Track 2: Cloud & Innovation Abstracts

Session 1: Service Mgt and Cloud Computing Track Kickoff
Bowman Hall, Worldwide Director of Client Cloud Computing Engagements, IBM USA

More than 80% of businesses are planning, building, and expanding their cloud implementations. New internal and external client and partner requirements are demanded daily. Game changing technologies are no longer a luxury but a requirement to remain competitive. Innovation is now a necessity to establish leadership. Virtualization alone is not enough to keep pace with the cost reductions and business transformation needed to evolve IT. Businesses are looking at cloud computing not only as a means to rethink IT, but to also reinvent the business. Cloud computing helps organizations create unique and profitable business models. IBM delivers ground-breaking cloud technologies that provide continuous application delivery, workload awareness, hybrid integration and management, and orchestration across a standards-based infrastructure.

> Bowman Hall joined IBM in 1996 after IBM's acquisition of Tivoli Software. Bowman has had multiple technical and management roles within IBM in technical support, education, lab-based consulting services and technical sales. Bowman is currently responsible for Cloud Computing Client Engagements with the IBM Software Group, where he leads early adopter customer projects and cloud software implementations. Prior to joining IBM, Bowman was responsible for distributed systems at Carnival Cruise Lines. Bowman attended the University of Texas at Austin where he received a bachelor's degree in mathematics.

Session 2: Cloud Panel: An ANZ View
Steve Godbee, IBM CIO, Australia and New Zealand
Prof Mary-Anne Williams, Director, Innovation & Enterprise Research Lab, Faculty of Engineering and IT, UTS
Local Cloud Service Provider
Deloitte
IBM Experts

How do Australian organisations use cloud today and how do they plan to employ its power in the future? The IBM Institute for Business Value, in conjunction with the Economist Intelligence Unit, surveyed 572 business and technology executives across the world. Over 70% of companies in all industries surveyed are actively experimenting with or implementing Cloud. Attend this session to understand what Australian IT leaders think about cloud. Join a panel of experts as we pose the key questions on everyone's mind - can they be securely harnessed? Now or later? This panel explores the drivers influencing the shift to cloud computing, and how they view this computing evolution (or revolution!).

Session 3: Cloud Case Study
Worldwide Client

Session 4: Securing IBM SmartCloud
Neil Readshaw, IBM Master Inventor and Chief Architect - Cloud Security, IBM GTS

During this session, attendees will learn the IBM point of view on securing cloud environments, and how that approach is applied to delivering secure and compliant IBM SmartCloud solutions, such as SmartCloud Enterprise and SmartCloud Enterprise+. The people, products/technologies and process aspects will each be covered. Attendees will leave the session with new insight that will help them securely deliver their own cloud services or consume those from an external cloud services provider.

> Neil Readshaw is Chief Architect - Cloud Security in IBM Global Technology Services (GTS). In this role, Neil leads a team of security architects to design security and compliant for IBM SmartCloud offerings and customer cloud solutions. Neil is an IBM Master Inventor and Senior Technical Staff Member, and formerly a Chief Programmer and Security Solution Architect in the IBM Security team. Neil holds the CISSP and Open Group Distinguished IT Specialist industry certifications.

Session 5: BYOD and Mobile Device Management,
Kimber Spradlin, Endpoint Solutions Specialist, IIBM USA

Explosive growth in the use of mobile devices helps enterprises reach customers in innovative ways and can increase employee productivity, but requires diligence in protecting corporate data. In this era of Bring Your Own Device (BYOD), with employees using their own mobile devices for business and personal activity, organisations are now tasked with supporting the new social, virtual, and mobile employee and the applications they access. Attend this session to understand the key things you should consider and how to address the challenge with IBM solutions.

> Kimber Spradlin, CISA, CISSP is an Endpoint Management & Security Specialist, focusing on systems management, cost savings/ROI, and security best practices. Previous assignments in the IT industry include IT consulting and software evangelism assignments at Embarcadero Technologies, NetIQ, and Ernst & Young. She is also a Certified Public Accountant (CPA - Inactive), a Certified Information Systems Auditor (CISA) and Certified Information Systems Security Professional (CISSP). Kimber has spoken at numerous security conferences and professional events throughout her career, including CSI, Black Hat, Data Governance Conference, FBIs InfraGard, SQL Pass Summit, and ISACA.

Session 6: Revving Up the Engine of Virtualisation: the Gear shift for Cloud Computing
Lewis Troke, Service Management & Cloud Solutions Consultant, IBM Singapore

How are you doing with your Virtualisation? Good probably.
- ❑ Hypervisor? Check!
- ❑ Lots of activity? Check?
- ❑ Expense under Control? Hmmm, Next?
- ❑ Meeting the Business Objectives and Deadlines? Errr!

For many of us virtualisation has been a long journey, we can see the end of tunnel (or is that just oncoming traffic?) and the Business is demanding more. Now! What, in practical terms can we do next to leverage our virtualisation, and exploit the 'Cloud Advantage'.

> 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.

Session 7: Cruise Control: Operational Excellence for Cloud Computing
Lewis Troke, Service Management & Cloud Solutions Consultant, IBM Singapore

Companies that have the most efficient and effective Cloud based services have been maniacally focussed on Customer experience. Public, Private, or Hybrid Cloud, your companies reputation is more exposed than ever. So understanding what is important to the business, and building the support into your operational delivery has become the key to exploiting the Cloud.

> 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.

Session 8: IBM SmartCloud
Padraig Byrne, IBM Cloud Solutions Specialist, IBM Australia & New Zealand

In October 2011 IBM announced its SmartCloud strategy to the market, pulling together IBM's offerings from hardware, services and software. In this session we will look at those parts of the SmartCloud family that integrate with Tivoli to provide private, public and hybrid cloud technologies. In particular we will look at some of the recent announcements and acquisitions including IBM PureSystems, SmartCloud Enterprise Plus and Green Hat Cloud testing.

Padraig Byrne is a Service Management Specialist with the IBM Cloud Team. Padraig has been with Tivoli in IBM Australia for 6 years working in Sales and Pre Sales. He has worked on Service Management solutions to government departments, telcos and financial industries. Prior to the IBM acquisition, he worked in the development team at Micromuse in London. He has a degree in mathematics from Cambridge University.

Session 9: How IBM does Cloud
Rob Orr, Program Director, Cloud Integration Lab, IBM USA
John Henry Keenan, Development Manager for Cloud Cost Management, SmartCloud DevOps and Accelerators – IBM Cloud Integration Lab, IBM Ireland

Session 10: Tools for Building and Managing your Cloud Service Delivery Platform
Peter Tuton, IBM Service Management and Cloud Technical Specialist, IBM Australia and New Zealand

When constructing a service delivery platform to deliver services from a "Cloud" there are a number of technologies that support the IBM Cloud Computing Reference Architecture. This session will describe the tools that support the functional building blocks and how they work together to deliver greater value to the many private cloud environments being built today. A view will also be provided of how the current offerings are evolving as well as the integration points for connecting with broader service management tools and processes.

Peter Tuton is a Service Management and Cloud Technical Specialist. Peter has over 15 years of experience in the IT industry ranging from software development through to solution architecture, with a Bachelor of Information Technology from the University of Queensland. Although focusing on the technical aspects of Cloud solution architecture, Peter also has the ability to provide a value connection to the business when implementing a private cloud, or "cloud-enable data center".