IBM Pulse - July 27th & 28th, 2011
Foundations for Growth & Innovation Sessions

Session 1: Track 1,2,3 The future of Service Management – Reaching Beyond the Data Center
Jamie Thomas, Vice President Tivoli Strategy and Development, IBM USA

Only Integrated Service Management provides the software, systems, best practices and expertise needed to manage infrastructure, people and processes—across the entire service chain—in the data center, to the smart device and management system and tailored for specific industry requirements. Hear how IBM is developing it's strategy for Integrated Service Management with the visibility, control and automation needed to enable service innovation for a Smarter Planet.

Session 2: Smarter Endpoint Management Product Roadmap
Naveed Makhani, Senior Product Manager, IBM USA

This interactive session will focus on the cloud-based content delivery model, key differentiators, and roadmap plans of Tivoli Endpoint Manager (TEM), built on BigFix technology. We will cover how TEM's platform elements enable organizations to install and deploy the TEM management client to thousands of desktops, laptops, servers, and mobile devices within hours, all with a single management server, resulting in excellent time to value at very low cost. We will also share our plans for integrations with IBM products that will drive more value out of existing customer investments.

> Naveed Makhani is a Senior Product Manager in IBM's Tivoli Endpoint Manager (TEM) organization, where he manages the Mobile Device Management, Endpoint Protection, and PC Power Management product lines. Naveed came to IBM through the acquisition of BigFix, which he joined in 2006. Prior to joining BigFix, Naveed worked as a Strategy Consultant at Monitor Group, a management consulting firm based in Cambridge, Massachusetts. Naveed has an MBA from the University of California, Berkeley and a BS in Computer Science from Cornell University. He currently resides in San Francisco, CA.

Session 3, Cloud as a Business Transformation Model
Walter Falk, WW leader for Enterprise Cloud Initiatives

Business Innovation on the Edge: What leading edge companies can teach us about turning markets upside down. We will explore how companies are exploiting Cloud Computing to drive business innovation and growth. Examples will be given from real world implementations and we will explore how cloud computing is likely to turn many traditional businesses up-side-down as well as create new opportunities for those on the leading edge.

> Walter is an executive within IBM Corporate HQ - Enterprise Initiative – Cloud Computing, where he is focused on business development, mergers and acquisitions to expand IBM Cloud initiatives globally. As part of this role Walter is deeply engaged in the corporate strategy around cloud and actively participates in the definition of new products, offerings and solutions in the cloud domain. Walter created the IBM Cloud partner ecosystem and is currently leading several acquisition work streams. Cloud Computing offer a radical transformation of how IT services are delivered, consumed and paid for. It is expected that Cloud Computing will transform IT services over the next 3 to 5 years.
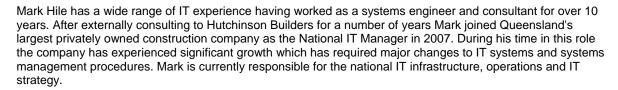
Session 4: Losing control of your endpoints? Tivoli Endpoint Manager - a simple solution to a complex problem
Mark Hile, IT Manager, Hutchinson Builders

IT organisations face an increasing number of security vulnerabilities in third party software. Multi-vendor software audit and compliance is time consuming and expensive. Users are very mobile and often spend extended periods off the corporate network. What's the solution to the ever increasing challenges of endpoint management?
Learn how Hutchinson Builders implemented Tivoli Endpoint Manager to their rapidly growing national network automate administration tasks, manage software and regain control of their endpoints.

Mark Hile has a wide range of IT experience having worked as a systems engineer and consultant for over 10 years. After externally consulting to Hutchinson Builders for a number of years Mark joined Queensland's largest privately owned construction company as the National IT Manager in 2007. During his time in this role the company has experienced significant growth which has required major changes to IT systems and systems management procedures. Mark is currently responsible for the national IT infrastructure, operations and IT strategy.

Session 5: You Have One New Friend Request from: Development
Jamie Thomas, Vice President Tivoli Strategy and Development, IBM USA

Traditionally, development and operations organisations have led parallel lives, rarely if ever intersecting. In recent years, they've taken the first steps to improve communications, knowing that both application development and delivery must come together if organisations are to deploy world-class services. In this presentation, We will outline ways development and IT operations organisations can work together to deliver applications and services faster, focusing on high quality to reduce system downtime and the alignment of this end-to-end service delivery chain. Having previous development roles in IBM WebSphere and VP of Strategy and Development for IBM Rational, our speaker, Jamie Thomas is eminently qualified to articulate a complete picture.

Session 6: Cloud Computing: Getting the benefits while navigating the security challenges
Neil Readshaw, Cloud Security Lead Architect, IBM GTS Security and Compliance

Cloud computing offers enormous potential for the efficient delivery and consumption of IT resources. Appropriate security, privacy and compliance capabilities are paramount before the benefits of cloud computing can be realised. In this session, learn about the security, privacy and compliance challenges with cloud computing; how they are similar to and differ from those of traditional IT; and how IBM Security solutions are being built into cloud infrastructure, and being used to integrate cloud and on-premise IT.

Neil Readshaw is a Cloud Security Lead Architect within IBM Global Technology Services. Neil is responsible for driving secure, compliant solutions for IBM's Cloud offerings. Neil also works with customers to provide solution architecture and drive their security requirements into future Cloud offerings. Neil was previously a Chief Programmer and Security Architect in Tivoli.

Session 7: Kick-starting Your Green Initiative with Endpoint Management
Naveed Makhani, Senior Product Manager, IBM USA

All organisation are controlling cash flow pretty tightly these days. Nearly every organisation would like to market itself as doing something green." So how can IT help fulfil both of these objectives without imposing any new challenges on users and departments? In this session understand how customers are using Opt-In power management programs that allows users to use choose their own power management setting -- an initiative that resulted in a $70,000 rebate from Pacific Gas & Electric. Learn to overcome challenges and objections from users and departments to implement a Green IT program, how the team rolled it out and who was involved, the type of results they are seeing from users, and how they enabled both IT and non-IT stakeholders to get access to the Power data through web reports.

Session 8: Integrated Service Management Using Systems Director Editions
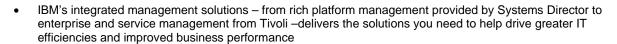Deepa Desai - Product Line Manager, IBM STG Systems Software

In most organizations, the IT infrastructure is 'siloed' and fragmented. This lack of integration results in costly operational management inefficiencies that inhibit business growth and innovation. This session will explore IBM's solution for unified service management, with a focus on the end-to-end integration of Platform, Systems, and Service Management tools built on a common management architecture for streamlining the management of resources across the IT infrastructure. This session will explore how:
- Lack of management integration across IT 'silos' leads to operational management challenges
- IBM helps address the operational management challenges facing the data center with a set of unified offerings that align IT operations with business objectives

- IBM's integrated management solutions – from rich platform management provided by Systems Director to enterprise and service management from Tivoli –delivers the solutions you need to help drive greater IT efficiencies and improved business performance

Deepa Desai is responsible for the portfolio and product management of IBM's Platform Management strategy, focusing on IBM Systems Director as the management backbone in a datacenter and a key enabler for Integrated Service Management solutions. She works with worldwide teams and clients to gather requirements, feedback, analyze market trends, set pricing and establish licensing for systems management products and solutions. She has expertise in management, business development, software development and product management across multiple industries.

Session 9: KVM - An open x86 Virtualisation Solution for Linux and Beyond
Adam Jollans, Worldwide Program Director - Linux Software Strategy, IBM UK

While proprietary virtualization solutions have been very successful, open source virtualization solutions such as KVM (short for Kernel-based Virtual Machine) have delivered significant enterprise grade benefits beyond proprietary solutions. These include better performance and scalability, improved memory management, more security, and support for a larger set of hardware devices and storage. Come learn more about this exciting technology and its implications for your business.

Adam Jollans is currently leading the worldwide cross-IBM Linux and open virtualization strategy for IBM. He is now based in Hursley, England, following a two-year assignment to Somers, NY where he led the worldwide Linux marketing strategy for IBM Software Group. He has been involved with Linux since 1998, and prior to his US assignment he led the European marketing activities for IBM Software on Linux. He joined IBM in 1984, and since then has worked in a range of technical, sales and marketing roles - most of them associated with PC and small systems hardware and software. During his time at IBM he has worked with a leading UK Bank on designing and implementing their distributed branch information system. He also spent two years on assignment to IBM development in Florida working on advanced operating systems. Prior to joining IBM, he worked as an application software designer and programmer, developing commercial graphics and business software. He graduated from the University of Cambridge, England in 1980 with a degree in Computer Science, and is a Chartered Engineer and a Member of the British Computer Society.

Session 10: Successful IBM led deployments in the Cloud,
Lewis Troke, Cloud Computing, WW Integrated Service Management Team

Five ways that IBM is helping Customers to solve real Business Problems using Cloud Computing. Based on customer examples, this session shows how IBM's strategy in Cloud Computing and the IBM Cloud portfolio of offerings and solutions address business requirements and solve real problems within the business world.

Lewis Troke is a Service Management and Cloud Solutions Consultant for IBM. Lewis has extensive experience of architecting and implementing solutions for customers' end to end IT infrastructure, associating IT to the services that Business needs in order to be able to operate effectively. In his more than 30 years in the IT Industry, Lewis has been variously a data centre manager, network consultant, and latterly a service management and cloud solutions consultant. His work with customers includes building return on investment cases to ensure that projects are sustainable and deliver value and financial return to the business. He has worked extensively with large Financial institutions, Utilities and Retail organisations worldwide, especially in northern Europe - and in recent years also in Asia Pacific region. Lewis is currently based in Singapore.