

## Pulse 2012 Speaker Nomination

*Do you have a best practice or a story you'd like to share? We're calling out for winners who have overcome challenges and are prepared to share experiences? Case studies are now being accepted for inclusion in the Pulse 2012 conference agenda.*

**Pulse 2012 in Sydney May 31 – June 1** will showcase how IBM Service Management solutions help create and manage business opportunities in the new smarter planet. With over approximately 700 attendees, it will be the perfect environment for building deeper relationships, developing new connections and sharing experiences.

The key to an outstanding conference program is participation from our IBM clients, business partners and industry experts. Submissions are currently being accepted for sessions centred on key service management focus areas:

- Cloud computing
- Mobility and intelligent endpoints
- Smarter physical infrastructure
- Security and compliance analytics
- Data centre and storage optimisation.

Speaking at Pulse 2012 gives you the opportunity to network with peers, gain recognition from industry professionals and highlight technical or management skills. Sessions can be either strategic in nature, or the technical nitty gritty... it's up to the speaker, and are a maximum of 50 mins in duration. Preference is given to case studies delivered by a speaker from organisations that have seen real benefits from adopting IBM service management solutions.

To nominate as a speaker please send an email to **Jane Bounds (jbounds@au1.ibm.com)** with your Session abstract and a brief personal bio as follows:

**Session Title**

**Speaker Name and Position**

**Organisation**

**Brief Speaker Bio – 200 words maximum**

**Abstract – 100-150 words**

The deadline to submit speaker proposals is **Friday 30 March 2012**, emailed to Jane Bounds (jbounds@au1.ibm.com).

Some suggestions for abstract content include:

- Initial pain points or problems faced
- Statistics about your deployment layout and company
- The IBM solution/products applied by your organisation
- How the IBM solution/products help address the problem
- Lessons learned from the experience

Presentations should be submitted for approval starting Friday, May 4. All final presentations need to be received no later than Friday May 18.

## Pulse ANZ Track Descriptions

### Storage Optimisation and Management

These sessions will deliver the latest IBM solutions and customers experiences to help you achieve cost efficiencies in your storage infrastructure. We'll hear best practices for overcoming data growth, reducing costs and complexity and how to support agility through storage virtualisation. Cloud storage will be a prominent focus area this year as we've seen worldwide IT spending on cloud services skyrocket! Topics include:

- Modernisation of data protection and retention
- Storage virtualisation and management in the data center
- Service continuity and disaster recovery
- Storage cloud

### Service Delivery and Data Centre Optimisation

Businesses rely on their data center technologies to enable rapid innovation and the agility needed to respond quickly in today's highly competitive environment. Change management, provisioning, monitoring, scheduling and other key IT processes require a robust platform that can deliver services in a variety of ways, including virtualization, cloud computing and other delivery options. This stream will bring together clients, end users, systems integrators, IBM Business Partners and service management experts from across IBM to share best practices, roadmaps, real-world experiences, implementation examples and more. Sessions will show how organisations are moving beyond infrastructure virtualisation to deliver:

- Visibility to understand the business and infrastructure in real time
- Control to transform service delivery and adapt to change while limiting risk
- Automation to achieve greater efficiency by standardising best practices in support of agile and repeatable service delivery

### Cloud and New Models for Computing

According to a new IBM survey, business and IT leaders expect to more than double cloud implementations over the next three years, establishing business infrastructures that drive innovation and revenue. Enterprises see the value of cloud but face a unique set of challenges around security, integration and standards as they leverage cloud beyond the virtualization of data centers. Pulse 2012 will showcase **IBM SmartCloud**, our leading cloud services and software solutions designed from the ground up to empower enterprises with unprecedented choice, security and portability as they shift critical activities to cloud as a business platform. IBM experts, Business Partners and clients will collaborate on:

- How to give enterprises the cost and time savings of a cloud environment for a wide range of enterprise applications while maintaining a high level of control and security over deployment and access
- Cloud software and hardware that allow enterprises to quickly deploy and control clouds within their own firewalls
- Providing services to help small and medium business clients adopt cloud environments with a new level of control over service delivery and management in diverse industries from banking, communications, healthcare and government

## **Smarter Physical Infrastructures**

This stream will highlight key topics such as Enterprise Asset Management, Integrated Workplace Management Smarter Buildings, and industry-specific challenges that span integrated physical and digital infrastructures. Topics will focus on managing asset lifespan, energy efficiency, space planning and real estate portfolio management. IBM and client speakers will discuss best practices and implementation upgrades, integration of spatial and real-time location data, and industry case studies. Learn how to extend asset lifespan, maximise ROI/ROA, optimise labour efficiency and supply chain management through deep dives into Maximo's industry specific functionality. Always a popular part of Pulse, we expect the sessions this year to be exceptional.

## **Managing Security and Compliance**

The boundaries of today's business infrastructures are being extended and sometimes obliterated by the emergence of cloud, mobility, social business, big data and more. Where does your business ecosystem start and end? Who do you trust? We'll address these key security and compliance challenges in this track, demonstrating how IBM's security intelligence solutions can become the enabler of a business without limits. Topics will include:

- Threat management and detection
- Web application protection
- Database activity monitoring and application vulnerability scanning
- Endpoint security and BYOD
- Managing compliance and audit
- Role modelling and management