

Compete in
the Era of
SMART.



Plenary Sessions Overview

Transformation For Growth

2014 Consultants &
System Integrators Interchange





Plenary Sessions Speaker Profiles

Plenary 1: Why Infrastructure Matters for CAMS



Dr. Gururaj Rao

- IBM Systems & Technology Group, Enterprise Systems & Technology Development - IBM USA
- IBM Fellow & VP, STG Development, India & South Asia

Speaker Bio: Dr. Rao is an IBM Fellow at the Systems & Technology Group responsible for establishing the technical direction for IBM's Enterprise Systems. He leads an inter-divisional team of hardware, software and Research engineers. Working with enterprise customers and IBM's client facing units, he determines business and customer needs, and drives the system design of IBM's enterprise systems to meet those needs.

Since joining IBM in 1978 at the Thomas J. Watson Research Center, Dr. Rao has led the architecture, design and development of several industry leading functions in the IBM Mainframe systems, including dynamic branch prediction, high performance processor design, data compression, enterprise addressing architecture and shared data cluster architecture. He was a key contributor to the transition of the IBM Mainframe from bipolar process technology based designs to CMOS technology based architecture and design. He has established the systems architecture for several generations of IBM's CMOS Mainframes. He has also driven collaboration of Mainframe Class system functions into other IBM enterprise server designs.

Synopsis: Cloud, Analytics, Mobile and Social (CAMS) are transforming the world and bringing opportunities to businesses. This is an incredible moment. But many organizations have not been able to harness the value of their investments in this space. They need a new IT model, designed for the new era. It comes down to the fact that infrastructure matters. The right infrastructure helps deliver real-time insights so companies can make better business decisions, faster. It delivers performance efficiently, optimizes IT resources and is easy to consume. It's also scalable and secure, providing safe, shared access to all relevant information no matter where that information resides. All of that sounds great. But, as we often hear clients ask, how do you make sure you're choosing the right infrastructure for your business? It doesn't have to be hard. We have the expertise and the solutions to help our clients make the right infrastructure choices so they can succeed. This is our moment as much as it is our clients' moment. Therefore, leading worldwide industry experts have been discussing why IT infrastructure matters and how organizations can realize competitive advantage building their CAMS initiatives optimized by IBM infrastructure innovations.

Dr. Rao will talk about why infrastructure matters for CAMS



Plenary Sessions Speaker Profiles

Plenary 2: Exploring IBM Watson



Sandesh Bhat

VP - India Software Labs

Speaker Bio: Sandesh is responsible for driving the development transformation mission and growth across all Software Group brands. He joined IBM in 1996 and has held various leadership positions including responsibility for innovation and technology enablement supporting our vast product lifecycle ecosystem and collaborating with business partners, ISVs, customers and development communities worldwide.

Prior to moving to India and taking up his current assignment, Sandesh served as the Vice President of Messaging and Collaboration, a division within IBM Software Group. His role included leading a World Wide team spanning several locations and driving design, development and delivery of several market-leading products.

Sandesh has also helped spearhead the strategy and execution of key emerging technology projects within IBM CIO which have had an impact on more than four hundred thousand employees in the company. Additionally, he has provided executive sponsorship and oversight to several strategic enterprise customer deployments worldwide and has worked extensively with customers in the US, Canada, China, India and Europe, providing a consistent record of innovation and implementation which have made him a recognized technology leader known for crafting the requisite strategic vision to achieve business goals.

Synopsis: IBM Watson is defining a new era of cognitive technology. This generation of problem solvers are going to learn much faster with Watson. And Watson will learn much faster with us. Together we can define a new era of computing. Sandesh Bhat, VP India Software Lab will discuss the technology and architecture behind IBM's technological innovation - the question answering and natural language processing system, Watson.

Sandesh Bhat will talk about Exploring IBM Watson



Plenary Sessions Speaker Profiles

Plenary 3: Changing the Landscape without Changing the Definition



○ Jorge L Ros

- SoftLayer Integration Exec for BP Channels, IBM Global Technology Services

Speaker Bio: Jorge Ros is the Global SoftLayer Channels Integration Exec, responsible for the integration of the SoftLayer Channels programs into IBM. As part of the integration Jorge drives Global Channel Sales and Sales Execution, Sales resource hiring, as well as process and reporting integration. Before taking on this responsibility,

Jorge was the Global Sales Coverage and Initiatives BUE as part of the Sales Coverage and Transformation in IBM.

Upon graduating with a Bachelor's Degree from Boston College in 1999, he specialized in Operations and Strategic Management; Jorge returned to his hometown of Miami, Florida, to join IBM at its Latin American HQ working with Business Partners. Since then, Jorge's completed an MBA at the University of Miami and has had many opportunities to take on more business challenges, exposing him to different cultures and refining his expertise on successfully driving international organizations and managing Multi-cultural teams.

Throughout his career at IBM, Jorge has held leadership positions in Sales and Operations in Europe, Latin America and at a Global Level. A journey comprising Competitive Sales, Business Partner Operations for Latin America, Country Operations for IBM Mexico, and Southwest Europe Sales Coverage and Transformation.

Jorge's defining characteristics at work is his positive attitude to embrace challenges and also his ability to be flexible and innovative in his thinking. He can develop simple solutions to solve complex business problems.

Synopsis: Change the landscape not the definition. The availability of cloud offerings has changed the way technology is consumed. Client operations are unique and require more than a one-size-fits-all solution – they need hybrid hosting to virtualization, security and highly scalable Web service solutions. Traditional business partners' skills and service delivery capabilities must transform to meet clients' needs. This session will provide insights and examples of how partners can capture the cloud opportunity working with SoftLayer, an IBM Company.

Jorge will talk about SoftLayer - Changing the Landscape without changing the definition



Plenary Sessions Speaker Profiles

Plenary 4: Predicting Success: Innovating with Advanced Analytics in the Era of Big Data



○ Anjul Bhambhri

○ VP, Big Data, IBM Silicon Valley Laboratory, IBM Software Group

Speaker Bio: Anjul Bhambhri is the Vice President of Big Data. She was previously the Director of IBM Optim Application and Data Lifecycle Management tools. She is a seasoned professional with over twenty three years in the database industry. Over this time, Anjul has held various engineering and management positions at IBM, Informix and Sybase. Prior to her assignment in tools, Anjul spearheaded the development of XML capabilities in IBM's DB2 database server. She is a recipient of the YWCA of Silicon Valley's "**Tribute to Women in Technology**" award for 2009. Anjul holds a degree in Electrical Engineering.

Synopsis: The advent of Big Data provides unprecedented opportunities for organizations of all types to gain competitive edge or improve their operations. To do this, they need to inject intelligence into key business processes and the operational systems that support them. Key to this is to extract not only insight from data assets, but also the foresight that enables smarter decisions and actions that identify as well as exploit potential opportunities for success, while anticipating and avoiding negative outcomes. This session will describe, with examples and case studies, the benefits of predictive and advanced analytics in the era of Big Data; how the industrialization of these technologies massively scales the value that can be delivered. It will also cover IBM's advanced analytic solutions that combine pre-configured technology components with domain content, and discuss how these can generate new business opportunities for IBM and its partners in areas such as improving the maintenance and reliability of mission-critical assets, and maximizing the value of customer interactions.

Anjul will talk about Big Data - Predicting Success: Innovating with Advanced Analytics in the Era of Big Data



Plenary Sessions Speaker Profiles

Plenary 5: MobileFirst – Mobile Development & Runtime Challenges for Today and Tomorrow



◦ Girish Dhanakshirur

- STSM, Master Inventor, IBM Worlflight, IBM Software Group

Speaker Bio: Girish Dhanakshirur (@girishdshirur) is a Senior Technical Staff Member (STSM) and a Master Inventor in IBM Software Labs. He joined IBM US in 1997 to work on IBM's Speech Recognition Software, called ViaVoice. Since then he has held various senior technical lead roles in a series of WebSphere stack product development, including WebSphere enterprise middleware, security appliance and advanced telephony. In 2011, Girish led the creation of incubation division called: Emerging Technology Institute. He successfully led the creation of many incubations in the area of Mobile, Cloud and Appliance products. Currently, he's a Senior Architect for IBM's flagship MobileFirst platform and leads Worlflight development team; working closely with IBM client CIOs across the globe for Mobile implementations.

Through his nineteen year software development career, Girish has built a large portfolio of Intellectual Properties. He has fifteen patents issued in his name and many more filed at the patent office. He has presented in various forums Worldwide including IBM IMPACT, Business Agility Conference, Tech Forums, Annual Mobile Apps Conference, etc. and has contributed to many various external publications, including PCQuest, Forbes India, DeveloperWorks, popular tech blogs etc. He also featured on National Television represented as IBM's Mobility Expert.

Girish holds a Masters in Computer Science, and an MBA with Specialization in IT, both from Florida Atlantic University, Boca Raton, US.

Synopsis: Mobile technologies are revolutionizing our personal lives and transforming the way we do business. This talk addresses both the technology and business transformations taking place, and explains how they are encouraging organizations to rethink the way they do business. The ensuing changes affect the internal business processes related to employees and the external customer facing systems that use front office digitization. You will learn: mobile technical and business challenges, platforms, tools, advanced capabilities, and future directions in Mobile Technologies.

Girish will speak about MobileFirst – Mobile Development & Runtime Challenges for Today and Tomorrow



Plenary Sessions Speaker Profiles

Plenary 6: IBM Software Defined Environments - Next Generation of Automation for Cloud



○ Matt Hogstrom

- Distinguished Engineer, CTO Software Defined Environments

Speaker Bio: In his current role Matt is responsible for the architecture and strategy for Software Defined Environments (SDE). SDE provides a framework for how SDE Consumers and SDE Providers work together. This takes into account Prior roles including Architect of the IBM Workload Deployer (previously known as WebSphere CloudBurst Appliance), Chief Architect of WebSphere AppServer Community Edition and Architect of the WebSphere performance team across all runtime environments.

Synopsis: Software Defined Environments is the next generation Automation for Cloud and Big Data. A Software Defined Environment (SDE) enables your organization to deliver IT services in the most efficient and programmatic way possible by removing the compute, storage and networking silos, and optimizing the IT infrastructure. In a SDE, data center workloads are serviced automatically by the most appropriate resources that are dynamically assigned and managed, transforming a static IT infrastructure into a workload aware environment. For our clients the value SDE provides is faster workload deployment, improved application lifecycle management, higher infrastructure utilization and more agile IT.

Matt will talk about IBM Software Defined Environments - Next Generation of Automation for Cloud

