



Gartner Data Center Conference 2012

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Delivering on your top priorities

For more than 30 years, **Gartner Data Center Conference** has helped data center and I&O leaders stay ahead of the dramatic forces of transformation with actionable advice on how new technologies, processes, tools and management approaches impact their organizations. At this year's event, our team of 47 on-site Gartner data center and I&O analysts will point you in the right direction for 2013.

Use this document, organized by the eight conference tracks, to identify where your challenges lie and how this conference provides the specific insights you need to address each one.

“ By 2016, 60% of new data centers will be 40% smaller while supporting a 300% increased workload. ”

Gartner Predicts

Who Should Attend

IT professionals responsible for:

- IT infrastructure
- IT operations
- The data center
- Developing your organization's cloud strategy
- Storage
- Servers and server operating systems
- Mobile device management
- IT architecture
- Asset management
- Facilities
- Business continuity
- Disaster recovery
- Networking
- DevOps
- Fabric-computing

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Track A

Managing the Transition to Private and Hybrid Cloud

This track is designed to provide actionable advice for those struggling with:

- Justifying investments in cloud computing
- Developing a short- and long-term cloud strategy
- Understanding the nuances of public, private and hybrid cloud computing
- Navigating the cloud computing vendor landscape
- Learning how leading-edge organizations have successfully leveraged cloud computing
- Choosing how to source data center capacity — be it a hosted provider, a cloud vendor or building their own

Q

What are the keys to developing a robust cloud computing strategy?

A

Recommended sessions:

- A1. Shaping Private Clouds: Transforming Under Pressure? *Thomas Bittman*
- A2. Securing Cloud Computing Environments — Private and Public *Neil MacDonald*
- A4. Top 10 I&O Actions to Build and Manage Hybrid Cloud Environments *Donna Scott*
- A8. Cloud Computing Is Changing Your IT Operations Management Architecture *Donna Scott*
- AUR16. Analyst-User Roundtable: Private Cloud Computing *Thomas Bittman*

What are the use cases for public, private and hybrid cloud?

Recommended sessions:

- A3. Technical Insights: Hybrid Cloud Use Cases *Drue Reeves*
- A10. Technical Insights: Calculating a Cost-per-VM for Internal Clouds *Nik Simpson*
- AUR16. Analyst-User Roundtable: Private Cloud Computing *Thomas Bittman*
- TTP1. To the Point: When Open Meets Cloud *Aneel Lakhani*
- A1. Shaping Private Clouds: Transforming Under Pressure? *Thomas Bittman*
- A4. Top 10 I&O Actions to Build and Manage Hybrid Cloud Environments *Donna Scott*

What are the best practices for managing storage within the public cloud?

Recommended sessions:

- C8. Cloud Storage and Gateways Enable “Outside the Data Center Box” Thinking *Gene Ruth*
- C7. Are Cloud Backup and Archiving Right for You? *Pushan Rinnen, Alan Dayley*
- AUR13. Analyst-User Roundtable: Recovery in the Cloud *John Morency*
- AUR20. Analyst-User Roundtable: Early Cloud Storage Experiences *Gene Ruth, Alan Dayley*

What are the best practices and strategies for managing cloud environments?

Recommended sessions:

- A2. Securing Cloud Computing Environments — Private and Public *Neil MacDonald*
- AUR9. Analyst-User Roundtable: Approaches to Security When Using Cloud Services *Neil MacDonald*
- A4. Top 10 I&O Actions to Build and Manage Hybrid Cloud Environments *Donna Scott*
- A5. Storm Warning: Microsoft vs. VMware for Cloud Infrastructure *Thomas Bittman*
- TTP8. To the Point: How to Leverage SaaS-Delivered Infrastructure and Application Monitoring *Jonah Kowall*
- AUR12. Analyst-User Roundtable: Leading Your IT Infrastructure and Operations Staff Through the Transition to Cloud Computing *Ed Holub, John Rivard*

What is the optimal decision process for sourcing data center capacity?

Recommended sessions:

- G7. Colocation’s Critical Role in a Data Center and Cloud Strategy *Bob Gill*
- G10. Vital Steps to Take in Evaluating Modular Data Center Solution Providers *Jeffrey Hewitt*
- G6. Trends, Directions and Best Practices in Data Center Outsourcing *Bill Maurer*
- AUR6. Analyst-User Roundtable: Best Practices in Data Center Design and Retrofit *Dave Cappuccio*

Track B

Delivering IT Operational Excellence and Business Value to the Enterprise

This track is designed to provide actionable advice for those struggling with:

- Mastering best practices frameworks, such as ITIL
- Driving further efficiencies and increasing effectiveness
- Increasing IT service availability and performance
- Navigating the IT operations management vendor landscape
- Strengthening business and end-user satisfaction

Q

What ITOM trends should organizations monitor through 2016?

Recommended sessions:

- B1. IT Operations Management Scenario *John Enck*
- K3. Keynote: DevOps — Rethinking IT Operations *Cameron Haight*
- TTP2. To the Point: An Introduction to Gamification in IT Operations *Jarod Greene*

What are the best practices for IT operations management?

Recommended sessions:

- B2. Automation: Key to Managing Your Data Center and Clouds *Ronni Colville*
- AUR24. Analyst-User Roundtable: DevOps Journey to Release Agility *Ronni Colville, Cameron Haight and George Spafford*
- B4. Is Your CMDB Cloud-Ready? *Ronni Colville*
- A6. DevOps Collides With Cloud at Release Management *Ronni Colville*

What is a successful approach to driving continuous improvement in IT operations?

Recommended sessions:

- B6. Organizing I&O: From Silos to Services *Ed Holub, John Rivard*
- B3. Measure Value Through Metrics *Jeff Brooks*
- AUR4. Analyst-User Roundtable: ITIL Lessons Learned *George Spafford*
- W4. Workshop: How You Can Use the Gartner ITScore to Build an I&O Road Map for Improvement *Jay Pultz, Jeff Brooks*
- B7. Top 10 Approaches for Improving Change Management *George Spafford*
- TTP9. To the Point: Staffing I&O for the Future *John Rivard*
- B8. The NOC Is Dead! Long Live the Operations Center *Jeff Brooks, John Rivard*

How do I navigate the IT operations management vendor landscape?

Recommended sessions:

- MQ2. Magic Quadrant for Application Performance Monitoring *Jonah Kowall*
- A8. Cloud Computing Is Changing Your IT Operations Management Architecture *Donna Scott*
- B10. How Network Performance Monitoring Can Be Leveraged to Understand Application Performance *Jonah Kowall*
- B2. Automation: Key to Managing Your Data Centers and Clouds *Ronni Colville*

How will IT operations transform to become business service focused?

Recommended sessions:

- B9. Kill the IT Service Desk: Create a Business Productivity Team to Transform IT From the Grassroots *Jarod Greene*
- AUR8. Analyst-User Roundtable: Best Practices for the IT Service Desk *Jeff Brooks*
- AUR21. Analyst-User Roundtable: Emerging Alternatives to Traditional Service Desks *John Rivard, Jarod Greene*

Track C

Applying Storage Innovation to Create a Competitive Advantage

This track is designed to provide actionable advice for those struggling with:

- The explosive growth in data storage and how to manage and fund that growth
- The shift from high-end arrays to scale-out storage architectures
- What role solid-state devices (SSDs) should play in the storage hierarchy
- Evolving a backup strategy
- What infrastructures they should put in place to meet new organizational requirements for big data analytics, and how much it will cost
- The benefits and risks of deploying backup and archiving in the cloud

Q

What business trends will affect storage in the next five years?

A

Recommended sessions:

- C1. Storage Scenario: Approaching the Gateway of a New Era *Dave Russell, Stan Zaffos*
- C4. Big Data Infrastructure: From Hype to Infrastructure Implementation Reality *Stan Zaffos, Carl Claunch*
- AUR7. Analyst-User Roundtable: Storage Infrastructure Modernization *Stan Zaffos, Gene Ruth*

Where will it make sense to deploy solid-state devices (SSDs)?

Recommended sessions:

- TTP3. To the Point: SSD's Role in Future Storage *Gene Ruth, Joe Unsworth*
- C5. Understanding Application Workloads Is Understanding SSDs *Joe Unsworth*
- AUR7. Analyst-User Roundtable: Storage Infrastructure Modernization *Stan Zaffos, Gene Ruth*

How should I evolve my backup strategy?

Recommended sessions:

- C7. Are Cloud Backup and Archiving Right for You? *Pushan Rinnen, Alan Dayley*
- C9. Getting Control of Hoards of Old Data *Alan Dayley*
- C3. Backup/Recovery: Backing Up the Future *Dave Russell*
- C10. What Does BYOD Mean to the Backup World? *Sheila Childs, Pushan Rinnen*
- AUR19. Analyst-User Roundtable: Backup/Recovery Modernization *Dave Russell, Pushan Rinnen*

How can I&O best support my organization's requirement for big data analytics?

Recommended sessions:

- C2. Big Data Is Coming to Your Data Center *Sheila Childs*
- C4. Big Data Infrastructure: From Hype to Infrastructure Implementation Reality *Stan Zaffos, Carl Claunch*
- C6. Meeting the Big Data Challenge: A View From the Financial Services Industry *Mary Knox*
- AUR15. Analyst-User Roundtable: Best Practices for Data Management in the Age of Big Data — Views From the Financial Services Industry *Mary Knox*
- AUR31. Analyst-User Roundtable: Big Data — Do You Have It, and What Are You Doing About It? *Sheila Childs, Stan Zaffos*

What are the best practices for managing storage within the public cloud?

Recommended sessions:

- C8. Cloud Storage and Gateways Enable "Outside the Data Center Box" Thinking *Gene Ruth*
- C7. Are Cloud Backup and Archiving Right for You? *Pushan Rinnen, Alan Dayley*
- AUR13. Analyst-User Roundtable: Recovery in the Cloud *John Morency*
- AUR20. Analyst-User Roundtable: Early Cloud Storage Experiences *Gene Ruth, Alan Dayley*

Track D

Modernizing Business Continuity and IT Disaster Recovery Management

- Improving recovery and continuity management efficiency, economics and effectiveness
- Defining and implementing the most effective set of people, processes and technology changes for sustainable business continuity readiness
- Transitioning from recovery-centric to resilience-centric operations
- Ensuring the ongoing resilience of critical business processes across the enterprise

Q

What is the current state of recovery and continuity management automation maturity?

What are the best practices for managing recovery and continuity programs across diverse geographies, cultures and time zones?

Can continuously available IT operations be economically implemented and sustained?

What are the best set of next steps to take for modernizing production data recoverability and integrity management?

A

Recommended sessions:

- AUR17. Analyst-User Roundtable: Getting the Most Out of Business Continuity Management Planning Tools *Roberta Witty*
- D8. Business Continuity Management Planning Markets and Gartner Magic Quadrants *Roberta Witty*
- D10. What You Can and Cannot Do With IT Service Failover Automation *John Morency and Kevin Knox*
- D7. Streamlining Recovery and Continuity Exercising Time and Cost Through Dependency Mapping Technology *John Morency*
- AUR2. Analyst-User Roundtable: IT Disaster Recovery Management Test Automation *John Morency*

Recommended sessions:

- D5. Global Data Center Recovery Strategies *John Morency, Kevin Knox*
- D2. BCM Standards Selection and Implementation Best Practices *Roberta Witty*
- AUR13. Analyst-User Roundtable: Recovery in the Cloud *John Morency*

Recommended sessions:

- D6. Strategies for Achieving Continuous Application Availability *Donna Scott*
- A8. Cloud Computing Is Changing Your IT Operations Management Architecture *Donna Scott*

Recommended sessions:

- C3. Backup/Recovery — Backing up the Future *Dave Russell*
- AUR19. Analyst-User Roundtable: Backup/Recovery Modernization *Dave Russell, Pushan Rinnen*

Track E

Critical Next Steps in Your Virtualization Journey

This track is designed to provide actionable advice for those struggling with:

- Best practices for supporting virtualized environments
- Developing a storage virtualization strategy
- Determining whether you can virtualize the remaining complex server workloads
- Leveraging hosted virtual desktops

Q

What are the best practices for managing a virtualized environment?

How will virtualization drive technology convergence?

What's next for server and storage virtualization?

How do you determine whether hosted virtual desktops are right for you?

A

Recommended sessions:

- E7. VDI and Other Virtualization Strategies to Securely Support and Manage a Dynamic Workforce *Neil MacDonald, Phillip Redman*
- E10. Virtualized Management: Transitioning to the Cloud *Aneel Lakhani*
- E4. Technical Insight: Desktop Virtualization — Tales From the Trenches *Chris Wolf*
- AUR28. Analyst-User Roundtable: Securing Virtualized Data Centers *Neil MacDonald*

Recommended sessions:

- E3. The Virtualization Scenario: Convergence of Everything *Phil Dawson*
- AUR18. Analyst-User Roundtable: Virtualization — What's Next, More Savings or Invest in Something Different? *Phil Dawson*
- E2. Technical Insight: VM Scare? Heterogeneous Virtualization's Impact *Chris Wolf*

Recommended sessions:

- E5. How to Virtualize Complex Workloads and When to Just Manage Them *Phil Dawson*
- E8. How Virtualization Changes Storage — And Vice Versa *Dave Russell*
- TTP4. To the Point: HVD Life Cycle — How to Progress to the Next Stage *Mark Margevicius*
- TTP10. To the Point: Virtualizing ERP Projects to x86 Linux (or Windows) — Transitioning From Unix *Phil Dawson*

Recommended sessions:

- E1. Deploying Hosted Virtual Desktops — Understanding the Vendors, Costs and Architectures *Mark Margevicius*
- TTP4. To the Point: HVD Life Cycle — How to Progress to the Next Stage *Mark Margevicius*
- E4. Technical Insights: Desktop Virtualization — Tales From the Trenches *Chris Wolf*
- E9. Choosing Among Different Client Computing Architectures: Easier Said Than Done *Mark Margevicius*
- AUR5. Analyst-User Roundtable: Hosted Virtual Desktops *Mark Margevicius*

Track F

Servers and Operating Systems: Staying Agile in Chaotic Times

This track is designed to provide actionable advice for those struggling with:

- Deciding when blade solutions make sense
- Deciding when it makes sense to keep Unix and the IBM mainframe in play, and for which workloads
- The integration of fabric-based solutions into the infrastructure
- The role that extreme low-energy servers might play
- How they should evaluate HPC
- The data center being out of space or the escalating costs to run the data center reaching a breaking point

Q

How will server design and architecture impact my organization in the next five years?

What role should the z/OS mainframe and the various Unix variants play in my organization in the future?

Where do fabric-based solutions provide the greatest value?

Can HPC approaches unlock business value in my organization in a way that traditional approaches do not?

What options are there to either free up data center floor space or reduce energy consumption of my servers?

A

Recommended sessions:

- F1. Data Center Futures: Discontinuities and Opportunities at the Forks in the Road *Carl Claunch*
- F2. The Server Scenario: It's 2016 — Do You Know Where Your Server Is? *George Weiss*
- TTP5. To the Point: Extreme Low-Energy Servers *Carl Claunch*

Recommended sessions:

- F4. Unix Against Linux: Survival of the Fittest *George Weiss, Andy Butler*
- F6. The IBM Mainframe Platform: Ongoing Challenges, New Opportunities *Mike Chuba, John Phelps*
- TTP10. To the Point: Virtualizing ERP Projects to x86 Linux (or Windows) — Transitioning From Unix *Phil Dawson*
- AUR27. Analyst-User Roundtable: Unix/Linux Futures *George Weiss, Andy Butler*

Recommended sessions:

- F3. Analyzing Fabric-Based Infrastructures and the User Experience *Donna Scott, George Weiss*
- F10. Fabric-Based Infrastructure — Decisions, Decisions, Decisions ... *Andy Butler*
- G8. Key Decision Criteria for Deploying Fabric-Based Switching in the Data Center *Tim Zimmerman*
- AUR35. Analyst-User Roundtable: The Future of Fabric-Based Infrastructures *George Weiss, Donna Scott*

Recommended sessions:

- F9. The High-Performance Computing Scenario *Carl Claunch*
- F1. Data Center Futures: Discontinuities and Opportunities at the Forks in the Road *Carl Claunch*

Recommended sessions:

- G3. The Infinite Data Center *Dave Cappuccio*
- TTP5. To the Point: Extreme Low-Energy Servers *Carl Claunch*
- G4. Best Practices in Data Center, Server and Storage Consolidation *John Phelps, Mike Chuba*
- E8. How Virtualization Changes Storage — And Vice Versa *Dave Russell*

Track G

Data Center Infrastructure: Achieving Higher Levels of Efficiency and Flexibility

This track is designed to provide actionable advice for those struggling with:

- Decreasing the cost of power and cooling of data centers
- Driving further consolidation of the data center
- Planning for the next-generation data center
- Deciding on the appropriateness of data center modular designs, and even containers
- Trying to determine which DCIM tools might be most appropriate for their organizations
- Choosing how to source data center capacity — be it a hosted provider, a cloud vendor or building your own

Q

How should organizations plan for the next-generation data center?

A

Recommended sessions:

- G3. The Infinite Data Center *Dave Cappuccio*
- G2. Important Data Center Lessons to Be Learned From Today's Cloud Providers *Jeffrey Hewitt*
- TTP12. To the Point: A Simplified Approach to Building a Data Center TCO *Dave Cappuccio*
- AUR6. Analyst-User Roundtable: Best Practices in Data Center Design and Retrofit *Dave Cappuccio*

What power and cooling trends and technologies should organizations be investing in today?

Recommended sessions:

- G1. Technical Insights: Practical Steps to Reduce Energy Consumption in the Data Center *Nik Simpson*
- TTP6. To the Point: Best Practices for Cooling the Data Center Efficiently *John Phelps*

What are the best practices and processes for consolidating data centers?

Recommended sessions:

- G4. Best Practices in Data Center, Server and Storage Consolidation *John Phelps, Mike Chuba*
- G9. How to Significantly Reduce IT Infrastructure and Operations Costs *Jay Pultz*
- AUR1. Analyst-User Roundtable: IT Infrastructure and Operations Consolidation Best Practices *Jay Pultz, John Phelps*
- AUR10. Analyst-User Roundtable: IT Infrastructure and Operations Cost Reduction *Jay Pultz*

What is DCIM, who are the players, what are the costs and what is the ROI?

Recommended sessions:

- G5. Data Center Infrastructure Management (DCIM) and Related Tools: An Update *Jay Pultz*
- G3. The Infinite Data Center *Dave Cappuccio*

What options do I have for sourcing data center capacity?

Recommended sessions:

- G10. Vital Steps to Take in Evaluating Modular Data Center Solutions Providers *Jeffrey Hewitt*
- G7. Colocation's Critical Role in a Data Center and Cloud Strategy *Bob Gill*
- G6. Trends, Directions and Best Practices in Data Center Outsourcing *Bill Maurer*
- AUR6. Analyst-User Roundtable: Best Practices in Data Center Design and Retrofit *Dave Cappuccio*

Track H

Mobility Anytime, Anywhere: What Infrastructure and Operations Needs to Do Now

This track is designed to provide actionable advice for those struggling with:

- Supporting mobile devices
- Developing a mobile strategy
- Planning for the next-generation client
- Navigating the mobile vendor landscape

Q

What will be the key mobile and wireless technology and market trends through 2015?

A

Recommended sessions:

- H3. The Mobile Scenario: Capitalizing on the Opportunities *Ken Dulaney*
- AUR3. Analyst-User Roundtable: Dealing With the Invasion of Consumer Technology *Ken Dulaney*
- H7. Pocket Power: Trends in Devices, Platforms and Management Tools *Ken Dulaney*
- TTP7. To the Point: Using Apple Products in the Enterprise *Michael Silver*
- AUR11. Analyst-User Roundtable: Integrating Macs Into Your PC Infrastructure *Michael Silver*

What are the best practices for mobile device management?

Recommended sessions:

- H5. Managing and Securing Enterprise Mobile Content *Phillip Redman*
- TTP13. To the Point: Location, Location, Location ... *Terrence Cosgrove, Jeff Brooks*
- H8. Bring Your Own Device: Opportunity or Challenge? *Terrence Cosgrove*
- AUR29. Analyst-User Roundtable: Managing the Next Generation of Client Computing *Terrence Cosgrove*
- H9. Mobile Security Risks in Depth: How Safe Is the Data on Your Smartphone and Tablet? *John Girard*
- H6. Technical Insights: How Wireless Can Derail Your Mobile Strategy *Paul DeBeasi*
- H4. Mobile Device Management in the Enterprise *Terrence Cosgrove, John Girard*

How are client computing architectures evolving over the next five years?

Recommended sessions:

- E1. Deploying Hosted Virtual Desktops — Understanding the Vendors, Costs and Architectures *Mark Margevicius*
- TTP4. To the Point: HVD Life Cycle — How to Progress to the Next Stage *Mark Margevicius*
- H1. Preparing for the End of Windows XP: Is Windows 8 in Your Future? *Michael Silver*
- E7. VDI and Other Virtualization Strategies to Securely Support and Manage a Dynamic Workforce *Neil MacDonald, Phillip Redman*
- E4. Technical Insights: Desktop Virtualization — Tales From the Trenches *Chris Wolf*
- E9. Choosing Among Different Client Computing Architectures: Easier Said Than Done *Mark Margevicius*
- AUR5. Analyst-User Roundtable: Hosted Virtual Desktops *Mark Margevicius*

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