Elective Sessions Overview

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**2014 Consultants &
System Integrators Interchange**

Elective Sessions - Speaker Profiles

E01: IBM's Security Strategy and Point of View

Vishal Kamat
Program Director, Security Systems, India Software Labs

Speaker Bio: Vishal Kamat is the Head of development and support for IBM's Security Systems product portfolio in India. In addition, Vishal runs the global development for products in the Cryptography, Encryption Key Management and the Directory/LDAP domains for IBM.
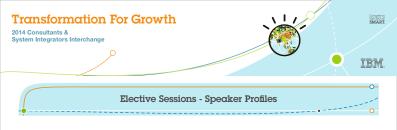
Previously, Vishal was the Head of Strategy at IBM's India Software Lab. In this role he was responsible for various growth initiatives that drove innovation, technical vitality and maturity within the lab. Vishal also led the internal and external communications strategy for the Lab.

Passionate about establishing the lab as a key software center in the region, Vishal is constantly looking for opportunities to support local markets through innovation and leveraging IBM's software portfolio to drive business outcomes for clients.

Since joining IBM in 2001, he has held various leadership positions within IBM's Tivoli, Rational and Lotus teams in the US and in India, driving significant revenue and client references for IBM.

Vishal holds a MS in Computer Science and an MBA in Global Management from leading colleges in the US.

Synopsis: In this session we will share IBM's view of the security challenges faced by our clients. We will examine IBM's approach to security and discuss the IBM Security Blueprint. Finally, we will look at the key security solutions that address Cyber Security, Mobile and Cloud adoption, and we will support this with client use cases.

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E02 : The Internet of Things Foundation - A peek of what's coming

Swati Sinha
Manager, WebSphere MQ L3 Service, India Software Lab

Speaker Bio: Swati Sinha is responsible for Internet of Things Foundation Development and WebSphere Messaging Support within IBM India Software Labs. She has an overall industry experience of 16 years. She has held variety of roles across the software development lifecycle. In her current role, she is responsible for IoT Foundation Delivery from India Software Labs and ensures quality support to Messaging customers worldwide.

Synopsis: The Internet of Things has the potential to create economic impact of $2.7 trillion to $6.2 trillion annually by 2025 and 50 billion devices will be connected. Connected cars, smarter homes, fleet management, smarter cities, smarter retail are some great application areas for IoT. The challenges these client cases bring like: scale, security, optimizing network bandwidth; needs a new technology base which is very different from traditional applications.

This session will talk about IBM's offerings in this space which provides a robust infrastructure foundation for making IoT real. It will elaborate on the key elements which go into making this foundation and demonstrate how easily you can onboard "things", create a real time communication channel, begin capturing data and manage the "things". Session will detail IBM's offering on IoT Foundation and show how you can build IoT apps on IBM's PaaS offering, Bluemix.

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E03: Applying Social to Document and Knowledge Management

Vinod Vishnu Shirke
IT Architect, IBM Software Group

Speaker Bio: Vinod Shirke is an IT Architect with WW Software Alliances Group. He supports RFP/RFI, POC, enablements and awareness sessions on portal, social collaboration and mobility. He has worked with technologies like Java, JEE, EJB, J2ME, Java Card, VB Card and has developed, deployed and integrated the following: IBM WebSphere Portal Server, IBM Web Content Manager, IBM Web Experience Factory, IBM Connections, IBM Quickr and IBM Sametime.

Synopsis: Social collaboration tools, when used appropriately provide a in-depth understanding and association with others. The tools allow people to share their stories (examples) with others. In these social collaboration environments stories can be easily enhanced and guided by others in similar contexts. Working together to achieve a common goal is what team building is all about, collaboration is wider. It is about using the knowledge and skills from people in different teams to leverage the learning. Hence Social Collaboration tools can be used capturing, developing, sharing and effectively using organizational knowledge, allowing to store & track the electronic documents which be tracked for different versions modified by different users.

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E04: IBM Web Analytics Solution

Sandesh Anvekar
Advisory Software Engineer

Speaker Bio: Sandesh has around 15 years of IT industry experience spanning multiple domains like computer networks, mobile browser, ad server etc. The last 4 years of which have been with IBM. In IBM Sandesh started as a part of IBM Unica group for the first two years and have worked extensively on products like Predictive Insight, Campaign and Optimize. Currently Sandesh is working with IBM Tealeaf as a SME and lead engineer on implementation and enhancement of Tealeaf product with new features.

Synopsis: IBM Web Analytics ushers a new era of customer behavior analytics that is part of a broader, integrated customer analytics solution set for the most holistic understanding of the customer lifecycle companies to answer the most compelling, yet difficult questions that plague marketing, merchandising, e-commerce and customer service departments. It also provides following key benefits to customers.

Gain insight with intuitive reporting. Combine quantitative, qualitative and behavioral data to derive customer experience insights and conversions across single and multiple buying cycles. Helps improve campaign performance and content placement, and optimizes a site's page flow with intuitive, visual analytics such as heat maps, attention maps and link & form analytics. Provides fast visibility into the hidden problems that can impact your business. Turn behavioral insight into automated digital marketing action. Understand, connect and engage your customers to deliver personalized shopping experiences.

IBM

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E05: POWER8 Platform of Choice for Cloud, Analytics, Mobile and Social (CAMS)
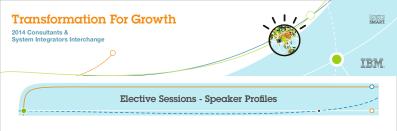
Rohit Sood
Technical Sales Leader, IBM Power Systems, Systems and Technology Group

Speaker Bio: As a Technical Sales Leader at IBM, Rohit's primary responsibility is to provide customers with insight on the use of IBM POWER Technology built on OpenPOWER foundation, designed for Big Data which also provides superior Cloud economics.

Prior to moving into this role in March 2014, Rohit was the Sr. Architect in IBM that included PureSystems, POWER Systems and Storage Systems. His responsibilities included sales training, business development, technical briefings, and solutions for large complex infrastructure requirement of clients. Rohit has an overall IT experience of 16 Years. Additionally, Rohit has a rich hands-on experience in implementing the infrastructure solutions from his earlier role in IBM where in he was also supporting customers in hardware and software support.

Synopsis: The session will cover the highlights of POWER8 as the Platform of choice for Cloud, Analytics, Mobile and Social (CAMS). The session will cover various IBM CAMS solutions and offerings, and how Power8 enhanced infrastructure best fits and runs these offerings.

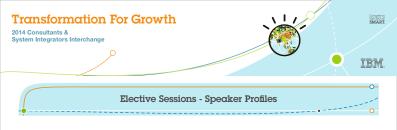### E06: Transforming Data Economics with Flash System

Chai Cher Kion
Flash Solutions Sales Leader Storage Platforms
Systems and Technology Group, IBM Asia Pacific

Speaker Bio: Chai is currently the Flash Solutions Sales Leader for Systems and Technology Group (STG) covering the IBM Asia Pacific. He is responsible to drive IBM's Flash Solutions business across these emerging growth markets.

He has been with IBM for more than 25 years and has extensive industry experience and in-depth knowledge of a wide range of IBM Storage and Servers as well as a deep competitive knowledge on the subject. Chai also has extensive experience as a technical consultant in servers and storage solutions for the Asia Pacific regions. In this capacity, he provides technical and competitive solutions expertise on all IBM servers and storage products for customers across the Asia Pacific countries. Chai is both an IBM Certified Sales Professional as well as IBM Certified Consulting I/T Professional and has held multiple certifications in Server and Storage. He is based in Singapore.

Synopsis: You will hear how FlashSystem is a cutting edge innovation and how it can help drive extreme performance across the data center. Discussion on possible target workloads to accelerate the performance and their economic benefits. Catch IBM FlashSystem deployment strategies, plus a few customer stories illustrating their effectiveness.

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E07: IT Optimization Scenarios with the Enterprise Linux Server

Gene Fuh, Ph.D.

Director & Distinguished Engineer, System z Technical Enablement and Business Development, CTO, GCG STG Laboratory, Executive Sponsor CDL & CSTL z Community

Speaker Bio: Dr. Gene Fuh is the Director & Distinguished Engineer for IBM System z Technical Enablement & Business Development. In this role, he is responsible for enabling the World Wide System z technical community for technologies in Cloud, Analytics, Mobile, Social, Security etc. and developing partnership with business partners based on these technologies. Dr. Fuh is a member of IBM Academy and an IBM Master Inventor. He is currently taking an international assignment in China while holding the WW mission and responsibility. He is also the CTO of IBM System & Technology Laboratory in China. Prior to his current role, Dr. Fuh has held multiple leadership positions in IBM Information Management with the focus in Compilers, Database Systems, Data Warehouse, Big Data, and Analytics.

Synopsis: Linux on System z is successfully used by many customers for various applications, including consolidation of WebSphere and Oracle. This session will address questions like: What is the difference to a distributed environment? What are the advantages and practical experiences? What makes the business case for consolidating on System z? How is Linux on System z positioned against other potential consolidation platforms? What are the advantages of Linux on System z and z/VM?

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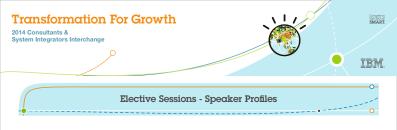### E08: OpenStack with IBM: Leading the way to Cloud

Anbazhagan Mani
Senior Software Engineer - Cloud Systems Software
IBM India Systems and Technology Lab

Speaker Bio: Anbazhagan Mani is a senior architect at IBM Systems and Technology Group specializing in development of Cloud Systems Software. He has over 14 years of experience working at IBM with primary focus on systems and virtualization management, cloud, solution integration and workload optimization. He holds over 10 patents and several publications.

Synopsis: OpenStack has generated enormous interest in the industry as an open platform for IaaS clouds - public, private, and hybrid. OpenStack is gaining popularity because it reduces the cost of running a data center, specifically the licensing costs for virtualization and ongoing maintenance. OpenStack is the only cloud solution that allows mixed Hypervisor IT environments paving way for interoperability and open standards for cloud, thereby attracting all major IT vendors. With the kind of momentum it has, no wonder OpenStack is being labeled as "the next Linux". IBM is a Platinum Sponsor and one of the leading players in the OpenStack community, both through developing code and by helping clients implement open clouds. In this session, we will look at OpenStack technology and how companies can benefit from it.

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E09: Linux on Power Systems - Trends and Directions

Dipankar Sarma
Distinguished Engineer, Linux Technology Center
IBM India Systems & Technology Labs

Speaker Bio: Dipankar Sarma is a Distinguished Engineer in IBM Linux Technology Center at India Systems & Technology Lab. He is currently responsible for development of Linux and KVM on next generation Power systems for cloud and large datacenters. His work cuts across hardware, firmware, KVM virtualization and Linux operating system in order to build enhanced energy efficiency, reliability, serviceability and industry standard management capability that integrates fluently with open data center management environments and cloud. He has developed power management capabilities, hardware management capabilities and contributed to KVM for the next generation of IBM Power systems. He has also been a significant contributor to the Linux Kernel over the last decade in the areas of scalability and power management. He has also been a past community maintainer for RCU synchronization subsystem in the Linux Kernel. Dipankar has authored a number of papers and holds 9 patents in computer systems design. [http://www.hill9.org]

Synopsis: The year 2014 has seen some exciting technologies being brought to market via IBM's new Power scale-out servers running Linux. These systems with the new POWER8 processor are also packed with a set of new open industry standard technologies - open source firmware, KVM, Linux, open standards server management and OpenStack integration for cloud. With these, IBM brings enterprise IT capabilities to the cloud. Catch the session for a review of these technologies and trends for the future.