic Alliances

Paul Kraus
VP Engineering

Vikram Phatak
Founder

Mike Capuano
Chief Marketing Officer

MK Palmore
Field CSO

NETSCOUT.

NETSCOUT.

NSS LABS

PLURIBUS NETWORKS

paloalto NETWORKS®

Nick McMenemy
Chief Executive Officer

Ted Ross
Chief Executive Officer

Prof. David Cheriton
Stanford Professor, Investor, Entrepreneur

Kelly Abuj
President & Chief Executive Officer

Erin Dunne
Director of Research Services

Renewtrak

SpyCloud

Stanford

VERSA NETWORKS

VERTICAL SYSTEMS GROUP

Jan Guldentops
'White Hat' Hacker

Peter Burris
Chief Research Officer
and General Manager

Thomas Edwards
Special Agent in Charge,
U.S. Secret Service, San
Francisco Field Office;
Deptartment of Homeland
Security

Michael Levin
Former US Secret Service
- Deputy Director, US
Department of Homeland
Security

Outline Agenda

Wednesday 2nd October

5:30pm – 8:00pm	NetEvents registration desk open -*The Folsom Library*
7.30pm – 9:30pm	Welcome reception hosted by NETSCOUT—*Hayes Ballroom Terrace*

Thursday 3rd October

7:45 – 8:30 am	Registration desk open—*Hayes Ballroom Foyer*
7:45 – 8:45 am	*Welcome breakfast, informal meetings & debate briefings—Hayes Ballroom Terrace*
9:00 – 9:10 am	Opening welcome and conference introduction—*Hayes Ballroom*
9:10 – 9:40 am	**Keynote Presentation by Ravi Chandrasekaran, Senior Vice President, Enterprise Networking Business, Cisco**

The Network is The Business

Ravi Chandrasekaran plays a key role in Cisco's advancements in intent-based networking, overseeing strategy and development around Cisco Digital Network Architecture (DNA). In the last four years he has been driving Cisco's fundamental re-architecting of the enterprise network, to incorporate evolving technologies including wireless, AI, rich behavioral and telemetry databases, more flexible and economical WAN links, and abundant cloud compute resources. As well as earlier posts at Cisco, he co-founded Apigee - acquired by Google in 2016 - and was responsible for all of the research and development at Redback Networks.

We invite Ravi to take us behind the scenes at the world's most influential enterprise networking company, and talk about latest developments in network automation and the rise of AI. He will share his vision of a massive technological impact on the network and IT, the way that business and IT will converge, and the even more fundamental transformation of the skills and talents becoming necessary for a career in tomorrow's IT.

9:40 – 10:10 am	**Keynote Panel Session**

How long is the road to AI?
Led by Jeremiah Caron, Global Head of Research & Analysis – Technology Group, GlobalData
Now we welcome Ravi Chandrasekaran back on stage to join our Keynote panel discussion. He has touched on his AI vision - we now dig a little deeper in to the future role of ML, automation and AI.

Isn't everything "smart" now – from kettles to cars to cities? Feeling daunted by being surrounded by all this burgeoning intelligence? Think again: AI has always been a "promising" technology, but what is the promise and what is actually being delivered?   For what problems is AI really providing the best solution?

Being smart is not about using the most AI, but about achieving the best business outcomes. Most of the buzz is around machine learning (ML): the using of statistical inference to tune a neural network to recognize particular input patterns, such as image recognition. Big Data mining, soaring compute and new ML techniques have forged a powerful "hammer". But is this a universal tool? Will it ever be? Or should we choose our "nails" more carefully now, and for the foreseeable future?

Our chair, Jeremiah Caron, will ask keynote panellist, Professor Cheriton from Stanford University, to frame this question in greater detail and challenge the other panel members – including representatives of companies already making claims about AI driving their solutions. One is bringing AI to Enterprise Networking the other is bringing intelligence to the very down-to-earth reality of business applications, enabling highly efficient mining of valuable but laborious long tail opportunities.

Let's face the reality behind the hype, some real-world experience, and some healthy

Ravi Chandrasekaran
SVP, Enterprise
Networking Business

Nick McMenemy
Chief Executive
Officer

Prof. David Cheriton
Stanford Professor,
Investor, Entrepreneur

scepticism. Let us become better prepared to exploit AI for solid business benefits.

10:10 – 10:45 am	**Conference Debate Session I—The Cybersecurity Threat Landscape**
	Introduced & chaired by Vikram Phatak, Founder, NSS Labs

What's the biggest cybersecurity threat? Depends who you ask. Some experts say it's increasingly advanced phishing and spearphishing, delivered by ordinary email. Others say it's unpatched software, particularly on public-facing servers or accessed through privilege escalation. Still other people talk about zero-day exploits, Cybercrime as a Business, microprocessor vulnerabilities, unencrypted files stored in

Yet to paraphrase the words of the immortal George Orwell, "All cybersecurity threats are equal, but some threats are more equal than others." Saying there are risks everywhere isn't helpful for a CIO, CSO, CISO, and everyone who must make plans, set priorities, train staff, and spend money on preventing attacks and mitigating incidents. That's where this session comes in: We'll review the latest data on the cybersecurity threat landscape and help understand which areas are the most common, the most likely to disrupt a business – and the most likely to cause significant harm to customers and the bottom line.

Panellists: Paul Kraus, VP Engineering, NetScout Systems Inc; Ted Ross, CEO & Co-Founder, SpyCloud; Thomas Edwards, Special Agent in Charge at U.S. Secret Service San Francisco Field Office; Department of Homeland Security; Michael Levin, CEO & Founder, Center for Information Security Awareness

10:45 – 11:25 am

Conference Debate Session II—Welcome to the Multicloud: One Cloud Provider Can't Fit All. Here's How the Industry is Responding
Introduced & Chaired by Peter Burris, Chief Research Officer and General Manager, Wikibon

Big companies, with few exceptions, aren't putting all their eggs into one cloud provider's basket. Perhaps Google Cloud Platform has specific features some development teams want, while others want to use Amazon Web Services or Microsoft Azure. In departments or subsidiaries where there's a lot of IBM software, that means the IBM cloud; where the company uses the Oracle Database, Oracle Cloud Infrastructure is a smart default. In addition, some organizations, as a matter of policy, want to engage two or three major cloud providers simply to provide negotiating leverage and avoid lock-in.

Yet there are downsides to multicloud. It's hard to share resources between different application layers if those layers are in different clouds. It's a challenge to integrate identity management, security, and other controls. Pricing and license terms vary tremendously. That's where this session comes in: We'll cover the complexities of multicloud deployments and discuss how to overcome real-world challenges that affect cloud computing at scale. Cloud providers try to convince customers that eggs should only go into one basket — their basket. We'll show you how to poke holes in

those arguments.

Panellists: Mansour Karam, CEO & Founder, Apstra; Jean-Luc Valente, VP, Product

Management, Cloud Platforms and Solutions Group, Cisco; Galeal Zino, CEO, NetFoundry;

Michael Segal, Area VP of Strategic Alliances, NetScout Systems Inc; Jon Mittelhauser,
Vice President, Oracle

11:25 – 11:40 am	*Coffee Break—Hayes Foyer*

11:40 – 12:10 pm

Conference Debate Session III—5G in the North American Market: Trials, Misdirection, and Incompatible Technology
Introduced & chaired by Dave Bolan, Core Industry Analyst, Dell'Oro Group
Let's all get together and chant "kumbaya" – breathless media coverage and events like Mobile World Congress earlier this year insisted 5G is the greatest thing since sliced bread, and with many trials underway all over the world, soon everyone will be connected and interoperable. Right? Not so fast. Much of the technology seems to be little more than marketing gibberish. Each carrier seems to have its own idea as to what "5G" means, and what a "trial" means. A lot of the 5G last-time gear fails to meet all the standards, and even if the equipment was up to spec, service provider networks aren't ready to handle the anticipate traffic. Value-added services, security, infrastructure… it's just not ready. This session will look under the shiny paint and polish to the reality of 5G in 2019.

We'll ask our panel to point out where today's much-promoted trials are falling short. We'll talk about the incompatibilities, the challenges with standards compliance, the process of testing and validating against those standards… and what enterprise customers and consumers are likely to find if they invest in 5G services and equipment. Is 5G ready for prime time? We shall learn from the experts.
Panellists: Jeff Lipton, Vice President of Strategy and Corporate Development, Aruba-HPE; Kelly Ahuja, CEO, Versa Networks; Ericsson speaker name TBA

12:10 - 1:00 pm

Conference Debate Session IV—NetEvents Shark Tank Session
Introduced by Hiro Rio Maeda, Managing Director, DNX Ventures
This year's 'Shark Tank' style judging panel brings together some of the most powerful voices in the industry: Venture Capitalists, Business Angels and Entrepreneurs.

After a brief induction our judges will jump right into the 'Shark Tank' along with the three **Hot Start-Up** winners in the Cloud/Datacenter, IoT & CyberSecurity innovation Awards categories. Each of these is a winner in their own category, but where would you put your money if you only had one choice?

The winners come on-stage to present their business propositions in front of a live audience of international press and analysts. Following their presentations, you can vote for YOUR ultimate investment – while the judges narrow down their choice to decide who their single preferred investment for 2020. Let's see if you agree…

At tonight's Charity Awards Dinner you can see the **Hot Start-Up** winners receive their awards. You can also find out who tops this year's **Innovation Leader** Awards in Cloud/ Datacenter, IoT & CyberSecurity. Enjoy food, drink, company and entertainment while you toast the winners!

Hiro Rio Maeda	**Peter Kuper**	**Neil Weintraut**
Managing Director	Managing Director	Partner

1:00 - 2:00 pm	*Lunch*

2:00 - 5:50 pm *Press briefing sessions—Branham, Blossom Valley, Alum Rock, Almaden & San Jose   Rooms*

These afternoon sessions are always the most important element of our events – a series of individually scheduled briefings sessions with 60+ top journalists and analysts representing 100+ publications covering 35+ countries from around the world. Delegates move on every 30-40 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 global market; announcement of new product/ service introductions or industry partnerships and customer wins; presentation of use cases 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 internationally – enabling you to get to know the key media in a focused environment and build close, long lasting relationships for the future.

6:15 - 7:15 pm	*Drinks Reception —Hayes Ballroom Terrace*

7:15—10:00pm
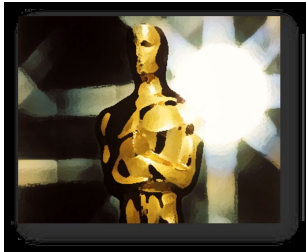
NetEvents 2019 Innovation Awards Dinner—Hayes Ballroom

Join us at our 2019 Innovation Awards Dinner—a wonderful opportunity for organizations to host tables with invited guests, friends and colleagues. Watch and congratulate the winners of the NetEvents Innovation Awards which recognise and identify the most innovative start-ups and established companies in Cloud/Datacenter, IoT & CyberSecurity plus help to raise money for three worthy charities : Prostate Cancer Research, STEM and UNICEF.

The NetEvents 2019 Innovation Awards recognise and identify the most innovative start-ups and established companies in the fields of Internet Cloud/Datacenter, IoT & CyberSecurity Innovation. These awards offer you the chance to gain industry-wide recognition for your endeavours and achievements.

Judged by an independent panel of highly respected judges including IT professionals, industry gurus, the tech investment community including Silicon Valley VC's, plus leading technology press and industry analysts from around the globe.

Outline Agenda cont...

Friday 4th October

7:30 – 8:30 am	Registration desk open—*Hayes Foyer, Hayes Mansion*
7:30 – 8:30 am	*Breakfast—informal meetings and conference session briefings —Hayes Ballroom Terrace*
8:40 - 8:50 am	Opening welcome and conference introduction
8:50 – 9:20 am	**Keynote Presentation by Ted Ross, Authority on the Dark Web**

SpyCloud

Turning the Tide: Dragging Criminals Out of the Shadows
Cyber criminals seek data to exploit – from stolen credentials and credit cards, to account data and PII. They'll use it to hijack employee and consumer accounts, break into corporate systems, and target their victims with some believable pretext.

Let's turn the tables. Cyber criminals – try as they might to stay in the shadows – do leave a digital footprint. In this presentation and demonstration, we'll reveal the techniques used by law enforcement to track these threat actors and how enterprises can apply the same tactics to protect their businesses.

You really can leverage these criminals' digital breadcrumbs to feed your online fraud investigations and unmask their identities and broader infrastructure! We will also reveal ways to use this same data to proactively prevent account takeovers (ATOs), and to disrupt criminals' ability to profit from already stolen information.

Ted Ross, CEO & Co-Founder, SpyCloud, is an industry veteran with nearly 30 years experience in networking and security – including the US Air Force and in threat intelligence roles. He is not the sort of person criminals would care to meet in the Dark Web. This session provides a true behind-the-scenes look at how cyber criminals are tracked and brought to justice – to make the Internet a safer place.

9:20 – 9:45 am	**Keynote panel session**

NSS LABS

The Dark Web: Fight Black to Protect Your Networks and Data
Led by Vikram Phatak, Founder, NSS Labs
If the information is on the Internet, it's on the Dark Web. If the information has been stolen from unencrypted cloud file shares, corporate data breaches, or credit-card skimmers, it's on the Dark Web. If the information has been painstakingly pieced together from small bits of stolen personal data, it's on the Dark Web. It adds up to possible identity theft. It provides bait for sophisticated spear-phishing attacks.

Huge breaches -– as from Equifax, Marriott, and Yahoo – show how data about you, your family, your employment can be offered for sale, to steal privileged-user credentials, take over accounts, and compromise corporate systems. Vik Phatak, Founder, NSS Labs is inviting Ted Ross back on stage to join representatives from the FBI, the US Secret Service, and a reformed 'white-hat' hacker. We need Ted's deep knowledge of the Dark Web

to meet with people from the cybersecurity coal-face to look for ways forward. If you can't stop third parties from losing your data, what measure can you take to prevent its abuse? How can organizations reduce the risk of account takeover (ATO) from stolen credentials? Can the public services created to defend our citizens and nation provide guidelines to protect individuals and organizations?

Panellists: Scott Hellman, Supervisory Special Agent, FBI; Ted Ross, CEO & Co-Founder, SpyCloud; Thomas Edwards, Special Agent in Charge at U.S. Secret Service San Francisco Field Office; Department of Homeland Security; Jan Guldentops, 'White Hat' Hacker

9:45 – 10:15 am	**Conference Debate Session V—Wide Area Networking: As the Technology and Players Mature, What's Happening with SD-WAN and MPLS?**

Introduced & Chaired by Erin Dunne, Director of Research Services, Vertical Systems Group

SD-WAN isn't new — the technology is maturing, as are the offerings for carriers and other service providers. SD-WAN has proven itself as a viable, cost-effective alternative to MPLS in many (if not most) situations. Note that we said "maturing" – SD-WAN is still evolving, as the industry creates new value-added services, covering both the network core and the last mile. This session will consider the state of the art with both SD-WAN and MPLS. We'll discuss recent innovations for both service offerings and look at the way SD-WAN providers are packaging services to cover last-mile quality assurance and end-to-end SLAs. We'll also look at self-service innovations in both WAN services, including better, more integrated consoles, and faster service provisioning for MPLS. And don't worry, we'll talk security infrastructure as well.

Panellists: Conrad Menezes, Vice President, Industry Initiatives, CTO Office, Aruba, a Hewlett Packard Enterprise company; Prashanth Shenoy, VP of Marketing for Enterprise Networking, Cisco; Kelly Ahuja, CEO, Versa Networks

10:15 – 10:45 am	**Conference Debate Session VI—Rapidly Evolving Trends in Cloud Networking Security and Cloud-Native Security**

Introduced & Chaired by Scott Raynovich, Principal Analyst, Futuriom

Where do end-points connect? Increasingly, to cloud services, whether it's commercial multi-tenant SaaS (Software-as-a-Service) or custom enterprise IaaS (Infrastructure-as-a-Service). Internet of Things, mobile phones, laptops, point-of-sale, even branch-office data and voice. The key questions: Are those connections safe? And are cloud services part of the security solution – or part of the security problem? This session will explore today's biggest trends in cloud connectivity and cloud security.

One major topic is the explosive growth in SD-WAN – software defined wide-area networks – which connect endpoints to cloud services using the public Internet. Think of SD-WAN, perhaps, as an armored car driving through a bad neighborhood: Is it safe? Is it sufficiently armored with encryption and authentication to carry today's most sensitive business information, and to ensure compliance with industry and government regulations? Our chair, and panel, will thoroughly explore.

Another major topic for this panel: cloud-native security, that is, new types of security solutions designed for a cloud-first world of digital transformation, APIs, microservices, and DevOps (Developer Operations). Today's hottest applications, including those built by the hyperscalers, can't be protected by the traditional firewall, intrusion detection systems, and anti-malware signature scanners. We've assembled the top experts, and the top industry players, to discuss what cloud-native security is, how it works, and what carriers and enterprises need to learn – and learn fast.

Panellists: Kevin Deierling, Chief Marketing Officer, Mellanox Technologies; MK Palmore, Field Chief Security Officer, Palo Alto Networks; Kelly Ahuja, CEO, Versa Networks

10:45 – 11:00 am	*Coffee Break—Hayes Foyer*

11:00 – 11:30 am

Conference Debate Session VII—Hyperscale for Enterprises: You Don't Need to Be Google or Facebook to Achieve Data Center Greatness
Introduced & Chaired by Brad Casemore, Research Vice President, Datacenter Networks, IDC

The data center is alive and well, thank you very much. While some startups are 100% cloud-based, and many enterprises see the value of the public cloud for some IaaS and PaaS projects, there's still plenty of need for a fast, robust data center. Perhaps it's for cost reasons, or privacy and risk-management concerns, or ensuring performance, or wanting to fully control every aspect of the computing infrastructure. No matter the reason, many organizations are buying servers, buying networks, buying power/cooling, and wiring everything up. That said: Enterprises see the benefits of the cloud, and increasingly, want their own data centers to have the same hyperscale architecture as the leading cloud providers.

This session will talk about the latest advances, across the board, that businesses are using to build state-of-the-art data centers. Hardware is key, certainly, with the latest CPU and GPU advances, fast memory, fast story, and high-speed interconnects within and between data centers. However, increasingly more important is 'Software-First Networking '– software for virtualization, software for containers and container management, and software for automation and implementing flexible architectures such as intent-based networking services. Want to build a mini-Google, a mini-Azure, a mini-AWS? This panel will show how it's done.

Panellists: Mansour Karam, CEO & Founder, Apstra; Kyle Forster, Founder, Big Switch Networks; Kevin Deierling, Chief Marketing Officer, Mellanox Technologies; Mike Capuano, Chief Marketing Officer, Pluribus Networks

	11:30 – 12:00 noon	**Conference Debate Session VIII— Edge Computing Driven Transformation of Data, Management, and Applications**

Introduced & Chaired by Gerry Christensen, Founder & CEO, Mind Commerce

Edge computing is poised to fundamentally transform everything from application management to data processing. An entire new ecosystem will emerge in which edge computing enabled applications will be provisioned and administered. This will involve many tools such as APIs and potentially an open development model in which app developers may access edge data and software for both application creation as well as various OSS/BSS functions. In terms of data management, the emerging ecosystem will involve management of local, real-time data as well as post-processing in centralized core cloud infrastructure. This multi-cloud environment will add complexity to overall infrastructure management, but at the same time will also provide the basis for much more flexible services creation and operation.

This session will raise important questions about how edge will impact data, datacenters, and applications. The panel will share their views about the value chain evolution and the role of participants within the ecosystem. Gain a better understanding of how infrastructure and processes will transform as well as how the existing ecosystem will be impacted through transition to a multi-cloud, edge/core computing environment. And learn more about supporting technologies such as how AI will enable greater edge computing security as well as improve data management.

Panellists: Kevin Deierling, Chief Marketing Officer, Mellanox Technologies; Rick Calle, Head of Business Development, Microsoft AI Research/M12 ;Galeal Zino, CEO, NetFoundry

	12:00 –12:20 pm	**Conference Round-Up - Analyst reflections & predictions for the future**

Led by: Jeremiah Caron, Global Head of Research & Analysis – Technology Group, GlobalData

What are the key takeaways from this NetEvents Global IT Summit? Which presentations and statistics stand out? Whose opinions and predictions will stand the test of time? Which technologies cannot be ignored? And who is talking absolute rubbish?

There's nothing quite like hearing the experts' view on what really matters, so we invite key analysts onto the main stage to briefly present their unique distillation of this Summit — and you will have the opportunity to press them about their predictions as to what will be the biggest movements and movers over the next few years. From IoT to AI, from security to cloud computing, it's their turn to answer the hard questions and make the tough call.

Brad Casemore
Research VP,
Datacenter Networks

Scott Raynovich
Principal Analyst

Vikram Phatak
Founder

Erin Dunne
Director of

| 12:20- 1:20 pm | *Lunch—Hayes Ballroom Terrace* |
| 1:30 - 4:10 pm | **Press briefing sessions cont.—Blossom Ralley, Alum Rock, Almaden & San Jose Rooms** |

These afternoon sessions are always the most important element of our events – a series of individually scheduled briefings sessions with 60+ top journalists and analysts representing 100+ publications covering 35+ countries from around the world. Delegates move on every 30-40 minutes 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 global market; announcement of new product/service introductions or industry partnerships and customer wins; presentation of use cases introductions or industry 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 internationally – enabling you to get to know the key media in a focused environment and build close, long lasting relationships for the future.

| 4:30 pm | Close of event & departures |

CxO Leadership Round-Tables
London, UK
September 25th, 2019

Global IT Summit
California, USA
October 3rd & 4th, 2019

EMEA IT Spotlight
Portugal
May 21st & 22nd, 2020

Global IT Summit
California, USA
October 1st & 2nd, 2020

Please contact Mark Fox for further sponsorship information
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