

## Tuesday, May 13, 2014

8:00 am - 5:30 pm **Registration Open**

8:00 am - 9:00 am **Continental Breakfast and Conversation**

9:00 am - 9:15 am **Welcome and Opening Remarks**

Derek Hulitzky, VP, Content Development and Strategy, IDG Enterprise

John Dix, Editor in Chief, Network World

9:15 am - 10:00 am **Network Virtualization and SDN: A Reality Check**

Jim Metzler, Network World Columnist; Vice President, Ashton Metzler & Associates

Whether you are already using them, or don't know much about them, network virtualization and software defined networking (SDN) are changing the way we may deploy enterprise networks. But just what are they and what is the state of current implementations? And what can today's networking and data center executives and managers expect over the next 12 months from these new approaches? Join us for this overview from one of the industry's leading experts.

10:00 am - 10:30 am **Network Virtualization and the Software-Defined Data Center**

Brad Hedlund, Engineering Architect, VMware

Network virtualization promises the same transformative impact to changing data center agility and economics that was experienced with server virtualization. To date, the network virtualization conversation has focused on well-documented and customer-proven benefits of agility, flexibility and cost improvements. In this session, we'll give an overview of the software-defined data center and VMware NSX — and outline how network virtualization will enable advanced capabilities such as network visibility and troubleshooting, network-wide policy and a new security paradigm.

10:30 am - 11:00 am **Networking and Refreshment Break**

11:00 am - 11:30 am **The Evolution of SDN: Application-Driven Network Virtualization and Beyond**

Bryan Stiekas, Chief Technologist, SDN and Cloud, HP Networking, Hewlett-Packard Company

Software Defined Networking (SDN) began with goals of openness, innovation, eliminating legacy human middleware and automating orchestration and control — all while lowering cost and complexity. Where are we at today? Where is the architecture taking us, not just in the data center, but across the campus and branch to encompass the entire enterprise? Join us to review the state of SDN and how it's addressing the goals and promises it set out to achieve.

11:30 am - 12:00 pm **Getting to Reality: Is SDN Ready for Prime Time?**

Brad Casemore, Research Director, Datacenter Networks, IDC

John Dix, Editor in Chief, Network World

Jim Duffy, Managing Editor, Network World

Jim Metzler, Network World Columnist; Vice President, Ashton Metzler & Associates

With the previous sessions as a backdrop, our panel of experts will discuss the benefits and challenges of today's offerings, citing key architectural decision points and recommending possible next steps.

12:00 pm - 1:15 pm

**Networking Lunch**

1:15 pm - 2:00 pm

**Rapid-Fire Solution Sessions**

Join us for two consecutive 15-minute presentations, followed by a 15-minute panel discussion where the moderator contrasts the various approaches described by the presenters.

**SDN and Traditional Networks: Peaceful Co-Existence and Migration**

Chip Copper, Principal Engineer, PhD, Brocade Communications, Inc.

As the industry considers the large scale deployment of software defined networks, strategies are needed that allow migration from existing infrastructures to next generation protocols. In this session, we'll introduce several of these strategies that provide not only viable alternatives, but a sliding scale of adoption of NFV and SDN — all of which allows a degree and rate of migration that suits changing application needs.

**Cisco's Innovations Enabling Open Networking and Group-based Policy**

Frank D'Agostino, Senior Director, Technical Marketing and Solutions Engineering, Cisco

Join us to hear how Cisco is contributing to open networking and application policies to drive automation and network virtualization via open API's, OpenStack, Open Layer 4 through Layer 7 appliances, enabling application alignment with group-based policy.

2:00 pm - 2:30 pm

**Building an RFI: A Step-by-Step Approach**

Jim Metzler, Network World Columnist; Vice President, Ashton Metzler & Associates

With so much at stake -- yet so much unknown — with SDN and virtualized networking technologies, organizations can find it difficult to navigate the first steps to finding solutions. This is where a well-developed Request for Information (RFI) process can help. Join us for this session to understand the best ways to start and manage your RFI process.

2:30 pm - 3:00 pm

**Networking and Refreshment Break**

3:00 pm - 3:45 pm