Gartner Data Center Conference 2008

DECEMBER 2-5, 2008
MGM GRAND, LAS VEGAS, NV

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(see details on back cover)

Best Practices
Business Continuity & Disaster Recovery
Game-changing
Consolidation
Trends &
Technologies
Emerging Technologies
Storage
Virtualization
Reducing
Power &
Cooling
Running a
24x7 Operation
Data Center Costs
Servers

A single source of knowledge to manage your Data Center.

Where more than 2,000 Data Center leaders gather every year.

Keynote Guest Speakers

Jason Jennings
Business Thought Leader and Author

Don McMillan
IT Humorist

Gartner

Gartner 27th Annual Data Center Conference

Agility is one of the drivers behind an organization's competitive advantage. But what about your own agility as a Data Center leader? Today's tougher environment requires even more flexibility and foresight. Your challenges: working at an ever-faster pace. Escalating energy costs. New business requirements. Quality services delivered on tighter budgets. Impactful trends from Green IT to Cloud Computing. How will these all play out in your Data Center? That depends on the breadth and depth of knowledge you bring to decision making. Several wrong moves can create a domino effect.

Our team of seasoned analysts and guest experts provide a resource you can rely on — an integrated view of the trends and technologies impacting the traditional Data Center. Your takeaways: the tools, tactics and analytic insights to ensure your decisions are not just good, but the best ones possible.

Can you respond to the immediate pressures of running a 24/7 operation while getting up to speed on future technologies? Let the 27th Annual Gartner Data Center Conference show you how to make that balancing act possible … with decision-making insight that cuts across the Data Center spectrum.

Seven tracks and more than 100 sessions deliver the bandwidth you need. See pages 9-21 for the breadth and depth we offer.

Benefits of Attending

Gartner Data Center Conference prepares you for the present AND the future.

Short-term:

- Deliver quality of service through improved response time, integrity and reliability
- Meet business requirements while reducing costs
- Take virtualization management tools and technologies to the next level
- Address cooling and power problems
- Push agility and innovation in IT Infrastructure & Operations (I&O)
- Implement sound business continuity and disaster recovery plans
- Support more complex applications and their storage needs
- Achieve better asset utilization through virtualization
- Understand the complex server marketplace from Windows to z/OS

Long-term:

- Create cost-effective storage infrastructures
- Assess server technology as it matures and evolves
- Understand emerging storage architectures
- Keep pace with future-focused trends like Green IT and Cloud Computing
- Move towards a real-time infrastructure
- Better manage the storage explosion and its resulting consequences in areas such as compliance, archiving, data protection.

DataCenter Connect: Specially developed networking tool.
Because we know no one quite understands your challenges like other Data Center pros … we've developed DataCenter Connect a versatile peer-to-peer networking tool. Use it to tap into the more than 2,000 Data Center Pros in attendance. Set up meetings, share thoughts and trade industry contacts with your colleagues on and offsite — 24/7.

More topics, more trends … more solutions.
Register today at **gartner.com/us/datacenter** or call 1 866 405 2511

Fast Facts

The Gartner Data Center Conference Difference

For 27 years, Data Center leaders have turned to Gartner Data Center Conference for a fresh perspective on the tools, technologies and trends impacting their world.

Here are some key facts about this industry-defining event:

- More than 2000 Data Center executives attend each year.
- 97% of previous participants recommend the event to colleagues.
- The single largest Data Center event. In 2008: 7 full tracks and more than 100 sessions with a best-practice focus.
- 100 plus technology and solutions providers showcase products and services.
- 35 Gartner Data Center analysts on-site and participating in conference sessions.
- Extensive analyst-user roundtables on topics that matter to you the most.
- One-on-one sessions with Gartner analysts enable client attendees to further explore presentation content within the context of their own specific issues. More than 500 such face-to-face analyst sessions were held at the 2007 conference.
- Agenda and content reflect input received from respondents to Gartner's annual Data Center Conference survey. Respondents include clients, attendees and other Data Center professionals.
- Best opportunity to access Gartner Data Center research in one place at one time.
- 2008 conference offers the deepest coverage of virtualization ever.
- Rigorous comparisons and assessments of vendor offerings are provided to help you better structure RFPs.

Who Should Attend

Data Center professionals and their business counterparts, including:

- IT operations, Data Center and consolidated operations executives
- Storage planners
- Managers
- Project leaders
- Asset managers and planners of Data Centers
- Facilities managers
- Business continuity and disaster recovery professionals
- Vendors involved in developing, marketing, or maintaining products and services for IT operations centers

Interactive Polling: Better than a show of hands.

Throughout the conference, you'll have the opportunity to vote (along with your peers) in real-time on key Data Center issues. Interactive polling is a great way to benchmark your challenges to those of fellow attendees and gain perspective on how the marketplace is evolving.

Keynote Guest Speakers

The 4 Traits of the World's Best Performing Business Leaders

Jason Jennings, Business Thought Leader and Author
Tuesday, December 2, 10:30am

Jason Jennings, a business consultant and best-selling author of *Think BIG – Act Small,* shares advice on how the right leadership style can produce fast but enduring results.

Don McMillan, IT Humorist

Wednesday, December 3, 9:15am

Humorist Don McMillan is an ex-computer chip designer who turned his Masters degree into a laughing matter. He has gone from being a member of the team of engineers who designed the world's first 32-bit Microprocessor to writing and performing his comedy bits on "The Tonight Show."

Mastermind Panel: The Future of the Data Center

Moderator: Paul McGuckin, Research VP, Gartner
Panelists To Be Announced
Thursday, December 4, 8:00am

Gartner Keynote Speakers

The Future of Infrastructure & Operations: The Engine of Cloud Computing

Tom Bittman, VP Distinguished Analyst, Gartner
Tuesday, December 2, 8:00am

The evolution to real-time infrastructure continues — the same technologies and techniques that will make Cloud Computing viable are making internal infrastructures more efficient and effective. Explore the key trends in infrastructure and operations over the next five years, and the role of Cloud Computing.

The Data Center Scenario: Planning for the Future

Paul McGuckin, Research VP, Gartner, and **Donna Scott,** VP Distinguished Analyst, Gartner
Tuesday, December 2, 9:15am

As IT adapts to meet evolving business needs, it faces a host of pressures related to cost, space constraints, asset utilization, business continuity, availability and increasing frequency of changes. The result: increased emphasis on Data Center strategy and planning. Gain insight and advice for developing a Data Center strategy that meets current and future business requirements while balancing risk, cost, quality and agility.

Top Ten Disruptive Technologies Affecting the Data Center in 2009... and Beyond

Carl Claunch, VP, Distinguished Analyst, Gartner
Wednesday, December 3, 8:00am

A disruptive technology is one which drives major change in operational processes, IT industry dynamics, or products and services. This presentation identifies the top 10 disruptive technologies that will impact Data Centers and discusses how to address them.

Meet the Gartner Analysts

For more than 25 years, Gartner analysts have been the trusted advisors to many of the world's largest and most demanding organizations. Gartner analysts draw constantly from the real-life challenges and solutions experienced by more than 60,000 clients worldwide.

Patricia Adams
Research Director

Focus Areas: IT Operations and IT Asset Management

Tom Bittman
VP Distinguished Analyst

Focus Areas: Servers and Storage

Kris Brittain
Research VP

Focus Area: IT Operations

Andrew Butler
VP Distinguished Analyst

Focus Areas: Servers and Storage

David Cappuccio
Managing VP

Focus Areas: Servers and Storage

Ted Chamberlin
Research Director

Focus Areas: Networking and Communications Services

Mike Chuba
Research VP

Focus Areas: Servers and Storage

Carl Claunch
VP Distinguished Analyst

Focus Areas: Servers and Storage

Ronni Colville
VP Distinguished Analyst

Focus Area: IT Operations

Terrence Cosgrove
Senior Research Analyst

Focus Area: IT Operations

Roger Cox
Research VP

Focus Areas: Servers and Storage

David Coyle
Research VP

Focus Area: IT Operations

Debra Curtis
Research VP

Focus Area: IT Operations

Frank DeSalvo
Research Director

Focus Areas: IT Asset Management and IT Management

Carolyn DiCenzo
Research VP

Focus Areas: Servers and Storage, IT Operations

Milind Govekar
Research VP

Focus Area: IT Operations

Cameron Haight
Research VP

Focus Area: IT Operations

Jeffrey Hewitt
Research VP

Focus Areas: Servers and Storage

Ed Holub
Research VP

Focus Area: IT Operations

Lydia Leong
Research Director

Focus Areas: Networking and Communications Services

Neil MacDonald
VP & Gartner Fellow

Focus Areas: Security and Privacy

Mark Margevicius
Research VP

Focus Areas: PCs, Laptops and Handheld Devices

Paul McGuckin
Research VP

Focus Areas: Servers and Storage

John Monroe
Research VP

Focus Areas: Servers and Storage

John Morency
Research Director

Focus Area: IT Operations

Robert Passmore
Research VP

Focus Areas: Servers and Storage

John Phelps
Research VP

Focus Areas: Servers and Storage

Jay Pultz
VP Distinguished Analyst

Focus Areas: Networking and Communications, Equipment Networking and Communications Services

Dave Russell
Research VP

Focus Areas: Servers and Storage

Donna Scott
VP Distinguished Analyst

Focus Area: IT Operations

George Weiss
VP Distinguished Analyst

Focus Area: Open Source

David Williams
Research VP

Focus Area: IT Operations

Roberta Witty
Research VP

Focus Areas: Security and Privacy

Stanley Zaffos
Research VP

Focus Areas: Servers and Storage

Agenda at a Glance

Monday, December 1

4:00pm	**Pre-registration**

Tuesday, December 2

7:00am	Registration/Attendee Breakfast		
7:45am	Welcome and Introduction		
8:00am	**K1. The Future of Infrastructure & Operations: The Engine of Cloud Computing** Tom Bittman, VP		
9:15am	**K2. The Data Center Scenario: Planning for the Future** Paul McGuckin, Research VP, Gartner and		
10:30am	**K3. The 4 Traits of the World's Best Performing Business Leaders** Jason Jennings, Business Thought		
11:30am	Attendee Luncheon		
	TRACK A: SERVERS AND OPERATING SYSTEMS	**TRACK B: IT OPERATIONS**	**TRACK C: STORAGE**
1:30pm	**A1.** The Future of the Server and OS: Disappearing Boundaries	**B1.** IT Operations Management Scenario: Trends, Directions and Market Landscape	
2:45pm	Solution Provider Sessions		
3:25pm	Solution Provider Case Studies		
4:00pm	Solution Provider Sessions		
4:40pm	Solution Provider Case Studies		
5:15pm	**A2.** Windows Server Today and Tomorrow	**B2.** Server Provisioning and Configuration Management: Know Physical and Virtual Differences (A)	**C1.** The Enterprise Storage Scenario (A)
6:15pm	Solution Showcase Reception		

Wednesday, December 3

7:00am	Registration/Industry Networking Breakfast		
8:00am	**K4. Keynote Session: Top Ten Disruptive Technologies Affecting the Data Center in 2009 … and**		
9:15am	**K5. Keynote Session: Humorist Don McMillan, Computer Engineer turned Stand-up Comic**		
10:45am	**A3.** UNIX: Wedged Between an x86 Rock and a Mainframe Hard Place?	**B3.** IT Modernization and the Real-time Infrastructure (A)	**C2.** Effectively Deploying Disruptive Storage Architectures and Technologies
11:45am	Attendee Lunch and Solution Showcase Dessert Reception		
1:45pm	Solution Provider Sessions		
2:25pm	Solution Provider Case Studies		
3:00pm	**A4.** The IBM Mainframe Platform: Ongoing Challenges, New Opportunities	**B4.** Climbing the Maturity Mountain: From Event Management to Business Service Management	**C3.** Best Practices with Storage for Virtualized Servers (A)
4:10pm	Solution Provider Sessions		
4:50pm	Solution Provider Case Studies		
5:30pm	**A5.** The Impact of Multicore (A)	**B5.** Performance Management and Capacity Planning in a Connected, Componentized and Virtualized World	**C4.** Best Practices for Managing Data Growth and Reducing Storage Costs
6:30pm	Solution Showcase Reception		

Thursday, December 4

7:00am	Registration/Networking Breakfast		
8:00am	**K6. Keynote Session: Mastermind Panel: The Future of the Data Center** Hosted by Paul McGuckin,		
9:30am	Solution Provider Sessions		
10:15am	User Experience and Town Hall Sessions		
11:15am	Solution Provider Sessions		
11:45am	Attendee Lunch and Solution Showcase Dessert Reception		
1:45pm	**A6.** Linux Risk Analysis: Should I Escalate Linux to the Top Rung of the Corporate OS Ladder?	**B6.** CMDB: Hurry Up and Wait! (A)	**C5.** Storage Resource Management: 2008 and Beyond
3:00pm	Solution Provider Sessions		
3:45pm	User Experience and Town Hall Sessions		
4:45pm	**A7.** The Impact of Virtual Technology on Vendor Licensing (A)	**B7.** There is More to IT Service Portfolio Management Than Just the IT Service Catalog (A)	**C6.** Data Replication Architectures for Disaster Recovery
5:45pm	Hospitality Suites		

Friday, December 5

7:00am	Registration/Attendee Breakfast		
8:00am	**A8.** High-performance Computing Scenario: Cauldron of Innovation (A)	**B8.** Why Bother Managing SOA Applications? (A)	**C7.** Backup Beyond the Data Center
9:15am	**A9.** Blade Servers In the Data Center	**B9.** Creating Business Value with IT Asset Management Tools and Processes	**C8.** When, Where and Why Do I Need an SSD? (A)
10:30am		**B10.** The Impact of Software as a Service (SaaS) on IT Infrastructure and Operations	**C9.** Full Speed Ahead For iSCSI (A)
11:30am	Conference Adjourns		

Distinguished Analyst, Gartner
Donna Scott, VP Distinguished Analyst, Gartner
Leader and Author of *Think BIG–Act Small*

TRACK D: BUSINESS CONTINUITY MANAGEMENT AND DISASTER RECOVERY	TRACK E: VIRTUALIZATION	TRACK F: THE INFRASTRUCTURE CHALLENGES OF THE 21ST CENTURY DATA CENTER	TRACK G: BEST PRACTICES
D1. Business Resiliency: A Proactive Approach for Managing Business Interruptions	**E1.** Virtualization: A Five-year Scenario	**F1.** Green IT: What's In It for Me?	**G1.** The Future of the IT Infrastructure and Operations Leader
D2. Improving Disaster Recovery Management Maturity A	**E2.** Managing the Virtual Server Environment: A Look at Design, Process and People Considerations A		**G2.** Putting People First: Organizing and Staffing Infrastructure and Operations

Beyond Carl Claunch, VP Distinguished Analyst, Gartner

D3. Beyond Disaster Recovery: Enabling Workforce Continuity A	**E3.** Managing Users and Applications in a Virtual World: An Achievable Paradox? A	**F2.** Energy-efficient, Low-cost, High-performance Data Centers: Emerging Reality or Just a Dream? A	
D4. Best Practices for Continuous Application Availability	**E4.** The x86 Server Virtualization Storm: 2008-2012 A	**F3.** Taming the Data Center Energy Beast	
D5. The High Availability/Disaster Proof Network: Is It Possible?	**E5.** The Great Virtualization Dilemma of the Next Decade A		**G3.** Congratulations, You're the CEO of IT Operations! A

Research VP, Gartner

	E6. The V-hive: A Review of Virtual Server Management Standards and Technology Providers	**F4.** Build, Lease or Outsource: How Will You Acquire Our Future Data Center Space?	**G4.** IT Infrastructure & Operations Consolidation: Best Practices
	E7. Incident and Problem Management in a Virtualized Environment A	**F5.** Benchmarking the Environmental Impact: How Green is Your IT?	**G5.** Making ITIL a Reality: Pitfalls and Strategy
D6. Taking the Fear Out of IT Disaster Recovery Exercising A	**E8.** Securing Virtualization, Virtualizing Security A	**F6.** Best Practices for Data Center Co-location A	
D7. Improving Disater Recovery Testing Efficiency and Quality through Best Practices and Virtualization A	**E9.** Data Protection in a Server Virtualized World A		**G6.** Driving Operational Efficiency and Effectiveness with IT Operations Process Automation A
D8. The Top Ten Disaster Recovery Testing Mistakes	**E10.** Desktop Virtualization: What, How and Why You Should Care		**G7.** Keeping IT Change Management Ahead of IT Chaos A

A Sessions with the "A" icon are more advanced in their content.

Agenda as of August 4, 2008 and subject to change

Track Descriptions

A B C D E F G

Servers and Operating Systems
Servers remain at the heart of the Data Center, but the “heart rate” is steadily increasing, due to new and changing technologies. The broad adoption of server virtualization is affecting the way Data Centers and server vendors do business. Learn more about the competitive landscape of the complex server marketplace, including Windows, UNIX, Linux, z/OS and the latest server developments and technologies.

IT Operations
CIOs and senior IT leaders are focusing increasingly on infrastructure and operations management, in part because they are the largest component of the IT budget and integral to business processes. Customers require near 100% availability of their mission-critical business systems. This here-and-now exploration of IT operations management trends and disruptions provides practical advice on how to achieve excellence and contribute to business value now.

Storage
Managing storage growth is an extremely challenging issue. As demand for storage continues to grow, organizations must wrestle with the issues of data security, archiving, retrieval, sharing and cost management. This track advises how to manage the storage explosion and provides best practices in procuring, deploying and managing storage across the enterprise. Additionally, the practicality and timing of emerging storage architectures are assessed.

Business Continuity Management and Disaster Recovery
Higher level management visibility into the operational impact of business disruptions is creating an intense focus on business continuity management. Although the demand for recovery and operational resiliency is growing at most enterprises, the budget allocated for them is not. Here are best practices for BCM governance, along with advice on how to hone an effective BCM program, and how to select the right BCM and IT disaster recovery technologies and services.

Virtualization
Virtualization is having a dramatic impact on infrastructure and operations. But we've only seen the tip of the iceberg. Virtualization will affect how enterprises plan, procure, deploy, manage and charge for Data Center resources. Explore the risks and rewards of these next-generation virtualization technologies and the new management challenges they introduce.

The Infrastructure Challenges of the 21st Century Data Center
During the past five years, the power demands of equipment have grown significantly, imposing enormous pressures on the capacity of Data Centers more than five years old. Grappling with issues ranging from cost and technology to people, Data Center managers seek new ways to deliver a highly available, secure, flexible server infrastructure — one that acts as the foundation for the business's mission-critical applications. This track offers new insights into power and cooling solutions, greening the Data Center and facilities considerations.

Best Practices
This “all-encompassing track” delivers a well-rounded assortment of best-practice presentations on diverse topics of critical importance to Data Center and IT operations executives.

Keynote Sessions

K1. The Future of Infrastructure & Operations: The Engine of Cloud Computing
Tom Bittman

The evolution to real-time infrastructure continues — the same technologies and techniques that will make Cloud Computing viable are making internal infrastructures more efficient and effective. We discuss the key trends in infrastructure and operations, the roadmap for infrastructure and operations for the next five years and the role of Cloud Computing.

- What are the trends impacting the future of infrastructure and operations?
- What is the road map for infrastructure and operations?

K2. The Data Center Scenario: Planning for the Future
Paul McGuckin and Donna Scott

As businesses grow, transform, comply, merge, acquire and divest, IT strategies must adapt to meet business needs. At the same time IT faces a host of additional pressures related to cost, space constraints, asset utilization, business continuity, availability and increasing frequency of changes. These pressures are driving increased emphasis in Data Center strategy and planning to meet today's and future requirements. This presentation provides insight and advice for developing a Data Center strategy that meets current and future business requirements, balancing risk, cost, quality and agility.

- What business and IT trends and requirements are causing enterprises to develop new, long-term Data Center strategies?
- What factors and best practices should be considered in developing a Data Center strategy and architecture?

K3. The 4 Traits of the World's Best Performing Business Leaders
Jason Jennings, Business Thought Leader and Author

Jason Jennings, a business consultant and best-selling author of *Think BIG – Act Small*, shares advice on how the right leadership style can produce fast but enduring results.

K4. Top Ten Disruptive Technologies Affecting the Data Center in 2009... and Beyond
Carl Claunch

A disruptive technology is one which drives major change in operational processes, IT industry dynamics, or products and services. Companies must identify the disruptive technologies that will impact their Data Centers and develop plans to address these disruptions. This presentation will identify the top 10 technologies and related trends that will drive significant disruption to the Data Center over the next few years.

- Which technologies will have the biggest effect on operational models and the way people use technology?
- How will user behavior change in light of these technologies and what is the effect on IT?
- What actions should companies take to mitigate risks and maximize innovation opportunities?

K5. Humorist Don McMillan

Humorist Don McMillan is an ex-computer chip designer who turned his Masters degree into a laughing matter. He has gone from being the part of the team of engineers who designed the world's first 32-bit Microprocessor to writing and performing his comedy bits on "The Tonight Show."

K6. Mastermind Panel – The Future of the Data Center
Moderator Paul McGuckin. Panelists TBA.

Visit gartner.com/us/datacenter for details

A great opportunity to learn about new products and technologies that can help me solve real-world problems.

— Justin Galbraith, Infrastructure Support, Apollo Group

User Experience Sessions

This conference features end-user experience sessions, with senior executives from leading organizations. These case studies bring the practitioners' own valuable experiences to the audience and highlight the technologies and solutions adopted in their own environments, as well as a description of strategy and approach, choice of technologies, mistakes to avoid and how to measure success. For details visit gartner.com/us/datacenter

Town Hall Sessions

Gartner Town Halls are unique opportunities to ask questions of a broader panel of analysts in each of the selected research areas. These sessions are conducted as open forums giving attendees the opportunity to ask each panel of experts for their insights into the four big topic areas we have selected for 2008 – Virtualization, IT Operations, Storage and Data Center Facilities. For details visit gartner/com/us/datacenter

Track A: Servers and Operating Systems

A1. The Future of the Server and OS: Disappearing Boundaries

Andrew Butler and George Weiss

Discover what a server will look like in the future: its shape, form, contour and parts. Up for discussion: technology enhancements; vertical and horizontal scaling trends, including Cloud Computing; blades and RISC architectures; the context-sensitive OS; and the impact of virtualization and competitive vendor dynamics.

- How much change will drive next-generation servers?
- How will the market and IT procurement absorb an array of innovations affecting lifecycle management?
- What will be the server's role in a virtual world?

A2. Windows Server Today and Tomorrow

Carl Claunch

This presentation examines the value proposition of Windows Server 2008 (formerly named "Longhorn"), how it affects the Windows software "ecosystem," migration strategies and the ongoing Windows Server road map.

- What are the value propositions of Windows Server 2008?
- How and when should organizations adopt Windows Server 2008?
- What should organizations expect after Windows Server 2008?

A3. UNIX: Wedged Between an x86 Rock and a Mainframe Hard Place?

Andrew Butler

Once regarded as the natural successor to the mainframe, UNIX must now defend itself against encroachment from both sides — x86-based Windows and Linux servers. How will UNIX vendors rationalize and differentiate their strategies to ensure UNIX's survival and growth?

- What drivers influence UNIX market behavior?
- How will UNIX vendors respond?
- How should enterprises plan future UNIX deployments?

Always very informative! Gets me pumped up … with many new ideas.

— Jim Rawley, Network Services Supervisor, City of Bellevue, Washington

A4. The IBM Mainframe Platform: Ongoing Challenges, New Opportunities

Mike Chuba

Many organizations continue to invest in the IBM mainframe environment. Yet, issues such as software pricing and the looming skills "crisis" are cited as reasons to curtail further investment. This session explores the following: IBM's strategies for its mainframe platform; the role the mainframe may play within an organization's portfolio of servers and how to maximize mainframe ROI.

- What is the future of the IBM mainframe?
- When should mainframe customers migrate to the newest product family?

A5. The Impact of Multicore

Carl Claunch

Multicore represents a major shift in the direction of computer design. The result: applications will face shorter lives, development organizations will encounter more recoding projects on existing applications and operations will meet new challenges. Learn how to plan for and best manage these new challenges.

- How will multicore and multithreaded systems unfold?
- What are the implications of these new approaches?
- How can Data Centers evolve to match the changes driven by these new technologies?

A6. Linux Risk Analysis: Should I Escalate Linux to the Top Rung of the Corporate OS Ladder?

George Weiss

Linux is at another crossroads. Despite being a successful OS alternative to Unix and Windows, virtualization vendors threaten its position.

- How will the Linux market evolve?
- What challenges face Red Hat and other Linux distributors?
- How will other vendors compete for a greater share of the Linux market?
- What will drive the decision to build mission critical infrastructures?

A7. The Impact of Virtual Technology on Vendor Licensing

Frank DeSalvo

Regardless of your organization's specific plans for virtual software use, this session is essential to helping you navigate the potentially detrimental license changes now surfacing in response to virtual technology trends.

- Which trends and approaches are affecting software licenses?
- In which direction are major vendors moving?
- Which factors are affecting virtual use pricing and how can you avoid them?

A8. High-performance Computing Scenario: Cauldron of Innovation

Carl Claunch

High-end server technologies push the state of the art, but the advances that appear in this area flow outward to the wider market and shape the commercial products of tomorrow. New ideas are rampant and new terminology is multiplying, among them grid, clusters, heterogeneous systems and data parallel systems. This session will simplify the complexity and jargon.

- What are key trends in high-performance computing?
- Which trends drive multicore, heterogeneous systems and other shifts in technology directions?
- How will IT organizations benefit from grid and cluster technology and implementations?

A9. Blade Servers in the Data Center

Jeffrey Hewitt

As servers have proliferated in Data Centers, blade severs have been developed to increase density and fuel agility. This session explores the promise and reality of blade servers, and offers a view of the market and its leaders.

- What potential benefits do blade servers offer?
- When does it make sense to deploy blade servers and virtualization together?
- Who are the leaders in the blade server market?

Great conference … presents information that cuts across all platforms and addresses the Data Center's needs and challenges.

— Daniel Kuckelman, Tech Services Manager, Kansas Dept. of Labor

Track B: IT Operations

B1. IT Operations Management Scenario: Trends, Directions and Market Landscape

David Williams

IT operations management professionals are challenged to transform IT in the direction of service and business alignment. Meanwhile, they must deal with an increased rate of change and complexity. Learn more about key trends such as ITIL and process maturity, Data Center strategies, SOA and virtualization, and their impact on IT operations and service management. Also up for discussion: IT operations management software leaders and market forces.

- What trends are impacting IT operations management strategies, investments and actions?
- What are the strategies of the leading IT operations management suppliers?
- What is the future of IT operations management technologies?

B2. Server Provisioning and Configuration Management: Know Physical and Virtual Differences

Ronni Colville

This presentation discusses today's configuration management challenges for physical servers and virtualization's impact.

- Why are server provisioning and configuration management critical processes?
- How is the vendor landscape changing to address virtual and physical configuration needs?
- Which best practices provide the best return on value?

B3. IT Modernization and the Real-time Infrastructure

Donna Scott

This presentation dispels the hype surrounding real-time infrastructure (RTI) and provides guidance on what's real, what's not and how to build a real-time infrastructure.

- What are the drivers behind the desire to implement RTI architectures?
- How can enterprises lay the groundwork for achieving RTI and what have visionary enterprises achieved?
- Which technology suppliers are critical to achieve RTI and how are they positioned?

B4. Climbing the Maturity Mountain: From Event Management to Business Service Management

Debra Curtis and David Williams

IT organizations are under pressure to provide more business-relevant information. Many are investigating a Business Service Management (BSM) layer to display the status of end-to-end IT services and analyze IT infrastructure events for business impact. Successful deployment of these tools requires mature IT service management processes.

- What is driving IT operations groups to investigate event correlation and analysis (ECA) and BSM technologies?
- Which vendors, products and technologies will shape ECA and BSM?
- What are the critical success factors in moving from event management to BSM?

B5. Performance Management and Capacity Planning in a Connected, Componentized and Virtualized World

Milind Govekar

In this presentation we explore best practices, architectures and tools that are needed to manage performance and capacity end-to-end for this virtual enterprise.

- What are the business drivers demanding improved IT service availability and performance management?
- Which vendors and technologies will enable IT operations to accomplish predictive outage avoidance?
- What IT management processes, best practices and strategies will IT operations groups use to monitor, report, predict and improve IT service availability and performance?

B6. CMDB: Hurry Up and Wait!

Ronni Colville and Patrica Adams

This session offers advice on how to successfully develop and maintain a CMDB. Up for discussion: necessary prerequisites and steps to help identify metrics and milestones, and avoid hurdles.

- What are the prerequisites to a successful CMDB?
- What are the tools to build and populate your CMDB with IT services?
- How and where do you start?

B7. There is More to IT Service Portfolio Management Than Just the IT Service Catalog

Kris Brittain and Debra Curtis

Most IT operations groups have embraced IT service management as a goal for operational excellence. However, many incorrectly focus on the IT service catalog first. We recommend documenting the business-value-based IT service portfolio first, then create the catalog of standard, repeatable services that can be ordered by business customers. Gain insight on the people, processes and tools needed for IT service portfolio management and IT service catalogs.

- What's the difference between an IT service portfolio and an IT service catalog?
- What fundamentals must be in place?
- How do you manage a portfolio of IT services, create an IT service catalog and know which vendors offer the right products?

B8. Why Bother Managing SOA Applications?

Milind Govekar

Is it too late to think about manageability when Service-oriented Architecture (SOA) hits the production shop floor? This presentation looks at the options available to IT Operations.

- What are the challenges in managing applications in a SOA environment?
- How is the IT Operations management technology evolving in the area of SOA and application management?
- What best practices should IT organizations follow to improve SOA and application management?

B9. Creating Business Value with IT Asset Management Tools and Processes

Patricia Adams

IT asset managers must have the tools and processes to respond to business and IT demands quickly and proactively. This presentation explores what IT Asset Management (ITAM) managers must have in place for a nimble response.

- What emerging trends impact ITAM programs?
- How are IT asset management suppliers and technologies evolving to support business planning?
- What specific incremental steps should be taken to yield benefits?

B10. The Impact of Software as a Service (SaaS) on IT Infrastructure and Operations

David Coyle

This session looks at how infrastructure and operations can work with the business to evaluate SaaS offerings, ensure architectural and availability standards are met, and successfully plan for systems management.

- How does Software as a Service and other alternative delivery models impact the infrastructure and operations teams?
- How can infrastructure and operations embrace SaaS to deliver greater value to the business?
- Which best practices and metrics should be used to better manage SaaS systems?

Track C: Storage

C1. The Enterprise Storage Scenario

Roger Cox and Dave Russell

Organizations are looking beyond traditional tools and vendors to meet their storage requirements. In some cases, this means augmenting existing solutions, or replacing them. Learn which new technologies — archiving, CDP, SSD disk, duplication, thin provisioning and VTLs — can address storage challenges.

- What are today's storage challenges?
- What are emerging storage hardware technologies?

C2. Effectively Deploying Disruptive Storage Architectures and Technologies

Stanley Zaffos and John Monroe

Market willingness to embrace new technologies and the rate of new technology introductions have never been greater. This presentation identifies those storage architectures and technologies users are likely to deploy.

- What are the benefits and risks of emerging storage architectures?
- What is the future of existing storage architectures?
- Which vendors are likely to succeed as the market continues to mature and expand?

C3. Best Practices with Storage for Virtualized Servers

Robert Passmore

VMWare has enabled widespread deployment of server virtualization across the market. But what is the best way to deploy and manage storage for these environments?

- What are best practices in the deployment and management of storage for virtualized server environments?
- How do existing and future technologies and products fit into storage management architectures?

C4. Best Practices for Managing Data Growth and Reducing Storage Costs

Carolyn DiCenzo

Data in corporate storage systems consumes time and dollars, and is often difficult to retrieve. Discover how to weed out duplicate and junk data, store historical data for easy access and reduce storage costs.

- Why is IT updating its data management policies?
- What are the leading offerings in managing data growth?
- How are innovative companies managing data storage?

C5. Storage Resource Management: 2008 and Beyond

Dave Russell

Storage resource management (SRM) solutions have been in the marketplace for nearly two decades. Nonetheless, confusion and skepticism exist about their value. Learn what SRM solutions can offer, how they can be used today and who the leading providers are.

- What is the current state of SRM market?
- What are vendors providing?
- What's new in SRM and server virtualization?

C6. Data Replication Architectures for Disaster Recovery

Stanley Zaffos

The foundation for all successful business continuity and disaster recovery solutions starts by choosing the "right" data replication technology. Learn more about available technologies and their impact on storage infrastructure, organization, and budget.

- What are the strengths and weaknesses of server-, network- and storage-system-based solutions?
- Which criteria should be used in selecting your replication solution?
- Who will succeed as the replication market grows?

C7. Backup Beyond the Data Center

Carolyn DiCenzo

Data protection for remote office/branch office (ROBO) and PC backup is becoming an issue for storage administrators from organizations of all sizes. Explore the different techniques and options available and determine which approach is most appropriate for achieving the type of service level desired.

- Why must organizations improve the backup of PCs and remote office systems?
- What are the new techniques and options for backup outside the Data Center?
- What effective solutions have organizations implemented?

C8. When, Where and Why Do I Need an SSD?

Roger Cox and John Monroe

With recent announcements from major vendors such as EMC and Sun, enterprise-grade solid-state disk drives (SSDs) have made much news and have re-entered the decision-making processes of the high-end IT landscapes. This presentation examines current products and cuts through the hype to provide actionable advice on the deployment of evolving SSD technologies.

- What is the past and future of enterprise-grade SSD end-user pricing?
- What kinds of enterprise-grade SSD products are available?
- Which applications will benefit most from the implementation of enterprise-grade SSD technology?

C9. Full Speed Ahead For iSCSI

Robert Passmore

Fibre Channel is well established in the data center. FCOE is mostly a figment of vendors' imaginations, but iSCSI has quietly moved towards the mainstream for mid-market, virtualization, fabric consolidation and general cost savings.

- How will iSCSI hardware and software technologies impact users' deployment of SANs?
- Who are the vendors, their products and how do they compare?

Uncovered the trends and issues affecting Data Center operations.

— Brian Connor, IT Manager, Sunrise Medical

Track D: Business Continuity Management and Disaster Recovery

D1. Business Resiliency: A Proactive Approach for Managing Business Interruptions

Roberta Witty

This presentation will discuss how business continuity management (BCM) can be used to reduce operating costs, drive revenue, maintain an organization's brand, and promote community reputation.

- How can BCM be positioned as a leading risk-management activity?
- How does an enterprise make the business case for BCM?
- What are the trends and best practices in BCM planning?

D2. Improving Disaster Recovery Management Maturity

John Morency

Discover how Gartner's Infrastructure and Operations Management (IOM) maturity model can be used to benchmark current disaster recovery (DR) readiness, as well as effectively guide short- and long- term investment decisions.

- What are the minimum people, process, technology, and business management maturity levels IT should target?
- How can you improve DR management maturity?
- How can the benchmarking process be used to guide the related technology, staffing, and process development investments needed to improve DR readiness?

D3. Beyond Disaster Recovery: Enabling Workforce Continuity

Roberta Witty

Much effort has been made to ensure the recovery of technology to the business after an interruption. Now the focus is shifting. Will workers be ready to leave their families and home — often recovering from the same crisis — and come to the aid of the enterprise?

- Which workforce issues should enterprises be aware of when dealing with crises?
- What are trends in workforce recovery?
- What are best practices for workforce continuity?

D4. Best Practices for Continuous Application Availability

Donna Scott

Downtime of critical IT application services cripples business processes, causing loss of revenues and damaging company reputation This session focuses on best practices for achieving high levels of IT service availability, including architecting IT services for continuous availability, and investing in IT process maturity.

- What key trends are increasing the need for continuous application availability?
- How should applications and infrastructure be architected to achieve continuous application availability?
- What IT best practices and strategies will enterprises adopt to achieve continuous application availability?

D5. The High Availability/Disaster Proof Network: Is It Possible?

Ted Chamberlin and Donna Scott

9/11 and Hurricane Katrina proved the vulnerability of networks. Now, the scare of pandemics could send everyone out of their offices for weeks or months. Most companies have a back-up solution for their data, but not back-up communications plans. Learn how to develop a network recovery plan meeting current and future business needs.

- How vulnerable are corporate networks?
- Which network technologies can make your network disaster-proof?
- How should corporations ensure a disaster plan works?

D6. Taking the Fear Out of IT Disaster Recovery Exercising

Roberta Witty

Having an effective recovery strategy and set of DR plans is essential to ensuring that the organization can recover in times of crisis. This session focuses on best practices that will ensure your DR exercise program provides the organization with a realistic view of the state of your DR strategy.

- Why are DR exercises so hard to do?
- What is the minimum you can get away with in DR exercising?
- Which best practices can increase your organization's DR exercise maturity level?

D7. Improving Disaster Recovery Testing Efficiency and Quality through Best Practices and Virtualization

John Morency

Effective disaster recovery testing is a key critical success factor for supporting business resiliency. However, as the scope of mission-critical business processes, applications and data increases, sustaining the quality of the test process can be a daunting technical and logistical challenge. Explore the impact of technologies on improving DR test-result quality while reducing test-related complexity, cost and logistics.

- Which key technical and logistical challenges impact the success of disaster recovery testing?
- How can server virtualization, dependency mapping and recovery-assurance products improve DR test efficiency and lower testing costs?
- What benefits have early adopters realized?

D8. The Top Ten Disaster Recovery Testing Mistakes

Carl Claunch

Testing recovery plans is a key activity that strongly correlates to eventual success during an event, yet the value can be diminished by poor execution of the tests. This session spotlights the top ten mistakes made in recovery testing, highlights the consequences, and delivers sound advice and techniques to avoid these errors.

- What are the important goals and elements of successful recovery testing?
- Which mistakes inadvertently diminish the value of your testing?
- How can you avoid these common errors?

Track E: Virtualization

E1. Virtualization: A Five-year Scenario

Tom Bittman

Server virtualization is changing IT architecture, operations, culture and organization. It is enabling dramatic change in IT agility — and creating real business value. Virtualization technologies are unlocking software from clients, servers and storage and enabling Cloud Computing. Traditional market boundaries are gone, pitting software, hardware, management, network vendors against one another.

- How will virtualization change IT and business?
- How will virtualization change technology?
- How will virtualization change the market?

E2. Managing the Virtual Server Environment: A Look at Design, Process and People Considerations

Cameron Haight

Server virtualization makes an already complex IT infrastructure even more challenging to manage. This presentation discusses x86-based virtualization design alternatives and their management impact, as well as the needed process and human capital re-engineering that may result.

- How does server virtualization upset traditional operations orthodoxy?
- Which operational processes need to adapt to this new environment?
- How will organizational roles and structures evolve?

E3. Managing Users and Applications in a Virtual World: An Achievable Paradox?

Mark Margevicius and Terrence Cosgrove

As enterprises look for new ways to match PC architectures to the changing needs of their end-users, PC virtualization and other client architecture introduce new management technologies and challenges This presentation evaluates these technical changes, discusses where the use cases are most appropriate and examines the challenges ahead.

- What are the architectures for a virtualized client?
- What are the management challenges and approaches?

E4. The x86 Server Virtualization Storm: 2008-2012

Tom Bittman

Server virtualization is rapidly becoming the default in the x86 environment. Most large enterprises have started deployments, and penetration doubles each year. The market is boiling with change; good choices and planning are important.

- How should users select server virtualization technologies?
- What are best practices for deploying and managing server virtualization technologies?
- How will server virtualization technology evolve through 2012?

E5. The Great Virtualization Dilemma of the Next Decade

George Weiss and John Phelps

This presentation examines a scenario leading to the third stage of virtualization — heterogeneous virtualization — and how to avoid silos and costly fragmentation along the way.

- What are the three stages of virtualization and the usage models they enable?
- What are the barriers to third-stage heterogeneous virtualization?
- Which solutions will emerge, who will deliver them and in what time frame?

E6. The V-hive: A Review of Virtual Server Management Standards and Technology Providers

Cameron Haight

This session describes how virtualization impacts current management technology, looks at evolving attempts to standardize virtual server management and highlights emerging management leaders.

- How does server virtualization impact existing systems' management infrastructure?
- How are tools and standards evolving to provide greater virtualization support?
- What should IT organizations do to ensure adequate visibility and control within a virtual environment?

E7. Incident and Problem Management in a Virtualized Environment

David Coyle

Discover the best practices, metrics and technologies required to improve root cause analysis, identify trends and increase the availability of servers and applications in a virtualized environment.

- How does server virtualization complicate incident and problem management?
- Which KPIs and tool capabilities exist to facilitate improved incident and problem management?
- What are the best practices for incident and problem management in a virtual server environment?

E8. Securing Virtualization, Virtualizing Security

Neil MacDonald

Learn how trusted hypervisors, malicious code isolation, trusted compliance watchdogs and deep packet inspection can all be enabled using virtualization technologies.

- How should virtualization technologies be deployed securely?
- How can virtualization be used today to improve security?
- How can virtualization be used in the future to radically transform security?

E9. Data Protection in a Server Virtualized World

Dave Russell

As organizations implement server virtualization, data protection plans must be put in place to ensure availability. Learn about the many options for protecting these new environments and determine which is best for your business.

- What is the current state of the back-up/recovery market?
- Which new techniques can ease back-up constraints?
- What options and best practices can be used when protecting a server virtualized environment?

E10. Desktop Virtualization: What, How and Why You Should Care

Mark Margevicius

Why has the IT industry failed to exploit virtualization to deliver more reliable, manageable and secure personal computing to users? Learn where progress is being made and how to plan for critical technology and market changes about to occur.

- What does virtualization technology do for client computing and why should you care?
- How will the use of virtualization technology in client computing evolve through 2012?
- What are the best practices for deploying and managing virtualization technologies in end-user devices?

If you're in IT Operations Management and there is only one conference you could go to … this should be on the top of your list.

— Esfandia Zafar, Director Application Hosting, Vanderbilt University

Track F: The Infrastructure Challenges of the 21st Century Data Center

F1. Green IT: What's In It for Me?
John Phelps

This presentation looks at why an enterprise may want to consider a green Data Center, discusses best practices for current use and explores key green technologies and processes for the future.

- What critical forces will drive green Data Center strategies in the next five years?
- Which best practices and processes should be followed?
- What key green technologies will emerge in the next five years?

F2. Energy-efficient, Low-cost, High-performance Data Centers: Emerging Reality or Just a Dream?
David Cappuccio

Data Center managers have always been asked to do more with less, and the pressure is increasing. The heightened awareness of IT power consumption, increasing use of high-performance, high-density compute equipment, and pending legislative mandates for Data Center efficiencies are driving a need to solve all these issues — but at reduced costs Discover new approaches and best practices to solve this problem.

- Which emerging trends impact Data Center design and operations the most?
- What are critical design considerations and best practices in emerging Data Centers?
- How can efficiency and scalability be incorporated into a Data Center design, while keeping costs reasonable?

F3. Taming the Data Center Energy Beast
Paul McGuckin

This session demystifies Data Center cooling and provides best practices for new Data Center construction and retrofits.

- What are the primary causes of inefficiency in Data Center cooling?
- What are best practices for the design of efficient Data Center cooling systems?
- How can users retrofit current Data Centers to reduce cooling costs?

F4. Build, Lease or Outsource: How Will You Acquire Your Future Data Center Space?
Ted Chamberlin

See how to define the criteria and assess the market and costs involved with your Data Center sourcing options.

- What market drivers and key criteria shape your Data Center decisions?
- What are the strengths and challenges of the build/lease/outsource options?
- Who are the providers and what costs are associated with each option?

F5. Benchmarking the Environmental Impact: How Green is Your IT?
Frank Taneyhill

Just how green is your IT environment? Most public and private sector organizations have environmental targets built into their policy statements and IT organizations are expected to comply. But how can you measure and asses your carbon footprint, how will you set your targets and how will you demonstrate that progress is being made?

- What are green IT-related issues and how will they change?
- How are green IT issues affecting the technology industry and IT organizations?
- How can I measure my "green-ness," evaluate its ROI and make intelligent choices about strategy?

F6: Best Practices for Data Center Co-location
Lydia Leong

This session examines trends in co-location, considers the impact of net neutrality and the rise of content peering, and provides recommendations for assessing facilities and providers, determining costs and negotiating contracts.

- What are the operational drivers and benefits for Data Center co-location?
- What are the best practices and strategies for adopting Data Center co-location?
- How can networking be optimized in Internet Data Centers?

Track G: Best Practices

G1. The Future of the IT Infrastructure and Operations Leader
Jay Pultz

What does the future hold for an IT Infrastructure and Operations (I&O) Leader? See how to prepare for the massive changes that lie around the corner: virtualization, automation and alternative delivery models. We discuss the future vision for I&O, its implications to the I&O leader, and how you and your organization should best transition to meet the challenges and opportunities that future state provides.

- What key drivers will lead to dramatic I&O change by 2015?
- What will be the future state in 2015?
- What is the future of the I&O leader?

G2. Putting People First: Organizing and Staffing Infrastructure and Operations
Ed Holub

Many IT Infrastructure and Operations (I&O) groups struggle with how to organize and how to justify their staffing needs. They re-organize frequently in an attempt to overcome specific problems, only to find they are experiencing a whole new set of issues. This presentation discusses how to proactively optimize your IT I&O organization structure, justify required staffing levels and develop staff with new skill sets.

- How can you organize IT I&O to deliver services better?
- Which strategies and methods should be used to justify staffing size?
- What are the skill-set implications when moving to a business-driven process and service-centric operations group?

G3. Congratulations, You're the CEO of IT Operations!
Debra Curtis and Ed Holub

This presentation explores pragmatic ways to run IT operations like a business for the benefit of your enterprise.

- Why should the head of IT infrastructure and operations act like a CEO?
- What cultural implications and new organizational roles emerge when running IT operations like a business?
- What road map can lead you to becoming a successful CEO of IT infrastructure and operations?

G4. IT Infrastructure & Operations Consolidation: Best Practices
John Phelps and Jay Pultz

Although Data Center and server consolidation remain the "big ticket items," our research indicates there are other opportunities to consolidate every major system that's part of I&O. Aided by Gartner worldwide surveys and client interactions, we provide you best practices for consolidation projects and a roadmap to move from one-off projects to continual I&O refinement — because, after all, this is a "never-ending story".

- What guidelines should I&O leaders follow in consolidating Data Centers and servers?
- What guidelines should I&O leaders follow in consolidating other IT systems such as networking?
- How can I&O leaders best manage consolidation projects?

G5. Making ITIL a Reality: Pitfalls and Strategy
Ed Holub

Learn how organizations are leveraging ITIL Version 3 to transform into a service-centric IT organization.

- What is ITIL and how have organizations leveraged Version 3?
- How do you avoid the most common pitfalls when implementing ITIL?
- Which specific techniques are organizations using to realize the benefits ITIL promises?

G6. Driving Operational Efficiency and Effectiveness with IT Operations Process Automation
David Williams

This presentation analyzes the drivers for IT Operations Process Automation (a.k.a. Run Book Automation, RBA) as well as RBA solutions, the vendor landscape and best practices for implementation.

- What are the market drivers and benefits of RBA?
- What vendors and products are emerging to meet IT operations requirements?
- Which best practices should be implemented to achieve success with RBA?

G7. Keeping IT Change Management Ahead of IT Chaos
Kris Brittain

New technical capabilities such as RBA, virtualization and new architectural models like SOA are driving the evolution of IT. New techniques will be required in the areas of planning and control processes to accommodate complex application dependencies as well as support the emerging IT service portfolio.

- Which emerging technologies will challenge IT change management?
- What tools must evolve to support IT change management?
- What adjustments from IT change management process policy are necessary for agility?

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