

VMWORLD® 2012
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PROGRAM GUIDE

10 | 08 | 2012

vmware®

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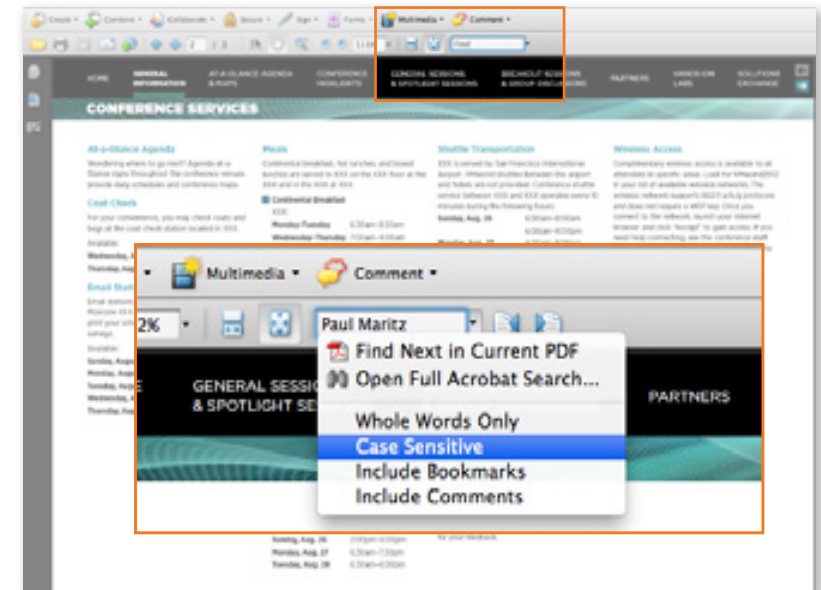
INTERACTIVE PDF

→ Document Links

This PDF has navigational links throughout the document. Click on arrow buttons, listed links or any category in the top navigation to go directly to the appropriate content in the document.

→ Search This Document

To find a specific speaker, company or session topic, use the search box at the top of this PDF document or select “Edit > Search” in the menu. Type key words in the “Find” box and matching results will be highlighted throughout the document. Further define your search with the drop down search selections, such as “Case Sensitive” search.





GENERAL INFORMATION

GENERAL INFORMATION

Agenda-at-a-Glance

Wondering where to go next? Agenda-at-a-Glance signs throughout the conference venues provide daily schedules and conference maps.

Coat and Bag Drop

For your convenience, you may leave your coats and baggage at the Coat and Bag Drop located in Hall 8, Lower Level.

Opening times are the same as registration.

Internet stations

Internet Stations are located in the registration area, Hall 8, Lower Level. These may be used to check email/daily schedule, fill out conference surveys or for onsite registration.

Food and Beverage

Hot lunches are available in Hall 7 and Grab & Go lunches are available throughout the venue.

Tuesday – Thursday 12:00 – 14:00

Pocket Guide

There is no pocket guide being offered this year. Please download the VMworld Mobile Application at www.vmworld.com/mobile for the latest information and schedule.

Policies

ACCESS

Please wear your VMworld 2012 Europe conference badge at all times so that you can be readily identified as a VMworld 2012 Europe attendee. Registered Full Conference attendees may attend conference functions, sessions and meetings. Registered guests may attend the VMworld Welcome Reception and VMworld Party, along with VMworld full conference attendees. Conference badges, which consists of a badge and badge holder must be worn for access to the Party. Please do not remove the badge from the badge holder as you will not be allowed access to the party unless you present your full conference badge.

If you lose your badge, please visit the Registration desk and present your official photo identification (i.e. driving license, passport, citizenship card). There is a Euro 50 badge reprint fee for all attendees and badges are not transferable. This fee excludes Spanish VAT at 10%.

CELL PHONES

Cell phones should be silenced or turned off during all sessions and labs out of consideration for speakers and fellow attendees.

LOST AND FOUND

Lost and found items will be handled by VMworld 2012 staff at the Information desks throughout the venue.

SMOKING

The Fira Gran Via is a non-smoking building. There are designated smoking areas located off the 8 Upper Level Foyer, or outside the registration area in hall 8 Lower Level.

SPECIAL ASSISTANCE

If you need special assistance, please visit the registration area in Hall 8 Lower Level and VMworld staff will endeavour to help you.

Refer a Colleague Program Redemption

Attendees who qualify for a €25 gift certificate to the VMware Company store will receive their award at registration.

Registration

HALL 8 LOWER LEVEL

Barcelona Fira Gran Via Registration Areas include pre-registered Partners and Attendees, Exhibitor/Sponsor, VMware, Press/Analyst/Bloggers and Speakers.

REGISTRATION HOURS

Sunday	16:00 – 20:00
Monday	07:00 – 20:30
Tuesday	07:30 – 19:30
Wednesday	08:00 – 18:00
Thursday	08:30 – 16:00

Transportation

A shuttle service is offered to attendees from the airport to VMworld 2012 and from the Europa Fira Metro station to VMworld 2012. Look out for the VMworld 2012 sign on arrival. There is no shuttle service offered from hotels.

AIRPORT SHUTTLE HOURS

Sunday	16:00 – 20:00
Monday	10:00 – 20:00
Thursday	12:00 – 18:00

Shuttle drop off/pick up: Fira Gran Via North Entrance, Hall 8, Lower Level.

METRO PASSES

During the conference, you are encouraged to use the Metro to get to and from Fira Barcelona Gran Via. Visit the Information Desk in Hall 8, Lower Level or the Quantum booth in Solutions Exchange, Stand S402 to pick one up.

Sponsored by
Quantum

Surveys

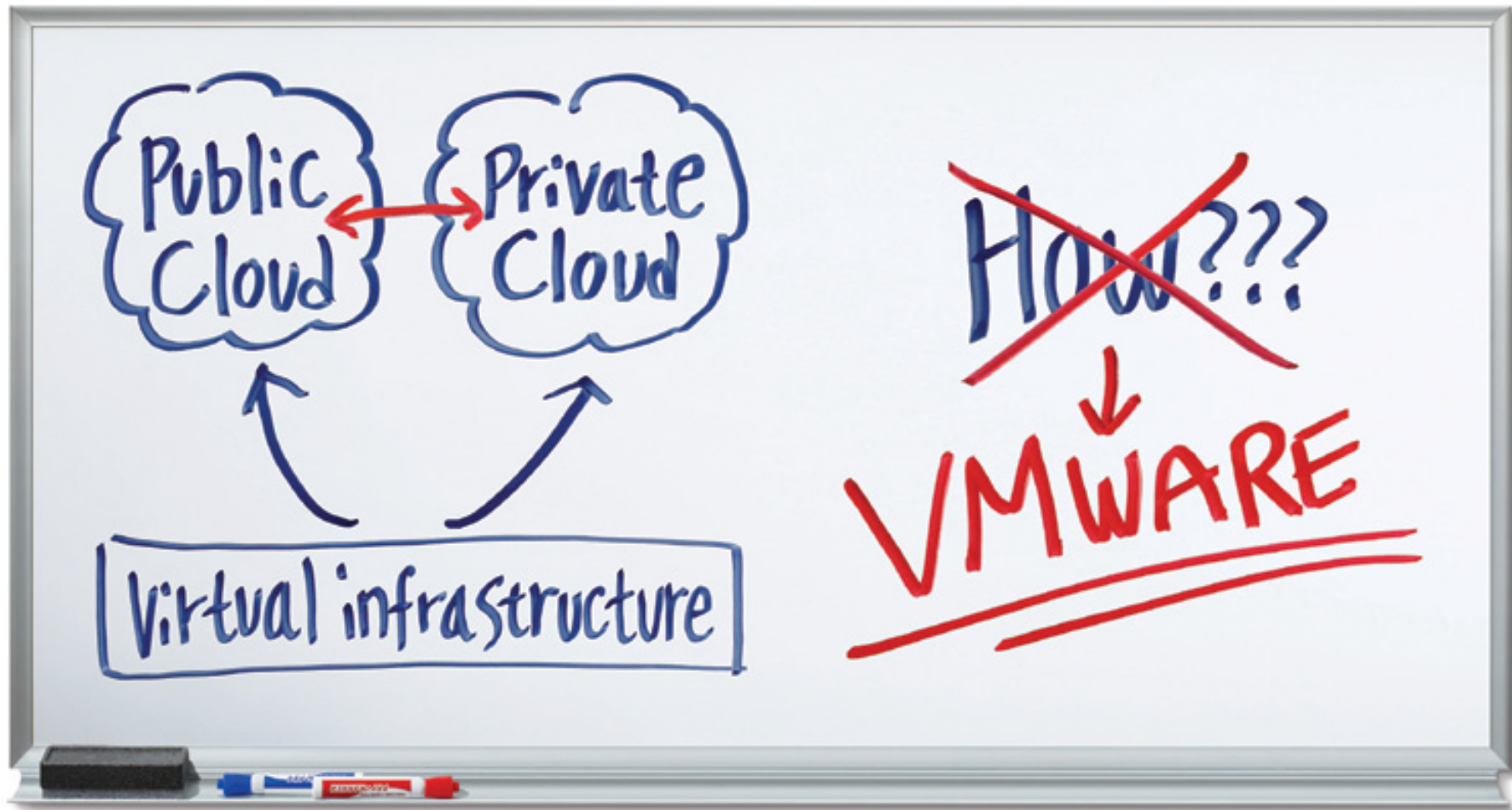
Throughout the event, attendees will receive a session survey for each of the General Sessions and Breakout Sessions they attend. Attendees who complete the survey within one hour after each session will be entered into a draw for a gift from the VMware company store. Session surveys are available on the VMworld mobile application and internet stations. Winners will be notified by email and will pick up their gift at the VMware company store.

Shortly after the event, attendees will receive an email invitation to complete the VMworld 2012 overall conference survey. Attendees who complete this survey will be entered into a draw to win one of three complimentary VMworld 2013 conference passes.

Wireless Access/WiFi

Complimentary wireless access is available to all conference attendees in specific areas. Look for “VMworld2012” in your list of available wireless networks. The wireless network supports 802.11 a/b/g protocols and there is no WEP key. Once you connect to the network, just launch your Internet browser and click “Accept” to gain access. If you need help connecting, please see Technical Support at the information desk in the registration area, Hall 8, Lower Level.

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Today, 97% of the Fortune Global 500 rely on VMware®, the global leader in virtualization and cloud infrastructure. We helped your enterprise become cloud-ready. Now that you're embracing cloud computing, we offer the best path to a secure, managed and controlled environment. Because it's not just about getting to *the* cloud. It's about getting to *your* cloud.

vmware®
The power behind your cloud.

Visit vmware.com/whiteboard



AGENDA-AT-A-GLANCE & CAMPUS MAPS

AGENDA-AT-A-GLANCE**SUNDAY****MONDAY**

06:00				06:00
07:00				07:00
08:00				08:00
09:00				09:00
10:00				10:00
11:00				11:00
12:00				12:00
13:00				13:00
14:00				14:00
15:00				15:00
16:00				16:00
17:00				17:00
18:00				18:00
19:00				19:00
20:00				20:00
21:00				21:00
22:00				22:00

REGISTERHALL 8,
LOWER LEVEL

07:00 – 20:30

REGISTERHALL 8,
LOWER LEVEL

16:00 – 20:00

**PARTNER BREAKOUT
SESSIONS**HALL 8,
LOWER LEVEL

10:30 – 11:30

11:45 – 12:45

14:00 – 15:00

15:15 – 16:15

**PARTNER GENERAL
SESSION**

16:30 – 18:00

**PARTNER
APPRECIATION
RECEPTION**

18:00 – 20:00

HANDS-ON LABSHALL 6,
LOWER LEVEL

08:00 – 18:00

PARTNER LUNCHHALL 8, UPPER LEVEL FOYER
12:45 – 14:00



AGENDA-AT-A-GLANCE

TUESDAY

WEDNESDAY

06:00										06:00
07:00										07:00
08:00	REGISTER HALL 8, LOWER LEVEL 07:30 - 19:30	GENERAL SESSION HALL 8, UPPER LEVEL 09:00 - 10:30								08:00
09:00		GENERAL SESSION HALL 8, UPPER LEVEL 09:00 - 10:30								09:00
10:00										10:00
11:00		BREAKOUT SESSIONS	SPOTLIGHT SESSIONS	SOLUTIONS EXCHANGE	HANDS-ON LABS					11:00
12:00						LUNCH				12:00
13:00						HALL 7, LOWER LEVEL 12:00 - 14:00				13:00
14:00										14:00
15:00										15:00
16:00										16:00
17:00										17:00
18:00			WELCOME RECEPTION						18:00	
19:00									19:00	
20:00									20:00	
21:00									21:00	
22:00									22:00	

Agenda subject to change. Visit www.vmworld.com/mobile for latest updates.

AGENDA-AT-A-GLANCE**THURSDAY**

06:00						06:00
07:00						07:00
08:00						08:00
09:00	REGISTER HALL 8, LOWER LEVEL 08:30 – 16:00	BREAKOUT SESSIONS HALL 8, LOWER LEVEL 09:00 – 16:00	SOLUTIONS EXCHANGE HALL 7, LOWER LEVEL 10:30 – 16:00	HANDS-ON LABS HALL 6, LOWER LEVEL 09:00 – 16:00	LUNCH HALL 7, LOWER LEVEL 12:00 – 14:00	09:00
10:00						10:00
11:00						11:00
12:00						12:00
13:00						13:00
14:00						14:00
15:00						15:00
16:00						16:00
17:00						17:00
18:00						18:00
19:00						19:00
20:00						20:00
21:00						21:00
22:00						22:00

Agenda subject to change. Visit www.vmworld.com/mobile for latest updates.



BUILD A DATA CENTER FOR CLOUDS THAT GET NEW IDEAS OFF THE GROUND FASTER

Moving quickly from inspiration through production has never been more critical. Cloud architectures from Cisco can help. Whether you're using public, private or hybrid clouds, Cisco Unified Data Center assures the quality and availability of cloud-based applications and services. Designed from the ground up for today's business world, it provides the core data center infrastructure that delivers reliable cloud computing for the enterprise.

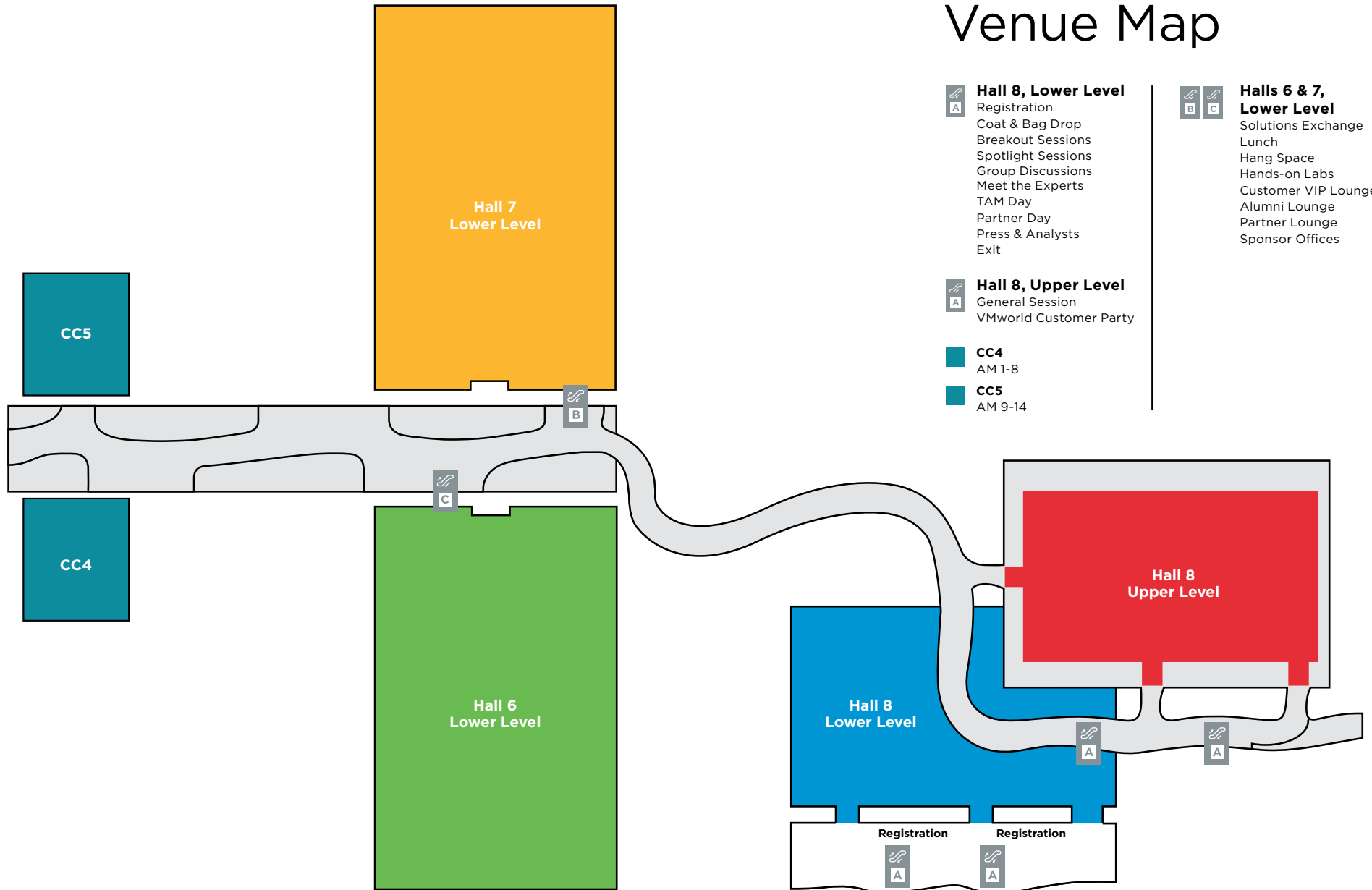
There is a world of many clouds moving business forward today. Choose networks that help you move faster and smarter through them. Choose Cisco.

Join Cisco at Stand D200.
For additional information visit:
cisco.com/go/vmworld/emea



MAPS - VENUE MAP

Venue Map



- Hall 8, Lower Level**
 - Registration
 - Coat & Bag Drop
 - Breakout Sessions
 - Spotlight Sessions
 - Group Discussions
 - Meet the Experts
 - TAM Day
 - Partner Day
 - Press & Analysts
 - Exit

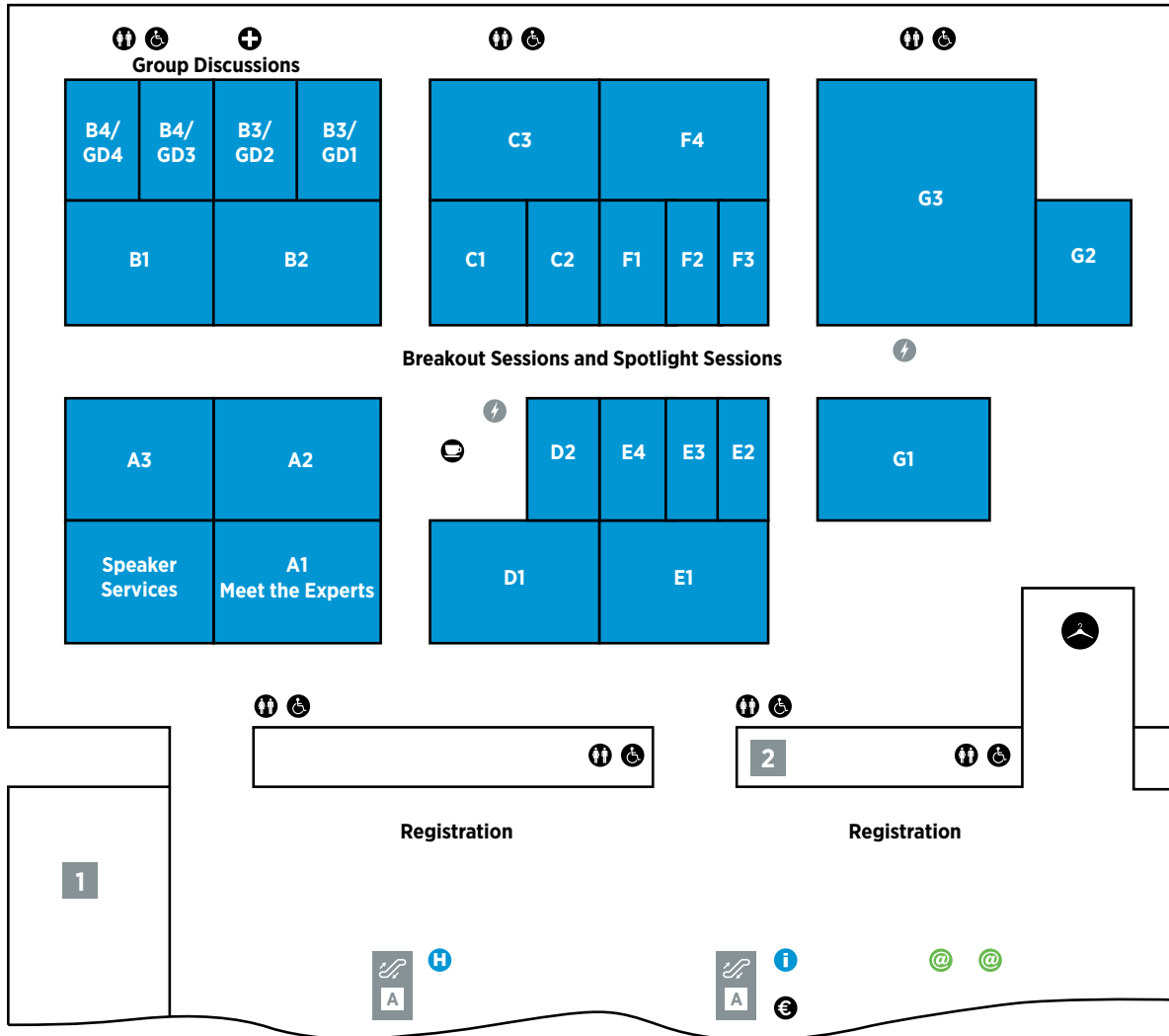
- Hall 8, Upper Level**
 - General Session
 - VMworld Customer Party

- CC4**
AM 1-8
- CC5**
AM 9-14

- Halls 6 & 7, Lower Level**
 - Solutions Exchange
 - Lunch
 - Hang Space
 - Hands-on Labs
 - Customer VIP Lounge
 - Alumni Lounge
 - Partner Lounge
 - Sponsor Offices

MAPS - HALL 8, LOWER LEVEL

Hall 8, Lower Level



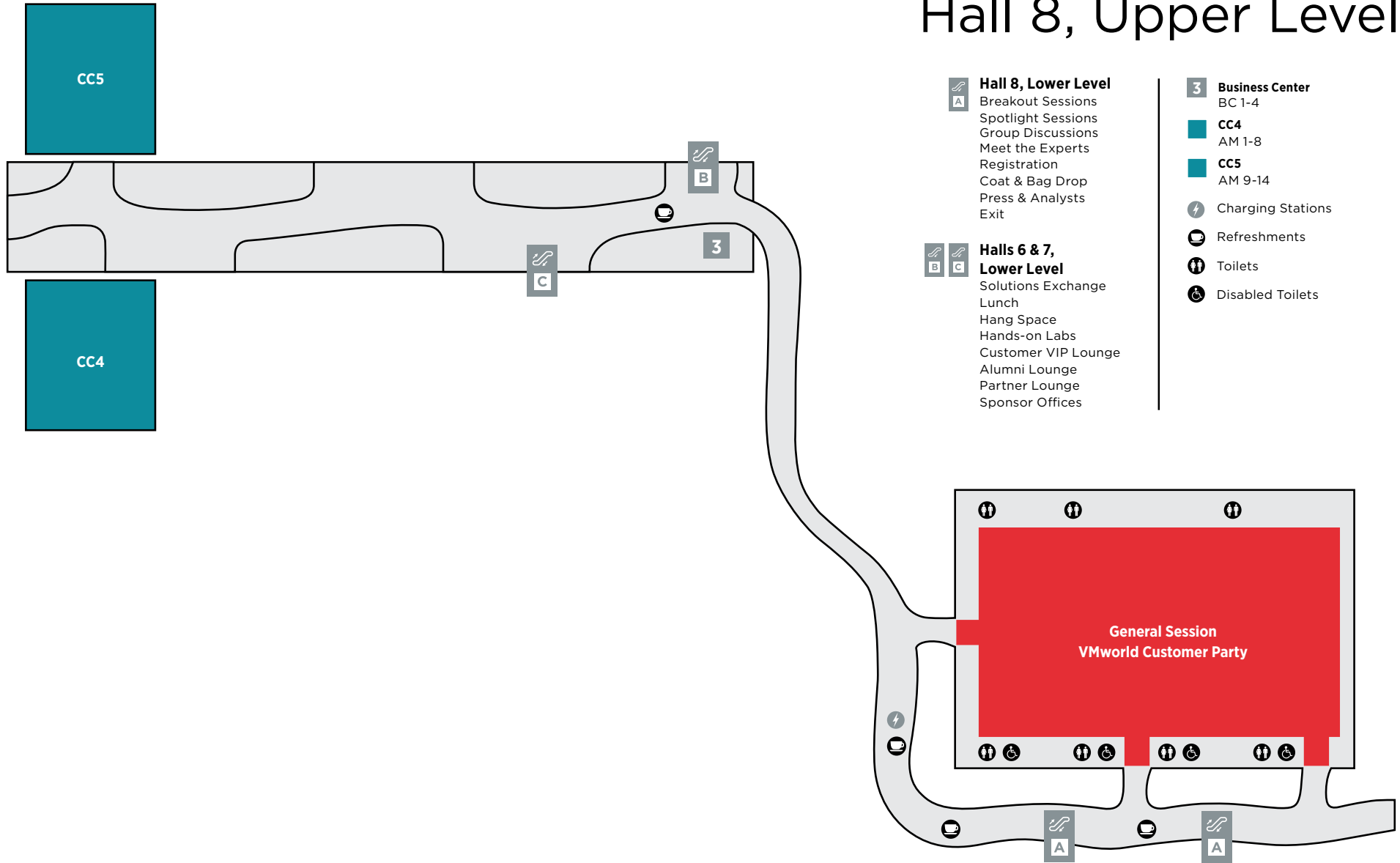
- Hall 8, Upper Level**
- General Session
- VMworld Customer Party
- Business Center**
- BC 1-4
- CC4**
- AM 1-8
- CC5**
- AM 9-14
- Halls 6 & 7, Lower Level**
- Solutions Exchange
- Lunch
- Hang Space
- Hands-on Labs
- Customer VIP Lounge
- Alumni Lounge
- Partner Lounge
- Sponsor Offices

- 1** Press & Analysts
- 2** Police Office
- ⚡ Charging Stations
- @ Internet Stations
- ☕ Refreshments
- 🚻 Toilets
- ♿ Disabled Toilets
- 🧥 Coat & Bag Drop
- ⊕ Medic
- i Information & Technical Help
- H Hotel Information
- 🏧 ATM



MAPS - HALL 8, UPPER LEVEL



Hall 8, Upper Level








MAPS - HALLS 6 & 7, LOWER LEVEL

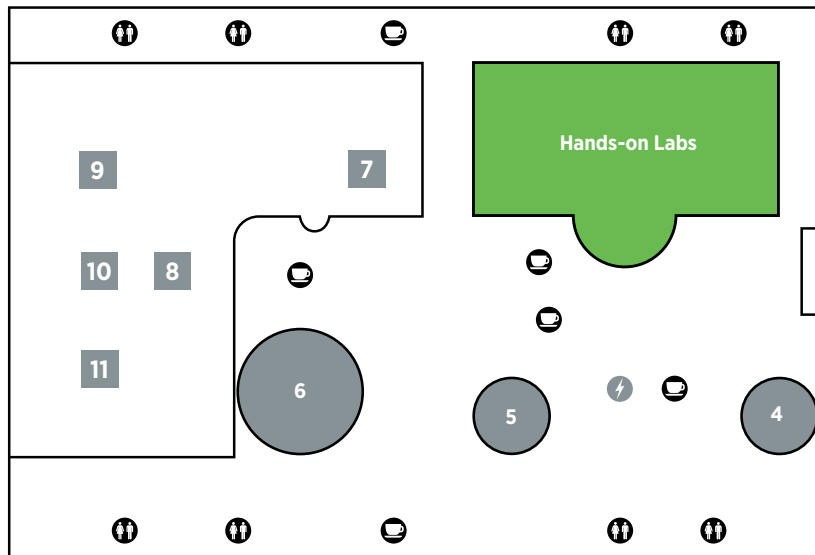
Halls 6 & 7, Lower Level

-   **Hall 8, Upper Level**
General Session
VMworld Customer Party
- Business Center**
BC 1-4
- CC4**
AM 1-8
- CC5**
AM 9-14
- Hall 8, Lower Level**
Breakout Sessions
Spotlight Sessions
Group Discussions
Meet the Experts
Registration
Coat & Bag Drop
Press & Analysts
Exit

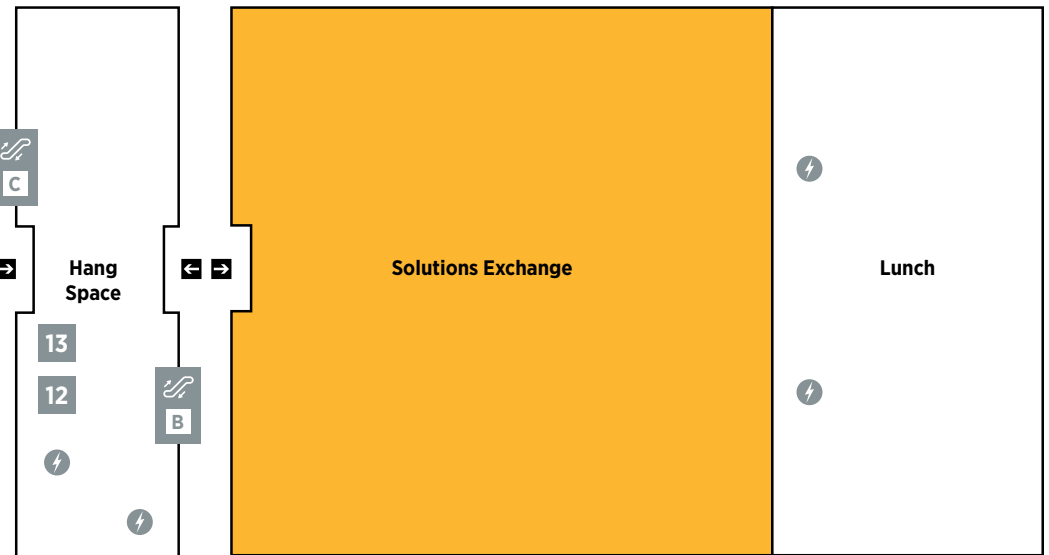
- 4** Customer VIP Lounge
- 5** Alumni Lounge
- 6** Partner Lounge
- 7** VMware Briefing Center
- 8** Sponsor Offices
- 9** TAM Customer Lounge
- 10** Quickstart Presentations
- 11** Global Diamond Offices
- 12** Community Lounge
- 13** VMware Company Store

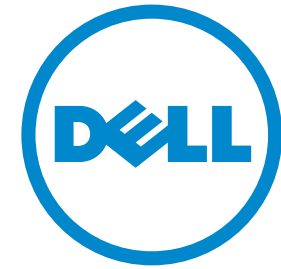
-  Charging Stations
-  Refreshments
-  Toilets

Hall 6



Hall 7





Discover the end-to-end benefits of Dell cloud client computing



Meet the team on booth #D201
Take a one-to-one demo.
And join one of our sessions.

dell.com



CONFERENCE HIGHLIGHTS

CONFERENCE HIGHLIGHTS

Digital Signage

Conference updates are communicated in real time through digital signage located throughout the venue. You can find the latest times, rooms and speakers on signage outside each room and in the main areas.

Downloadable Presentations

All conference session presentations will be available online starting the week of 15th October. Look out for an email with more details after the event.

Evening Activities

WELCOME RECEPTION

Solutions Exchange, Hall 7

Tuesday 17:30 – 19:30

Join us to kick off VMworld 2012, reconnect with old friends, make new ones and start off in the right spirit!

SOLUTIONS EXCHANGE HALL CRAWL

Solutions Exchange, Hall 7

Wednesday 16:00 – 18:00

Join us in celebrating the VMworld 2012 Hall Crawl! Visit the following sponsors for a cold beverage:

Sponsor	Booth Number
BMC Software	B118
CSC	G310
EMC	D207
Hitachi Data Systems	P101
Mozy	B122
Riverbed Technology	B120
Savvis	G311
Symantec	P107
Tintri	B420
Varonis	E613
VMware	V108

THE VMWORLD CUSTOMER PARTY

Hall 8, Upper Level – but not as you know it...

Wednesday 20:00 – 24:00

Are you ready to be pixelated? Be there or be square!

The Hang Space

Hall 6 & 7 Walkway

Take a break from the VMworld action, charge your phones or small devices, and play games in the Hang Space! Here, you can be as productive as you like in a relaxed atmosphere!

Tuesday 07:30 – 19:30

Wednesday 08:00 – 18:00

Thursday 09:00 – 16:00

Mobile Application

Check and modify your personal schedule, browse session information, search exhibitors and speakers, complete session surveys, participate in polling during Tuesday's General Session and receive the latest conference news. Visit www.vmworld.com/mobile

Schedule Builder

Session registration is required and assures you a space in the sessions you want to attend. You must be in your scheduled sessions' room no later than three minutes prior to the start of the session or your seat will be given to someone waiting to get in.

If you have not yet scheduled your sessions, please access the VMworld mobile application www.vmworld.com/mobile or www.vmworld.com

Special Programs

MEET THE EXPERTS

Hall 8, Lower Level, Room A1

Connect directly with subject matter experts in Breakout Sessions, one-to-few meetings and Group Discussions. To schedule an appointment with a Knowledge Expert, stop by the Meet the Experts Reception.

NEW V-SESSION

Hall 8, Lower Level, Room A1

11:00 – 12:00

Is this your first time at VMworld? We can get you up to speed quickly. Join us for an orientation session to learn about the resources available to you, answer any questions you have, and virtually walk the facility.

VMWORLD ALUMNI LOUNGE

Hall 6, Lower Level

Have you attended two previous VMworld conferences? If so, stop by to receive your Alumni gift, hang out, get online, have a snack, or simply rest.

Tuesday 10:30 – 17:30

Wednesday 10:30 – 18:00

Thursday 09:00 – 16:00

VMWARE USER GROUP (VMUG)

An independent, global, customer-led organisation, which maximises its member's use of VMware and partner solutions through knowledge sharing, training, collaboration and events.

Join 75,000+ members worldwide taking advantage of the training and networking opportunities.

VMUG has a number of activities planned for VMworld this year. Follow us on Twitter <http://twitter.com/MyVMUG> or visit our website www.vmug.com to learn more.

VMUG IN SOLUTIONS EXCHANGE

Stop by Booth G313 to learn more about membership and how you can get the VMUG Advantage (exclusive to VMUG members).

GET CERTIFIED AT VMWORLD AND SAVE 50%

VMware Certification Exams are available on-site this year, including advanced certifications and the NEW VCP-IaaS. Reserve your seat by stopping by:

CERTIFICATION EXAM CENTER

Exam Center, Room AM13, CC5

Tuesday 10:30 – 18:00

Wednesday 10:30 – 18:00

Thursday 09:00 – 16:00

NO TIME TO TEST AT THE EVENT?

Stop by the Certification Lounge OR VMware booth to receive the "Register NOW, test LATER" discount code!

TAM CUSTOMER LOUNGE

Hall 6, Lower Level

Tuesday 10:30 – 17:30

Wednesday 10:30 – 17:30

Thursday 09:00 – 16:00

- Great giveaways
- Register NOW, Test LATER discounts
- VCAP Test Track Contest
- Mock exams and exam demos
- Video testimonial anytime Wednesday
- VMpress Authors

CONFERENCE HIGHLIGHTS

The VMware Company Store

Hang Space, Hall 6 & 7 Walkway

Get the latest VMware apparel, office goods and other gift items, as well as an extensive selection of virtualization, cloud computing and general IT literature.

Tuesday	07:30 – 19:30
Wednesday	08:00 – 18:00
Thursday	09:00 – 16:00

Social Media

To learn more, visit

<http://labs.vmware.com/VMwareInnovationLounge>

Twitter: <http://twitter.com/VMworld> (Follow Hashtag #vmworld)

Facebook: <http://fb.com/vmworld>

Google+: <http://google.com/+vmworld>

LinkedIn: <http://www.linkedin.com/groups/VMworld-2028037>

YouTube: <http://youtube.com/vmworldtv>

Foursquare: Checkins for VMworld 2012, Hands-on Labs, Hang Space

Discussion Forum: <http://vmworld.com/community/forum>

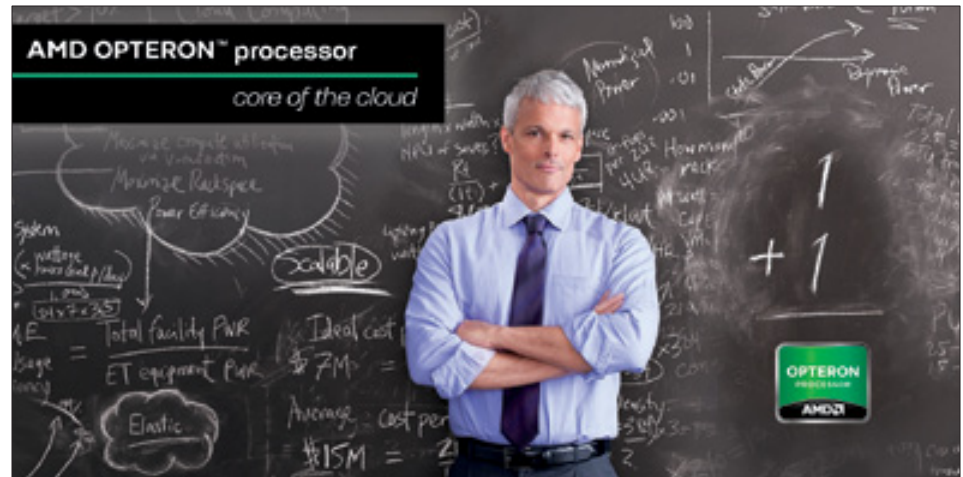
Live streamed General Session (Tuesday only) at <http://www.vmworld.com/community/conference/europe/learn/generalsessions>

VMWORLD 2012 TWITTER HASHTAGS

- #vmworld:** Event
- #vmworldinf:** Infrastructure Sessions
- #vmworldops:** Operations Sessions
- #vmworldapp:** Application Sessions
- #vmworlddeuc:** End-user Computing Sessions
- #vmworlditt:** IT Transformation Sessions
- #vmworldsponsor:** Sponsor Sessions
- #vmworldhol:** Hands-on Labs
- #vmworldexperts:** Meet the Experts and Group Discussions

VERTICALS AND SOLUTIONS HASHTAGS

- #vmworldsmb:** Small and Midsize Business
- #vmworldgov:** Government and Federal
- #vmworldhealthcare:** Healthcare IT
- #vmworldfinance:** Financial Services
- #vmworldedu:** Education Services



*Discover the elegant solution
to power your cloud*

Choosing the right cloud foundation to meet your ever-changing demands can be complicated. Once you see there's a server platform with the ideal blend of performance and value — your choice is simple.

Scalable Performance.

Get the compute power and flexibility you need to help meet the needs of today's most demanding cloud environments. AMD Opteron processor-powered clouds lead the industry in core density per processor¹, providing outstanding throughput, performance, and scalability.

Rock-Solid Dependability.

Achieve predictable and consistent throughput on even the most demanding cloud workloads². AMD-powered clouds enable a balanced approach to scalability even as the demands of the environment spike and system utilization reaches its peak.

True Business Value.

Meet your bottom line with a balance of performance, efficient power consumption, and price for your cloud computing needs. AMD-powered clouds deliver superior price/performance and energy-saving features to give you the compute power that you need at the price point you want.

Make AMD Opteron processors the foundation for your cloud environment. It just adds up: www.amd.com



[1] Comparison of 16-core AMD Opteron™ 6200 Series processor with 8-core Intel Xeon E5-2600 Series processor. See <http://www.intc.com/pricelist.cfm> as of 3/14/12. SVR-122
 [2] Not all Intel Xeon E5-4600 Series have Intel Hyper-Threading Technology or Intel Turbo Boost Technology. There is also variance across L3 cache (10-20MB), bus speed (6.4-8GT/s), and max memory speed (1066-1600). Intel processor specs as of 5/16/12 can be found at <http://ark.intel.com/compare/> 64609,64604,64602,64608,64607,64603,64622,64606. SVR-173



TRANSFORM NOW

EMC Stand D207. Spotlight Session: Wednesday at 14:00

EMC²[®]



GENERAL SESSIONS & SPOTLIGHT SESSIONS

GENERAL SESSIONS - OVERVIEW

Hear inspirational speakers who are changing how we interact with computers. VMworld General Sessions will set a clear vision for where virtualization and cloud computing can take us today and where they will go in the future.

TUESDAY

09:00 - 10:30

IT Transformation as the Enabler of Business Transformation

presented by Pat Gelsinger, CEO

Join Pat Gelsinger as he shares how VMware is helping customers and partners thrive in the Cloud era.

Delivering the Promise of the Software-defined Datacenter

presented by Steve Herrod, CTO and SVP of R&D

Steve Herrod will discuss and demo technology at the heart of the software defined datacenter. You won't want to miss this session as we'll be making important announcements about VMware's cloud strategy and solutions.

WEDNESDAY

09:00 - 10:30

Empowering the Workforce of Tomorrow, That's Here Today

presented by Steve Herrod, CTO and SVP of R&D

Steve Herrod and VMware partners take to the stage as they demonstrate state-of-the-art technology that is transforming IT and enabling the mobile workforce.

Your cloud, Your way



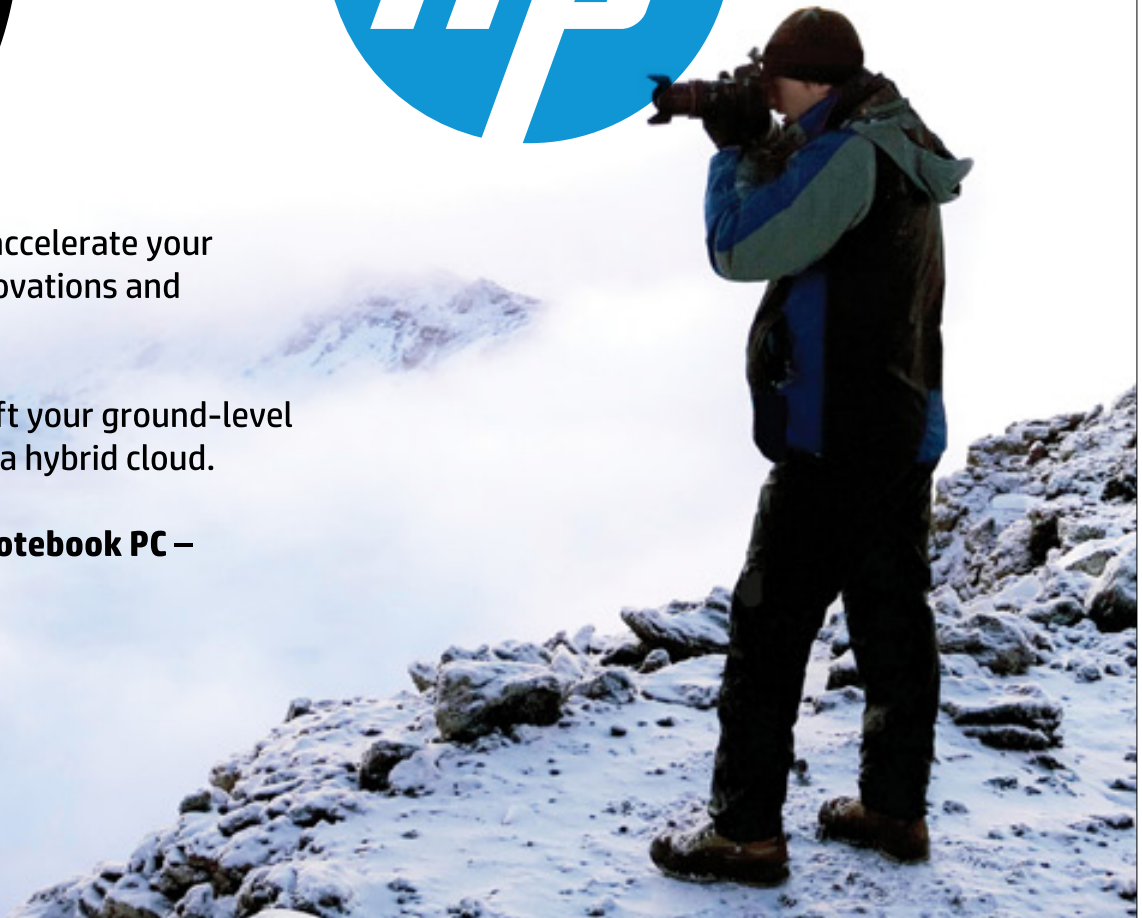
Head over to the HP Booth to learn how to accelerate your journey to the cloud with breakthrough innovations and technologies from HP.

Grab your **HP CloudSystem Passport** and lift your ground-level virtualized environment into the heights of a hybrid cloud.

And get entered to **win a top-of-the-line notebook PC** – the HP Envy 14-3000 Spectre notebook.

hp.com/go/cloudsystem

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SPOTLIGHT SESSIONS

Take advantage of VMworld's Spotlight Sessions, which compliment other breakout sessions by offering valuable information on a variety of topics. Presented by VMware and its partners, these sessions cover products, solutions and a vision on the transformation of IT and technology trends.

TUESDAY

11:00 – 12:00

SS1011 How to Transform Your Business with an Agile Data Infrastructure Featuring Customer PeakColo and VMware

Technical Level: ●

Speaker(s): Luke Norris, PeakColo;
Vaughn Stewart, NetApp

HALL 8, LOWER LEVEL | ROOM G3

IT departments are struggling to manage the scope, scale, and complexity of their infrastructures in today's increasingly data-driven enterprises. A new design approach is needed: a converged, virtual storage infrastructure that combines powerful new clustering technologies for unlimited scalability and non-disruptive operations with the industry's most comprehensive, yet elegantly simple data management software. This new paradigm will empower businesses to achieve efficiency and growth as well as address IT economics and rollout at scale.

Join Vaughn Stewart, Director & Evangelist for Virtualization & Cloud Computing, as he introduces NetApp's next generation storage platform. This agile data infrastructure – intelligent, immortal, and infinite – lets you harness, not fear, the power of data for effective decision-making, innovation and competitive advantage. NetApp's 20 year track record of innovation continues with multiple new technologies that push the boundaries of what's possible to help businesses go further, faster.

12:30 – 13:30

SS1022 From Ideas to Reality - A Closer Look Inside VMware Innovation

Speaker(s): Julia Austin, VMware, Inc;
Anne Holler, VMware, Inc;
Melina McLarty, VMware, Inc;
Ravi Soundararajan, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G3

Numerous companies talk about how innovative they are, but what is really happening behind the scenes to ensure they continue to introduce new and disruptive technologies to their customers and partners? Join Julia Austin, VP of Innovation at VMware, and some of VMware's top engineers to learn more about the innovation programs and practices in place at VMware that bring revolutionary ideas to the market. You will hear about the history of some of VMware's top features and products, early-stage technology ideas incubating inside of the company, as well as VMware's Open Innovation Challenge.

14:00 – 15:00

SS1012 Best Practices for Hybrid Cloud: Build a Cloud You're Proud of Without Making Million Dollar Mistakes!

Speaker(s): David Chalmers, Hewlett Packard;
Jerry Walsh, Hewlett Packard

HALL 8, LOWER LEVEL | ROOM G3

How do you offer IT innovation, speed and agility to your business users but still maintain control across private and public clouds deployments? In this session, HP will share with you real-world learnings from clients and walk through demonstrations of the best

practices to design, deploy, manage and secure hybrid cloud environments with VMware. HP Solution Architects will demonstrate how the HP Converged Cloud architecture and components help you enable IT brokering including the cloud subscriber and provider portal, the service delivery controller, and Cloud Maps. During the session, you will get a preview of innovative new integrations with VMware including virtual security, Auto Flexing, Flat SANs, and Converged Infrastructure.

15:30 – 16:30

SS1025 The Evolving Data Center – Past, Present, and Future

Speaker(s): Tommi Salli, Cisco Systems Inc.

HALL 8, LOWER LEVEL | ROOM G3

Innovation is key for the architecting infrastructures built for cloud computing which demand massive scale, resiliency, automation, agility and security. Cisco believes that customers will derive the greatest value from the tight integration of emerging software approaches with the underlying hardware. Making networks programmable to optimize application performance is a natural evolutionary step for the industry. Cisco's approach encompasses hardware and software, networking and compute and physical and virtual infrastructure. Cisco believes that customers will derive the greatest value from the tight integration of emerging software approaches with the underlying hardware.

Areas of Interest

FD Federal
FS Financial Services
H Healthcare
R Retail
S SMB
E State & Local Education
T Telecommunication

Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical

SPOTLIGHT SESSIONS

WEDNESDAY

11:00 – 12:00

SS1013 Build and Manage Private Clouds without Limiting Public Cloud Options**Speaker(s):** Drew Engstrom, Dell Inc.**HALL 8, LOWER LEVEL | ROOM G3**

You see your infrastructure as a means to an end – to support new application workloads and IT projects like enabling private cloud. It's not unusual to spend weeks procuring the components; more weeks to rack, stack, and cable them; and more weeks still to get it into production. Dell has solved this hundreds of times a week while our customers might do it once every three to four years.

In this session, attendees will learn how to better:

- Accelerate Time-to-Value – by making virtual infrastructure productive for applications & cloud initiatives
- Drive Efficiency & Lower Risk – through pre-engineered, reliable infrastructure to reduce time & costs
- Enable Global Cloud Management – to deliver and manage applications and IT services across on-premise private, off-premise public and even hybrid models
- Deliver Future-Proof Scalability – by providing the foundation with robust & scalable data center infrastructure

11:00 – 12:00

SS1020 Simplify and Automate: How to Manage Services Across Multiple Platforms and Clouds**Speaker(s):** Ramin Sayar, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM A2**

Cloud, if managed properly, can transform how you deliver and operate IT services. VMware cloud management solutions are tightly integrated with and purpose built for dynamic, software-defined cloud infrastructure to deliver this transformation, increasing business agility and reducing costs. However, other platforms are a reality and flexibility and choice are both benefits of the cloud and bedrocks of VMware's approach. In this session we will demonstrate new VMware technology that simplifies cloud operations and enables policy-based, automated provisioning and management of services across VMware -, Amazon- and Microsoft-based clouds. In this session you will learn how you can ensure the health, efficiency and compliance of software-defined cloud infrastructure and also manage other platforms, clouds and even physical environments with the cloud infrastructure suite. Come hear how VMware can help transform the chaos of traditional management into a cohesive, integrated environment across clouds.

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booth G309

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- VAD in France (2011)
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 Breakout Session N° SPO5850:
 Tuesday Oct. 9th from 5.00 to 6.00pm

 ArrowSphere -
 where Cloud meets the Channel

 Presenters:
 Eric Taillard, VP EMEA Cloud Services, Arrow ECS
 Eric Gormelen, CTO Cloud Services, Arrow ECS

Arrow ECS has unparalleled competency in VMware

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Areas of Interest

 FD Federal S SMB
 FS Financial Services E State & Local Education
 H Healthcare T Telecommunication
 R Retail

Technical Levels

 ● Business Solutions
 ■ Technical
 ▲ Advanced Technical

SPOTLIGHT SESSIONS

WEDNESDAY

14:00 – 15:00

SS1010 Cloud Transforms IT. Trust Transforms Cloud. Big Data Transforms Business.

Speaker(s): Brian Gallagher, EMC

HALL 8, LOWER LEVEL | ROOM G3

Cloud computing is transforming IT. The way IT deploys infrastructure, provisions resources, builds applications and provides access to these applications is changing dramatically, promising both greater efficiency and agility.

At the same time, many businesses now see data volumes growing so large they break traditional infrastructures – this is what EMC calls Big Data. Managing Big Data represents a huge challenge for IT, but using analytics to provide insight into Big Data promises to transform business, delivering competitive advantage and breakthrough business value. Cloud computing and Big Data will only be viable if they are underpinned by a foundation of trust – trust that the infrastructure will be available 24x7 and trust that data will not be compromised by the latest advanced threat.

Join EMC as we address the changes necessary to move to a new model – one which requires IT to transform to an internal service provider, shifting focus from infrastructure cost to business agility. We will discuss EMC's technology direction and roadmap, our comprehensive integrations with VMware, and customer experiences who have transformed IT and their business.

15:30 – 16:30

SS1021 Vision for the Future: Product Deep Dives & Previews for Growing Businesses with Limited IT Resources

Speaker(s): Rob Juncker, VMware, Inc;
Russell Stockdale, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G3

One of the biggest differences in IT between businesses of varying sizes, is simply the amount of IT resources available. VMware is committed to bringing quality innovation to the SMB market, to provide the enterprise-class solutions it is known for, in a format that works well for all. This session will cover current and future solutions for helping manage and automate IT functions, setting up Disaster Recovery solutions, and ensuring business continuity. This session also features a tech preview giving a sneak peek into some technology we are working on, so don't miss out!

Areas of Interest

FD Federal
FS Financial Services
H Healthcare
R Retail
S SMB
E State & Local Education
T Telecommunication

Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical



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BREAKOUT SESSIONS & GROUP DISCUSSIONS

BREAKOUT SESSIONS & GROUP DISCUSSIONS - OVERVIEW

VMworld 2012 offers over 200 unique sessions. Sessions cover a range of topics and are organized into eight tracks to help you identify sessions that reflect your interests. Breakout Sessions are located in Hall 8, Lower Level.

VMworld 2012 Twitter Hashtags

Be sure to add the #vmworld hashtag to all your tweets for the best reach and visibility by the VMworld Community. To share and search Session and Lab conversations, please add the hashtags shown by topic below.

VMWORLD SESSION AND LAB HASHTAGS

#vmworldinf: Infrastructure Sessions

#vmworldops: Operations Sessions

#vmworldapp: Application Sessions

#vmworldauc: End-user Computing Sessions

#vmworlditt: IT Transformation Sessions

#vmworldsponsor: Sponsor Sessions

#vmworldhol: Hands-on Labs

#vmworldexperts: Meet the Experts and Group Discussions

VERTICALS AND SOLUTIONS HASHTAGS

#vmworldsmb: Small and Midsize Business

#vmworldgov: Government and Federal

#vmworldhealthcare: Healthcare IT

#vmworldfinance: Financial Services

#vmworldedu: Education Services

Tracks Include:

APPLICATIONS

Today's business applications are becoming increasingly data-intensive and dynamic in nature

and are more likely to be deployed to run on virtual environments. These tracks explore how the infrastructure to build, run and scale those applications is evolving as well, producing dramatic benefits in the form of faster time to market, breakthrough performance and outstanding availability. Learn best practices for virtualizing business-critical applications on the VMware vSphere platform and how to use the VMware vFabric cloud application platform to deliver modern, data-intensive applications in cloud environments.

END-USER COMPUTING

This track helps to prepare you for the post-PC era, featuring solutions that help your organization transition from PC-centric to user-centric computing. Review business cases, take technology deep-dives, hear real-world examples and learn about best practices around delivering freedom to end-users while keeping IT in control. Solutions featured in these sessions include VMware View™, VMware ThinApp, VMware Zimbra®, VMware Horizon Application Manager, VMware Fusion and VMware Workstation.

INFRASTRUCTURE

VMware virtual infrastructure delivers significant agility, cost and security benefits to your business while accelerating your transition to cloud computing. These tracks focus on the industry-leading VMware vSphere platform and the compatible solutions for business continuity, networking, security, storage management and more that are setting the standard for today's virtualized and software-defined datacenter. Learn how these solutions can provide your business and IT organization with unparalleled flexibility, control and efficiency while leveraging your existing investments and preserving your freedom of choice.

IT TRANSFORMATION

This track focuses on how the generational IT shift to cloud computing can help you innovate, reduce risk and transform IT from a service provider to a

strategic partner. Hear best practices from market-leading enterprises and cloud service providers about how to build, manage, staff and measure the business impact of cloud. Gain insight from VMware front-line expert advisors to understand how adopting this model across your organization can help you evolve the delivery of your IT services and define new role for IT as a driver of innovation and competitive differentiation. Featured topics include the importance of looking holistically at cloud—from people and process to technology and financial impact; how your organization must evolve to reap the greatest benefits of cloud; how core IT processes are changing to free IT resources for innovation; and how having a business-driven plan enables greater success with cloud strategies.

OPERATIONS

Operations management disciplines are converging in the cloud. These tracks look at new solutions for businesses and service providers that automate operations to deliver high quality of service while dramatically reducing operational costs. Topics covered include managing virtual infrastructure in public, private and hybrid cloud environments with VMware vCloud Director and VMware vCenter Operations Management Suite, approaches to building infrastructure-as-a-service architectures, and the virtualized networking, security and storage management capabilities delivered by the new VMware vCloud Suite.

PARTNER TRACK

This track, designed especially for VMware Partners with customized content, is tailored to help partners grow their business, build expertise, and accelerate sales of VMware solutions. Sessions will focus on enabling partners to effectively identify requirements across their customer's journey to IT-as-a-Service (ITaaS), and to successfully sell and deploy VMware solutions. VMware experts will deliver best practices to help partners acquire new customers, expand business by cross-selling VMware solutions and services, and walk away with proven go-to-market selling strategies.

TECHNOLOGY EXCHANGE FOR ALLIANCE PARTNERS

Technology Exchange for Alliance Partners track focuses on the needs of ALL developers building and delivering solutions on VMware platforms. This track will provide valuable information on the APIs, tools, and resources available to develop and deliver on VMware platforms in public or private clouds; cloud or hybrid environment; best practices for application development and delivery on VMware products delivered in the enterprise; VMware updated APIs and tools to build and integrate with VMware products; VMware product road maps for vSphere, vFabric, vCloud, End-user Computing products and solutions; and new program benefits for Technology Alliance Partners.

TECHNOLOGY PARTNER/SPONSOR

This track will showcase the latest technology and solutions from VMware's technology partners.

Group Discussions

Group Discussions are located in Hall 8, Lower Level Rooms B3 & B4.

In addition to traditional Breakout Sessions, check out the Group Discussions led by Knowledge Experts. These informative and interactive discussions are a great opportunity for you to gain insight from like-minded colleagues in similar industries.

Topics include Compliance, Horizon, Disaster Recovery, Storage and VMware View.

Knowledge Experts at Vmworld

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. Highly respected members of the VMware employee community will conduct and participate in Breakout Sessions and Group Discussions. You can also schedule one-to-one meetings with Knowledge Experts and discuss the topics that are most important to you.

BREAKOUT SESSIONS & GROUP DISCUSSIONS – SESSION IDENTIFIER KEY

Each session is labeled with the following icons to help you identify the sessions that best fit your interest and background.

Session Identifiers

APP-BCA	Applications: Business Critical Applications
APP-CAP	Applications: Cloud Application Platform
EUC	End-user Computing
GD	Group Discussion
INF-BCO	Infrastructure: Business Continuity
INF-NET	Infrastructure: Networking
INF-SEC	Infrastructure: Security and Compliance
INF-STO	Infrastructure: Storage
INF-VSP	Infrastructure: vSphere
ITT	IT Transformation
OPS-CIM	Operations: Cloud Infrastructure Management
OPS-CSM	Operations: Cloud Service Management
PAR	Partner Track (for VMware partners only)
SPO	Technology Partner/Sponsor
SS	Spotlight Session
TEX	Technology Exchange for Alliance Partners

Areas Of Interest

FD	Federal
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H	Healthcare
R	Retail
S	SMB
E	State & Local Education
T	Telecommunications

Technical Levels

- **Business Solution**
Sessions in this category will cover business benefits and real world examples. These sessions are suitable for any audience interested in the benefits of using certain technologies within their organization.
- **Technical**
Sessions in this category will cover technical aspects and share best practices. Targeted to anyone with a technical background, but with little to no previous knowledge about the specific topic.
- ▲ **Advanced Technical**
Sessions in this category will dive deep into the technology and will assume that the audience has previous knowledge and experience with the specific topic.

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KNOWLEDGE EXPERTS - OVERVIEW



SHIV AGARWAL

Senior Product Manager, VMware, Inc.

AREA OF EXPERTISE: CONFIGURATION/COMPLIANCE MANAGER

Shiv Agarwal is a Senior Product Manager in the Enterprise and Cloud Management business unit at VMware. He is responsible for driving product vision and direction in the areas of Configuration Management, Compliance and Automation for datacenter and cloud. A veteran at VMware and with over twelve years of experience in the technology industry, Shiv is an expert on Cloud Computing and adjacent technologies.

GD34 Configuration/Compliance Management with Shiv Agarwal

WEDNESDAY 17:00 - 18:00
HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2

EXPERTS05 Meet The Experts - 05

WEDNESDAY 11:00 - 12:00
HALL 8, LOWER LEVEL, ROOM A1

OPS-CIM1718 Continuous Configuration Management for Your Cloud, Virtual and Physical Environments

THURSDAY 10:30 - 11:30
HALL 8, LOWER LEVEL | ROOM C3



RONALDO AMA

Vice President of Engineering, VMware Inc.

AREA OF EXPERTISE: BIG DATA, SERENGETI, VFABRIC DATA DIRECTOR, VFABRIC POSTGRES

RONALDO AMA is a Vice President of Engineering at VMware, looking at various data products and initiatives in the context of cloud infrastructure. He holds an M.S. in Computer Science from Stanford University, with emphasis on database and operating systems.

GD04 Big Data, Serengeti, vfabric Data Director, vfabric Postgres with Ronaldo Ama

THURSDAY 15:00 - 16:00
HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 4

Session Identifiers

APP-BCA	Applications: Business Critical Applications	INF-BCO	Infrastructure: Business Continuity	INF-VSP	Infrastructure: vSphere	PAR	Partner Track (for VMware partners only)
APP-CAP	Applications: Cloud Application Platform	INF-NET	Infrastructure: Networking	ITT	IT Transformation	SPO	Technology Partner/Sponsor
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GD	Group Discussion	INF-STO	Infrastructure: Storage	OPS-CSM	Operations: Cloud Service Management	TEX	Technology Exchange for Alliance Partners

KNOWLEDGE EXPERTS – OVERVIEW



PETER BJÖRK

EMEA Horizon and ThinApp Specialist Systems Engineer, VMware, Inc.

AREA OF EXPERTISE: THINAPP

Peter Björk is the ThinApp Specialist covering the EMEA region. Peter joined VMware in 2008 with the acquisition of Thinstall (Thinstall was later renamed to ThinApp). Peter has many years of experience in ThinApp.

EXPERTS03 Meet The Experts – 03

TUESDAY 15:30 – 16:30

HALL 8, LOWER LEVEL, ROOM A1

EUC2671 VMware ThinApp Technology Review and Evolution

WEDNESDAY 11:00 – 12:00

HALL 8, LOWER LEVEL | ROOM C3

EUC1797 Troubleshooting VMware ThinApp Applications

WEDNESDAY 15:30 – 16:30

HALL 8, LOWER LEVEL | ROOM D1

GD05 ThinApp with Peter Björk

THURSDAY 12:00 – 13:00

HALL 8, LOWER LEVEL, ROOM B4,

GROUP DISCUSSION 3



PATRICK CHANG

Staff Product Manager, VMware, Inc.

AREA OF EXPERTISE: vCLOUD CONNECTOR AND HYBRID CLOUD

Patrick Chang is a Staff Product Manager at VMware responsible for its hybrid cloud strategy and products including vCloud Connector and vCloud.vmware.com. Prior to VMware, he was a Director of Product Management at CA, responsible for a \$150M Application Performance Management product line.

GD40 vCloud Connector, vCloud.vmware.com and Hybrid Cloud with Patrick Chang

TUESDAY 11:00 – 12:00

HALL 8, LOWER LEVEL, ROOM B4,

GROUP DISCUSSION 3

OPS-CIM2051 Managing Operations in a Hybrid Cloud

WEDNESDAY 17:00 – 18:00

HALL 8, LOWER LEVEL | ROOM A3

EXPERTS10 Meet the Experts – 10

THURSDAY 09:00 – 10:00

HALL 8, LOWER LEVEL, ROOM A1

OPS-CSM1449 Tech Preview of the Next Generation of vCloud Connector

THURSDAY 15:00 – 16:00

HALL 8, LOWER LEVEL | ROOM B1

Session Identifiers

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KNOWLEDGE EXPERTS - OVERVIEW



CHRIS COLOTTI

Consulting Architect, VMware, Inc.

AREA OF EXPERTISE: vCLOUD DIRECTOR ARCHITECTURE AND DEPLOYMENT

Chris Colotti is a Consulting Architect with the VMware vCloud Delivery Services team with over 10 years of experience working with IT hardware and software solutions. He holds a Bachelor of Science Degree in Information Systems from the Daniel Webster College.

EXPERTS03 Meet The Experts - 03

TUESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM A1

INF-VSP1295 vCAT 3.0 - Architecture to Implementation in 5 Easy Steps

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL | ROOM F4

GD27 vCloud Director Architecture and Deployment with Chris Colotti

WEDNESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 3

THURSDAY 12:00 - 13:00

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 4

EXPERTS10 Meet The Experts - 10

THURSDAY 09:00 - 10:00

HALL 8, LOWER LEVEL, ROOM A1



MATTHEW COPPINGER

Architect, End-user Computing, VMware, Inc.

AREA OF EXPERTISE: VMWARE VIEW AND THINAPP

Matt Coppinger is currently an Architect for VMware End User Computing Business Unit. Matt has been working in the Desktop and Application Virtualisation space since 2002, firstly with Propero and after their acquisition, with VMware. Matt has worked with VMware View since its embryonic stages at VMware, playing a role in the products development and then subsequently in the field working with VMware's Professional Services Organization. Based in the UK, Matt has worked on many of the large scale EUC assessments, designs and deployments in EMEA.

GD06 View and ThinApp with Matt Coppinger

TUESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 3

THURSDAY 13:30 - 14:30

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2

EUC2005 Troubleshooting VMware View: Looking Under the Hood

TUESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL | ROOM B2

EXPERTS05 Meet The Experts - 05

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM A1

EXPERTS11 Meet The Experts - 11

THURSDAY 10:30 - 11:30

HALL 8, LOWER LEVEL, ROOM A1

Session Identifiers

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KNOWLEDGE EXPERTS - OVERVIEW



SCOTT DAVIS

Chief Technology Officer, End-user Computing, VMware, Inc.

AREA OF EXPERTISE: WANOVA MIRAGE AND EUC TECHNOLOGIES

Scott Davis is Chief Technology Officer for VMware's End User Computing Business Unit and staff member in VMware's Corporate Office of the CTO. He is involved in driving product and technology strategy spanning the breadth of VMware's product lines, from Desktop to Data Center and Cloud initiatives. Scott is a recognized expert in virtualization, clustering, operating systems, file systems and storage. Scott holds 14 US patents for clustering, storage and virtualization technologies and his products have won awards at Comdex, Demo and LinuxWorld.

GD07 Wanova Mirage with Scott Davis

TUESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2

WEDNESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2

EXPERTS02 Meet The Experts - 02

TUESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM A1

EXPERTS05 Meet The Experts - 05

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM A1

EUC1351 Directions in End-user Computing: The Post-PC Era

WEDNESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM E1



FRANK DENNEMAN

Senior Architect, Technical Marketing, VMware, Inc.

AREA OF EXPERTISE: RESOURCE MANAGEMENT (DRS/SDRS)

Frank Denneman is senior architect in the Technical Marketing group at VMware®. His focus is on resource management and downtime avoidance, with a specialty in vSphere DRS, Storage DRS, VMware vSphere® vMotion®, and VMware® Storage vMotion®. He is among the first 50 VMware Certified Design Experts (VCDX29).

GD28 Resource Management (DRS/SDRS) with Frank Denneman

TUESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 4

WEDNESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 4

INF-VSP1168 Architecting a Cloud Infrastructure

TUESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM A2

INF-VSP1683 VMware vSphere Cluster Resource Pools Best Practices

TUESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM B2

EXPERTS05 Meet The Experts - 05

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM A1

INF-STO1545 Architecting Storage DRS Datastore Clusters

WEDNESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM B2

EXPERTS11 Meet The Experts - 11

THURSDAY 10:30 - 11:30

HALL 8, LOWER LEVEL, ROOM A1

Session Identifiers

APP-BCA	Applications: Business Critical Applications	INF-BCO	Infrastructure: Business Continuity	INF-VSP	Infrastructure: vSphere	PAR	Partner Track (for VMware partners only)
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KNOWLEDGE EXPERTS - OVERVIEW



VYENKATESH DESHPANDE

Senior Technical Marketing Manager, VMware, Inc.

AREA OF EXPERTISE: VIRTUAL NETWORKING AND VSPHERE SWITCH

Vyenkatesh (Venky) Deshpande works as a Sr. Technical Marketing Manager at VMware. His technology focus area is networking and has been involved in networking industry for over 15 years. At VMware he is responsible for technical marketing activities around networking features in the vSphere platform and vCloud suite products. He believes in the Software Define Networking vision and is excited to be part of that journey.

INF-NET1590 What's New in vSphere - Networking

TUESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM F4

GD16 Virtual Networking and the vSphere Distributed Switch with Vyenkatesh Deshpande

TUESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 4

WEDNESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2

EXPERTS05 Meet The Experts - 05

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM A1

EXPERTS14 Meet The Experts - 14

THURSDAY 15:00 - 16:00

HALL 8, LOWER LEVEL, ROOM A1



LEE DILWORTH

Principal Systems Engineer, VMware, Inc.

AREA OF EXPERTISE: SRM AND VSPHERE METRO STORAGE CLUSTER

Lee Dilworth is a Principal Systems Engineer within the Northern EMEA region at VMware. In this role he is responsible for technical pre-sales activity relating to VMware's availability and disaster recovery offerings. Lee works extensively with VMware customers and partners around the world providing technical expertise in the deployment and implementation of VMware's various high availability and disaster recovery solutions.

INF-BC01436 vSphere 5.1 - NEW vSphere Replication Enhancements & Deployment Options

TUESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM A3

WEDNESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM A3

GD12 SRM and vSphere Metro Storage Cluster with Lee Dilworth

WEDNESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 1

EXPERTS10 Meet the Experts - 10

THURSDAY 09:00 - 10:00

HALL 8, LOWER LEVEL, ROOM A1

INF-BC01159 Architecting and Operating a VMware vSphere Metro Storage Cluster

THURSDAY 12:00 - 13:00

HALL 8, LOWER LEVEL, ROOM G3

Session Identifiers

APP-BCA	Applications: Business Critical Applications	INF-BCO	Infrastructure: Business Continuity	INF-VSP	Infrastructure: vSphere	PAR	Partner Track (for VMware partners only)
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KNOWLEDGE EXPERTS - OVERVIEW



JOHN DODGE

Director, Technical Marketing Enablement, VMware, Inc.

AREA OF EXPERTISE: VMWARE VIEW

John Dodge leads VMware's EUC Business Unit technical enablement team in Technical Marketing. Since joining VMware, John has held various jobs focused on the development of service offerings and EUC thought leadership. John's special brand of extemporaneous humor has been known to make dry technical content delivery an amusing and enjoyable experience.

GD08 View with John Dodge

TUESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 3

EUC2005 Troubleshooting VMware View: Looking Under the Hood

TUESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM B2

EUC1470 Demystifying Large Scale Enterprise View Architecture: Illustrated with Lighthouse Case Studies

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM E1

EXPERTS07 Meet The Experts - 07

WEDNESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM A1



MATT DREYER

Group Product Marketing Manager, VMware, Inc.

AREA OF EXPERTISE: FIREWALL

Matt Dreyer is a Group Product Marketing Manager for Security at VMware with responsibilities for marketing vShield and virtual networking products. Prior to VMware Mr. Dreyer was a Product Line Manager at Cisco where he lead the definition and go to market for the ground breaking Cisco ASA 5580 and ASA 5585 data center security appliances. Mr. Dreyer also managed the transformation of the security management product portfolio including Cisco Security Manager and the next generation Cisco Prime Security Manager.

EXPERTS06 Meet The Experts - 06

WEDNESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM A1

INF-SEC2813 Beyond the Hypervisor: How to Implement Three Key Steps to Securing the vSphere Virtual Environment

THURSDAY 12:00 - 13:00

HALL 8, LOWER LEVEL, ROOM C1

GD20 Firewall with Matthew Dreyer

THURSDAY 13:30 - 14:30

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 1

Session Identifiers

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KNOWLEDGE EXPERTS - OVERVIEW



DUNCAN EPPING

Principal Architect, VMware, Inc.

AREA OF EXPERTISE: CLOUD INFRASTRUCTURE SUITE ARCHITECTURE

Duncan Epping is a principal architect in the Technical Marketing group at VMware. His primary focus is on cloud infrastructure management architecture. He was among the first VMware certified design experts (VCDX 007). Duncan is the co-author of several books, including best sellers *vSphere 5.0 Clustering Technical Deepdive* and *VMware vSphere 4.1 HA and DRS Technical Deepdive*. He is the owner and main author of the leading virtualization blog, Yellow-Bricks.com.

GD29 Cloud Infrastructure Suite Architecture with Duncan Epping

TUESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 4

THURSDAY 09:00 - 10:00

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 4

INF-BC01159 Architecting and Operating a VMware vSphere Metro Storage Cluster

THURSDAY 12:00 - 13:00

HALL 8, LOWER LEVEL, ROOM G3

EXPERTS06 Meet The Experts - 06

WEDNESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM A1

EXPERTS14 Meet The Experts - 14

THURSDAY 15:00 - 16:00

HALL 8, LOWER LEVEL, ROOM A1



KYLE GLEED

Senior Technical Marketing Architect, VMware, Inc.

AREA OF EXPERTISE: VSPHERE ESXI HYPERVISOR

Kyle Gleed is a Sr. Technical Marketing Architect at VMware focused on the ESXi platform. He oversees ESX to ESXi migration tools and processes, ESXi security and vSphere Auto Deploy. Kyle is a frequent blogger at <http://blogs.vmware.com/vsphere/esxi>. Follow Kyle on twitter @VMwareESXi.

EXPERTS01 Meet The Experts - 01

TUESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM A1

INF-VSP1364 Architecting Auto Deploy for Availability and Scalability

TUESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM F4

INF-VSP1367 Upgrading vSphere

WEDNESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM C1

GD30 vSphere ESXi Hypervisor with Kyle Gleede

THURSDAY 13:30 - 14:30

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 3

INF-VSP1365 Understanding VMware ESXi Security

THURSDAY 15:00 - 16:00

HALL 8, LOWER LEVEL, ROOM B2

Session Identifiers

APP-BCA	Applications: Business Critical Applications	INF-BCO	Infrastructure: Business Continuity	INF-VSP	Infrastructure: vSphere	PAR	Partner Track (for VMware partners only)
APP-CAP	Applications: Cloud Application Platform	INF-NET	Infrastructure: Networking	ITT	IT Transformation	SPO	Technology Partner/Sponsor
EUC	End-User Computing	INF-SEC	Infrastructure: Security and Compliance	OPS-CIM	Operations: Cloud Infrastructure Management	SS	Spotlight Session
GD	Group Discussion	INF-STO	Infrastructure: Storage	OPS-CSM	Operations: Cloud Service Management	TEX	Technology Exchange for Alliance Partners

KNOWLEDGE EXPERTS - OVERVIEW



ARUN GOEL

Senior Product Manager, VMware, Inc.

AREA OF EXPERTISE: VXLAN

Arun Goel is a Sr. Product Manager at VMware and is responsible for vSphere Networking including VXLAN. With more than 12 years of experience building products, Arun has led teams creating data center and campus networking products. Currently, Arun's focus is enabling virtualized networking and security services in a software defined datacenter.

INF-NET2162 VXLAN Deep Dive

TUESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM A3

GD17 VXLAN with Arun Goel

TUESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2

EXPERTS13 Meet the Experts - 13

THURSDAY 13:30 - 14:30

HALL 8, LOWER LEVEL, ROOM A1



CORMAC HOGAN

Senior Technical Marketing Architect, VMware, Inc.

AREA OF EXPERTISE: VSPHERE STORAGE

Cormac Hogan is a senior technical marketing architect with the Cloud Infrastructure Product Marketing group at VMware. He is responsible for storage in general, with a focus on core VMware vSphere storage technologies and virtual storage, including the VMware vSphere® Storage Appliance. He has been in technical marketing since 2011.

EXPERTS01 Meet The Experts - 01

TUESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM A1

INF-STO1198 vSphere Storage Features and Enhancements

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM B2

THURSDAY 15:00 - 16:00

HALL 8, LOWER LEVEL, ROOM A2

GD24 vSphere Storage Best Practices with Cormac Hogan

WEDNESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 1

THURSDAY 10:30 - 11:30

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2

EXPERTS12 Meet The Experts - 12

THURSDAY 12:00 - 13:00

HALL 8, LOWER LEVEL, ROOM A1

Session Identifiers

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KNOWLEDGE EXPERTS - OVERVIEW



JEFF HUNTER

Senior Technical Marketing Manager, VMware, Inc.

AREA OF EXPERTISE: DATA PROTECTION

Jeff Hunter is a VMware Senior Technical Marketing Manager and has been with VMware for more than five years. Prior to the Technical marketing role, Jeff was a Specialist Systems Engineer with a focus on business continuity. Jeff has repeatedly led technical discussions with VMware customers (SMB to Fortune 100) over the past five years with group sizes ranging from one or two individuals to hundreds, technical experts to C-level decision-makers

INF-BCO1361 Backing Up Virtual Machines with VMware's Next-generation Backup and Recovery Solution - Everything You Need To Know

TUESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM A3

WEDNESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM A3

THURSDAY 09:00 - 10:00

HALL 8, LOWER LEVEL, ROOM E1

GD13 Data Protection with Jeff Hunter

TUESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM B4,

GROUP DISCUSSION 3

INF-BCO2382 VMware vSphere HA Recommendations to Maximize Virtual Machine Uptime

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM A3

THURSDAY 15:00 - 16:00

HALL 8, LOWER LEVEL, ROOM G3

EXPERTS13 Meet the Experts - 13

THURSDAY 13:30 - 14:30

HALL 8, LOWER LEVEL, ROOM A1



ANDREW JOHNSON

Staff Architect, Global Center of Excellence, VMware, Inc.

AREA OF EXPERTISE: HORIZON

Andrew Johnson is a Staff Architect for the Global Center of Excellence division at VMware focusing on End User Computing. He is responsible for, advanced product development, product alignment, field enablement, technical thought leadership, and various other activities related to End User Computing.

GD09 Horizon Application Manager with Andrew Johnson

WEDNESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM B3,

GROUP DISCUSSION 1

EXPERTS11 Meet The Experts - 11

THURSDAY 10:30 - 11:30

HALL 8, LOWER LEVEL, ROOM A1

EUC1455 VMware Horizon Deep Dive and Best Practices

THURSDAY 13:30 - 14:30

HALL 8, LOWER LEVEL, ROOM E1

Session Identifiers

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KNOWLEDGE EXPERTS - OVERVIEW



PRAVEEN KANNAN

Senior Product Manager, VMware, Inc.

AREA OF EXPERTISE: PERFORMANCE MANAGEMENT

Praveen Kannan is a Sr. Product Manager for the vCenter Operations Management Suite and has been with the company for over 7 years. Prior to joining Product Management, he worked in VMware Global Support Services as a Product Support Engineer and provided product related feedback and reported supportability issues in the early and late stages of the product's lifecycle.

EXPERTS04 Meet The Experts - 04

TUESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM A1

OPS-CIM1564 Troubleshooting Using vCenter Operations Manager

THURSDAY 12:00 - 13:00

HALL 8, LOWER LEVEL, ROOM C3

GD37 Performance Management with Praveen Kannan

THURSDAY 10:30 - 11:30

HALL 8, LOWER LEVEL, ROOM B4, GROUP DISCUSSION 4



GARGI MITRA KEELING

Group Product Manager, VMware, Inc.

AREA OF EXPERTISE: CISA: SECURITY

Gargi Mitra Keeling is a Group Product Manager for Cloud Infrastructure, focused on strategy and product planning for platform security (ESXi, vCenter) and application security (vShield solutions). At VMware, she is working with her extended team to drive innovation in cloud computing by transforming information security and compliance so that they are relevant and 'better than physical' when it comes to protecting applications in the cloud.

EXPERTS04 Meet The Experts - 04

TUESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM A1

TEX2225 Cloud Infrastructure Suite Roadmap (TAP only)

WEDNESDAY 11:00 - 13:30

HALL 8, LOWER LEVEL, ROOM F3

GD22 Security with Gargi Keeling

WEDNESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM B4, GROUP DISCUSSION 4

INF-SEC2813 What's New - Security in the VMware vCloud Suite

THURSDAY 12:00 - 13:00

HALL 8, LOWER LEVEL, ROOM C1

Session Identifiers

APP-BCA Applications: Business Critical Applications	INF-BCO Infrastructure: Business Continuity	INF-VSP Infrastructure: vSphere	PAR Partner Track (for VMware partners only)
APP-CAP Applications: Cloud Application Platform	INF-NET Infrastructure: Networking	ITT IT Transformation	SPO Technology Partner/Sponsor
EUC End-User Computing	INF-SEC Infrastructure: Security and Compliance	OPS-CIM Operations: Cloud Infrastructure Management	SS Spotlight Session
GD Group Discussion	INF-STO Infrastructure: Storage	OPS-CSM Operations: Cloud Service Management	TEX Technology Exchange for Alliance Partners

KNOWLEDGE EXPERTS - OVERVIEW



JUSTIN KING

Senior Technical Marketing Manager, VMware, Inc.

AREA OF EXPERTISE: VCENTER SERVER

Justin King has been involved with the IT industry for 15 years where he has held various roles and responsibilities from administration to architecting solutions. Since joining VMware in 2009, Justin has supported sales teams as a sales engineer, evangelized BCDR technologies and currently installs confidence by removing doubt with VMware's Cloud Infrastructure Suite line of products being part of the Technical Marketing team.

EXPERTS02 Meet The Experts - 02

TUESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM A1

INF-VSP1353 vCenter: A Technical Deep Dive

THURSDAY 10:30 - 11:30

HALL 8, LOWER LEVEL, ROOM G3

INF-VSP2749 Get Up and Running Quickly with the Latest vSphere Web Client

THURSDAY 09:00 - 10:00

HALL 8, LOWER LEVEL, ROOM C1

GD31 vCenter Server with Justin King

THURSDAY 13:30 - 14:30

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 4



CHRIS KNOWLES

Cloud Architect, VMware, Inc.

AREA OF EXPERTISE: VCLLOUD DIRECTOR ARCHITECTURE,
INTEGRATION AND ORCHESTRATION

Chris Knowles is a Cloud Architect within the GTS Center of Excellence at VMware, working with organizations to develop and execute on their private and hybrid cloud computing vision. Within the CoE, Chris translates complex business requirements into real world infrastructure and integration solutions that address the long term goals of these organizations. Chris has the hands on experience building many of these solutions.

GD41 vCloud Director Architecture, Integration and Orchestration with Chris Knowles

TUESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 1

THURSDAY 15:00 - 16:00

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2

INF-VSP2033 Auto Scaling and Cloud Bursting in the Hybrid IaaS Cloud

TUESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM A3

EXPERTS05 Meet The Experts - 05

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM A1

OPS-CSM1379 Extending vCloud Director

WEDNESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM A3

OPS-CSM2248 A Class on Deploying a Production Cloud Architecture

WEDNESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM B1

EXPERTS12 Meet The Experts - 12

THURSDAY 12:00 - 13:00

HALL 8, LOWER LEVEL, ROOM A1

Session Identifiers

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KNOWLEDGE EXPERTS - OVERVIEW



WILLIAM LAM

Senior Technical Marketing Engineer, VMware, Inc.

AREA OF EXPERTISE: CLI/SDK/API

William Lam is a Senior Technical Marketing Engineer with VMware with over 7 years of experience working previously as a Systems Administrator. William currently focuses on automation with both the vSphere and vCloud Director platform APIs and CLIs.

EXPERTS06 Meet The Experts - 06

WEDNESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM A1

GD32 CLI/SDK/API with William Lam

THURSDAY 10:30 - 11:30

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 3

INF-VSP1252 What's New with vSphere Automation

THURSDAY 13:30 - 14:30

HALL 8, LOWER LEVEL, ROOM B2



JAN-WILLEM LAMMERS

Business Solutions Architect, VMware Inc.

AREA OF EXPERTISE: ORACLE VIRTUALIZATION

JAN-WILLEM LAMMERS is Business Solutions Architect with VMware in the Benelux region. His 20 years of broad IT experience enables him to keep the overview over complex environments.

EXPERTS01 Meet The Experts - 01

TUESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM A1

APP-BCA1751 Virtualizing Oracle: Caging the Licensing Dragon

TUESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM C1

EXPERTS09 Meet The Experts - 09

WEDNESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM A1

GD46 Oracle Virtualization with Jan-Willem Lammer

THURSDAY 09:00 - 10:00

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 3

Session Identifiers

APP-BCA	Applications: Business Critical Applications	INF-BCO	Infrastructure: Business Continuity	INF-VSP	Infrastructure: vSphere	PAR	Partner Track (for VMware partners only)
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KNOWLEDGE EXPERTS - OVERVIEW



MAHIPAL LUNIA

Group Manager, VMware, Inc.

AREA OF EXPERTISE: ITBM, ITFM, IT BENCHMARKING

OPS-CIM2034 VMware IT Benchmarking for Fact Based IT Transformation

TUESDAY 12:30 - 13:30
HALL 8, LOWER LEVEL, ROOM C3

OPS-CIM3047 ITBM in Practice in the Financial Services World

TUESDAY 15:30 - 16:30
HALL 8, LOWER LEVEL, ROOM C3

EXPERTS06 Meet The Experts - 06

WEDNESDAY 12:30 - 13:30
HALL 8, LOWER LEVEL, ROOM A1

OPS-CIM2037 An Introduction to IT Business Management: CIO Decision-Making Platform

WEDNESDAY 15:30 - 16:30
HALL 8, LOWER LEVEL, ROOM C3

GD36 ITBM, ITFM, IT Benchmarking with Mahipal Lunia

WEDNESDAY 17:00 - 18:00
HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 3

THURSDAY 12:30 - 13:30
HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2



SERGE MASKALIK

Director, Cloud Networking, VMware, Inc.

AREA OF EXPERTISE: VSHIELD

Serge Maskalik drives the Cloud Networking R&D efforts for Cloud Infrastructure Suite (vCD/vShield/vSphere). His role at VMware includes SDN architecture, leading the teams around network services and overlay fabrics.

GD18 vShield with Serge Maskalik

TUESDAY 17:00 - 18:00
HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2

WEDNESDAY 14:00 - 15:00
HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2

INF-NET1932 On Demand Virtual Network Gateway: vShield Edge

TUESDAY 12:30 - 13:30
HALL 8, LOWER LEVEL, ROOM G2

EXPERTS09 Meet The Experts - 09

WEDNESDAY 17:00 - 18:00
HALL 8, LOWER LEVEL, ROOM A1

Session Identifiers

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KNOWLEDGE EXPERTS - OVERVIEW



KILLIAN MURPHY

Director of Product Management, VMware, Inc.

AREA OF EXPERTISE: CLOUD FOUNDRY AND vFABRIC

Killian Murphy currently runs product management for vFabric's runtime components and Cloud Foundry. Killian has worked in the technology industry for almost 20 years, during which time he has accumulated a wide range of experience.

EXPERTS08 Meet The Experts - 08

WEDNESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM A1

TEX2198 Cloud Application Platform Roadmap (TAP only)

THURSDAY 09:00 - 11:00

HALL 8, LOWER LEVEL, ROOM F3

GD02 Cloud Foundry and vFabric with Killian Murphy

THURSDAY 12:00 - 13:00

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 1

APP-CAP2177 Cloud Foundry Bootcamp

THURSDAY 15:00 - 16:00

HALL 8, LOWER LEVEL, ROOM C2,



CRAIG NEWELL

Architect and Technical Lead, VMware, Inc.

AREA OF EXPERTISE: HORIZON MOBILE

Craig Newell is the Architect and Technical Lead for VMware's Horizon Mobile products that enable bring your own device (BYOD) within the enterprise. He has helped bring the Android based virtualization technology (MVP) to market as Horizon Mobile and is now guiding the development of iOS support to Horizon Mobile.

EUC1823 What Makes a Mobile Workspace Better? Security and Technical Details for VMware Horizon Mobile

WEDNESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM E1

EXPERTS09 Meet The Experts - 09

WEDNESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM A1

GD10 Horizon Mobile with Craig Newell

THURSDAY 09:00 - 10:00

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 1

EXPERTS11 Meet The Experts - 11

THURSDAY 10:30 - 11:30

HALL 8, LOWER LEVEL, ROOM A1

Session Identifiers

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KNOWLEDGE EXPERTS - OVERVIEW



ROB RANDELL

Principal Security and Compliance Specialist, VMware, Inc.

AREA OF EXPERTISE: APPLICATIONS SECURITY

Rob Randell is a Principal Security and Compliance Specialist at VMware with over 16 years experience in IT and over 12 years in Security. Rob's current role is to advise VMware customers on security related aspects of virtualization as well as speak at different security and virtualization events like VMworld and the RSA Security Conference.

INF-SEC1172 Using VMware vCenter Networking, Security and vCenter Configuration Manager to Achieve Better Than Physical Security for Business Critical Apps

TUESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM B1

GD23 Applications Security with Rob Randell

TUESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 3

EXPERTS07 Meet The Experts - 07

WEDNESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM A1



ALAN RENOUF

Senior Technical Marketing Architect, VMware, Inc.

AREA OF EXPERTISE: POWERCLI

Alan Renouf is a Senior Technical Marketing Architect with VMware with over 12 years working experience within IT solutions. Alan currently focuses on automation of VMware products with vSphere PowerCLI.

EXPERTS04 Meet The Experts - 04

TUESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM A1

GD33 PowerCLI with Alan Renouf

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 3

INF-VSP1329 PowerCLI Best Practices: The Return!

THURSDAY 09:00 - 10:00

HALL 8, LOWER LEVEL, ROOM G3

INF-VSP1252 What's New with vSphere Automation

THURSDAY 13:30 - 14:30

HALL 8, LOWER LEVEL, ROOM B2

Session Identifiers

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KNOWLEDGE EXPERTS - OVERVIEW



AL SARGENT

Group Product Marketing Manager, VMware, Inc.

AREA OF EXPERTISE: APPLICATION PLATFORMS, vFABRIC, RABBITMQ

Al Sargent joined VMware in 2010 and leads vFabric Suite product marketing at VMware, bringing more than 20 years of industry experience. During his time at VMware, Sargent has been a driving force in making the vFabric Cloud Application Platform become one of the fastest-growing application infrastructure suites in the industry.

GD03 Application Platforms, vFabric, RabbitMQ with Al Sargent

TUESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2

EXPERTS07 Meet The Experts - 07

WEDNESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM A1

APP-CAP1644 The Changing Nature of Applications and the VMware vFabric Cloud Application Platform

THURSDAY 10:30 - 11:30

HALL 8, LOWER LEVEL, ROOM D2

PAR1896 Latest Approaches for SI's to Incorporate vFabric into Engagements

THURSDAY 13:30 - 14:30

HALL 8, LOWER LEVEL, ROOM E3



HARTMAN SCHOEBEL

Technical Solutions Architect, VMware, Inc.

AREA OF EXPERTISE: APPLICATION MANAGEMENT

GD01 Application Management with Hartmann Schoebel

TUESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 1

TEX-2198 Cloud Application Platform Roadmap (TAP only)

THURSDAY 09:00 - 11:00

HALL 8, LOWER LEVEL, ROOM F3

Session Identifiers

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KNOWLEDGE EXPERTS - OVERVIEW



MONICA SHARMA

Product Line Manager, VMware, inc.

AREA OF EXPERTISE: CAPACITY MANAGEMENT

Monica Sharma has over 11 years of experience in IT systems management and virtualization. As a Product Line Manager for VMware's Enterprise Management Business Unit, Monica is responsible for product strategy and operations management optimized for cloud and virtual environments, with a focus on Capacity Management and Hybrid Clouds. Her prior experience includes releases for multiple datacenter management products at VMware.

EXPERTS09 Meet The Experts - 09

WEDNESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM A1

EXPERTS12 Meet The Experts - 12

THURSDAY 12:00 - 13:00

HALL 8, LOWER LEVEL, ROOM A1

OPS-CIM1926 Five Must Know Design Considerations for Planning Capacity When You are 50% or More Virtualized

THURSDAY 13:30 - 14:30

HALL 8, LOWER LEVEL, ROOM A3

GD38 Capacity Management with Monica Sharma

THURSDAY 15:00 - 16:00

HALL 8, LOWER LEVEL, ROOM B3,

GROUP DISCUSSION 1



TOM STEPHENS

Senior Technical Marketing Architect, VMware, Inc.

AREA OF EXPERTISE: VCLLOUD DIRECTOR

Tom Stephens has seen a lot during his 20+ years as an IT professional. His time served with the US Navy taught him the importance of HA systems in environments where down time meant a more than an inability to get email. Today, he brings that experience to bear in his current role as a Senior Technical Marketing Architect at VMware where he specializes in HA and Cloud solutions.

EXPERTS02 Meet The Experts - 02

TUESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM A1

EXPERTS08 Meet The Experts - 08

WEDNESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM A1

GD43 vCloud Director with Tom Stephens

THURSDAY 09:00 - 10:00

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2

OPS-CSM2083 What's New with VMware vCloud Director

THURSDAY 13:30 - 14:30

HALL 8, LOWER LEVEL, ROOM F4

Session Identifiers

APP-BCA	Applications: Business Critical Applications	INF-BCO	Infrastructure: Business Continuity	INF-VSP	Infrastructure: vSphere	PAR	Partner Track (for VMware partners only)
APP-CAP	Applications: Cloud Application Platform	INF-NET	Infrastructure: Networking	ITT	IT Transformation	SPO	Technology Partner/Sponsor
EUC	End-User Computing	INF-SEC	Infrastructure: Security and Compliance	OPS-CIM	Operations: Cloud Infrastructure Management	SS	Spotlight Session
GD	Group Discussion	INF-STO	Infrastructure: Storage	OPS-CSM	Operations: Cloud Service Management	TEX	Technology Exchange for Alliance Partners

KNOWLEDGE EXPERTS - OVERVIEW



JEFF SZASTAK

Staff Systems Engineer, VMware, Inc.

AREA OF EXPERTISE: MICROSOFT APPLICATION DATABASE

Jeff Szastak is a Staff Systems Engineer for VMware and focuses on assisting customers with virtualizing Microsoft Exchange, SQL Server, and other high I/O applications. Jeff has been with VMware for 4-1/2 years and during this time he has worked with customers of all sizes and verticals to virtualize their Microsoft applications.

INF-SEC1172 Using VMware vCloud Networking and Security and vCenter Configuration Manager to Achieve Better than Physical Security for Business Critical Apps

TUESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM B1

EXPERTS04 Meet The Experts - 04

TUESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM A1

GD44 Database for Microsoft Application with Jeff Szastak

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM B3,

GROUP DISCUSSION 1

THURSDAY 15:00 - 16:00

HALL 8, LOWER LEVEL, ROOM B4,

GROUP DISCUSSION 3

EXPERTS07 Meet The Experts - 07

WEDNESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM A1

APP-BCA1516 Virtualizing SQL 2012: Doing It Right

THURSDAY 10:30 - 11:30

HALL 8, LOWER LEVEL, ROOM A2



SACHIN THAKKAR

R&D Manager, VMware, Inc.

AREA OF EXPERTISE: vSHIELD AND CLOUD NETWORKING

Sachin Thakkar is a R&D Manager in the vShield and Cloud networking development team. He is currently leading a team working on VXLAN, SDN, and the distributed switching efforts at VMware. His areas of expertise are centered around the vShield and vCloud product suites. Before VMware, he spent several years at Cisco Systems working on virtual switching products.

INF-NET2161 VMware Networking 2012: Enabling the Software Defined Network

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM B1

GD19 Cloud Networking with Sachin Thakkar

WEDNESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM B4,

GROUP DISCUSSION 3

EXPERTS13 Meet the Experts - 13

THURSDAY 13:30 - 14:30

HALL 8, LOWER LEVEL, ROOM A1

Session Identifiers

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KNOWLEDGE EXPERTS - OVERVIEW



SUZY VISVANATHAN

Senior Product Manager, VMware, Inc.

AREA OF EXPERTISE: VSPHERE STORAGE APPLIANCE AND VIRTUAL VOLUMES

Suzy Visvanathan is a Senior Product Manager for Storage Infrastructure at VMware. She is responsible for VMware's VSA and some of the storage futures. Suzy holds a Masters in Engineering.

EXPERTS01 Meet The Experts - 01

TUESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM A1

INF-STO1521 vSphere Storage Appliance - Deep Dive and Best Practices

TUESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM C3

GD26 vSphere Storage Appliance (VSA) and Virtual Volumes (VVols) with Suzy Visvanathan

TUESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 4

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2



TOMMY WALKER

Principal SE, VMware, Inc.

AREA OF EXPERTISE: VMWARE VIEW

Tommy Walker is an evangelist for VMware he has been spreading the virtualization message and highlighting the many benefits of Cloud Infrastructure and Management, Cloud Application Platform and End-User Computing. He now leads the Center of Excellence as a Principal SE, focusing on the benefits of End User Computing and transforming IT into Public and Private Cloud infrastructure.

TEX2225 Cloud Infrastructure Suite Roadmap (TAP only)

WEDNESDAY 11:00 - 12:00

HALL 8, LOWER LEVEL, ROOM F3

INF-STO2223 Tech Preview: vSphere Integration with Existing Storage Infrastructure

WEDNESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM B2

EXPERTS11 Meet The Experts - 11

THURSDAY 10:30 - 11:30

HALL 8, LOWER LEVEL, ROOM A1

EXPERTS03 Meet The Experts - 03

TUESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM A1

EXPERTS10 Meet the Experts - 10

THURSDAY 09:00 - 10:00

HALL 8, LOWER LEVEL, ROOM A1

GD11 View with Tommy Walker

TUESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 1

WEDNESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 3

EUC1360 New Solutions for Enabling Remote and Branch Office Deployments with VMware View

WEDNESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM G1

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KNOWLEDGE EXPERTS - OVERVIEW



KEN WERNEBURG

Senior Technical Marketing Manager, VMware, Inc.

AREA OF EXPERTISE: DISASTER RECOVERY

Ken Wernburg is a Senior Technical Marketing Manager for business continuity products at VMware, for whom he has worked since 2006. Ken writes technical white papers and blogs about business continuity topics relating to virtualization, and presents his insights into VMware technology at numerous conferences and events throughout the world.

INF-BC02147 VMware vCenter Site Recovery Manager – What's New and Technical Overview

TUESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM A3

GD15 Disaster Recovery with Ken Werneburg

TUESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 1

WEDNESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 4

INF-BC01505 VMware vSphere Replication: Technical Walk-Through with Engineering

WEDNESDAY 12:30 - 13:30

HALL 8, LOWER LEVEL, ROOM A3

THURSDAY 12:00 - 13:00

HALL 8, LOWER LEVEL, ROOM A3

EXPERTS14 Meet The Experts - 14

THURSDAY 15:00 - 16:00

HALL 8, LOWER LEVEL, ROOM A1



CURTIS WITT

Senior Technical Account Manager, VMware, Inc.

AREA OF EXPERTISE: MICROSOFT EXCHANGE 2010

Curtis Witt is a Senior TAM who covers some of VMware's largest accounts in Minneapolis and St. Paul. Curtis is very strategic in assisting customers in leveraging VMware technology to solve business problems.

EXPERTS02 Meet The Experts - 02

TUESDAY 14:00 - 15:00

HALL 8, LOWER LEVEL, ROOM A1

EXPERTS08 Meet The Experts - 08

WEDNESDAY 15:30 - 16:30

HALL 8, LOWER LEVEL, ROOM A1

GD45 Microsoft Exchange 2010 with Curtis Witt

WEDNESDAY 17:00 - 18:00

HALL 8, LOWER LEVEL, ROOM B4,
GROUP DISCUSSION 4

THURSDAY 12:00 - 13:00

HALL 8, LOWER LEVEL, ROOM B3,
GROUP DISCUSSION 2

APP-BCA2053 Virtualizing MS Exchange 2010 at General Mills - Architecture Details and Lessons Learned

THURSDAY 10:30 - 11:30

HALL 8, LOWER LEVEL, ROOM C1

Session Identifiers

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Reshaping the Datacenter



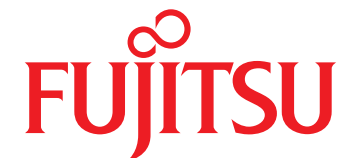
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Reshaping today's data center means providing IT capacity in a very flexible, green and cost-effective way. The ability to choose the right path and evaluate the correct elements for optimization is the key for CIOs to remain competitive. Fujitsu has developed solid best practices to address such topics, which have been successfully implemented in various enterprises worldwide. Start reshaping your business now.

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shaping tomorrow with you



BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

11:00 – 12:00

APP-BCA1311 Virtualizing SAP: Design and Performance Management Guideline

Technical Level: ■

Speaker(s): Matthias Schlarb, VMware, Inc.;
Daniel Rethmeier, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C1

With vSphere 5, virtualizing business critical SAP is no longer “can it be done” but rather “how can it be done”. The “how” will be covered in this session which will include: design practices used in architecting virtual SAP deployments; memory management of virtual SAP (comparing ESX memory counters with SAP counters); resource management in environments with different workload types (e.g. hyper-threading benefit and single computing unit performance).

APP-CAP1250 Fast Data Meets Big Data

Technical Level: ■

Area of Interest: FS

Speaker(s): Jags Ramnarayan, VMware, Inc.;
Mike Stolz, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

“Big Data” is all about analyzing your historical data to learn how to find repeatable opportunities you didn’t know you had. “Fast Data” is about taking advantage of opportunities before they disappear. Getting Big Data and Fast Data to work together can expose new business models you never thought possible. Learn how to get them to co-operate in this session.

EUC1190 VMware View 5.1 Reference Architecture

Technical Level: ▲

Area of Interest: S

Speaker(s): Daniel Beveridge, VMware, Inc.;
Mac Binesh, VMware, Inc.;
Tristan Todd, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

This session provides a review of the VMware View™ 5.1 Reference Architecture - a validated virtual desktop solution with data center infrastructure including desktop hardware, networking hardware and storage infrastructure. Validation for the VMware View Reference Architecture was performed at scale in a lab environment simulating concurrent user virtual desktop environment, executing a realistic desktop workload. Included in this session is a description of the test environment and equipment, samples of actual test results and the user profile description. With validated architectures, customers can have confidence that a virtual desktop environment can be efficiently implemented and that it will perform as expected.

EUC1357 Dispelling the Myths of Desktops as a Service with VMware View

Technical Level: ■

Speaker(s): Andre Leibovici, VMware, Inc.;
David Stafford, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

VMware View™ 5.1 provides an ideal platform for delivering desktops as a managed service for enterprise customers of all sizes. For many years, service providers have been daunted by technology and licensing challenges involved in building a viable service. But now View can provide the foundation for building a service offering for delivering desktops from the cloud.

EUC2791 VMware Zimbra 8: Messaging as a Service in the Post-PC Era

Technical Level: ■

Speaker(s): Jon Dybik, VMware, Inc.;
John Robb, VMware, Inc.;
Andrew Shingler, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D1

VMware Zimbra® Collaboration Server™ 8 redefines how IT delivers messaging, calendar and contacts data to users in the post-PC era. Users have access to a universal HTML client with syncing across desktop and mobile devices that delivers a “personal cloud” experience anywhere, anytime. Delivered as a virtual software appliance that just works, Zimbra 8 dramatically simplifies management by creating a messaging-as-a-service model in a private cloud.

GD07 Wanova Mirage with Scott Davis

Speaker(s): Scott Davis, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join Scott Davis who will host this best practices group discussion on Wanova Mirage and EUC Technologies.

GD28 Resource Management (DRS/SDRS) with Frank Denneman

Speaker(s): Frank Denneman, VMware, Inc.;
Rawlinson Rivera, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 4

Join Frank Denneman who will host this best practices group discussion on Resource Management (DRS/SDRS).

GD40 vCloud Connector, vCloud.vmware.com and Hybrid Cloud with Patrick Chang

Speaker(s): Patrick Chang, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 3

Join Patrick Chang who will host this best practices group discussion on vCloud Connector, vCloud.vmware.com and hybrid cloud.

GD41 vCloud Director Architecture, Integralon and Orchestration with Chris Knowles

Speaker(s): Chris Knowles, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 1

Join Chris Knowles who will host this best practices group discussion on vCloud Director Architecture, Integralon and Orchestration.

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Areas of Interest

FD	Federal	S	SMB
FS	Financial Services	E	State & Local Education
H	Healthcare	T	Telecommunication
R	Retail		

Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

11:00 – 12:00

INF-NET2162 VXLAN Deep Dive

Technical Level: ■

Speaker(s): Arun Goel, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

VXLAN (Virtual eXtensible Local Area Network) is a multivendor Layer 2 over Layer 3 overlay technology driven by VMware and its partners. It provides the ability to deploy virtual workloads anywhere within or outside the data center without being limited by the network. The benefits of VXLAN for overlay networking, pod expansion and alleviating problems related to multi-tenancy (such as duplicate IP or Layer 2 addresses) are described in the VXLAN draft submitted to the Internet Engineering Task Force (IETF) by VMware and its partners.

In this session, we will dig deep into VXLAN use cases with packet walk-throughs. We will also demonstrate a VXLAN use case using either VMware or partner technology.

INF-SEC1172 Using VMware vCloud Networking and Security and vCenter Configuration Manager to Achieve Better than Physical Security for Business Critical Apps

Technical Level: ■ Area of Interest: FS

Speaker(s): Rob Randell, VMware, Inc.;
Jeff Szastak, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B1

As customers progress along their journey towards 100% virtualization, they move beyond IT owned applications and onto applications required to operate the business. While virtualization provides for more dynamic, agile and flexible application deployments, a remnant of these initial implementations is a rigid, stagnant, and inflexible physical security architecture supporting these applications. These fixed, legacy implementations impede a customer's progression towards a dynamic, flexible, agile, compliant, and secure infrastructure able to support the most critical applications.

This session will examine how the vShield 5 suite of products and VCM can increase the security profile of Business Critical Applications like Exchange 2010 and other multi-tier applications. This interactive session will examine Reference Architectures that leverage multiple VMware products to bolster the protection profile of these applications. In addition, the session will cover using vApps and the concept of containerization to enable compliant, secure, and scalable multi-tier application deployments while reducing both OPEX and CAPEX for the customer.

INF-STO1807 Just Because You Could, Doesn't Mean You Should - Lessons Learned in Storage Best Practices

Technical Level: ▲

Speaker(s): Owen Sheehy, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A2

This GSS Customer Support Day session will cover storage best practices using customer examples of how technologies can be misunderstood and misused-often resulting in downtime, data loss or worse. The second half of the session covers architecting to avoid these incidents.

INF-VSP1196 What's New with vCloud Director Networking

Technical Level: ▲ Area of Interest: T

Speaker(s): Kamau Wanguhu, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

One of the most complex components of a vCloud Director implementation arises from the complexity that comes from flexible networking. Networking in vCloud Director is not a solution by itself. It needs to be looked at as a platform on top of which complex networking solutions can be built. The networking framework consists of many layers and components that need to be put together properly in order to provide a functional and secure networking solution.

This session will go into details on the different networking layers, and how they are consumed in vCloud Director when building solutions. The session will also touch on how to scale virtual machines networking across the whole data center using VXLAN, in order to provide for scalable Virtual Data Centers.

INF-VSP1622 Performance New Features and Best Practices for vSphere

Technical Level: ■

Speaker(s): Joseph Dieckhans, VMware, Inc.;
Todd Muirhead, VMware, Inc.;
Krishna Raj Raja, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

VMware continues to enhance the performance features and capabilities of the vSphere platform making it the most robust and highest-performing cloud platform capable of running even the most demanding workloads. In this session, we will present the new performance features in vSphere, provide technical details on how these new performance features work, and offer guidance and design considerations on how and when the features could most benefit you. Various performance studies will be presented to show the real life value these features can provide and the tips and tricks to best tune and optimize vSphere so you can leverage it in your environment to deliver unmatched enterprise performance and user experience.

NewV-101 New-V Session

HALL 8, LOWER LEVEL | ROOM A1

Is this your first VMworld, or are you looking for an overview of what to expect during the event? Then don't miss this special New-V session. Simply add it to your schedule and meet with your peers while hearing from the VMworld team on what not to miss and how to navigate VMworld 2012.

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R	Retail		

Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

11:00 – 12:00

OPS-CIM2646 Cloud Application Platform Automation on vSphere Infrastructure Leveraging Application Director : Real-World Example of Running a 4 Billion-Dollar Business (VMware IT)

Technical Level: ■ **Area of Interest:** FS

Speaker(s): Richa Dhanda, VMware, Inc.;
Thirumalesh Reddy, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C3

In this session we'll walk the audience through how vFabric Application Director and vCloud Mgmt suite helps in building cloud application platform automation leveraging vSphere infrastructure. We'll also outline how Application Director compliments other vCloud Mgmt components and help in provisioning solution that provides unmatched deployment automation and self-service provisioning by standardizing and streamlining application release for multitier applications into hybrid cloud environments. In the later part of the presentation we'll discuss how VMware IT is leveraging Application Director on top of their vSphere Infrastructure to build private cloud automation platform including plans to expand and cover all the mission critical and business critical apps on various OS, app platforms, tools and services. We'll also discuss how VMware IT built comprehensive automation solution that is flexible, scalable and manageable. Currently VMware (IT) on-premise ecosystem is around 99% virtualized resulting in the hardware consolidation and CAPEX savings. There was a need to widen scope to automate application workloads, fix current challenges of OPEX costs, error prone and lack of agility. So the need is

to develop a private cloud automation platform using vCloud product suite that enables VMware IT provisioning and scaling of application environments completely automated and provide these services for Dev, QA and Business in an automated manner. Fundamentally the need for comprehensive Cloud Application Automation Platform.

PAR2202 Selling VMware Private Clouds in Competitive Environments

Technical Level: ●

Speaker(s): Pat Caroll, VMware, Inc.;
Jenny Fong, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

For customers looking to build a private cloud, the VMware infrastructure cloud solutions offer simple, integrated solutions to stand up the most agile, secure, and cost-effective clouds. Learn why VMware-based private clouds are a better solution than other vendors' solutions and how to successfully sell the VMware solutions in competitive environments. Also see how the VMware solutions deliver the lowest Total Cost of Ownership (TCO) – especially against clouds based on Microsoft Hyper-V and System Center 2012.

INF-SPO2564 Supercharged SAN: Best Practices and Considerations for Your High-Performance VMware SAN

Technical Level: ▲

Speaker(s): Aboubacar Diare, Hewlett Packard

HALL 8, LOWER LEVEL | ROOM G2

You've successfully deployed a high-performance VMware SAN using the latest VMware storage-integration technologies, such as VMware vSphere® Storage APIs Array Integration, VMware Pluggable Storage Architecture, VMware vCenter™ integration and more. Now learn how to fine-tune your SAN for simplified management and increased performance.

Join us in this session as we explore a collection of VMware vSphere 4/5 storage best practices and considerations, all hand-picked to help you achieve specific increased ROI from your supercharged VMware Storage SAN. Protect and grow your SAN investment!

SPO5633 Deploy Secure and Integrated Cloud Environments Faster Than You Thought Possible

Technical Level: ■

Speaker(s): John Borkenhagen, IBM

HALL 8, LOWER LEVEL | ROOM F1

Building custom cloud environments can be challenging, getting them up and running can take weeks to months. The ongoing operations to customize, tune, provision, manage, and upgrade can be error prone and cumbersome as well. The time has come for new thinking leveraging cutting edge technology that IBM can bring to the table with leadership virtualization from VMware.

We have applied best practices from over 100 years of innovation developing SW patterns, pre-integrated to solve your most critical business challenges. Find out how to create a cloud environment that has built-in expertise, integrated by design providing the ultimate simplified experience that is second to none. This session will go into the technical details demonstrating how IBM's Smarter Computing delivers unique value, a revolutionary solution to your current challenges and pain points in IT today.

11:00 – 13:00

TEX1937 End-user Computing and Horizon Roadmap (TAP only)

Technical Level: ■

Speaker(s): Robert Baesman, VMware, Inc.;
Vijay Pawar, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

This is the End User Computing and Horizon Roadmap session, exclusively for Technology Alliance Program (TAP) partners.

In this session, you'll learn about View, View Clients, vCOPs for View, Horizon and more. Learn about the most critical upcoming View features and enhancements, and understand how the new View Clients take advantage of the changes in View to deliver an even better user experience for both desktop and mobile users.

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Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

11:00 – 12:00

SS1011 How to Transform Your Business with an Agile Data Infrastructure, Featuring Customer PeakColo and VMware

Technical Level: ●

Speaker(s): Luke Norris, PeakColo; Vaughn Stewart, NetApp

HALL 8, LOWER LEVEL | ROOM G3

IT departments are struggling to manage the scope, scale, and complexity of their infrastructures in today's increasingly data-driven enterprises. A new design approach is needed: a converged, virtual storage infrastructure that combines powerful new clustering technologies for unlimited scalability and non-disruptive operations with the industry's most comprehensive, yet elegantly simple data management software. This new paradigm will empower businesses to achieve efficiency and growth as well as address IT economics and rollout at scale.

Join Dave Hitz, EVP and co-founder of NetApp, as he introduces NetApp's next generation storage platform. This agile data infrastructure-intelligent, immortal, and infinite-lets you harness, not fear, the power of data for effective decision-making, innovation and competitive advantage. NetApp's 20 year track record of innovation continues with multiple new technologies that push the boundaries of what's possible to help businesses go further, faster.

12:30 – 13:30

APP-CAP2860 10 Reasons VMware vSphere Is the Best Place to Run Java

Technical Level: ■

Speaker(s): Benjamin Corrie, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

Interest in virtualizing Java workloads has been growing exponentially year over year at VMworld®. For the last few years, the focus has been primarily on looking for best practice guidance to mitigate concerns around virtualizing Java workloads, particularly in the area of performance.

Since the acquisition of SpringSource®, VMware has been investing in providing first-class support for the Java runtime on VMware vSphere®, with products such as EM4J. The industry-leading capabilities of the vSphere platform and the Java ecosystem's growing product portfolio now arguably make vSphere the best place to run Java.

So rather than continuing to ask whether it's OK to virtualize Java, this session suggests you would be crazy not to.

Session Identifiers

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FS Financial Services	E State & Local Education
H Healthcare	T Telecommunication
R Retail	

Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

12:30 – 13:30

EUC2021 Real World Lessons Learned Designing, Deploying and Managing View in Hertz

Technical Level: ■ **Area of Interest:** R

Speaker(s): Graeme Gordon, VMware, Inc.;
Simon Long, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

This session dives into the experiences in Hertz Europe as it undertook a VMware View deployment across 4,000+ users over a mix of LAN and WAN network environments. The VMware SE and PSO Consultant who worked closely with Hertz will discuss:

- Why VMware View was the ideal virtual desktop solution for Hertz
- Design considerations for their use case
- Deployment planning including challenges and resolution
- Lessons learned and best practices for their next project

EUC3456 Socialcast: Using Enterprise Social to Rethink Productivity

Technical Level: ●

Speaker(s): Joan Bodensteiner, VMware, Inc.

Moderator: Alexi Robichaux, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D1

Enterprise social networks like Socialcast are evolving the way employees work. These networks are fast becoming the glue in the enterprise, bringing together employees, user generated data, IT systems data and other information that has historically been siloed

in departments, systems or peoples' heads. Learn how companies are creating sustainable competitive advantage with enterprise social, what you can do today to get started, and how to create a highly engaged workforce.

EXPERTS01 Meet the Experts – 01

Experts: Kyle Glead, VMware, Inc.;
Cormac Hogan, VMware, Inc.;
Jan-Willem Lammers, VMware, Inc.;
Suzy Visvanathan, VMware, Inc.

HALL 6, LOWER LEVEL | ROOM A1

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. You can also schedule one-to-few meetings with Knowledge Experts and discuss the topics that are most important to you.

GD06 View and ThinApp with Matt Coppinger

Speaker(s): Matt Coppinger, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 3

Join Matt Coppinger who will host this best practices group discussion on View and ThinApp.

GD11 View with Tommy Walker

Speaker(s): Tommy Walker, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 1

Join Tommy Walker who will host this best practices group discussion on View.

GD29 Cloud Infrastructure Suite Architecture with Duncan Epping

Speaker(s): Duncan Epping, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 4

Join Duncan Epping who will host this best practices group discussion on Cloud Infrastructure Suite Architecture.

GD36 ITBM, ITFM, IT Benchmarking with Mahipal Lunia

Speaker(s): Mahipal Lunia, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join Mahipal Lunia who will host this best practices group discussion on ITBM, ITFM, IT Benchmarking.

INF-BCO1361 Backing Up Virtual Machines with VMware's Next-Generation Backup and Recovery Solution - Everything You Need To Know

Technical Level: ■ **Area of Interest:** S

Speaker(s): Jeff Hunter, VMware, Inc.;
Rachna Thusoo, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

This session is a technical deep dive on VMware's next-generation backup and recovery solution. Details include:

- How the solution is deployed/installed/configured
- Technical details on how it works
- Recommendations for successful backup and recovery of your VMware virtual machines using this new solution.

INF-BCO2167 DR to the Cloud with SRM and vSphere Replication - Discussion with VMware and Sungard

Technical Level: ●

Speaker(s): Michael de la Torre,
SunGard Availability Services;
Gil Haberman, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B1

Many organizations today do not have adequate disaster recovery protection for their applications. In most cases, disaster recovery is perceived as too expensive and complex. DR is a natural fit for the cloud, and VMware's Disaster Recovery to the Cloud Services make disaster recovery broadly accessible for all applications and sites by providing simple, cost-efficient and automated disaster protection using SRM 5 and vSphere Replication.

In this session, VMware and Sungard will present new services that are delivered using vCenter Site Recovery Manager and vSphere Replication. We will also discuss the future evolution of these services.

Session Identifiers

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Areas of Interest

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FS	Financial Services	E	State & Local Education
H	Healthcare	T	Telecommunication
R	Retail		

Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

12:30 – 13:30

INF-NET1590 What's New in vSphere - Networking

Technical Level: ■

Speaker(s): Vyenkatesh Deshpande, VMware, Inc.;
Manish Mittal, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

The vSphere Distributed Switch (VDS) is a key component of the vSphere platform. It abstracts virtual network parameters of individual hosts and enables centralized provisioning, administration and monitoring through VMware vCenter Server. In this session you will learn about new features and operational improvements that will make administrators' lives easier when it comes to troubleshooting and managing the virtual network infrastructure. We will also discuss the improved scalability of VDS and demonstrate some key features.

INF-NET1932 On-demand Virtual Networking with vShield Edge

Technical Level: ▲

Speaker(s): Serge Maskalik, VMware, Inc.;
Rudra Rugge, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G2

vShield Edge, now in its third year of existence, has grown into a highly available and programmable (via REST) solution for providing critical networking services in the cloud, such as server load balancing, firewalling, network translation, IPsec (site-to-site VPN), L2VPN & User SSL VPN, and VXLAN gateway functionality. Serge Maskalik, Director of R&D, who leads the team

developing the Edge, will present a deep dive into this product, including a discussion on how they achieved parity for the performance characteristics found in physical appliances. He will explore and highlight how the x86 density trend, h/w offloads, scale out architecture and per-device & per-tenant resource isolation have been harnessed to enable multi-tenancy use cases and lowered the operational complexity due to the reduced fault domain in comparison to contextualized hardware-based systems. He will also explore the operational aspects of virtualizing the network edge, demonstrate workflows for deploying and operating Edges and discuss comparison to the typical end-of-row L3-L7 options. Finally, he also covers other NetSec Virtualization technologies, such as VXLAN, vShield App and Spoofguard. P2V your L4-L7 services!

INF-STO2980 vSphere 5 Storage Best Practices

Technical Level: ▲

Speaker(s): Chad Sakac, EMC Corporation;
Vaughn Stewart, NetApp

HALL 8, LOWER LEVEL | ROOM B2

Storage industry experts will discuss a number of best practices for connecting vSphere 5 to SAN & NAS storage platforms with a focus on performance, availability and manageability.

INF-VSP1168 Architecting a Cloud Infrastructure

Technical Level: ▲

Panel: Aidan Dalglish, VMware, Inc.;
Frank Denneman, VMware, Inc.;
David Hill, VMware, Inc.

Moderator: Rawlinson Rivera, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A2

This session will discuss the various design considerations when architecting the foundation for every solid cloud environment: VMware vSphere® 5.0. We will start with sizing and scaling and end with some operational guidance. Different examples will be used to show the impact design considerations can have on the availability of your services.

INF-VSP1372 What's New with vSphere

Technical Level: ■

Speaker(s): Michael Adams, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C1

This session will take a look at the latest release of the vSphere platform. This fast paced session will expose users to all the major and minor product enhancements of the world's #1 virtualization product.

ITT3237 From Reactive to Innovative: The Journey to the Cloud Crosses People, Process, Technology and Measurement

Technical Level: ●

Speaker(s): Mike Hulme, VMware, Inc.;
Kevin Lees, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

As the market moves to embrace cloud computing, customers are understanding that success depends upon organizational change, process optimization and financial measurement along with solid technical decisions. Many organizations are struggling to react to the needs of business or bring order to the line of business decisions regarding cloud providers, SaaS applications and cloud application platforms. Other organizations, however, are orchestrating a model to refine the way they do IT, leveraging cloud to become a true source of innovation for the business.

This session outlines the path that successful enterprises are following to proactively mature the way they build, run, staff and measure the impact of a cloud environment. Included in this session will be specific guidance on how to rise above the reactive nature of cloud today to leverage cloud for strategic differentiation and business innovation. This session features real-world feedback from VMware's enterprise and global service providers about how, as key areas of IT mature, the business value of cloud and the role of IT also evolves.

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R	Retail		

Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

12:30 – 13:30

OPS-CIM2034 VMware IT Benchmarking for Fact Based IT Transformation

Technical Level: ●

Speaker(s): Steven Gall, VMware, Inc.;
Mahipal Lunia, VMware, Inc.;
Matthew Stegall, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C3

VMware made an acquisition of a benchmarking company, and now this benchmarking capability is being integrated within the very fiber of the VMware® stack.

This session will speak about peer and industry benchmarks and how to use these benchmarks as you go on your cloud journey.

OPS-CSM2258 Industry Leaders Share the Impact of Their Cloud Deployments

Technical Level: ●

Panel: Siddharta Chadda, Carmichael Lynch;
Joerg Liebe, Lufthansa Systems;
Dan Sutherland, Carrenza

Moderator: Gavin Jackson, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F1

Several industry leaders will share their cloud use cases and deployment outcomes, including infrastructure must haves, security, provider selection, and results. The session will allow for audience interaction, giving you a unique opportunity to ask the questions and hear unfiltered answers based on actual experience. Moderated by Gavin Jackson, Director Cloud & Service Providers, this session will have a blend of panelists representing Fortune 1000 and mid-market companies.

PAR3210 Jumpstart Your Desktop Virtualization Business: A Step-by-Step Guide

Technical Level: ●

Speaker(s): Sueko Diedrick, VMware, Inc.;
Trisha McCanna, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

Are you interested in getting started with desktop virtualization but not sure where to start? The entire industry is talking about virtual desktop infrastructure (VDI), and customers are looking for experts to help them better understand the landscape and partner with them for the right solution. This session is focused on providing you with the framework to start building a desktop virtualization practice. It will provide an overview of the included solutions, enablement paths, programs, incentives and tools to accelerate your time to success. Partners will receive an overview of the most up-to-date programs and tools you need to be successful, from building your team to closing deals, and accelerate your VMware® View™ pipeline.

SPO5665 Maximize Your Storage Virtualization Outcomes with Fluid Data

Technical Level: ■

Speaker(s): Mark Shaw, Dell, Inc.

HALL 8, LOWER LEVEL | ROOM C2

With the ever-increasing amount and velocity of data, your virtual storage infrastructure is challenged with a lack of performance, scalability, and increased management complexity. To address these challenges, and ensure promised service and performance levels, Dell is evolving the Fluid

Data Architecture to fully virtualize and simplify enterprise storage and data management. By blurring the distinctions between direct-attached and shared storage tiers, bridging private and public cloud infrastructures, and architecting self-protecting storage, Dell's vision fully embraces intelligent automation as the means to seamlessly scale and protect the entire virtual infrastructure, irrespective of where it sits in the cloud.

SS1022 From Ideas to Reality – A Closer Look Inside VMware Innovation

Speaker(s): Julia Austin, VMware, Inc.;
Anne Holler, VMware, Inc.;
Melina McLarty, VMware, Inc.;
Ravi Soundararajan, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G3

Numerous companies talk about how innovative they are, but what is really happening behind the scenes to ensure they continue to introduce new and disruptive technologies to their customers and partners? Join Julia Austin, VP of Innovation at VMware, and some of VMware's top engineers to learn more about the innovation programs and practices in place at VMware that bring revolutionary ideas to the market. You will hear about the history of some of VMware's top features and products, early-stage technology ideas incubating inside of the company, as well as VMware's Open Innovation Challenge.

14:00 – 15:00

APP-BCA1213 Virtualizing SAP from Big Iron onto x86 at Jo-Ann Fabric and Craft Stores

Technical Level: ●

Speaker(s): Jesse Drugan, Jo-Ann Fabric and Craft Stores;
Andre Kemp, VMware, Inc.;
Jason Nester, Jo-Ann Fabric and Craft Stores

HALL 8, LOWER LEVEL | ROOM C1

This session will provide an indepth look into how a large national retailer was able to cut cost without sacrificing performance and reliability by migrating SAP off of legacy big iron systems on to less expensive commodity hardware running Microsoft Windows on VMware ESXi. Presenters will discuss consideration and adoption of technologies such as DRS, HA, Fault Tolerance and the Nexus 1000v. Further, we will discuss the lessons learned throughout the process as well as some lessons that have been learned over the past year. Finally we will discuss the successful outcome of the migration including the non-event that was our holiday season including Black Friday.

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Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

14:00 – 15:00

APP-CAP2682 Build Your First Mobile Application on Cloud Foundry in 60 Minutes

Technical Level: ■

Speaker(s): Jay Marshall, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

Two of the hottest topics in technology today are “mobile” and “cloud.” They are at the top of most CTOs’ list of objectives, yet they are also the ones most shrouded in mystery. So where do you start?

This session will demonstrate a streamlined use case: building a mobile application from scratch in just one hour, including everything from setting up your environment to deploying to the cloud. Even better, this will be a working application that you can install and run on your own phones at the end of the hour. All source code and materials will be available for download for session attendees, so you can leave VMworld® with everything you need to start developing your own mobile apps.

EUC1494 Plug and Scale “View Appliance”

Technical Level: ● **Area of Interest:** S

Speaker(s): Marilyn Basanta, VMware, Inc.;
Cynthia Hsieh, VMware, Inc.;
Jason Langone, Nutanix

HALL 8, LOWER LEVEL | ROOM B1

Learn how to deploy a scalable, affordable, and production ready virtual desktop solution, by using a VMware View appliance. The session will introduce how to leverage VMware View Config Tool for fast View installation from proof of concept to scalable production. Learn a field-

proven VDI formula that has used in both small and large scale deployments in the US, Europe, and GCC. Learn about the unique advantages gained by using a VMware View appliance and why it is often more successful than incumbent big infrastructure. Session will be conducted by VMware solution team and a VDI evangelist from Nutanix. This session will use social media for additional live interaction and potential contests. This session will pull on real world success stories across many verticals, including Federal Government and Education.

EUC1688 Tackling Bring Your Own Device (BYOD) Initiatives with the VMware View Mobile Secure Desktop

Technical Level: ■

Speaker(s): Courtney Burry, VMware, Inc.;
Rory Clements, VMware, Inc.;
Justin Venezia, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

Today’s workers are no longer tethered to traditional stationary desktops. New devices have proliferated companies of all sizes. Workers are increasingly mobile. And more than 60% of enterprise firms and 85% of SMB organizations are looking to initiate BYOD programs.

But while end users are embracing these trends, IT departments-faced with tight budgets are struggling with how to best support and manage these new devices while protecting corporate data as it is accessed across networks and locations.

This is why finding a secure, streamlined and more cost-effective way to manage end users across devices has become a top priority for so many customers today.

VMware has a solution. Join VMware and Warner Brothers to find out more about the Mobile Secure Desktop, a tested and validated architectural design which allows organizations to provide unparalleled desktop and application access to end users across devices and locations.

EUC2620 View 5.1 and PCoIP: A Performance Deep Dive for Successfully Optimizing and Customizing Your VDI Deployments

Technical Level: ■ **Area of Interest:** S

Speaker(s): Banit Agrawal, VMware, Inc.;
Chuck Hirstius, VMware, Inc.;
Lawrence Spracklen, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A2

This session discusses end-to-end architectural considerations associated with creating a high performance, efficient and highly scalable VMware View deployment and highlights key tunables and best practices for every key component in a deployment. This session also highlights the new performance improvements in the View 5.1 release and presents competitive results. Finally, we present the latest PCoIP tuning strategies and cover the secrets of using freely available tools to monitor and diagnose PCoIP performance and to measure PCoIP tuning impact.

EXPERTS02 Meet the Experts – 02

Experts: Scott Davis, VMware, Inc.;
Justin King, VMware, Inc.;
Tom Stephens, VMware, Inc.;
Curtis Witt, VMware, Inc.

HALL 6, LOWER LEVEL | ROOM A1

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GD01 Application Management with Hartmann Schoebel

Speaker(s): Hartmann Schoebe, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 1

Join Hartmann Schoebel who will host this best practices group discussion on Application Management.

GD03 Application Platforms, vFabric, RabbitMQ with AI Sargent

Speaker(s): AI Sargent, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join AI Sargent who will host this best practices group discussion on Application Platforms, vFabric, RabbitMQ.

GD08 View with John Dodge

Speaker(s): John Dodge, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 3

Join John Dodge who will host this best practices group discussion on View.

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Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

14:00 – 15:00

INF-BCO2147 VMware vCenter Site Recovery Manager - What's New and Technical Overview

Technical Level: ■

Speaker(s): Bryan Evans, VMware, Inc.;
Ken Werneburg, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

Learn about features in VMware vCenter Site Recovery Manager (SRM), including Enterprise enhancements to vSphere Replication. Get details on how SRM can be used to address Disaster Recovery needs in your virtualized data center.

INF-BCO2655 “VMware vSphere Fault Tolerance for Multiprocessor Virtual Machines—Technical Preview and Best Practices

Technical Level: ●

Speaker(s): Jim Chow, VMware, Inc.;
Srinivas Kotamraju, VMware, Inc.;
Wei Xu, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

This session will describe exciting new developments in implementing VMware vSphere® Fault Tolerance (VMware FT) for multiprocessor virtual machines. This new technology allows continuous availability of multiprocessor virtual machines with literally zero downtime and zero data loss, even surviving server failures, while staying completely transparent to the guest software stack, requiring absolutely no configuration of in-guest software.

In this technical preview, we will outline the virtues of VMware FT, provide a detailed look

at the new technology enabling VMware FT for multiprocessor virtual machines, offer guidance on how to plan and configure your environments to best deploy these capabilities, examine performance data and showcase a live demo of the technology in action.

INF-STO1521 vSphere Storage Appliance – Deep Dive and Best Practices

Technical Level: ● **Area of Interest:** S

Speaker(s): Julia Lee, VMware, Inc.;
Suzy Visvanathan, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C3

This session will provide an overview of the features in vSphere Storage Appliance. We will discuss expanded use cases such as remote and branch offices (ROBO) deployments, best practices and highlight what current VSA customers are doing.

INF-VSP1683 VMware vSphere Cluster Resource Pools Best Practices

Technical Level: ▲

Speaker(s): Frank Denneman, VMware, Inc.;
Rawlinson Rivera, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

In this session Frank Denneman and Rawlinson Rivera will cover and explain in great detail what to consider when using resource pool inside a VMware vSphere® cluster. Introducing the concept of resource pools can affect virtual machine performance and overall resource management in virtual infrastructures.

Join Frank and Rawlinson and discover both common pitfalls and best practices of resource pool design. This session is a must for anyone implementing resource pools who wants to maximize their cluster and vSphere resource designs.

INF-VSP2203 Data Center of the Future

Technical Level: ■

Speaker(s): Bogomil Balkansky, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D1

The session will focus on the market trends and technology opportunities that inform the long-term VMware roadmap for cloud infrastructure and management. Attendees will learn how the VMware product team envisions the data center of the future, what the most significant areas of VMware® product investment are and how VMware will collaborate with the ecosystem. This long-term roadmap will help customers understand the most significant areas of VMware impact on their data center in the future.

ITT1918 Is My Organization Ready to Reap the Benefits of the Cloud?

Technical Level: ●

Speaker(s): Kevin Lees, VMware, Inc.;
Andy Troup, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

For VMware vCloud® to be successful and operationally sustainable, it is essential that public and private cloud providers as well as consumers (tenants) consider how to structure their organization to maximize the benefits. Based on the VMware® Cloud Operations Framework, this session will help providers and consumers understand the changing roles and responsibilities that are required to operate the cloud and the services it offers. Consideration for all levels of the organization will be made, from how to manage cloud consumers to what roles exist for provisioning of services and operating the cloud environment. A participant in this session will leave with a good understanding of what a cloud-aware organization should look like along with possible changes that can be made to ensure they are ready for a successful deployment of a cloud based on VMware.

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Technical Levels

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▲	Advanced Technical



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Based on IBM testing and documented in IBM System x® Virtualization Server Consolidation sizing methodology. IBM Flex System x240 supports 2.7X more Peak Utilization Virtual Machines (VMs) than previous generation BladeCenter® HS22V.¹ Based on IDC white paper "The Economics of Virtualization: Moving Toward an Application-Based Cost Model," Michelle Bailey, November 2009, <http://www.vmware.com/files/pdf/Virtualization-application-based-cost-model-WP-EN.pdf>

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BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

14:00 – 15:00

OPS-CSM1209 Securing the Virtual Environment: How to Defend the Enterprise

Technical Level: ▲

Speaker(s): Davi Ottenheimer, flyingpenguin

HALL 8, LOWER LEVEL | ROOM F1

As more and more data is moved into virtual environments, the need to secure them becomes increasingly important. Useful for service providers as well as enterprise and small business IT professionals, this presentation offers a broad look across virtualization used in various industries as well as a technical view of vulnerabilities unique to virtual environments. Based on a new book by the same name, it examines the difference with a virtual model versus traditional computing and the appropriate technology and procedures to defend it from attack:

- Dissects and exposes attacks targeted at the virtual environment and the steps necessary for defense;
- Covers information security in virtual environments: building a virtual attack lab, finding leaks, getting a side channel, denying or compromising services, abusing the hypervisor, forcing an interception and spreading infestations;
- Presents a new set of scripts and valuable tools for penetration testing.

PAR1895 Creating a Highly Profitable Virtualization Practice with VMware Go Pro

Technical Level: ●

Area of Interest: S

Speaker(s): Manoj Jayadevan, VMware, Inc.;
Arun Lal, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

In this session, we will provide an overview of the business opportunities, and profitability models that will help you grow a sustainable virtualization business with VMware Go Pro. VMware Go Pro is a software as a service (SaaS) offering hosted by VMware designed for partners and IT admins of companies with less than 1000 employees that makes it easy to adopt and manage a virtualized environment, protect and secure IT assets and increase reliability of SMB IT infrastructures. In this session learn how to provide a wide array of virtualization and IT management services leveraging VMware Go Pro cloud service and in the process tap new cloud based recurring revenue opportunities.

SPO3339 NetApp, VMware, and Walz Group: How to Achieve Optimized and Virtualized Business Critical Applications

Speaker(s): Bart Falzarano, Walz Group;
David Korsunsky, VMware, Inc.;
Vaughn Stewart, NetApp

HALL 8, LOWER LEVEL | ROOM C2

Virtualizing business critical workloads such as Oracle Database and Microsoft applications like Exchange, SQL and SharePoint Server require more planning to ensure optimal performance and availability. NetApp & VMware will share with you the ways to tackle challenges common to virtualizing these workloads. In addition, a customer will speak to their experience in deploying these technologies and share some real world do's and don'ts.



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Session Identifiers

APP-BCA Applications: Business Critical Applications	INF-BCO Infrastructure: Business Continuity	INF-VSP Infrastructure: vSphere
APP-CAP Applications: Cloud Application Platform	INF-NET Infrastructure: Networking	ITT IT Transformation
EUC End-user Computing	INF-SEC Infrastructure: Security and Compliance	OPS-CIM Operations: Cloud Infrastructure Management
GD Group Discussion	INF-STO Infrastructure: Storage	OPS-CSM Operations: Cloud Service Management

PAR Partner Track (for VMware partners only)
SPO Technology Partner/Sponsor
SS Spotlight Session
TEX Technology Exchange for Alliance Partners

Areas of Interest

FD Federal	S SMB
FS Financial Services	E State & Local Education
H Healthcare	T Telecommunication
R Retail	

Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

14:00 – 15:00

SPO3344 Cisco Unified Computing System Advantage for Virtualized Environments

Technical Level: ■ **Area of Interest:** FS

Speaker(s): Tommi Salli, Cisco Systems Inc.

HALL 8, LOWER LEVEL | ROOM G2

This session provides an architectural overview of the Cisco Unified Computing System including the B, C and E series and demonstrates the unique advantages its unified architecture brings to physical and virtual application environments. In this session you will learn how to leverage UCS solutions spanning from data centers to branch offices and address key advantages that help virtualize applications previously thought hard to virtualize. The session will also highlight specific examples around use cases and associated customer advantages.

SS1012 Best Practices for Hybrid Cloud: Build a Cloud You're Proud of, Without Making Million Dollar Mistakes!

Speaker(s): David Chalmers, Hewlett Packard;
Jerry Walsh, Hewlett Packard

HALL 8, LOWER LEVEL | ROOM G3

How do you offer IT innovation, speed and agility to your business users but still maintain control across private and public clouds deployments? In this session, HP will share with you real-world learnings from clients and walk through demonstrations of the best practices to design, deploy, manage and secure hybrid cloud

environments with VMware. HP Solution Architects will demonstrate how the HP Converged Cloud architecture and components help you enable IT brokering including the cloud subscriber and provider portal, the service delivery controller, and Cloud Maps. During the session, you will get a preview of innovative new integrations with VMware including virtual security, Auto Flexing, Flat SANs, and Converged Infrastructure.

TEX1642 Virtual 3D Graphics and View: Performance and Certification Programs

Technical Level: ■

Speaker(s): Mike Coleman, VMware, Inc.;
Warren Ponder, VMware, Inc.;
Will Wade, NVIDIA

HALL 8, LOWER LEVEL | ROOM F3

New virtual 3D graphics capabilities promises to expand the existing View market. Customers are looking to bring the value of VDI to their high value end-users, and those end users typically have 3D graphical rendering requirements. This session will go over the new market opportunities for partners and the certification initiatives being developed by VMware Alliances and EcoSystem engineering teams.

15:30 – 16:30

APP-BCA1751 Virtualizing Oracle: Caging the Licensing Dragon

Technical Level: ■

Speaker(s): Donnie Hamlett, iQuate;
Daniel Hesselink, License Consulting;
Judica Krikke, Stibbe;
Jan-Willem Lammers, VMware, Inc.;
Michael Webster, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C1

Every Oracle shop considering virtualization has heard stories about adverse compliance audits and unexpected licensing costs. While deploying high-cost software products without a license compliance management strategy could be expected to lead to compliance failures, customers that understand their license agreements and manage their virtual infrastructures effectively can realize significant savings in licensing and support costs. This session will examine Oracle licensing challenges and opportunities in the real world. Attendees will gain an understanding of how to estimate and realizing the savings that can be achieved by virtualizing Oracle products. Daniel Hesselink is a licensing and compliance consultant based in The Netherlands. Donnie Hamlett represents iQuate, an ISV whose flagship product provides software inventory reports that are accepted by Oracle as accurately representing deployed Oracle products for the purposes of an Oracle license audit.

EUC2030 VMware View and Storage: Thinking Outside the Box (of Disks)

Technical Level: ▲

Speaker(s): Victor Backman, Fusion-io;
Jeff Whitman, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

In many virtual desktop deployments, companies have been forced to focus on traditional shared storage. Because virtual desktop deployments rely on costly shared storage infrastructure while the cost of physical desktops has remained relatively low, the adoption of virtual desktops has stalled. However, emerging storage technology can have a tremendous positive impact on VMware View performance and ROI.

In this session, we will look at new technologies in View 5.1 and VMware vSphere® 5 that specifically assist with View deployments. This session will provide a technical review of emerging solutions that improve virtual desktop infrastructure performance and increase ROI. Could it actually be the year of the desktop? It is time to find out. This session will be technical, informative and highly interactive and will include a live demo of an emerging storage technology in a View environment.

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H	Healthcare	T	Telecommunication
R	Retail		

Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

15:30 – 16:30

EXPERTS03 Meet the Experts – 03

Experts: Peter Björk, VMware, Inc.;
Chris Colotti, VMware, Inc.;
Tommy Walker, VMware, Inc.

HALL 6, LOWER LEVEL | ROOM A1

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. You can also schedule one-to-few meetings with Knowledge Experts and discuss the topics that are most important to you.

GD13 Data Protection with Jeff Hunter

Speaker(s): Jeff Hunter, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 3

Join Jeff Hunter who will host this best practices group discussion on Data Protection.

GD16 Virtual Networking and the vSphere Distributed Switch with Vyenkatesh Deshpande

Speaker(s): Vyenkatesh Deshpande, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 4

Join Vyenkatesh Deshpande who will host this best practices group discussion on Virtual Networking and the vSphere Distributed Switch.

GD17 VXLAN with Arun Goel

Speaker(s): Arun Goel, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join Arun Goel who will host this best practices group discussion on VXLAN.

INF-NET2313 Software-Defined Networking and Security

Technical Level: ■ **Area of Interest:** T

Moderator: Allwyn Sequeira, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

Software-defined networking has attracted the interest of the industry, networking & security architectures are due for a major overhaul. Allwyn Sequeira, vice president and chief technology officer for networking and security will provide insights into the VMware Software Defined Networking & Security architecture and products as part of the overall SDDC vision, including a briefing on the newly released vCloud Networking and Security suite, and the role of SDNs in heterogeneous environments. This session will include feedback from early customers and industry partners who have been working with VMware to realize this architecture and will delve into use cases that are compelling to modern virtualized data centers.

INF-SEC1388 VMware Go: The Zen for Small and Midsized Business IT Management (Business Value)

Technical Level: ● **Area of Interest:** S

Speaker(s): Manoj Jayadevan, VMware, Inc.;
Arun Lal, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B1

Cloud computing is transforming the way small and midsized business IT infrastructure is being managed. In this session we'll take a deep-dive exploration into the cloud-based VMWare Go™ physical and virtual IT infrastructure management solution from a business value perspective. We will explore all the virtualization and security

features, how to manage updates, along with how to create policies, and how to upload and deploy software, all from a single Web-management console.

INF-SEC2306 Integrating Virtual and Physical IT Controls to Support Enterprise Wide Compliance Programs

Technical Level: ■ **Area of Interest:** FS

Speaker(s): Becky Smith, VMware, Inc.;
Patrick Vowles, RSA

HALL 8, LOWER LEVEL | ROOM D2

This session will outline the integration of IT infrastructure management solutions from VMware, EMC and RSA to support a cross enterprise compliance program. We will conduct a detailed demonstration of the integration of these technologies, showing the full life cycle from policy creation; through scanning critical IT assets to automatically mapping control procedures. We will also highlight the ability to report results via a comprehensive dashboard up through all layers of the organization including the senior management of an enterprise (CIO, CISO and Chief Compliance Officer).

INF-STO2143 Software-defined Storage – VMware's Storage Vision and Strategy

Technical Level: ■

Speaker(s): Shruti Bhat, VMware, Inc.;
Alberto Farronato, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

This session will explain VMware's software-driven approach to addressing storage challenges in the virtual world. We will provide a sneak preview of four exciting new storage technologies from VMware including Virtual Volumes, Virtual Flash, and Distributed Storage (Virtual SAN) that are on the roadmap for increasing storage efficiencies in virtual environments. We will also discuss VMware's new policy-driven approach to storage for managing end-to-end SLAs per virtual machine.

INF-VSP1364 Architecting Auto Deploy for Availability and Scalability

Technical Level: ■

Speaker(s): Kyle Gleed, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

Covers Auto Deploy installation, availability, scalability and performance. Learn how to architect a highly available and highly scalable Auto Deploy infrastructure to enable the rapid deployment of ESXi hosts. Introduces new features added in vSphere 5.1 along with tips and recommendations to ensure success with vSphere Auto Deploy.

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Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

15:30 – 16:30

ITT3240 From Weeks to Hours: Automated Provisioning and Deployment

Technical Level: ●

Speaker(s): Jason Hill, VMware, Inc.;
Ed Hoppitt, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

The ability to automatically provision new infrastructure is a vital building block to establishing an on-demand model for IT and better serving the needs of the business. Cloud offers the ability to reduce time to provision infrastructure from weeks to hours. But how can IT establish processes that best take advantage of this new model? How can IT measure the financial impact of this model? How can this approach to infrastructure translate to gains in efficiency for delivering new applications and services back to the business? This session will cover how organizations can complement their technology investments with recommendations and best practices for operating, staffing and measuring the impact of automated provisioning within a cloud environment.

OPS-CIM1274 What's New in vCenter Orchestrator 5.1

Speaker(s): Ian Hirsinger, T-Systems;
Joerg Lew, VMware, Inc.;
Christian Rudolph, TUI InfoTec GmbH

Moderator: Thomas Corfmat, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A2

In this session you will find out why VMware® vCenter™ Orchestrator™ is no longer the best-kept VMware secret. This session will walk you through the capabilities of vCenter Orchestrator

and show how you can leverage this fundamental and powerful capability to integrate the VMware Cloud Infrastructure Suite with the rest of your systems management portfolio. This session will include a content-rich demonstration of how the capabilities and features of vCenter Orchestrator greatly simplify the installation, development and execution of workflows. Finally, we highlight a range of use cases and the broad and ever-growing portfolio of vCenter Orchestrator plug-ins that allow you to quickly and easily build comprehensive cloud service offerings.

OPS-CIM3047 ITBM in Practice in the Financial Services World

Technical Level: ● **Area of Interest:** FS

Speaker(s): Mahipal Lunia, VMware, Inc.;
Bill Miller, Nationwide

HALL 8, LOWER LEVEL | ROOM C3

Nationwide is one of the leading financial institutions of the country. Using ITBM solutions, Nationwide has automated its entire financial management of IT. In this session Nationwide discusses how the company went from manual processes, which were human and error centric, to automated and fiscally responsible methods.

PAR1738 New Enterprise Purchasing Program: ELA-in-a-Box

Technical Level: ● **Area of Interest:** T

Speaker(s): Ryan Knauss, VMware, Inc.;
Djay Ramasubban, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

VMware's Purchasing Programs provide flexible and cost-effective ways to purchase VMware products. Whatever your customer's buying pattern, there is a purchasing plan to suit their needs. Whether your customers are making frequent, transactional buys or larger, strategically planned purchases, VMware's Purchasing Programs provide customers a flexible and cost effective way to purchase VMware products. The new Enterprise Purchasing Program offers the transaction velocity associated with smaller volume purchases and the procurement efficiency, cost savings and deployment flexibility associated with large Enterprise License Agreements. The Enterprise Purchasing Program is a token-based program where customers purchase VMware tokens that can then be redeemed on demand for licenses and associated production Support and Subscription (SnS) within My VMware.

SPO2395 Network Administrators Guide to Deploy Software FCoE and iSCSI Adapters Using VMware Distributed Switches on 10Gb Ethernet

Technical Level: ■

Speaker(s): Brian Johnson, Intel Corporation;
Roger Lund, Array Services Group

HALL 8, LOWER LEVEL | ROOM G2

Network administrators are being asked to expand their knowledge to include storage technologies and to implement Converged Network Adapters (CNA) in place of a traditional Ethernet network adapter. The VMware® vSphere 5 release provides several enhancements and new features that will simplify these unified network deployments including software storage adapters and quality of service control for both networking and storage. This session will discuss implementing FCoE and iSCSI from a networking perspective focusing on how to configure, monitor and control network bandwidth on 10Gb Ethernet Converged Network Adapters using VMware vSphere software and tools. The components discussed will be the native software FCoE and iSCSI initiators in VMware vSphere 5 environment using the VMware Distributed Switch, Storage I/O Control and resxtop command-line utilities.

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BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

15:30 – 16:30

SPO2423 The Virtualization Security Journey: Beyond Endpoint Security

Technical Level: ■

Speaker(s): James Hanlon, Symantec

HALL 8, LOWER LEVEL | ROOM C2

VMware vShield provides the security layer basic to integration of partner technology, enabling “better than physical” security services for the VMware virtual data center. Endpoint security is a critical foundation for the virtual data center and remains important in malware protection and hardening both virtual workloads and physical management servers. As enterprises migrate business-critical workloads to the virtual data center, security concerns arise from sharing infrastructure and must be addressed beyond endpoints. Segmentation and isolation are central to the practice for securing sensitive workloads in physical infrastructure. Perimeter segments isolate sensitive workloads; blocking threats, preventing data loss and managing access controls to define and enforce compliance scope. Virtual data center architecture offers advantages for securing mixed trust workloads on shared infrastructure. Administrators can drive higher consolidation ratios and large clusters can be used for a common set of services for availability and performance. Virtual security solutions for DLP, ownership and content control automate the identification of workloads for segmentation and enforce segment boundary, regardless of operational changes to the virtual environment. Together, using VMware vShield and integrated security solutions from Symantec, the enterprise can securely segment workloads in the VMware Cloud Infrastructure. This presentation covers the use cases, and solution approaches for assuring segmentation on this shared infrastructure, enabling mixed trust workloads.

SPO3288 Why Virtualization is More Secure!

Technical Level: ■

Speaker(s): Andy Dancer, Trend Micro, Inc.

HALL 8, LOWER LEVEL | ROOM D1

The case for efficiency gains from Virtualized environments is well documented and proven. However, in security terms most people talk about trying to get their Virtualization security as close to physical as possible, or about which applications are ‘safe’ to move to a virtual environment. This presentation explains why people should actually be starting to think the other way round; can I get my physical security to be as good as my virtual security can be? The virtual environment has an obvious and yet unique advantage - the hypervisor. Think of this as an opportunity to take a wider perspective on security - from the outside of the operating system looking in. An ability to not just do security in a more efficient way, but also a safer way. Safer because the security is always on and always up to date, safer because security can't be turned off from within the operating system and safer because vital security logs and alerts are out of reach of the malware which would otherwise remove evidence of its activity. This presentation explains each of these areas, how and why it improves the security. It looks also at areas where physical security may be considered stronger and explains why and how that can be replicated within the virtual environment. Finally we look also at whether the same applies in a cloud environment, can security there really be as good as my internal servers?

SPO5630 Accelerating Business Velocity and Increasing IT Efficiency for Mission Critical Workloads

Technical Level: ●

Speaker(s): Ravi Chalaka, Hitachi Data Systems

HALL 8, LOWER LEVEL | ROOM F1

Mission critical workloads such as data warehousing, OLTP, analytics and email are the back bone for both enterprises and service providers. These workloads require IT's test and development departments to evaluate and integrate infrastructure from multiple vendors. IDC estimates IT spends more than 23% of staff time and resources to ensure full integration, performance tuning, scaling, testing availability and data protection, all of which increases deployment times of mission critical applications.

To accelerate business velocity and increase IT efficiency, CIOs are looking for private cloud solutions that are able to provide the performance, uptime and disaster avoidance capabilities required by mission critical workloads. Many pre-validated converged infrastructure solutions promise reduced complexity, but unfortunately compromise - with commodity infrastructure, poorly integrated management tools or expensive systems and services. In order to extend the benefits of virtualization, the market requires integrated solutions with best of breed infrastructure elements that are well known for unmatched reliability, superior virtualization, scale and performance. Hitachi Data Systems combines these infrastructure stacks with unparalleled unified server, network and storage management software integrated within VMware vSphere and vCenter. Join us for this informative session, and learn how you can simplify your entire physical and virtual infrastructure from VMware vCenter - with pre-validated and pre-configured solutions for faster provisioning of resources, automation with unified monitoring and troubleshooting.

SS1025 The Evolving Data Center - Past, Present, and Future

Speaker(s): Tommi Salli, Cisco Systems Inc.

HALL 8, LOWER LEVEL | ROOM G3

Innovation is key for the architecting infrastructures built for cloud computing which demand massive scale, resiliency, automation, agility and security. Cisco believes that customers will derive the greatest value from the tight integration of emerging software approaches with the underlying hardware. Making networks programmable to optimize application performance is a natural evolutionary step for the industry. Cisco's approach encompasses hardware and software, networking and compute and physical and virtual infrastructure. Cisco believes that customers will derive the greatest value from the tight integration of emerging software approaches with the underlying hardware.

TEX2575 Utilizing ThinApp Factory for Application and Desktop Virtualization Offerings

Technical Level: ■

Speaker(s): Aaron Black, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

This session will showcase the newly released VMware® ThinApp® Factory technology and review the characteristics of application virtualization. Discussion will be focused around how to build service offerings around ThinApp technology and a demonstration of a working ThinApp Factory instance. Join our session to listen and provide feedback on the business and technical value of this technology for ISVs, SIs and SOs.

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BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

17:00 – 18:00

APP-CAP2956 Inside the Hadoop Machine

Technical Level: ■

Speaker(s): Richard McDougall, VMware, Inc.;
Sunder Parameswaran, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

This session is a great way to learn about the Hadoop distributed system: architecture, performance and resource requirements. Take a tour through the life cycle of a Hadoop job, see exactly how the Hadoop framework works and come away with the knowledge to plan your virtual Hadoop system.

EUC1453 Managing from the Middle with the VMware Horizon™ Suite

Technical Level: ●

Speaker(s): Ben Goodman, VMware, Inc.;
Mason Uyeda, VMware, Inc.;
Liam Yu, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

In the post-PC era, it's essential to centralize application management. Now IT can simplify and unify management of software-as-a-service, Web and Windows applications through the VMware Horizon™ application catalog. Securely deliver applications to end users on their choice of device, increasing their flexibility while reducing the cost of complexity.

EUC2005 Troubleshooting VMware View: Looking under the Hood

Technical Level: ■

Speaker(s): Matt Copping, VMware, Inc.;
John Dodge, VMware, Inc.;
Brian Gammage, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

In this session you will learn how to troubleshoot VMware View™ from some of the best field troubleshooters. You will learn how to identify the failure domain and obtain clues that point to root causes and how to resolve problems quickly and efficiently. You will be able to identify key logs and critical indicators of problems, as well as determine if View is running smoothly. Do not attempt to operate View without attending this session.

EUC3601 Inside the Hands-on Labs: Discover VMware Horizon Application Manager

Technical Level: ■

Speaker(s): Stephane Asselin, VMware, Inc.;
Joel Lindberg, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D1

Come to this breakout session to learn what went into the creation of the Hands-on Lab HOL-EUC-04. Hear from the VMware Lab Captains who constructed the lab vPod as they share from the lab content and highlight new VMware Horizon Suite features showcased in the lab.

EXPERTS04 Meet the Experts - 04

Experts: Praveen Kannan, VMware, Inc.;
Gargi Keeling, VMware, Inc.;
Alan Renouf, VMware, Inc.;
Jeff Szastak, VMware, Inc.

HALL 6, LOWER LEVEL | ROOM A1

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. You can also schedule one-to-few meetings with Knowledge Experts and discuss the topics that are most important to you.

GD15 Disaster Recovery with Ken Werneburg

Speaker(s): Ken Werneburg, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 1

Join Ken Werneburg who will host this best practices group discussion on Disaster Recovery.

GD18 vShield with Serge Maskalik

Speaker(s): Serge Maskalik, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join Serge Maskalik who will host this best practices group discussion on vShield.

GD23 Applications Security with Rob Randell

Speaker(s): Rob Randell, VMware, Inc.

HALL 8, ROOM B4 GROUP DISCUSSION 3

Join Rob Randell who will host this best practices group discussion on Applications Security.

GD26 vSphere Storage Appliance (VSA) and Virtual Volumes (VVols) with Suzy Visvanathan

Speaker(s): Suzy Visvanathan, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 4

Join Suzy Visvanathan who will host this best practices group discussion on vSphere Storage Appliance (VSA) and Virtual Volumes (VVols).

INF-SEC1840 VMware vSphere Hardening to Achieve Regulatory Compliance: Better, Faster, Stronger

Technical Level: ▲

Panel: Davi Ottenheimer, flyingpenguin;
James Sullivan, VMware, Inc.;
Ben Thomas, VMware, Inc.

Moderator: Charu Chaubal, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A2

Regulations and standards such as HIPAA/HITECH, PCI DSS, NERC CIP, SSAFE 16 and the ISO 27000 series all require you to harden VMware vSphere® environments against attack, as well as monitor for unauthorized changes. This panel will discuss the latest developments in vSphere hardening practices and tools which are making it much easier and faster to secure vSphere 5.

You will have a chance to hear how a VMware customer has been able to improve its security posture. New standards such as the National Institute of Standards and Technology's SCAP OVAL and XCCDF will be highlighted to show how even automation of hardening is possible.

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BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

17:00 – 18:00

INF-VSP1392 3rd Partners Integration with VMware's Cloud Suite

Technical Level: ■

Speaker(s): Ameet Jani, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

Hear from storage partner executives (HP, EMC, NetApp and Fujitsu) how they brought value to their customers with an integrated solution with VMware. Learn about their integrations with the VMware vSphere® Web Client and Monitoring solutions and their experiences working with VMware to integrate their products and what functionality they expose. See what value integration with the VMware cloud suite could bring for you.

INF-VSP2033 Auto Scaling and Cloud Bursting in the Hybrid IaaS Cloud

Technical Level: ▲

Speaker(s): Christophe Decanini, VMware, Inc.; Chris Knowles, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

In this session we will present a real-world solution that demonstrates automated policy-based scaling of an n-tier application within a private cloud and bursting of the application to a public cloud provider. Our solution embeds the scaling and bursting policy into the vApp as metadata, allowing the policy to migrate with the vApp and become an integral component of the vApp lifecycle. VMware® vCenter™ Orchestrator™ consumes the policy data and executes the scaling/bursting tasks within and across geographically disparate clouds.

As workloads are scaled, local and global network traffic management is updated to route user sessions to the appropriate resources.

We will take you through the design considerations of an autoscaling/bursting solution, walk through the implementation and demonstrate our solution running across clouds in the USA and EMEA.

ITT3242 Managing Cloud Security, Compliance and Risk Management

Technical Level: ●

Speaker(s): Matthias Schorer, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

Organizations consistently identify security and compliance issues as a significant challenge to more widespread cloud adoption. While cloud security technologies continue to mature, organizations need to understand the impact to established security and management processes posed by the cloud. In this session, VMware experts will address key security and compliance concerns when migrating workloads to the cloud, while providing strategies for evaluating security requirements for specific workloads. Attendees will better understand how to manage a secure cloud environment through embedded security policies that enable automatic auditing and remediation.

OPS-CIM2752 From Infrastructure to Applications – the Next Step in Your Cloud Journey

Technical Level: ●

Speaker(s): Richa Dhanda, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C3

For the past several years as virtualization and cloud computing adoption has expanded, we have seen endless proof point in regards to the value these technologies and solutions bring in regards to Opex and Capex savings. However Cloud has yet brought to life the promised agility and efficiency promised to the application teams.

As we believe cloud is an application centric approach, we will provide concepts and solutions to allow leveraging the investment in the cloud technologies while surfacing up capabilities to the application teams that allow them to take advantage of the constructs of the cloud, hence empowering them to deliver more business value on top of IaaS.

We will examine type of cloud Applications, new approaches to deploy applications, embed policies, monitor the applications and leverage the cloud elasticity.

OPS-CSM3045 How to Run Amazon Web Services Workloads on Your vCloud

Technical Level: ■

Speaker(s): Adrian Cole, Cloudsoft; Mathew Lodge, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B1

Got an application you want to move from Amazon Web Services to Your vCloud?

In this session, learn how to use tools and techniques that help you accelerate the migration. This includes EC2 API dependencies and their mappings to vCloud, and vBlob, an S3-compatible blob store that can run on any file system, developed by VMware as part of the Cloud Foundry project.

Learn how to use the vShield Edge load balancer to replace Elastic Load

Balancer(ELB) and AWS Virtual Private Cloud (VPC), and how vSphere persistent storage replaces and upgrades AWS Elastic Block Store (EBS).

Session Identifiers

APP-BCA	Applications: Business Critical Applications	INF-BCO	Infrastructure: Business Continuity	INF-VSP	Infrastructure: vSphere	PAR	Partner Track (for VMware partners only)
APP-CAP	Applications: Cloud Application Platform	INF-NET	Infrastructure: Networking	ITT	IT Transformation	SPO	Technology Partner/Sponsor
EUC	End-user Computing	INF-SEC	Infrastructure: Security and Compliance	OPS-CIM	Operations: Cloud Infrastructure Management	SS	Spotlight Session
GD	Group Discussion	INF-STO	Infrastructure: Storage	OPS-CSM	Operations: Cloud Service Management	TEX	Technology Exchange for Alliance Partners

Areas of Interest

FD	Federal	S	SMB
FS	Financial Services	E	State & Local Education
H	Healthcare	T	Telecommunication
R	Retail		

Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

TUESDAY

17:00 – 18:00

PAR3213 Sales Growth in Cloud Computing with Solution Competencies

Technical Level: ●

Speaker(s): Rory Choudhuri, VMware, Inc.;
Uta Haller, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

Cloud computing brings compelling growth opportunities - but where are the best growth spaces in the cloud and how can partners benefit from it? Join this session to learn about the sales growth spaces within cloud computing and how VMware's expanded Solution Competency portfolio can help you address these markets. Learn about tools and programs focussed on the new VMware vCloud Suite to help you select and build the next best growth opportunity for you. By the end of this session you should walk away with an understanding of business opportunities and programs available to equip your sales, services and marketing organization to deliver innovative cloud solutions.

SPO1586 Future Proof and Cloud Enable Your Legacy Applications

Technical Level: ●

Speaker(s): Renganathan Kasthuriangan, CSC;
Mike Williams, CSC.

HALL 8, LOWER LEVEL | ROOM G2

CSC's ACE (Application Cloud Enablement) service provides a blueprint for accelerating the migration of legacy applications to the cloud, allowing clients to quickly and economically benefit from the scale and elasticity of cloud computing. Treatments such as converting and refactoring can enable custom, non-cloud applications to be cloud aware and enable them to fully leverage modern frameworks like Spring and cloud application platforms like vFabric and Cloud Foundry. But there are a number of trade-offs associated with the various treatment options. This session provides an overview of our approach to application cloud enablement and various considerations, highlights some of our relevant experiences, and presents some lessons learned.

SPO5628 How to Overcome Infrastructure Challenges for Big-Data

Technical Level: ■

Speaker(s): Richard Sijbrandij, Bull.

HALL 8, LOWER LEVEL | ROOM F1

Many enterprises, governments and hospitals deploy big-data solutions to validate the value proposition and test the technology. However deploying big-data is complex, due to architectural challenges linked to QoS, security, provisioning and scalability. We've developed together with leading ISV's, such as Greenplum, a blueprint for big-data. It's based on best-practices and experiences to ease deployments in an industrialized and proven manner. It enables to grow in pace with your data and keep the infrastructure requirements under control.

SPO5675 Transforming Your Business through Cloud Computing

Technical Level: ● **Area of Interest:** S

Speaker(s): Katrin Meier, AMD.

HALL 8, LOWER LEVEL | ROOM C2

Learn how AMD is using leading virtualization and cloud computing technologies to transform business - reducing costs, increasing efficiency and bolstering productivity. AMD's Katrin Meier, Business Development Manager Software for EMEA, will discuss some of the trends that are driving businesses to highly virtualized infrastructures and how AMD-based servers

provide the underlying virtualized infrastructure for moving toward the Private Cloud. She will also highlight AMD's private cloud - one of the world's largest - which runs on more than 123,000 AMD Opteron™ processor cores and leverages VMware technology for consolidation and virtual desktop infrastructure (VDI). Additionally Katrin will provide an overview of industry's first purpose-built server optimized for workloads found in the hyper scale data center.

TEX1732 Storage Optimization Features in VMware View

Technical Level: ■

Speaker(s): Narasimha Krishnakumar, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

VMware® View™ has many features that address the problem of storage sizing and optimization. This session provides a detailed technical overview of the storage optimization features available with View and an overview of the cost/performance benefits associated with using these features.

SPO5850 ArrowSphere - Where Cloud Meets the Channel

Technical Level: ●

Speaker(s): Eric Gourmelen, Arrow ECS;
Eric Taillard, Arrow ECS

HALL 8, LOWER LEVEL | ROOM C1

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R	Retail		

Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical



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Samsung GALAXY Note 10.1

BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

11:00 – 12:00

APP-BCA1333 Virtualizing Oracle RAC

Technical Level: ▲

Speaker(s): Rick Lindberg, VMware, Inc.;
Don Sullivan, VMware, Inc.;

HALL 8, LOWER LEVEL | ROOM C1

Don Sullivan and VMware experts present the required best practices and step by step guide for virtualizing Oracle 11gR2 RAC on VMware vSphere Platform. The successful design, management and monitoring of virtual infrastructures is the key to the virtualization of Oracle environments. You will learn how these techniques were successfully implemented by VMware internally. Storage and networking design options will be discussed as well as lessons learned from actual VMware PSO consultants, recipes for success and common mistakes to avoid when virtualizing RAC Databases. You will learn how to live migrate oracle RAC nodes from one physical host a different host within the ESX cluster when under load with minimal impact to the users.

The necessary skills that a DBA will need to have to refer to themselves as a v-RAC DBA and why that designation will be so important in the relatively near future will be discussed. The presentation will conclude with a recorded RAC vMotion Demo and, time permitting, a demo of the expansion of a RAC cluster by adding a new node from a template previously created.

APP-CAP1426 The Benefits of Virtualization for Middleware

Technical Level: ▲ Area of Interest: H

Speaker(s): Jeff Battisti, Cardinal Health;
Emad Benjamin, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

Many organizations have successfully virtualized their middleware. This session will share best practices, design and sizing, high availability, and how to best achieve production level SLAs. The session will host a guest speaker from Cardinal Health to showcase the great virtualization adoption they have achieved for their critical Enterprise applications.

EUC1470 Demystifying Large Scale Enterprise View Architecture: Illustrated with Lighthouse Case Studies

Technical Level: ■

Speaker(s): John Dodge, VMware, Inc.;
Garry Owen, VMware, Inc.;
Christopher Zappala, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

In this session you'll learn key facts about View scalability from the Engineering team and we'll put those in context with lessons learned during our engagements with Enterprise customers all over the globe. In this information-packed session you'll learn about multi-data center deployments, scalability and deployment best practices, advanced troubleshooting tips, and network configuration advice straight from product Engineering backed by real-world customer case studies!

EUC2411 Quantifying The Business Value of VMware View Hosted Virtual Desktop Solution

Technical Level: ●

Speaker(s): Ridwan Huq, VMware, Inc.;
Rasmus Jensen, VMware, Inc.;
Brian Keats, Colt;
Diana Tsao, VMware, Inc.;

HALL 8, LOWER LEVEL | ROOM D1

A VMware View™ virtual desktop solution can provide significant cost savings and IT manageability improvements by consolidating a vast number of supported endpoints on a centralized service platform. According to Enterprise Management Associates primary research, 71 percent of organizations that have implemented desktop virtualization have seen real, measurable costs savings through a roughly 60 percent reduction in hardware, software and administration costs.

However, when selecting a VMware View solution, organizations must understand the total infrastructure costs to make the right investment decision. This session will cover the infrastructure costs and the tangible business benefits of the VMware View desktop virtualization solution and help you understand how you can lower your total cost of ownership by up to 50 percent.

EUC2671 VMware ThinApp Technology Review and Evolution

Technical Level: ■

Speaker(s): Valentin Allert, VMware, Inc.;
Peter Björk, VMware, Inc.;
Aaron Black, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C3

This session will provide a broad background of ThinApp technology and then showcase some of the newest capabilities and direction. ThinApp technology has expanded to provide value to VMware View and the Horizon solutions. Additionally, ThinApp Factory is now available for customers to automate the packaging and distribution of virtualized Windows applications. We will review these capabilities and discuss considerations for customers to design and implement with ThinApp with success.

EXPERTS05 Meet the Experts – 05

Experts: Shiv Agarwal, VMware, Inc.;
Matt Coppinger, VMware, Inc.;
Scott Davis, VMware, Inc.;
Frank Denneman, VMware, Inc.;
Vyenkatesh Deshpande, VMware, Inc.;
Chris Knowles, VMware, Inc.

HALL 6, LOWER LEVEL | ROOM A1

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. You can also schedule one-to-few meetings with Knowledge Experts and discuss the topics that are most important to you.

Session Identifiers

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R	Retail		

Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

11:00 – 12:00

GD26 vSphere Storage Appliance (VSA) and Virtual Volumes (VVols) with Suzy Visvanathan

Speaker(s): Suzy Visvanathan, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join Suzy Visvanathan who will host this best practices group discussion on vSphere Storage Appliance (VSA) and Virtual Volumes (VVols).

GD33 PowerCLI with Alan Renouf

Speaker(s): Alan Renouf, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 3

Join Alan Renouf who will host this best practices group discussion on PowerCLI.

GD44 Database for Microsoft Application with Jeff Szastak

Speaker(s): Jeff Szastak, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 1

Join Jeff Szastak who will host this best practices group discussion on Database for Microsoft Application.

INF-BCO2382 VMware vSphere HA Recommendations to Maximize Virtual Machine Uptime

Technical Level: ▲

Speaker(s): Jeff Hunter, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

This session will cover recommendations for using VMware vSphere High Availability (vSphere HA) to create a resilient software defined data center. We will start with an update on recent enhancements to vSphere HA. From there, we will move on to the recommendations for networking, storage, heartbeat datastores, isolation response, and admission control. Additional topics include: vSphere HA advanced settings, VM guest OS monitoring, and vSphere HA options for protecting applications. The session will conclude with a sneak peak at the future of vSphere HA.

INF-NET2161 VMware Networking 2012: Enabling the Software Defined Network

Technical Level: ▲

Speaker(s): Milin Desai, VMware, Inc.; Sachin Thakkar, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B1

This session will focus on providing an overview of the networking functionality in the 2012 release across the vSphere platform, VDS, VXLAN, Edge and vCloud networking. This session will include product demos and will also highlight a real world use case of the full VMware stack.

INF-STO1198 vSphere Storage Features and Enhancements

Technical Level: ■

Speaker(s): Cormac Hogan, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

This session will describe all the key storage features in the latest release of vSphere. Attendees will see first hand the storage related functionality in vSphere to gain a deeper understanding of how best they can utilize these features to optimize their storage environments.

INF-VSP1295 vCAT 3.0 – Architecture to Implementation in 5 Easy Steps

Technical Level: ■

Speaker(s): Chris Colotti, VMware, Inc.; Wade Holmes, VMware, Inc.; Thomas Kraus, VMware, Inc.; Ben Lin, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

This session will provide an overview of the Architecting a Cloud and Implementation Examples documents in the vCloud Architecture Toolkit 3.0. A discussion of the key drivers that caused a change in document format will be conducted. Several examples of how IT practitioners can leverage the content in these documents will be conducted. A review of how the content is developed and the lessons learned from vCAT will be presented. We will also review the planned future releases of the document.

ITT1499 Your Journey to the Post-PC Era

Technical Level: ●

Speaker(s): Brian Gammage, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

End-user computing is undergoing its most significant transition in 30 years as focus moves from technology to the business results it delivers. Navigating this transition, as your investments shift from being PC-centric to a far more diverse set of capabilities, is challenging most IT organizations. How should you plan to equip your users to work through technology next year or in 3 years' time? How will you evolve your current asset base without driving up costs or compromising current levels of manageability or security? Here's how VMware believes you should plan your transition to the post-PC era so that both the destination and the journey meet your business needs.

OPS-CSM1307 vCloud Architecture Toolkit 3.0 Overview

Technical Level: ●

Speaker(s): John Arrasjid, VMware, Inc.; Joe Sarabia, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G2

The vCloud Architecture Toolkit (vCAT) is an industry leading source of guidance and tools for designing, operating and consuming a VMware cloud environment. Based upon VMware's direct experience with our customers, vCAT provides design considerations and operational guidance for architects, operators and consumers. This session will provide details on what is included, what is new in this release, and how to use the material within the toolkit for designing, operating and consuming a VMware vCloud.

Session Identifiers

APP-BCA Applications: Business Critical Applications
APP-CAP Applications: Cloud Application Platform
EUC End-user Computing
GD Group Discussion

INF-BCO Infrastructure: Business Continuity
INF-NET Infrastructure: Networking
INF-SEC Infrastructure: Security and Compliance
INF-STO Infrastructure: Storage

INF-VSP Infrastructure: vSphere
ITT IT Transformation
OPS-CIM Operations: Cloud Infrastructure Management
OPS-CSM Operations: Cloud Service Management

PAR Partner Track (for VMware partners only)
SPO Technology Partner/Sponsor
SS Spotlight Session
TEX Technology Exchange for Alliance Partners

Areas of Interest

FD Federal
FS Financial Services
H Healthcare
R Retail
S SMB
E State & Local Education
T Telecommunication

Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

11:00 – 12:00

PAR1519 How to Sell and Deliver Services Powered by VMware vCloud

Technical Level: ● Area of Interest: T

Speaker(s): Joe Andrews, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

Do you provide or resell cloud hosting services? In this session, we'll cover the VMware cloud strategy and opportunities for service providers and partners to build a business based on VMware's vCloud Services platform. Learn about the different customer buying centers, their pain points and your go-to levers for selling cloud services. How partners can build and/or resell services to quickly deliver value and serve the key customer use cases. Learn about VMware programs like VSPP that support cloud hosting partners by delivering product licensing, enablement, and marketing solutions.

SPO3338 The Latest in IT Transformation with EMC and VMware

Technical Level: ■

Speaker(s): Chad Sakac, EMC Corporation

HALL 8, LOWER LEVEL | ROOM C2

Cloud computing transforms IT, delivering the maximum possible IT efficiency and flexibility. Together, EMC and VMware enable the most efficient and flexible infrastructure and management solutions for virtualization and hybrid cloud environments. This is a must-see session for anyone wanting to hear and experience the latest integrated technologies from EMC and VMware and also what future innovations are being developed, such as stretched active/active clustering. This session will cover the latest technologies including the updates to VAAI, VASA, vSphere 5.1, vCloud Director 5.1, View 5.1, intelligent virtual storage with vCenter Operations, and a service-driven management "mash-up" tool for better visibility and control in cloud environments. It will unveil major EMC platform updates that deliver non-stop reliability and simplicity at unlimited scale for hybrid clouds, Big Data, and virtualized mission-critical applications. EMC will announce its newest, scalable VSPEX reference architecture for VMware View. Likewise, EMC is transforming VMware backups, enabling VMs to be backed up 3x faster with 30x quicker recovery. End user computing in the post-PC era is very different from an accessibility, application, and security perspective. Learn how you can build, centrally manage and secure any SaaS, Web and Windows application to deliver them to end users on the device of their choice – and do it with incredible performance, experience and cost-effectiveness.

The session will include real-world customer examples, updates to best practices and fun demonstrations of the latest cutting-edge technologies.

SPO3340 NetApp, VMware, and ComputaCenter: Enabling a Private Cloud on NetApp and VMware

Technical Level: ■

Speaker(s): Manfred Buchmann, NetApp;
Fabian Wiese, Computacenter
AG & Co oHG

HALL 8, LOWER LEVEL | ROOM F1

This session explores the role of NetApp integration with VMware in enabling automated storage provisioning, intelligent backup and recovery and simplified management of virtualized infrastructures as they evolve to the cloud.

Learn how NetApp facilitates this evolution with intelligent storage that enables an "Always On" virtualized environment with infinite scaling. NetApp integrates with VMware's cloud infrastructure at the vSphere, vCenter and vCloud Director layers to enhance the value of virtualization. One of NetApp and VMware's large private cloud customers will provide a first-hand account of these benefits.

Key technologies include VMware APIs for Array Integration (VAAI), NetApp Virtual Storage Console (VSC), NetApp Data ONTAP operating in Cluster-Mode and more. This session also features a demonstration of a private cloud based on VMware vCloud Director and NetApp Cluster-Mode including setup, configuration, management and operation.

SS1013 Build and Manage Private Clouds without Limiting Public Cloud Options

Speaker(s): Drew Engstrom, Dell Inc.

HALL 8, LOWER LEVEL | ROOM G3

You see your infrastructure as a means to an end – to support new application workloads and IT projects like enabling private clouds. It's not unusual to spend weeks procuring the components; more weeks to rack, stack, and cable them; and more weeks still to get it into production. Dell solves this hundreds of times a week while most companies might only do it once every few years.

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Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS**WEDNESDAY****11:00 – 12:00****SS1020 Simplify and Automate:
How to Manage Services Across
Multiple Platforms and Clouds****Speaker(s):** Ramin Sayar, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM A2**

Cloud, if managed properly, can transform how you deliver and operate IT services. VMware cloud management solutions are tightly integrated with and purpose built for dynamic, software-defined cloud infrastructure to deliver this transformation, increasing business agility and reducing costs. However, other platforms are a reality and flexibility and choice are both benefits of the cloud and bedrocks of VMware's approach. In this session we will demonstrate new VMware technology that simplifies cloud operations and enables policy-based, automated provisioning and management of services across VMware-, Amazon- and Microsoft-based clouds. In this session you will learn how you can ensure the health, efficiency and compliance of software-defined cloud infrastructure and also manage other platforms, clouds and even physical environments with the cloud infrastructure suite. Come hear how VMware can help transform the chaos of traditional management into a cohesive, integrated environment across clouds.

11:00 – 13:30**TEX2225 Cloud Infrastructure
Suite Roadmap (TAP only)****Technical Level:** ■

Speaker(s): Eddie Dinell, VMware, Inc.;
Gargi Keeling, VMware, Inc.;
Yatin Patil, VMware, Inc.;
Mahesh Ramachandran, VMware, Inc.;
Adina Simu, VMware, Inc.;
Suzy Visvanathan, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

This is the Cloud Infrastructure Suite Roadmap session, exclusively for Technology Alliance Program (TAP) partners.

In this session, you'll learn about the upcoming most critical vSphere features, integration opportunities, beta programs, and developing your joint solution during beta – so you can be ready to go to market with GA announcement. The roadmap will cover management, network, storage and security related critical features focusing on several key technology advances to help our customers virtualize a more diverse set of applications on a vSphere based platform. Interact with VMware PMs and get all your questions answered in this session.

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Technical Levels

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- ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

12:30 – 13:30

APP-BCA1373 Virtualizing Active Directory Best Practices

Technical Level: ■ Area of Interest: S

Speaker(s): Chris Skinner, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

As the virtualization becomes more pervasive in the corporate world, Active Directory continues to play an important role in today's IT environment. In this session, you will learn how to successfully implement Active Directory in the VMware infrastructure.

APP-CAP2341 Accelerate Database Virtualization with VMware vFabric Data Director

Technical Level: ■

Speaker(s): Morgan Goeller, VMware, Inc.;
Tobias Karlsson, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

Remember how VMware vSphere® changed infrastructure management? Together with vSphere, VMware vFabric™ Data Director can bring similar benefits and ease to virtualizing and managing your database infrastructure. From provisioning databases within minutes to automation of development database refresh to improved IT agility through database as a service, vFabric Data Director provides a complete database virtualization and life cycle management platform. The new release of the product also supports Oracle database. With an integrated set of capabilities, vFabric Data Director enables IT to improve operational efficiency by 50% through automation, policy-based management and self-service.

EUC1351 Directions in End-user Computing: The Post-PC Era

Technical Level: ■

Speaker(s): Daniel Beveridge, VMware, Inc.;
Scott Davis, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

This session will feature VMware's CTO for End User Computing discussing VMware's vision for the future and the myriad of industry developments informing it. Multiple devices and application platforms, mobile devices, Bring Your Own Device initiatives, Cloud computing, and next generation applications are combining to profound effect. In this talk expect to hear about the latest EUC products including View and the upcoming Horizon Suite, DaaS, and other surprises including sneak peeks and demos of technologies percolating in VMware's labs.

EUC1360 New Solutions for Enabling Remote and Branch Office Deployments with VMware View

Technical Level: ■ Area of Interest: FS

Speaker(s): Bill Bliss, VMware, Inc.;
Sascha Karbginski, DER Deutsches Reisebuero GmbH & Co. OHG
Tommy Walker, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

Learn how VMware and partners have collaborated on new solutions that enable desktop implementations to be extended to all of your branch locations. -Support 50 View users over a T1 with LAN performance for your desktops -Work even when the branch is disconnected from the corporate data center The latest partner solutions integrated with VMware technologies are providing new designs to solve your business problems.

EXPERTS06 Meet the Experts - 06

Experts: Matt Dreyer, VMware, Inc.;
Duncan Epping, VMware, Inc.;
William Lam, VMware, Inc.;
Mahipal Lunia, VMware, Inc.

HALL 6, LOWER LEVEL | ROOM A1

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. You can also schedule one-to-few meetings with Knowledge Experts and discuss the topics that are most important to you.

GD16 Virtual Networking and the vSphere Distributed Switch with Vyenkatesh Deshpande

Speaker(s): Vyenkatesh Deshpande, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join Vyenkatesh Deshpande who will host this best practices group discussion on Virtual Networking and the vSphere Distributed Switch.

GD27 vCloud Director Architecture and Deployment with Chris Colotti

Speaker(s): Chris Colotti, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 3

Join Chris Colotti who will host this best practices group discussion on vCloud Director Architecture and Deployment.

GD28 Resource Management (DRS/SDRS) with Frank Denneman

Technical Level: ▲ Area of Interest: S

Speaker(s): Frank Denneman, VMware, Inc.;
Rawlinson Rivera, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 4

Join Frank Denneman who will host this best practices group discussion on Resource Management (DRS/SDRS).

INF-BCO1505 VMware vSphere Replication: Technical Walk-Through with Engineering

Technical Level: ▲ Area of Interest: S

Speaker(s): Ken Werneburg, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

VMware vSphere® Replication is a feature of data replication used by both the vSphere platform to protect virtual machines and VMware vCenter™ Site Recovery Manager™ (SRM) to orchestrate the recovery of entire sites.

In this session, VMware Engineering will take you through the full details of how vSphere Replication works: the identification and scheduling of data for replication, built-in fail-safes, networking aspects of vSphere Replication and ultimately how it is used by both vSphere and SRM.

Follow along as we walk through the life cycle of protecting a virtual machine with vSphere Replication.

Session Identifiers

APP-BCA	Applications: Business Critical Applications	INF-BCO	Infrastructure: Business Continuity	INF-VSP	Infrastructure: vSphere	PAR	Partner Track (for VMware partners only)
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Areas of Interest

FD	Federal	S	SMB
FS	Financial Services	E	State & Local Education
H	Healthcare	T	Telecommunication
R	Retail		

Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

12:30 – 13:30

INF-NET2373 Best Practice for Deploying VXLAN with Cisco Nexus 1000V and VMware vCloud Director

Technical Level: ■

Speaker(s): Han Yang, Cisco Systems, Inc.

HALL 8, LOWER LEVEL | ROOM F1

Cisco Nexus 1000V is the first virtual switch to offer Virtual Extensible LAN (VXLAN), providing cloud network isolation, and is fully integrated with VMware vCloud Director®. Come to this session to find out how to deploy VXLAN with vCloud Director. It will also provide a deep dive into VXLAN deployment best practices.

INF-SEC3460 Here and Now: Software Defined Networking and Security - Integrated Solutions You Can Use Today

Technical Level: ■

Speaker(s): Dean Coza, VMware, Inc.;
Jonathan Gohstand, VMware, Inc.;
Hatem Naguib, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B1

Software defined networking and security is here today and VMware's technology partners are with us! Come to this session and see what these partners are delivering right now. The session will focus on descriptions of vSphere-integrated solutions our technology partners such as F5, Kaspersky, Safenet, Symantec and Riverbed and many more are delivering to complete the picture and provide vendor choice. These integrated solutions leverage multiple APIs, including a new network-level API just released with vCloud Networking and Security 5.1. Also covered are

the partners using the vShield Endpoint APIs. Representatives from the technology partners will be on hand to answer questions. Attendees will gain an understanding of why software defined data center services are superior to current architectures, what multi-vendor open solutions are available, and how customers are benefiting from this new model today.

INF-STO2192 Distributed Storage: Tech Preview Of a Virtual SAN Technology

Technical Level: ■

Speaker(s): Christos Karamanolis, VMware, Inc.;
Kiran Madnani, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D1

In this session, we will preview Distributed Storage, a new Virtual SAN storage technology from VMware. This technology will leverage a new policy-driven storage management paradigm to automate VM data lifecycle management at cloud scale. With this technology, administrators will be able to virtualize and manage storage the same way they do that today for CPU and memory. We will discuss the use cases and benefits of this technology in virtualized environments.

INF-VSP1367 Upgrading vSphere

Technical Level: ■

Speaker(s): Kyle Gleed, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C1

An in-depth overview of the vSphere upgrade process; includes an detailed overview of the upgrade procedure along with tips and recommendations to ensure a successful upgrade with minimal disruption to your virtual machines. Covers pre-upgrade, upgrade and post-upgrade considerations to include guidance on upgrading VMware Tools and VM compatibility levels.

INF-VSP1729 Understanding Virtualized Memory Performance Management

Technical Level: ▲

Speaker(s): Kit Colbert, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

Have you ever wondered how ESX decides which VMs to reclaim memory from? Do you know the best way to tell when your host's memory is at capacity? What about how to tell when a VM is starving for memory resources and experiencing poor performance? In this session, we will guide you through the complicated world of virtualized memory performance management, explaining the concept of entitlement, how it's computed and how it affects memory allocation and reclamation. We will help you better understand how memory usage patterns and interactions on the ESX Server host can affect vSphere memory metrics. Finally, we will present performance data and use that to motivate best practices around memory management to keep your data center running smoothly and efficiently.

ITT3241 Operating a More Reliable Cloud Through Proactive Incident and Problem Management

Technical Level: ●

Speaker(s): Rich Benoit, VMware, Inc.;
Doug Huber, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G2

Organizations leveraging cloud computing have the ability to evolve traditional management approaches to more proactively diagnose and address infrastructure issues before they escalate and threaten availability. This session introduces the specific operational best practices that are required to create a model of proactive incident resolution that helps to create a self-healing cloud environment. This session will also discuss how organizations are able to take advantage of automation to shift operational expenses to focus on more strategic investments that bring innovation and competitive advantage back to the organization. All of these recommendations and best practices will enable you to more effectively support and reap the benefits of a cloud environment.

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Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

12:30 – 13:30

OPS-CIM1309 vCAT 3.0: Operating a VMware vCloud

Speaker(s): Rohan Kalra, VMware, Inc.;
Kevin Lees, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C2

The VMware vCloud Architect Toolkit (vCAT) was first published in late 2010 and has quickly become recognized as the industry leading source for building and consuming a VMware cloud environment. It has done so by providing an architecture, along with design considerations, based on VMware's direct experience architecting, designing, and implementing both private and public clouds for our customers.

With the release of version 3.0, vCAT not only includes an expanded cloud technology scope but also begins to address how to operate a VMware cloud environment as well. Gartner found that Management and Operations Processes was the number one challenge identified by participants of its Data Center Conference. Recognizing this as one of the very key challenges in cloud computing, VMware provides its customers, through vCAT 3.0, a maturity model and operations framework-based set of operational and organizational "design" considerations. This session introduces the participants to vCAT in general, the VMware Cloud Operations Maturity Model and Framework, and the resulting key operational and organizational considerations for operating a VMware cloud environment as found in the "Operating a VMware Cloud" document contained in vCAT 3.0.

PAR1503 Accelerate Your Business and Increase Profitability: Leveraging VMware Partner Programs

Technical Level: ●

Speaker(s): Gemma Graham, VMware, Inc.;
Uta Haller, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

Is your organization leveraging the award-winning VMware® Partner Network Program (VPN)? Come hear the latest on our rewards and incentives programs and learn how to distinguish yourself to your customers and in the marketplace. VMware Partner Network provides an evolutionary and pragmatic way to drive both license and service businesses, create new opportunities, increase profitability and close deals more quickly. You'll leave with the tools you need to stand out to customers and gain a long-term competitive advantage with your VMware practice.

SPO3290 Vblock Systems in the Real World – Right Here, Right Now!

Technical Level: ●

Moderator: Burney Barker, VCE.

HALL 8, LOWER LEVEL | ROOM A2

Today, driven by IT efficiency and economics, many businesses are adopting converged infrastructure. Hear from real-world customer experiences and join this interactive panel of business and technical decision-makers to discuss:

- The top 5 use cases for converged infrastructure
- Customers' journey to optimize infrastructure with Vblock™ Systems
- Value and time savings from converged infrastructure
- The ultimate value proposition of speed to deploy resulting in improved cloud economics for customers

SPO3304 Best Practices for Collaborative DevOps with Optimal Application Performance in VMware Environments

Technical Level: ▲

Speaker(s): Pratik Gupta, IBM;
Robin Hernandez, IBM

HALL 8, LOWER LEVEL | ROOM C3

Are you missing windows of opportunity for adopting new and innovative business solutions? Does a lack of collaboration and poor visibility across organizations keep you from achieving your business objectives? Statistics show that more than 50% of applications released to production are rolled back, over budget and missing critical features. The most innovative companies know that finding ways to quickly develop and deploy revenue generating software on time and under budget are the key to success. Accuracy and agility are critical to DevOps, however, effective collaboration between Development and Operations to deliver scalable and manageable software can be a challenge.

Join this session to hear an integrated approach that will help you facilitate the successful deployment and adoption of new services. Learn how you can set up a DevOps project workflow, track project changes, implement no-touch automatic execution of tasks, leverage an internal library to track versions of releases, and utilize a dashboard to gain visibility of flow and metrics that will help you reduce production problems and improve the performance and speed of your DevOps process.

Also understand trends and directions in application performance management and new innovations that dramatically simplify your ability to ensure availability and performance of your applications. How can you quickly diagnose a

problem and fix it quickly? How can you ensure the availability and performance of my overall application workload? How can I use workload specific knowledge and instrumentation to better manage my environment?

Join this session to hear an integrated approach that will help you facilitate the successful deployment and adoption of new services. Learn how you can set up a DevOps project workflow, track project changes, implement no-touch automatic execution of tasks, leverage an internal library to track versions of releases, and utilize a dashboard to gain visibility of flow and metrics that will help you reduce production problems and improve the performance and speed of your DevOps process. Also understand trends and directions in application performance management and new innovations that dramatically simplify your ability to ensure availability and performance of your applications. How can you quickly diagnose a problem and fix it quickly? How can you ensure the availability and performance of my overall application workload? How can I use workload specific knowledge and instrumentation to better manage my environment?

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Technical Levels

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Deeply Integrated. Highly Protected.

**Virtualization. Protection. Compliance.
Now available for all critical business applications**

Visit the Symantec Booth #P107 to learn how Symantec and VMware let you virtualize with confidence. Our integrated products enable the high levels of compliance and protection required to run critical applications in virtualized environments. Automate policies, improve performance, mitigate risk, and more. Symantec and VMware put the cloud to work for you.

Visit us at booth #P107:

- For the chance to Win a 7" GALAXY TAB2 WITH NORTON MOBILE SECURITY
- Speak with Symantec experts and get hands-on integration demos
- Meet with vExperts in a chalk talk session each day
- Attend our breakout sessions

For more information on our activities at VMworld, visit: www.go.symantec.com/VMworld2012emea

vmware®



BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

14:00 – 15:00

APP-CAP1676 VMware vFabric tc Server Best Practices for Security, Stability and Sanity**Speaker(s):** Channing Benson, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM C1**

This session presents best practices for deploying and running VMware vFabric™ tc Server, our application server based on Apache Tomcat, one of the world's most popular Web application servers. Learn about techniques for maximizing security, manageability and application stability acquired through years of experience at customer sites and close contact with key Tomcat committers. The information presented will be relevant to both system administrators deploying tc Server and developers writing applications to deploy on the server.

EUC1823 What Makes a Mobile Workspace Better? Security and Technical Details for VMware Horizon Mobile**Technical Level:** ■**Speaker(s):** Herve Hulin, VMware, Inc.;
Srinivas Krishnamurti, VMware, Inc.;
Craig Newell, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E1**

VMware Horizon Mobile™ enables enterprises to securely customize and manage an employee's corporate workspace in isolation from the employee's personal environment on Android smartphones. In this session, attendees will learn what makes VMware Horizon Mobile more secure than other mobile enterprise solutions. Technical details on device security, workspace management and certificate administration will be covered, in addition to information enterprise deployment.

EUC3546 Improving Patient Care with Cloud-Based Clinical Desktops**Technical Level:** ● **Area of Interest:** H**Speaker(s):** Harald Eder, Klinikum Wels;
Martin Powis, NHS Airedale;
Bradford & Leeds;
Mike Pryor, VMware, Inc.**Moderator:** Tisa Murdock, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM A2**

As healthcare organizations move from paper-based to electronic systems, the role and overall criticality of the desktop or endpoint changes dramatically. As electronic devices replace paper charts and physician prescription pads, the reliability, availability and security of the underlying system delivering clinical workspaces becomes critical. Hear from customers about how they have implemented cloud-based clinical desktops to help shorten login times for clinicians while improving security and simplifying overall desktop management. VMware is developing tested and validated solutions such as VMware AlwaysOn Point of Care Solution™ to help solve current issues in healthcare around availability of patient-care applications in a variety of inpatient and outpatient settings; including ED, OR, bedside, or remote office.

EXPERTS07 Meet the Experts - 07**Experts:** John Dodge, VMware, Inc.;
Rob Randell, VMware, Inc.;
Al Sargent, VMware, Inc.;
Jeff Szastak, VMware, Inc.**HALL 6, LOWER LEVEL | ROOM A1**

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. You can also schedule one-to-few meetings with Knowledge Experts and discuss the topics that are most important to you.

GD12 SRM & vSphere Metro Storage Cluster with Lee Dilworth**Speaker(s):** Lee Dilworth, VMware, Inc.**HALL 8, ROOM B3 | GROUP DISCUSSION 1**

Join Lee Dilworth who will host this best practices group discussion on SRM & vSphere Metro Storage Cluster.

GD18 vShield with Serge Maskalik**Speaker(s):** Serge Maskalik, VMware, Inc.**HALL 8, ROOM B3 | GROUP DISCUSSION 2**

Join Serge Maskalik who will host this best practices group discussion on vShield.

GD19 vShield & Cloud Networking with Sachin Thakkar**Speaker(s):** Sachin Thakkar, VMware, Inc.**HALL 8, ROOM B4 | GROUP DISCUSSION 3**

Join Sachin Thakkar who will host this best practices group discussion on vShield & Cloud Networking.

GD22 Security with Gargi Keeling**Speaker(s):** Gargi Keeling, VMware, Inc.**HALL 8, ROOM B4 | GROUP DISCUSSION 4**

Join Gargi Keeling who will host this best practices group discussion on Security.

INF-BCO3128 Teva Global IT Transformation Through Cloud Computing**Technical Level:** ● **Area of Interest:** R**Speaker(s):** Assaf Rozner, Teva Pharmaceutical.**HALL 8, LOWER LEVEL | ROOM G2**

Teva is a global leader of generic pharmaceutical with 46,000 employees and 60 offices. In order to support better the fast growth of the company Teva Global IT decided to adopt VMware's virtualization platform to provide higher agility, high availability, and faster time to market, and standardization for worldwide deployment. Teva has three main data centers with thousands of VM's deployed globally but managed centrally. Teva is around 80% virtualized including Tier 1 applications such as Share Point, SQL, Oracle applications, etc. Virtualization became standard in Teva and every new server provisioned as a VM by default. Teva also decided to use SRM for disaster recovery and lately used it also for data center migration when they moved into a new data center.

Teva has clear vision for their end user computing, the first step in the journey was to Thinapp hundreds of applications accessed from 17K users. Teva also uses VMware view to implement virtual desktop for more than 1000 users. Their current initiative is to add Automation Operations management include self-service capabilities.

Session Identifiers

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Areas of Interest

FD Federal
FS Financial Services
H Healthcare
R Retail
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T Telecommunication

Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

14:00 – 15:00

INF-NET1927 vCloud Networking: an Extensible and Open Platform

Technical Level: ■

Speaker(s): Anirban Sengupta, VMware, Inc.;
Adina Simu, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D1

Networking infrastructure in the physical world relies on known products from trusted vendors. Organizations depend on the ability to add specialized application delivery controllers, WAN optimizers, intrusion detection systems, and so on into their networked infrastructure. IaaS environments must offer the same functional capabilities.

vCloud Ecosystem Framework lets you include the wealth of offerings from known vendors in the virtual data center realm, with easy provisioning, flexible insertion points, and automated lifecycle.

INF-SEC2031 Been There Done That: YHMAN's Private Cloud Implementation and Lessons Learned

Technical Level: ● **Area of Interest:** FD

Speaker(s): Kevin Barrass, YHMAN;
Ed Carter, YHMAN;
Jonathan Gohstand, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B1

Cloud computing promises to increase agility and change the economics of corporate IT. However, IT executives do not want these benefits to come at the expense of client confidence in their existing data centers. Software defined networking solutions provide customers the control and visibility to leverage public clouds,

building trusted clouds with increased efficiency and dexterity. A case study presented by Yorkshire & Humberside Metropolitan-Area-Network (YHMAN) will discuss design and best practice building secure private clouds, detailing the network design and planned enhancements, based on lessons learnt, as well as giving a live demo of vCNS Edge 5.1. Attend this session to become a strategic advisor in your customer base today!

INF-STO2223 Tech Preview: vSphere Integration with Existing Storage Infrastructure

Technical Level: ■

Speaker(s): William Earl, VMware, Inc.;
Suzy Visvanathan, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

In this session we will preview VMware's technology direction in integrating vSphere tightly with existing storage infrastructure. We discuss VMware's direction to enable VM and application granular data management natively on networked storage systems, as well as VM-granular vSphere-based data services. We'll present the use cases and benefits of this approach to virtualized environments.

INF-VSP5849 Evolving towards a Software Defined Data Center: Overview of VMware vCloud Suite.

Technical Level: ■

Speaker(s): Mike Clayville, VMware, Inc.;
Nicolas Jacques, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

VMware vCloud Suite is an integrated solution for building and managing a complete cloud infrastructure. vCloud Suite fulfills the promise of the software-defined data center in which infrastructure services are freed from the constraints of specialized hardware and pooled together to meet IT's most critical needs. Built-in operations management and security help to complete the picture. This session will recap the Software Defined Data Center vision, provide an overview of the major capabilities of the suite, followed by some practical advice on how customers can evolve their infrastructure towards a Software Defined Data Center

OPS-CIM2179 Transforming Your Cloud with VMware: Day One – Building Your Cloud

Technical Level: ▲

Speaker(s): Leslie Muller, VMware, Inc.;
Naomi Sullivan, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

This session will highlight how you can leverage VMware Infrastructure and Management technologies to stand up a dynamic and heterogeneous cloud computing environment – private, public or hybrid – from the infrastructure components through the application stack. Onstage demos will examine how you can effectively employ VMware solutions to create a full compute service stack. We will walk through a complete service provisioning lifecycle including creating resource pools and Virtual Data Centers; provisioning both the infrastructure and application components; and rolling out self-service processes that can be leveraged across heterogeneous Clouds. VMware

technologies covered will include vCloud Director, vCenter Operations Management Suite, vFabric Application Director and the newest member of the VMware Management family, DynamicOps.

OPS-CIM2638 Essential IT Management Tasks for SMBs

Technical Level: ■ **Area of Interest:** S

Speaker(s): Mike Bleakmore, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C3

VMware recently acquired Shavlik Technologies. The acquisition builds on the companies' relationship created through VMware® Go™, a jointly developed SaaS offering that assists small to midsize businesses (SMBs) with rapid deployment and management of VMware vSphere®. Shavlik and VMware share a vision of IT management now and in the future: a vision of delivering IT solutions to SMBs that enable customers to take advantage of the efficiencies gained with the latest technologies, while using a simplified, easy-to-use IT management solution.

VMware vCenter™ Protect™ Advanced, designed for SMBs and departmental needs, provides centralized patch management, asset inventory, antivirus, power management and configuration management for both virtual and legacy physical systems in an integrated solution. This includes centralized management for Windows operating systems and the most widely used Windows-hosted applications running on both virtual and physical servers and workstations:

- Asset inventory
- Patch management
- Antivirus and antimalware
- Power management
- IT scripts

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BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

14:00 – 15:00

OPS-CIM2852 Automated Provisioning for Business Critical Applications (Microsoft/Java) in Private or Public Cloud

Technical Level: ■ **Area of Interest:** FS

Speaker(s): Usha Parsa, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F1

In this session we walk through how Application Director helps in automating deployment and configuration of business critical applications. We'll also share overall VMware application management philosophy for Cloud Applications by showing deeper integration between Build, Deploy, Monitor and Optimize tasks of applications. We'll talk about use cases like application elasticity and other operations challenges in applications worlds and demonstrate how they can be solved by leveraging Application management solutions. As we believe cloud is an application centric approach, we will provide concepts and solutions to allow leveraging the investment in the cloud technologies while surfacing up capabilities to the application teams that allow them to take advantage of the constructs of the cloud, hence empowering them to deliver more business value for critical applications on top of IaaS.

We'll share some of the core Application Director concepts like Blueprint and Deployment Profile. These concepts help in modeling critical applications that can be deployed across public or private cloud or across different environments. We will also share some best practices to build a cloud ready application keeping public, private clouds in consideration.

OPS-CSM1379 Extending vCloud Director

Technical Level: ▲

Speaker(s): Christopher Knowles, VMware, Inc.;
Thomas Kraus, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

Learn how to extend vCloud Director allowing you to build value added services into your cloud. In this session you will learn how you can create multi-tenant cloud services such as Storage as a Service or High Availability, delivered through vCloud Director. We will extend the native capabilities of vCloud Director using Java and vCenter Orchestrator to provide additional business value to your cloud consumers.

PAR2169 Overcoming Objections and How to Win with VMware View 5.1 (Competitive)

Technical Level: ●

Speaker(s): Gary Owen, VMware, Inc.;
Cyndie Zikmund, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

In a typical VMware® View™ sales cycle, anywhere from 3-12 objections are most often encountered. Knowing how to respond to these objections can make the difference between winning the deal or losing it to the competition. Key sales tools and technical resources exist on Partner Central, including new features in View 5.1, can help you win every time with View market backing and customer momentum. Overcome your customers' objections, get them using View 5.1 and accelerate their journey to the cloud.

SPO5666 Dell Cloud Client Computing & VMware View Ground-Breaking New Product Announcement Blazes Innovation Trail to VDI

Technical Level: ●

Speaker(s): Jeff McNaught, Dell Inc.

HALL 8, LOWER LEVEL | ROOM C2

Join Jeff McNaught, Marketing Executive Director and Chief Strategy Officer for Dell Wyse, to hear about Dell Wyse's ground-breaking new announcement, and how it enhances its end-to-end portfolio. Come see the newest Dell Wyse product purpose-built for VMware View in action, as it delivers a virtual desktop infrastructure (VDI) solution perfect for the world's leading private, public, hybrid and government cloud implementations.

SPO5724 Reducing Lifecycle Costs with HP CloudSystem Optimized for VMware

Technical Level: ●

Speaker(s): Brent Allen, Hewlett Packard.

HALL 8, LOWER LEVEL | ROOM D2

What if you could deploy new business capabilities without the cost and risk of designing new production environments? What if you could accelerate time-to-market by months? What if you could reduce long-term operational expenses with automated policies that ensure business applications get the resources they need? Hear how HP CloudSystem optimized for VMware solution dramatically reduces the cost and risk of deploying new applications and saves operational expenses over the life of the application infrastructure. Learn how HP Converged Cloud and VMware vCloud Suite 5.1 can deliver on that promise.

SS1010 Cloud Transforms IT. Trust Transforms Cloud. Big Data Transforms Business

Speaker(s): Brian Gallagher, EMC

HALL 8, LOWER LEVEL | ROOM G3

Cloud computing is transforming IT. The way IT deploys infrastructure, provisions resources, builds applications and provides access to these applications is changing dramatically, promising both greater efficiency and agility. At the same time, many businesses now see data volumes growing so large they break traditional infrastructures—this is what EMC calls Big Data. Managing Big Data represents a huge challenge for IT, but using analytics to provide insight into Big Data promises to transform business, delivering competitive advantage and breakthrough business value. Cloud computing and Big Data will only be viable if they are underpinned by a foundation of trust—trust that the infrastructure will be available 24x7 and trust that data will not be compromised by the latest advanced threat.

Join EMC as we address the changes necessary to move to a new model—one which requires IT to transform to an internal service provider, shifting focus from infrastructure cost to business agility. We will discuss EMC's technology direction and roadmap, our comprehensive integrations with VMware, and customer experiences who have transformed IT and their business.

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BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

14:00 – 15:00

TEX2158 Enabling Scalable Virtual Networks with VXLAN - Customer and Partner Scenarios

Technical Level: ■ Area of Interest: T

Speaker(s): Ravindra Neelakant, VMware, Inc.;
T Sridhar, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

VXLAN (Virtual eXtensible Local Area Network) is a multi-vendor Layer 2 over Layer 3 overlay technology driven by VMware and its partners. It provides the ability to deploy virtual workloads anywhere within or outside the data center without being limited by the physical network. The benefits of VXLAN for overlay networking, pod expansion, and alleviating problems related to multi tenancy (e.g. duplicate IP/Layer 2 addresses) are described in the VXLAN IETF Draft. The technology enables to scale a virtual network beyond the boundaries of a Layer 2 IP domain and thus render the network space more scalable for use within the virtual data center constructs.

VMware is working closely with several networking partners to ensure that the VXLAN technology is provisioned and deployed in an appropriate manner to suit the customer needs for a bigger and flatter Layer 2 network. This includes easy deployment, performance optimizations, and VXLAN to VLAN gateway functionality (at wire speed) to connect with existing networks. This session intends to highlight the deployment scenarios of VXLAN within and across data centers along with highlighting a specific use case of a VXLAN gateway from Broadcom, a VMware partner. The use cases that will be highlighted in the presentation are VXLAN; i. within a single data center, ii. across data centers, iii. across a service provider network and iv. VXLAN gateway use case. The session will also tie in the monitoring capabilities that some of VMware's partners are introducing to enable better management and monitoring of VXLAN deployments.

15:30 – 16:30

APP-BCA1684 Virtualizing Exchange Best Practices

Technical Level: ▲ Area of Interest: S

Speaker(s): Scott Salyer, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

VMware vSphere® is the most robust platform for virtualizing the applications on which businesses depend. Many organizations use Microsoft Exchange Server as the backbone for communication and consider it to be a business-critical application. IT leaders want to realize the benefits of virtualization across all applications, including those critical to their businesses. Exchange architects need to understand the design considerations and options available to them when choosing VMware as their virtualization platform.

This session will help you understand the design best practices used to successfully deploy Microsoft Exchange Server on VMware. We will cover lessons learned from the field and best practices for design and sizing. You will also become familiar with high availability and disaster recovery options available when deploying Microsoft Exchange Server on VMware.

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Thursday, October 11, 12:00 – 13:00

(Session # SPO2238)

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Session Identifiers

APP-BCA	Applications: Business Critical Applications	INF-BCO	Infrastructure: Business Continuity	INF-VSP	Infrastructure: vSphere
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GD	Group Discussion	INF-STO	Infrastructure: Storage	OPS-CSM	Operations: Cloud Service Management

PAR	Partner Track (for VMware partners only)
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Areas of Interest

FD	Federal	S	SMB
FS	Financial Services	E	State & Local Education
H	Healthcare	T	Telecommunication
R	Retail		

Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

15:30 – 16:30

APP-CAP2757 Accelerate Adoption by Leveraging IaaS for a Complete Deployment and Monitoring Lifecycle

Technical Level: ●

Speaker(s): Eran Carmel, VMware, Inc.;
Christian Paulus, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

In this session we will walk the audience through the trends in the world of application development and application operations.

We will review the changes in the business dynamics, application development life cycle, modern development frameworks and how do all of these relate to PaaS. We will explore existing approaches and solutions and how they fit this new reality.

We will guide the audience on how adopting IaaS for their custom applications (modern or legacy) can help them gain agility and efficiency quickly, create a collaborative environment between the development and operations team.

We will demonstrate how by leveraging the vFabric stack with the complementing management solutions the audience can accelerate their business growth.

EUC1797 Troubleshooting VMware ThinApp Applications

Technical Level: ▲

Speaker(s): Peter Björk, VMware, Inc.;
Spencer Pitts, VMware, Inc.;

HALL 8, LOWER LEVEL | ROOM D1

This session will explore several different aspects of and techniques for troubleshooting VMware ThinApp® applications. We will examine the rules of isolation for file system, registry, DLL and process elements (both physical and virtual), and how they interact in relation to the requirements of applications being virtualized with ThinApp.

EXPERTS08 Meet the Experts – 08

Experts: Killian Murphy, VMware, Inc.;
Tom Stephens, VMware, Inc.;
Curtis Witt, VMware, Inc.

HALL 6, LOWER LEVEL | ROOM A1

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. You can also schedule one-to-few meetings with Knowledge Experts and discuss the topics that are most important to you.

GD07 Wanova Mirage with Scott Davis

Speaker(s): Scott Davis, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join Scott Davis who will host this best practices group discussion on Wanova Mirage and EUC Technologies.

GD09 Horizon Application Manager with Andrew Johnson

Speaker(s): Andrew Johnson, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 1

Join Andrew Johnson who will host this best practices group discussion on Horizon Application Manager.

GD11 View with Tommy Walker

Speaker(s): Tommy Walker, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 3

Join Tommy Walker who will host this best practices group discussion on View.

GD15 Disaster Recovery with Ken Werneburg

Speaker(s): Ken Werneburg, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 4

Join Ken Werneburg who will host this best practices group discussion on Disaster Recovery.

INF-BCO1361 Backing Up Virtual Machines with VMware's Next-Generation Backup and Recovery Solution - Everything You Need To Know

Technical Level: ■ Area of Interest: S

Speaker(s): Jeff Hunter, VMware, Inc.;
Rachna Thusoo, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

This session is a technical deep dive on VMware's next-generation backup and recovery solution.

Details include: How the solution is deployed/installed/configured, technical details on how it works, and recommendations for successful backup and recovery of your VMware virtual machines using this new solution.

INF-NET2207 vSphere Distributed Switch – Technical Deep Dive

Technical Level: ■

Speaker(s): Vyenkatesh Deshpande, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C1

While the vSphere Distributed Switch (vDS) has been around since vSphere 4, vSphere 4.1 and 5.0 have added a number of enhancements. This session will provide a technical deep dive in to the vSphere Distributed Switch. This includes design and deployment considerations, configuration, migration steps, tuning, and troubleshooting. Special attention will be paid to migrating an existing production environment from the standard vSwitch to the vDS with no or very minimal disruption. Extended features such as Network I/O Control (NIOC), Network Resource Pools, and Load-Based Teaming (LBT) will be discussed in depth with use cases and recommendations given. Finally, methods and tools for troubleshooting network connectivity and performance problems will also be highlighted. The inclusion of accessing a live lab environment will make for a very interactive session.

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Areas of Interest

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R	Retail		

Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

15:30 – 16:30

INF-STO1545 Architecting Storage DRS Datastore Clusters

Technical Level: ▲

Speaker(s): Frank Denneman, VMware, Inc.;
Valentin Hamburger, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

In this session Frank Denneman and Valentin Hamburger will cover and explain in great detail what to consider when building a Storage DRS datastore cluster. Introducing the concept of datastore clusters can affect or shift the paradigm of storage management in virtual infrastructures. The goal is to demonstrate the relationship between the datastore cluster and existing objects in the virtual infrastructure and how the introduction of datastore clusters can effect various design decisions. This session is a must for anyone implementing Storage DRS that wants to maximize their cluster and vSphere resource designs.

INF-VSP1423 esxtop for Advanced Users

Technical Level: ▲

Speaker(s): Krishna Raj Raja, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

This is an advanced technical session for ESX/ESXi administrators who want to understand the various counters exposed by esxtop. This talk will cover various troubleshooting scenarios and will provide insights into the inner workings of the VMware® ESX® hypervisor.

INF-VSP3603 Inside the Hands-on Labs: Deliver Your IT Services in the Cloud

Technical Level: ■

Speaker(s): Burke Azbill, VMware, Inc.;
Matthew Carpenter, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B1

Come to this breakout session to learn what went into the creation of the Hands-on Lab HOL-INF-09. Hear from the VMware Lab Captains who constructed the “Mega vPod” as they share from the lab content and highlight how different VMware products work well together.

ITT3244 Planning and Measuring the Impact of Cloud: IT Metrics that Matter

Technical Level: ●

Speaker(s): Sanjay Mirchandani, VMware, Inc.;
Craig Stanley, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

Cloud computing provides a unique opportunity for IT to measure its impact based on metrics that are increasingly relevant to the business. The ability to measure and communicate metrics that illustrate the impact of cloud on agility, efficiency, and reliability is essential to demonstrating the impact of IT as a strategic differentiator.

During this session, VMware will share insights from enterprises and global service providers implementing cloud environments, including business-relevant IT metrics to measure success, benchmarking processes that can assist in identifying key metrics, industry IT benchmarks that enable organizations to compare their

performance to industry peers, and the importance of starting a cloud implementation with clearly established goals and baseline IT metrics. During this session, attendees will better understand:

- How do I measure the success of my Cloud implementation?
- Which metrics are most relevant for new Cloud environments?
- How does my Cloud implementation perform when compared with industry benchmarks?

OPS-CIM2037 An Introduction to IT Business Management: CIO Decision-Making Platform

Technical Level: ●

Speaker(s): Mahipal Lunia, VMware, Inc.;
Bill Miller, Nationwide

HALL 8, LOWER LEVEL | ROOM C3

Get the visibility and control you need to run IT like a business with VMware® IT Business Management Suite. Through a five-stage, value-driven approach, VMware simplifies IT management by applying a business lens to IT activities from costs and service levels to vendor management and providing a common language for IT and business communication. The results: transparency and trust in all IT activities, effective execution of IT strategy and ability to accelerate the benefits of cloud computing. With VMware, CIOs can become true partners with business stakeholders as they manage the business of IT.

OPS-CSM2150 Lab Management with VMware vCloud Director: Software Development Customer Panel

Technical Level: ●

Panel: David Ashman, Thomson Reuters;
Shane Kelly, Ericsson;
Jason Puig, Symantec

Moderator: Cathal Cleary, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A2

Software developers and testers are the most aggressive consumers of infrastructure in most enterprises. For software teams, every minute waiting for infrastructure is an opportunity cost in product development time to market. To respond to these aggressive needs, software development teams are leveraging VMware vCloud Director® to deliver complete and isolated infrastructure to developers and testers in a matter of minutes. While consumers get the infrastructure they need in minutes, IT administrators are experiencing unprecedented productivity, often provisioning hundreds of virtual machines per day. In this session, listen to a panel of thought leaders from Symantec, McKesson and DST Systems to learn about how they are accelerating infrastructure delivery in software development lab environments.

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Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

15:30 – 16:30

PAR3209 VMware Cloud Infrastructure: Packaging and Pricing

Technical Level: ■

Speaker(s): Rory Chourdhuri, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

In this session we will cover the packaging, pricing and licensing for the VMware® cloud infrastructure products.

SPO3395 A CTO Perspective on Driving a Large-Scale Transformation to the Cloud

Technical Level: ●

Speaker(s): Juergen Urbanski, T-Systems;
Melih Yener, T-Systems

HALL 8, LOWER LEVEL | ROOM C2

Global service providers like Deutsche Telekom run some of the largest and most complex IT environments in the world. Traditionally they are not renowned for speed of innovation and operational agility. In fact, most analysts would characterize large incumbent service providers as operating in a “Red Ocean” of margin pressure, cost cutting, organizational complexity and very long-term investment cycles. Yet Cloud is a “Blue Ocean” growth opportunity. Success in Cloud requires speed, agility, innovation and fast all-forward organizational learning to succeed.

In this session, participants will learn how Deutsche Telekom is driving a large-scale transformation of IT services production towards cloud-enabled business outcomes such as rapid innovation, fast time to market, high capital efficiency and advanced cloud security. At

Deutsche Telekom’s enterprise customer unit T-Systems for instance, Cloud accounts for 5% of its Euro 10 billion revenue today but is an area of rapid growth. Capitalizing on this Cloud opportunity will require massive changes in how ICT services are designed, sold and produced, including changes in the economic model. This is a multi-year journey given the scale of the challenge, spanning more than 90 data centers, 1.2m square feet of data center space, 60,000 servers and 3.3m productive SAP users served from the cloud. This session will outline how T-Systems is leveraging innovation from strategic vendors like VMware to achieve highly modular IT services production platforms which make it possible to bring new services to market quickly, how production capacity is pooled across various countries so that output can be shifted flexibly between sites, and how end-to-end automation ensures high labor productivity and high flexibility.

SPO5663 Service Provider Delivers Desktop-as-a-Service Offering with Cloud Workspaces for Local Government

Technical Level: ■

Speaker(s):

Moderator: Jeff Platon, Cisco Systems Inc.

HALL 8, LOWER LEVEL | ROOM F1

As organizations evolve their desktop IT strategy to embrace an increasingly global, mobile, distributed workforce that’s demanding a growing array of client device options, VDI looms as an ideal fit for answering this challenge. With the promise of delivering a more secure, productive environment that supports BYOD, many are finding, however, that traditional approaches to

virtual desktops present new challenges as IT managers scale their infrastructure to host desktop workloads within the data center. Additionally these solutions fall short of addressing the need for enterprise grade communications and collaborative applications, an indispensable component of worker productivity. The complexity, cost, and limited communications experience of traditional VDI, presents the need for an holistic strategy and architecture that ensures organizations can move from a physical PC and phone-centric environment, to one where apps, media-rich communications, and user desktops can co-exist, delivered with predictable performance, scalability and simplicity, on any device. Attend this session to learn how Cisco and VMware have partnered to deliver the solution for the Unified Workspace that embraces BYOD along with media-rich virtual desktops, built on the industry’s leading hypervisor and compute architecture, purpose-built for manageability, and consistently high-performance, supporting hundreds to hundreds of thousands of users.

SPO5778 Your Fast Track to the VMware vCloud

Technical Level: ●

Speaker(s): Volker Wiedmer, Fujitsu;
Adriano Galano, Fujitsu

HALL 8, LOWER LEVEL | ROOM G2

Fujitsu “Dynamic Infrastructures for VMware vCloud” is a factory-integrated cloud infrastructure solution that saves tremendous time and costs to introduce, manage and operate your on-premise private cloud infrastructure. The solution includes the complete technology stack of hardware (server, storage and network), software (VMware cloud service management

and Fujitsu life cycle management) and optional IT services. In combination with consulting and managed IT services Fujitsu “Dynamic Infrastructures for VMware vCloud” reduces complexity in the design-, build-, and operate phases of your private cloud infrastructure.

SS1021 Vision for the Future: Product Deep Dives & Previews for Growing Businesses with Limited IT Resources

Speaker(s): Rob Juncker, VMware, Inc;
Russell Stockdale, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G3

One of the biggest differences in IT between businesses of varying sizes, is simply the amount of IT resources available. VMware is committed to bringing quality innovation to the SMB market, to provide the enterprise-class solutions it is known for, in a format that works well for all. This session will cover current and future solutions for helping manage and automate IT functions, setting up Disaster Recovery solutions, and ensuring business continuity. This session also features a tech preview giving a sneak peek into some technology we are working on, so don’t miss out!

Session Identifiers

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APP-CAP Applications: Cloud Application Platform
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GD Group Discussion

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INF-STO Infrastructure: Storage

INF-VSP Infrastructure: vSphere
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Areas of Interest

FD Federal
FS Financial Services
H Healthcare
R Retail
S SMB
E State & Local Education
T Telecommunication

Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

15:30 – 16:30

TEX1278 How to Jump-start Your vSphere Web Client Plugin Development Using the New VMware Ecosystems Developer Center

Technical Level: ■

Speaker(s): Justin Broughton, VMware, Inc.;
Laurent Delamare, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

As a prospective vSphere Web Client Plugin Developer, you face a number of obstacles:

- Knowing where to get started
- Finding and taking appropriate training
- Setting up your development environment with all the relevant components/tools
- Discovering relevant technical information as you develop, test and deploy

The new VMware Ecosystems Developer Center portal will provide a number of capabilities which help developers quickly and easily navigate these obstacles with:

- Solution articles – which answer the question of where do I start to develop a plugin
- Architecture white-papers – which provide a deep-dive into architecture of the vSphere Web Client
- Virtual Training Labs – rich training content to provide a truly hands-on experience

- Development Environment as a Service (IDEaaS) – a full vSphere Web-Client Plugin development environment set up with the latest released software, for as long you need it
- Comprehensive documentation – everything you need to know at your finger-tips

This session explains how developers will be able to use the capabilities of VMware Ecosystems Developer Center to more easily develop vSphere Web Client plugins. We will take you through a live demo of the steps a typical developer would go through including:

- Discovering the solution which you need to develop
- Reviewing important aspects of the overall vSphere Web Client architecture - extension points, data-service and data extensibility
- Taking the vSphere Web Client training lab
- Developing a plugin from end to end
- Packaging, deploying and testing the plugin
- Ongoing learning with tips, tricks and best-practices

Please bring your burning questions about this new platform as there will be plenty of time devoted to these both at the end of the session and outside the session hall afterwards.

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Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical



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BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

17:00 – 18:00

APP-BCA1344 Virtualizing Oracle for Disaster Recovery with Data Guard and VMware vCenter Site Recovery Manager

Technical Level: ■

Speaker(s): Kannan Mani, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C1

This session will walk through the architecture and components of a data recovery solution consisting of VMware vCenter™ Site Recovery Manager™ and Oracle Data Guard. We will focus on how to avoid configuration issues by following best practices, and how to best ensure success when implementing this solution. A demo on setup and data recovery scenarios will also be included.

APP-BCA1373 Virtualizing Active Directory Best Practices

Technical Level: ■ **Area of Interest:** S

Speaker(s): Chris Skinner, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

As the virtualization becomes more pervasive in the corporate world, Active Directory continues to play an important role in today's IT environment. In this session, you will learn how to successfully implement Active Directory in the VMware infrastructure.

APP-CAP2770 Plan, Deploy & Manage Modern Applications on vSphere Infrastructure

Technical Level: ●

Speaker(s): Michael Wood, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

Is your infrastructure ready to deploy real world applications? Join us to learn the basics of modern applications including topology, capacity planning, infrastructure and reference architecture required for such applications. This session will also discuss a new approach to application management that is simple to use, cloud-ready and provides the visibility and control to meet demanding performance goals. We will conclude with a demo of a sample application on recommended reference architecture.

EUC2406 Horizon Data: Technical Deep-dive and Beta Learnings

Technical Level: ■

Speaker(s): Sam Khavari, VMware, Inc.;
John Robb, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

VMware Horizon Data enables effortless file access and sharing from any device, and can be consumed on-premise or through a VMware service provider. This session will feature a technical deep dive into the architecture, deployment topologies and best practices, APIs, extensions and future plans for Project Octopus. Moreover, this session will detail the learnings from the ongoing beta and highlight areas where customer and partner involvement have altered the direction of the product.

EXPERTS09 Meet the Experts - 09

Experts: Jan-Willem Lammers, VMware, Inc.;
Serge Maskalik, VMware, Inc.;
Craig Newell, VMware, Inc.;
Monica Sharma, VMware, Inc.

HALL 6, LOWER LEVEL | ROOM A1

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. You can also schedule one-to-few meetings with Knowledge Experts and discuss the topics that are most important to you.

GD24 vSphere Storage Best Practices with Cormac Hogan

Speaker(s): Cormac Hogan, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 1

Join Cormac Hogan who will host this best practices group discussion on vSphere Storage Best Practices.

GD34 Configuration/Compliance Management with Shiv Agarwal

Speaker(s): Shiv Agarwal, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join Shiv Agarwal who will host this best practices group discussion on Configuration/Compliance Management.

GD36 ITBM, ITFM, IT Benchmarking with Mahipal Lunia

Speaker(s): Mahipal Lunia, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 3

Join Mahipal Lunia who will host this best practices group discussion on ITBM, ITFM, IT Benchmarking.

GD45 Microsoft Exchange 2010 with Curtis Witt

Speaker(s): Curtis Witt, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 4

Join Curtis Witt who will host this best practices group discussion on Microsoft Exchange 2010.

INF-BCO1436 vSphere 5.1 - NEW vSphere Replication Enhancements & Deployment Options

Technical Level: ■ **Area of Interest:** S

Speaker(s): Lee Dilworth, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A2

In this session you will learn about new features introduced in vSphere 5.1 that allow you to deploy and utilize vSphere Replication in ways not previously possible. These enhancements, included with most vSphere 5.1 editions, make it attractive for customers of any size to utilize vSphere Replication for a variety of virtual machine replication and protection use-cases including remote office/branch office, site-to-site and single site. In this session we will explain how this solution will work and the value proposition to you. We will also go into details around what your options are in terms of deployment and how the solution can be adapted and upgraded as your needs grow.

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Technical Levels

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■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

17:00 – 18:00

INF-STO2192 Distributed Storage: Tech Preview Of a Virtual SAN Technology

Technical Level: ■

Speaker(s): Christos Karamanolis, VMware, Inc.;
Kiran Madhani, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D1

In this session, we will preview Distributed Storage, a new Virtual SAN storage technology from VMware. This technology will leverage a new policy-driven storage management paradigm to automate VM data lifecycle management at cloud scale. With this technology, administrators will be able to virtualize and manage storage the same way they do that today for CPU and memory. We will discuss the use cases and benefits of this technology in virtualized environments.

INF-VSP1800 vSphere Performance Best Practices

Technical Level: ▲

Speaker(s): Robert Moran, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

In this GSS Customer Support Day session attendees will be given an overview of the most common performance problems in vSphere environments today.

OPS-CIM2051 Managing Operations in a Hybrid Cloud

Technical Level: ■ **Area of Interest:** FS

Speaker(s): Patrick Chang, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

Hybrid cloud environments, with virtual machines distributed across private and external cloud environments, are becoming an operational reality. How do you manage such an environment? This session will discuss management approaches, and capabilities that VMware vCloud Connector and vCenter Operations Manager offer for Hybrid Cloud environments.

OPS-CIM3440 vPod Design: Building a Better Nested Virtualization Environment

Technical Level: ▲ **Area of Interest:** T

Speaker(s): Ray Budavari, VMware, Inc.;
Phil Weiss, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C3

For the past five years the VMworld Labs have been made possible through the use of nested virtualization. Providing what amounts to a virtualized data center encapsulated within a single vApp; this construct is known as a “vPod.” This session will walk through the architecture that was used in the 2012 labs and discuss why certain choices are made when accounting for performance and scalability.

OPS-CSM2248 A Class on Deploying a Production Cloud Architecture

Technical Level: ■

Speaker(s): Chris Knowles, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B1

In this interactive class, we will walk you through the deployment of a hybrid cloud architecture using a global Fortune 1000 company as the example. The use case, challenges and architectural diagram, will be outlined, allowing you to understand the technical steps to deploying a hybrid cloud. Attendees will receive the class notes and the configuration drawings as a takeaway. At the end of this class, you will have an understanding of a private cloud configuration, how the ESX cluster interacts with the provider, data isolation and security controls, and how VMware Cloud Director tightly wraps the pieces together. This class will be led by a senior member of VMware’s professional services organization and centers of excellence.

PAR2972 Build Your Business Selling VMware Management: Sales Overview (Part 2 of 3)

Technical Level: ●

Speaker(s): Lionel Cavalliere, VMware, Inc.;
Martin Klaus, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

vCenter Operations Management represents a huge, untapped opportunity. Only 3% of the vSphere customers, who could benefit, are currently using vCenter Operations Management today. In this session, you will learn sales best practices from early adopters including: how to

make the “hop to Ops”, key sales plays, solution positioning, and differentiation. Note: we recommend that your organization attend the “Build Your Business Selling Management” series to prepare yourself to launch a management practice or take advantage of new opportunities for Infrastructure Virtualization partners.

SPO5626 Disaster Avoidance for SAP Critical Applications using Metro vMotion

Technical Level: ■

Speaker(s): Jon Hudson, Brocade

HALL 8, LOWER LEVEL | ROOM G2

This session will focus on the requirements of the next generation data center including: multi-tenancy, business continuity, on demand provisioning and scalability. As a solution provider to over 90 percent of Global 1000 data centers, Brocade will cover the latest options for building next generation data centers for the cloud including: active-active data centers; large scale deployment of enterprise critical applications and end user computing utilizing end to end data center and enterprise networks; and increase support for multi-tenancy though Brocade’s collaboration with VMware in network virtualization.

This session will focus how to combine best practices with new options for building next generation data centers including Ethernet Fabrics, network virtualization with VXLAN and other innovations in software defined networking.

Session Identifiers

APP-BCA	Applications: Business Critical Applications	INF-BCO	Infrastructure: Business Continuity	INF-VSP	Infrastructure: vSphere
APP-CAP	Applications: Cloud Application Platform	INF-NET	Infrastructure: Networking	ITT	IT Transformation
EUC	End-user Computing	INF-SEC	Infrastructure: Security and Compliance	OPS-CIM	Operations: Cloud Infrastructure Management
GD	Group Discussion	INF-STO	Infrastructure: Storage	OPS-CSM	Operations: Cloud Service Management

PAR	Partner Track (for VMware partners only)
SPO	Technology Partner/Sponsor
SS	Spotlight Session
TEX	Technology Exchange for Alliance Partners

Areas of Interest

FD	Federal	S	SMB
FS	Financial Services	E	State & Local Education
H	Healthcare	T	Telecommunication
R	Retail		

Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

WEDNESDAY

17:00 – 18:00

SPO5631 Server Guy's Guide to Network Fabrics

Technical Level: ■

Speaker(s): Abner Germanow, Juniper Networks

HALL 8, LOWER LEVEL | ROOM C2

This session will review the key networking challenges faced in highly virtualized environments and how the various network fabrics available today solve virtual server connectivity challenges. Also how by making the correct fabric choice can increase the agility of IT.

SPO5781 Freeing Devops in the Enterprise

Technical Level: ■

Speaker(s): Ken Owens, Savvis

HALL 8, LOWER LEVEL | ROOM F1

Enterprises are investigating ways to expand their on-premise infrastructure and application development to Cloud Service Providers (CSP) that can address the enterprise requirements for capacity on demand, security, performance, and application platform independence and performance. Many of today's solutions have issues like proprietary application platforms that require redevelopment time to function off-premise, inability to move to another provider if SLAs aren't met, and long lead times to move or set up new environments.

This session will define reference architectures around creating a private PaaS for enterprise application development within a CSP VCD deployment that allows enterprise developers a target PaaS framework to deploy within. This architecture addresses the ability to provide visibility of application resource consumption and application performance while establishing and adhering to the corporate security framework and application governance models.

The primary use cases for private PaaS are secure extension and hybrid broker. Secure extension consists of extending the internal enterprise platform to the CSP platform leveraging cloud foundry inside the enterprise to extend their usage seamlessly to the CSP for burst. Hybrid Private PaaS consists of moving development code to the CSP from another platform outside the target CSP and enterprise platform.

The presentation will distinguish why vCloud and Private PaaS is important to Enterprise customers as it enables them to leverage the industry leading service providers, software vendors, security vendors, and advanced VMware technology, to build internal clouds and seamlessly deploy flex capacity off premise, to the cloud, as needed.

TEX3049 PCI Compliance Architecture in a Private Cloud

Technical Level: ■

Speaker(s): Allen Shortnacy, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

The journey to the cloud enables organizations to realize the benefits of virtualization and address compliance requirements in a more secure and efficient manner. One very compelling argument for organizations migrating mission-critical applications to VMware vSphere® and ultimately to a private cloud based on VMware® is the ability to address compliance concerns more efficiently and effectively. Using best practices, an organization's compliance policy is a combination of corporate governance, industry and governmental regulations and mandated standards (SOX, PCI, HIPAA/HITEC, and so on). A successful compliance strategy is an outcome enabled by operationalizing compliance policy via the automation of technical and manual control processes. The ideal compliance posture is to have a closed loop process that unifies business and IT policies by mapping them to common enabling controls and operating those controls in a manner that enables quicker visibility and action to mitigate deficiencies. By building a business-centered view of IT risk, this process can translate technical issues into risks relevant to business processes. This session will discuss the PCI compliance reference architecture for a private cloud, the role of partners in the architecture and how a VMware plus partners solution enables customers to host PCI-compliant applications in a private cloud environment.

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Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

09:00 – 10:00

EUC1277 VMware View with Unified Communications and Collaboration

Technical Level: ● **Area of Interest:** T

Speaker(s): Tony Huynh, VMware, Inc.;
Phil Montgomery, VMware, Inc.;
Tom Vandenbosch, VMware, Inc.;
Clayton Wishoff, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

As today's mobile workforce continues to adopt BYOD, the need to support virtual desktops with Unified Communications (UC) grows. The combination of VMware View desktops with Unified Communications and collaboration tools enables the freedom to work and communicate from any device in any location. This session will explore the different Unified Communications and collaboration tools available for VMware View customers and provide a roadmap of where we are heading to offer advanced collaboration capabilities.

EUC1363 Mirage: Centralized Desktop Management with Local Execution

Technical Level: ■

Speaker(s): Issy Ben-Shaul, VMware, Inc.;
Stefan Brandstetter, ADAC;
Andy Philp, VMware, Inc.;
Jay Tomlin, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D1

Managing and protecting endpoints in the enterprise is costly, complex and inefficient, especially for managing fleets of laptops used by distributed knowledge workers. Typical solutions that opt for improving IT manageability end up impacting the user experience and increasing TCO.

Mirage offers a unique architecture that blends centralization of desktop images for manageability and recovery purposes with localized execution on physical/virtual endpoints for best user-experience purposes. Primary copies of desktop images are cloned and maintained in the data-center, while secondary copies are deployed and cached in the endpoints to enable seamless user experience and native performance, regardless of the type of applications or type of connectivity. In between, Mirage provides an optimized transport layer for delivery and bi-directional synchronization between the primary and cached copies, over the WAN. On top of the base architecture, Mirage offers three major functions: Layered image management, through which IT managers can define and enforce a base-image layer while preserving a layer of user-installed applications; snapshot-based recovery & repair, which provides fast full image and system-level restore, as well as self-service file-level restore; and zero-touch OS and hardware migration/refresh. Mirage value proposition is in combining simplified all in one desktop management, a cost-effective solution with low infrastructure overhead and reduction of 40-50% in operational expenses compared to traditional management and recovery solutions, and happy end users that can get their work done with no excuses.

JUNIPER
NETWORKS

Connectivity for Virtualized Data Centers

Stand nr: G104

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Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

09:00 – 10:00

EUC2592 Gain Competitive Advantage with Enterprise Social: Best Practices from Leading Companies on the Front Lines

Technical Level: ●

Speaker(s): Dennis Agusi, Philips;
Chris Thompson, Archant

Moderator: Joan Bodensteiner, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A2

Enterprise Social Networks (ESN) Socialcast by VMware, are fast becoming a critical part of the way leading companies do business. The IT department and line of business leaders are partnering to drive cultural and organizational changes required to make these efforts a success.

EXPERTS10 Meet the Experts – 10

Experts: Patrick Chang, VMware, Inc.;
Chris Colotti, VMware, Inc.;
Lee Dilworth, VMware, Inc.;
Tommy Walker, VMware, Inc.

HALL 6, LOWER LEVEL | ROOM A1

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. You can also schedule one-to-one meetings with Knowledge Experts and discuss the topics that are most important to you.

GD10 Horizon Mobile with Craig Newell

Speaker(s): Craig Newell, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 1

Join Craig Newell who will host this best practices group discussion on Horizon Mobile.

GD29 Cloud Infrastructure Suite Architecture with Duncan Epping

Speaker(s): Duncan Epping, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 4

Join Duncan Epping who will host this best practices group discussion on Cloud Infrastructure Suite Architecture.

GD43 vCloud Director with Tom Stephens

Speaker(s): Tom Stephens, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join Tom Stephens who will host this best practices group discussion on vCloud Director.

GD46 Oracle Virtualization with Jan-Willem Lammer

Speaker(s): Jan-Willem Lammer, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 3

Join Jan-Willem Lammer who will host this best practices group discussion on Oracle Virtualization.

INF-BCO1361 Backing Up Virtual Machines with VMware's Next-Generation Backup and Recovery Solution - Everything You Need To Know

Technical Level: ■ **Area of Interest:** S

Speaker(s): Jeff Hunter, VMware, Inc.;
Rachna Thusoo, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

This session is a technical deep dive on VMware's next-generation backup and recovery solution. Details include:

- How the solution is deployed/installed/configured
- Technical details on how it works
- Recommendations for successful backup and recovery of your VMware virtual machines using this new solution.

INF-BCO2982 Stretched Clusters and VMware vCenter Site Recovery Manager: How and When to Choose One, the Other, or Both

Technical Level: ■

Speaker(s): Joel Kaufman, NetApp;
Chad Sakac, EMC Corporation

HALL 8, LOWER LEVEL | ROOM A3

Need to deploy a highly available VMware vSphere® cluster that spans two data centers? This session discusses when you should deploy a geo-spanned storage cluster, a distributed storage cache, or VMware vCenter™ Site Recovery Manager™.

INF-NET3457 Nicira and the Future of Software Defined Networking

Technical Level: ●

Speaker(s): Martin Casado, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

Come and hear what all the buzz is about! What VMware did for compute, Nicira is doing for networking. Software defined networking revolutionizes communications, just as virtualization did for serving applications. Martin Casado, Co-Founder and Chief Technology Officer, will explain how Nicira is revolutionizing networking by creating open, scalable software-based solutions. He will also discuss possible synergies created by the expected integration of Nicira into VMware.

INF-SEC2627 Software Defined Security - Myth Busting Data Center Security with Real-life Implementations

Technical Level: ■

Speaker(s): Dean Coza, VMware, Inc.;
Justin Dolly, VMware, Inc.;
Merritte Stidston, McKesson

HALL 8, LOWER LEVEL | ROOM G2

Software Defined Security transforms the way we think about security in the data center, improving SLAs, reducing costs and enabling on demand security for on demand VMs. This session will showcase two innovators who "busted" common data center security myths and in the process transformed their operations from rigid and complex to agile and policy automated with software defined security: Justin Dolly, VMware's Chief Information Security Officer and, in Wednesday's session only, Merritte Stidston, McKesson's Director of data center Transformation.

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Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

09:00 – 10:00

INF-VSP1329 PowerCLI Best Practices: The Return!

Technical Level: ■

Speaker(s): Luc Dekens, Eurocontrol Maastricht;
Alan Renouf, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G3

Building on the success of our PowerCLI Best Practices sessions from VMworld 2011, we want to show you our next collection of PowerCLI best practices. This session will show and demonstrate PowerCLI in all its aspects managing and automating not just VMware vSphere® but also VMware vCloud Director®, VMware® View™, VMware vShield™ and more.

INF-VSP2749 Get Up and Running Quickly with the Latest vSphere Web Client

Technical Level: ■

Speaker(s): Yavor Boychev, VMware, Inc.;
Justin King, VMware, Inc.;
Julian Sirakov, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C1

Learn how the latest vSphere Web Client compares too and the benefits over the legacy C# client. Get up and running quickly with deployment and configuration best practices and become a pro at administration.

ITT3238 Taking Your Workloads to the Cloud: Why, How and When?

Technical Level: ●

Speaker(s): Stephen Beck, VMware, Inc.;
Andy Troup, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

The benefits of Cloud computing vary significantly according to the workloads under consideration and process and organizational maturity of your IT organization. Success in transitioning to the Cloud therefore requires identifying the right workload candidates and establishing a proper migration sequence.

Topics covered in this session include: key questions to consider when evaluating migration of workloads to the Cloud and discussion on other factors such as security concerns, regulatory restrictions or competitive pressure that determine strategy selection.

This is a vital session for all IT executives evaluating various strategies to transition workloads to the Cloud.

OPS-CIM2284 My VMware – Best Practices for Simplified Management of Your Entitlements

Technical Level: ■

Speaker(s): Torsten Hentschel, VMware, Inc.;
Gerard Power, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C3

Present best practises for customers to structure and manage their entitlements using My VMware including user management, license & contract administration, Do's & Don't and Golden Rules of EA (Entitlement Account) Management.

OPS-CIM3604 Inside the Hands-on Labs: Explore VMware vCenter Operations Manager Enterprise New Features

Technical Level: ■

Speaker(s): Richard Anderson, VMware, Inc.;
Simon Momber, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B1

Come to this breakout session to learn what went into the creation of the Hands-on Lab HOL-OPS-05. Hear from the VMware Lab Captains who constructed the lab vPod as they share from the lab content and highlight new VMware vCenter Operations Manager features showcased in the lab.

OPS-CSM1930 VMware Private Cloud: OneCloud: Architecture and Best Practices

Technical Level: ■

Speaker(s): Ford Donald, VMware, Inc.;
Mercer Rowe, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

This session will cover the overall architecture as well as best practices that VMware is following to implement it's own internal private cloud 'OneCloud'. OneCloud is an extension of the early efforts to provide laas services to VMware technical sales/field. From this beginning, OneCloud is now supporting the laas needs for a diverse set of VMware internal tenants including R&D, Customer Operations, Education and others. In this session, we will cover overall technical architecture, best practices around tenant engagement and on-boarding, service operations and internal processes around budgeting/finance/ rate cards.

PAR2674 Opening up the SMB Market with the Zimbra Software Virtual Appliance for Email and Collaboration

Technical Level: ●

Area of Interest: S

Speaker(s): John Robb, VMware, Inc.;
Stephen Ashmore, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

Most small and medium-sized businesses lack IT resources, and about 70% of them have an old email system with plans to migrate over the next few months. Furthermore, in this post-PC era, users are accessing applications from a variety of devices and platforms without compromising on experience. The VMware® Zimbra® 8 software virtual appliance provides the best email and collaboration solution for post-PC users in small and medium-sized businesses. The appliance has all the great features of Zimbra Collaboration Server™ 8 and only requires a fraction of the administration and management overhead. Learn how Zimbra is better, less costly and easier to use than any other product on the market and how to drive a successful SMB sales campaign with a cost-effective business solution designed for today's users and IT administrators.

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BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

09:00 – 10:00

SPO3415 Server-Based Storage: Faster, Economical, Reliable

Technical Level: ●

Speaker(s): Christie Rice, Intel

HALL 8, LOWER LEVEL | ROOM C2

As customers investigate storage alternatives, they are increasingly looking at server hardware. Solution providers are developing products now that use converged storage servers to help improve performance and throughput as well as reduce overall power consumption. These new solutions integrate hybrid drive configurations inside the server enclosure to offer the best characteristics of solid state drive (SSD) performance balanced against the low cost and capacity of conventional hard drives.

This session outlines the detail behind this trend toward internal SSD storage, provides tips for system integration and offers guidance for building optimized server solutions. Tradeoffs of Enterprise versus Consumer class SSDs will be discussed along with the latest trend in PCIe SSDs.

09:00 – 10:00

SPO5639 Accelerate Business-critical Workloads to your Private Cloud

Technical Level: ●

Speaker(s): Manju Ramanathpura,
Hitachi Data Systems

HALL 8, LOWER LEVEL | ROOM F1

As private cloud deployments quickly become a way for enterprises to improve flexibility and efficiency, and virtualization becomes ubiquitous, organizations must ensure predictable platform reliability. Companies need to be able to deploy

and consume their business-critical workloads to a private cloud without spend significant amount of their time putting together the underlying infrastructure. Evolving beyond current solutions, Hitachi Data Systems offers a flexible and robust platform for quickly capitalizing on cloud benefits in addition to ensuring the consistency and level of control required for business-critical workload environments. With HDS, you can simplify the management of servers, storage and networking components, by centralizing and automating them into business resource pools, to significantly reduce your time to value and operational costs.

Join us for this technical session, and see how you can easily view and manage your entire physical and virtual infrastructure from within VMware vCenter.

09:00 – 11:00

TEX2198 Cloud Application Platform Roadmap (TAP only)

Technical Level: ▲

Speaker(s): Morgan Goeller, VMware, Inc.;
Killian Murphy, VMware, Inc.;
Hartman Schoebel, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

This is the Cloud Application Platform Roadmap session, exclusively for Technology Alliance Program (TAP) partners.

In this session you can understand future plans for the Cloud Foundry, learn about the upcoming features for vFabric, and hear the PM discuss critical Data Director features. Also, learn the new approach to deploying application on cloud infrastructure that allows customers to gain maximum agility and control – VMware vFabric Application Director, an application provisioning solution in the VMware Application Management Suite, provides unmatched deployment automation and self-service provisioning. Get the details at the Roadmap session.

10:30 – 11:30

APP-BCA1516 Virtualizing SQL 2012: Doing It Right

Technical Level: ■

Area of Interest: S

Speaker(s): Michael Corey, Ntirety;
Jeff Szastak, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A2

A SQL Server database is a resource intensive application, and thus requires attention to its implementation on a vSphere platform. Attend this technical session to learn how to properly virtualize SQL Server on a vSphere platform. We will discuss how to migrate existing SQL Server databases onto a vSphere platform, how to properly determine resource requirements for a virtualized SQL Server implementation, and how to manage and monitor those resources.

APP-BCA2053 Virtualizing MS Exchange 2010 at General Mills - Architecture Details and Lessons Learned

Technical Level: ■

Area of Interest: FS

Speaker(s): Jason Whitelock, General Mills;
Curtis Witt, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C1

This will be a technical session, in which General Mills will share their experience in virtualizing key MS Exchange 2007 server roles, supporting ~30,000 mailboxes for one of the most recognized brands in the world, beginning in 2009, on vSphere 4.0. Since then, they have migrated to MS Exchange 2010, and virtualized all server roles, on vSphere 4.1. General Mills will discuss the architecture that they ultimately chose, why they chose it, and how it differs from

vendor recommendations. One such example is General Mills' use of shared storage, rather than direct-attached storage.

APP-CAP1644 The Changing Nature of Applications and the VMware vFabric Cloud Application Platform

Technical Level: ■

Area of Interest: FS

Speaker(s): Al Sargent, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

Most IT executives agree that their application infrastructure will look very different five years from now. That difference will be driven by the changing nature of applications, which are increasingly Web-oriented, dynamic, data-intensive and most likely deployed on a virtual infrastructure. New applications will be sourced from existing data centers as well as from external cloud services. Monitoring and metric gathering will be required to span heterogeneous cloud environments to provide end-to-end visibility. And end users will access these applications from a growing variety of devices.

Weaving an elastic enterprise into a cohesive, secure, compliant whole in a way that improves IT agility is the challenge for cloud IT. In this session you'll gain insight into how your peers are meeting these challenges while protecting investments in legacy applications and infrastructure.

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BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

10:30 – 11:30

EUC1305 What's New and What's Next for VMware View?

Technical Level: ●

Speaker(s): Narasimha Krishnakumar, VMware, Inc.;
Sunil Satnur, VMware, Inc.;
Christopher Zappala, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

In the past, challenges such as up-front infrastructure acquisition costs, especially cost of shared storage, and management complexity have limited the adoption of an enterprise-wide VDI strategy.

Help is on it's way. In this session, we will first review what's new in the latest VMware View 5.1 release including the numerous storage performance optimization features and large scale deployment enhancement tools to help enhance the TCO of VDI. We will then drill down to review upcoming storage solutions particularly useful in enhancing the performance of VDI while drastically reduce the infrastructure cost.

By learning what's new and what's next in View, customers and partners are provided with the information and confidence they need to continue to expand the adoption of VDI.

EXPERTS11 Meet the Experts – 11

Experts: Matt Coppinger, VMware, Inc.;
Frank Denneman, VMware, Inc.;
Andrew Johnson, VMware, Inc.;
Craig Newell, VMware, Inc.;
Suzy Visvanathan, VMware, Inc.

HALL 6, LOWER LEVEL | ROOM A1

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. You can also schedule one-to-few meetings with Knowledge Experts and discuss the topics that are most important to you.

GD19 vShield & Cloud Networking with Sachin Thakkar

Speaker(s): Sachin Thakkar, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 1

Join Sachin Thakkar who will host this best practices group discussion on vShield & Cloud Networking.

GD24 vSphere Storage Best Practices with Cormac Hogan

Speaker(s): Cormac Hogan, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join Cormac Hogan who will host this best practices group discussion on vSphere Storage Best Practices.

GD32 CLI/SDK/API with William Lam

Speaker(s): William Lam, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 3

Join William Lam who will host this best practices group discussion on CLI/SDK/API.

GD37 Performance Management with Praveen Kannan

Speaker(s): Praveen Kannan, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 4

Join Praveen Kannan who will host this best practices group discussion on Performance Management.

INF-BCO2159 Site Recovery Manager – Simple and Reliable Disaster Recovery for All Virtualized Applications

Technical Level: ●

Speaker(s): Alberto Farronato, VMware, Inc.;
Gil Haberman, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

vCenter Site Recovery Manager and vSphere Replication ensure the simplest and most reliable disaster protection for all virtualized applications. In this session, we will present an overview of Site Recovery Manager and its key capabilities including Non-Disruptive Testing, Automated Failback and Planned Migration. SRM has become a great tool to manage not

just unplanned failovers, but also planned site migrations. Together with vSphere Replication, Site Recovery Manager provides a manageable, affordable and reliable disaster recovery solution enabling organizations to expand disaster protection to all their applications and smaller sites. Finally, we will discuss using SRM to recover in public cloud environments, further reducing the cost of disaster recovery protection for smaller organizations.

INF-VSP1353 vCenter: A Technical Deep Dive

Technical Level: ■

Speaker(s): Deep Bhattacharjee, VMware, Inc.;
Ameet Jani, VMware, Inc.;
Justin King, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G3

The newest release of vCenter and the web client contains several new features - some of these are architectural changes, others include new user functionality as well as new ways of interacting with your virtual infrastructure. In this session we will take a technical deep dive in the major new features, the architecture changes, deployment scenarios and the impact it will have on you.

Agenda Topics:

- Center Overview
- The vSphere Web Client
- Architectural Changes
- Deep dive into new technical features.
- Installation and Upgrade Scenarios
- Deployment Scenarios

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GD	Group Discussion	INF-STO	Infrastructure: Storage	OPS-CSM	Operations: Cloud Service Management	TEX	Technology Exchange for Alliance Partners

Areas of Interest

FD	Federal	S	SMB
FS	Financial Services	E	State & Local Education
H	Healthcare	T	Telecommunication
R	Retail		

Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

10:30 – 11:30

INF-VSP1423 esxtop for Advanced Users

Technical Level: ▲

Speaker(s): Krishna Raj Raja, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

This is an advanced technical session for ESX/ESXi administrators who want to understand the various counters exposed by esxtop. This talk will cover various troubleshooting scenarios and will provide insights into the inner workings of the VMware® ESX® hypervisor.

INF-VSP3046 What's New with Cloud Infrastructure Suite: From Management Application to Integrated Applications and Extensible Platform

Technical Level: ▲

Speaker(s): Ben Verghese, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

vCenter, the management heart of vSphere, is primarily a closed application with a large API for integration. The application ecosystem around vCenter (from VMware and partners) is fairly loosely integrated. This situation is starting to change. Over the next few releases, the collection of management applications from VMware will transform into a fully integrated Cloud Infrastructure Suite.

This talk will address how the suite will unify the aspects of Install/Upgrade/Patch, UI, API and Operational services across the applications. We will describe the infrastructure building blocks underpinning the suite, and introduce how

partners in the ecosystem will be able to create deep integration with these infrastructure blocks and so with the Cloud Infrastructure Suite.

ITT3239 On-demand IT: Leveraging Cloud for Efficient Self-Service IT

Technical Level: ●

Speaker(s): Michael Francis, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

Cloud computing holds the promise of dramatic gains in efficiency through the introduction of new self-service models of IT that were previously impossible. But shifting an IT organization to a self-service model takes more than technology. Delivering infrastructure on demand without investing in an organization and management processes to support it will only unlock a part of the value of cloud.

This session addresses the complete set of capabilities required to build, operate, staff and measure the impact of an on-demand IT model. Topics covered include recommendations for establishing and managing a service catalog and driving efficiency and business agility through a self-service model based on standard services.

OPS-CIM1718 Continuous Configuration Management for Cloud, Virtual and Physical Environments

Technical Level: ■

Speaker(s): Shiv Agarwal, VMware, Inc.;
Peter Bury, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C3

Wondering how to ensure configuration consistency in your cloud, virtual and/or physical environments on a continuous basis to avoid unexpected outages; come learn how VMware's solution can help. VMware's vCenter Configuration Manager (VCM) provides configuration and compliance management for your cloud, virtual and physical environments. VCM provides deep configuration visibility and change tracking against vSphere (ESX, ESXi, and vCenter), vCloud Director, Windows, Linux, Mac OS X and UNIX platforms. VMware provides pre-built configuration policies for many vendor, industry and regulatory hardening guides (e.g. vSphere Hardening), best practices (e.g. Microsoft), benchmarks (e.g. CIS, SCAP) and standards (e.g. PCI, HIPAA, ISO, Basel). Together this deep configuration tracking and out of the box content allows customers to understand what's changing in their environment and assess whether these configurations are compliant with external guidance or internal policies. Furthermore, VCM allows users to enforce compliance where non-compliant configurations will be automatically remediated. Windows, Linux and UNIX Operating System patch management is also a key part of this solution. Finally, Configuration Manager provides robust reporting and exception handling to deliver a holistic configuration and compliance management solution.

PAR2124 Winning Cloud Infrastructure Deals Against Microsoft

Technical Level: ●

Speaker(s): Chanda Dani, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

This is a competitive update session for Cloud Infrastructure products. The session will educate partners on VMware's key differentiators and product strengths in the areas of core virtualization and private cloud such that VMware partners can win against Microsoft's push into this market. Attendees will learn how VMware's Cloud Infrastructure products enable customers to be more responsive to their business needs and reduce business risk. The session prepares the attendees on selling VMware's advantages, debunking Microsoft's claims, and handling common objections. Attendees will also learn about the various competitive tools and resources available to them.

Session Identifiers

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R	Retail		

Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

10:30 - 11:30

SPO2891 Taking VADP to the Limit - Pushing the Backup Performance Envelope

Speaker(s): Lorenzo Galelli, Symantec;
Abdul Rasheed, Symantec

HALL 8, LOWER LEVEL | ROOM F1

We've pushed the backup performance envelope so that you don't have to! Industry leaders Cisco, NetApp, VMware and Symantec have teamed up to develop a best practice framework and performance benchmark based on the vStorage APIs for Data Protection (VADP). The test configuration uses the popular NetApp FlexPod environment. The result that proves that you can easily protect over 4 TB of virtual machine data an hour. Most think that to provide this sort of performance, a mountain of hardware is required. This is not the case. We show you how these performance numbers can be easily obtained with minimal hardware and a small budget. Improving backup performance also creates more reliable backups, shorter backup windows and less impact on the vSphere infrastructure. While backup performance is critically important, we also discuss restore performance considerations. Whilst data protection is important let's not forget about the availability of the applications running in your environment, VMware solutions enable

organizations to run their business operations efficiently and seamlessly. However, carrying over physical HA solutions into the virtual platform prohibits the use of vMotion and snapshots. Learn how to manage application availability and how IT organizations can achieve all this and more without compromising on any virtualization capabilities such as vMotion, DRS, etc.

Key topics discussed include:

- Selecting the correct hardware for the best ROI
- Strategies for minimizing backup impact and maximizing backup throughput
- Understanding the performance characteristics of the VADP
- SAN or NBD (network) transports - which is recommended?
- Configurations for the fastest possible restores
- Enterprise class availability that is achieved through application failover in virtual machines
- Analysis of deep application monitoring that protects from a vast array of failure cases such as storage, application resources and components
- Coordination with existing VMware tools such as vMotion, DRS, FT, SRM, etc
- Configurations for the fastest possible restores

Build your cloud on a solid foundation



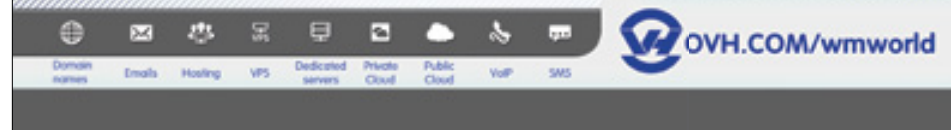
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BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

10:30 – 11:30

SPO5025 ROI, Security & Compliance in a Cloud World – Real Customer Stories

Speaker(s): Bob Besharat, CSC;
Thorsten Fieseler, Wincor Nixdorf International GmbH;
Raimund Genes, Trend Micro Inc.

HALL 8, LOWER LEVEL | ROOM C2

As technologies for virtualization and cloud mature, the business opportunities are increasing. You don't want to be left behind, but you know that you have to balance exposure and risk against the business gains you can achieve by taking your next step in the cloud. In this session, Trend Micro Chief Technology Officer Raimund Genes highlights advances over the last year in virtualization and cloud and some of the new opportunities that have opened up as a result. With assistance from guest customer speakers, Thorsten Fieseler, CISO of Wincor Nixdorf and Bob Besharat, CTO of CSC, we will explore new technologies from VMware and Trend Micro that enable you to take advantage of these opportunities and do so securely, while at the same time improving the ROI from cloud and virtualization projects. Some areas covered in this session will include: unified management of security across various "flavors" of cloud including private, hybrid and public; security implications and solutions for BYOD/mobile devices and virtual desktops; correlating threat data across multiple platforms, new security options for Service Providers, and compliance in virtualized data centers and public cloud/shared infrastructures.

SPO5632 Veeam Backup & Replication: Tips and Tricks

Technical Level: ●

Speaker(s): Anton Gostev, Veeam Software;
Doug Hazelman, Veeam Software.

HALL 8, LOWER LEVEL | ROOM D1

While Veeam works great right out of the box, it also provides a lot of options for configuring and tuning your backup infrastructure. Anton Gostev (@Gostev) and Doug Hazelman (@VMdoug) share expert insights and practical advice for VM backup. What's the best and safest way to configure direct SAN backups? When is network processing mode a better choice than hot add? How to efficiently write Veeam backups to deduplicating storage, to another site, or to the cloud? How to configure vPower for best scalability and availability? What are the best practices for deploying your backup management server? Whether you currently use Veeam Backup & replication or just want a better understanding of image-level backups of virtual machines, this session on advanced disaster recovery and business continuity is for you.

SPO5636 Maximizing the Value of VMware Technologies with VCE Vblock™ Systems

Technical Level: ●

Speaker(s): Trey Layton, VCE

HALL 8, LOWER LEVEL | ROOM B1

VCE has achieved explosive sales growth by pioneering highly optimized, standardized IT environments leveraging VMware technologies. VCE CTO Trey Layton explains how VCE has worked with VMware on mission critical deployments for some of the world's largest enterprise and service provider customers, and provides insight into future of Information Technology.

VCE's Vblock Systems have been deployed throughout the world to accelerate virtualization projects and successfully implement next generation data center technologies. Citing results from large enterprise customers with significant Vblock system environments, Trey will provide prescriptive guidance on how to drive successful IT virtualization and cloud initiatives using VMware technologies and Vblock systems.

SPO5743 Cloud Security End-to-End

Technical Level: ■

Speaker(s): Melih Yener, T-Systems

HALL 8, LOWER LEVEL | ROOM G2

In the era of cloud computing we're seeing new risk types emerging and solving security management for the cloud is becoming a major factor for further grow in the market.

The outlined session will cover major risks and concepts required to tackle security issues in the cloud using a holistic end-to-end approach. It will cover aspects such as identity & user management, secure SaaS-Services, data encryption and endpoint security. The presentation will use a walkthrough from service consumption to the cloud providers perspective to provide overview on essential concepts.

12:00 – 13:00

APP-BCA1530 Virtualizing Highly Available SQL Servers

Technical Level: ▲

Area of Interest: S

Speaker(s): Scott Salyer, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

Running Microsoft SQL Server on VMware vSphere offers many options for database availability and disaster recovery utilizing the best features from both VMware and SQL Server. Did you know you can use VMware HA with SQL Server native availability features to achieve higher availability? Did you know you can perform "rolling software upgrade" with a standby VM? In this session we will have in-depth discussions on the high availability options, including VMware HA, Application HA, vMotion, DRS, SRM, SQL Server failover clustering, database mirroring, as well as the latest SQL Server 2012 AlwaysOn technologies. Demos and scenario based solutions will be used throughout the discussions.

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Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

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Visit us at stand P204, the Hands on Lab (HOL-PRT-06) or our break-out sessions (SPO3288 / SPO5025)

*Technavio Insights Report, Global Cloud Security Software Market 2010-2014
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Securing Your Journey to the Cloud

BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

12:00 – 13:00

EUC3319 VMware Workstation and Fusion Innovations

Technical Level: ● **Area of Interest:** S

Speaker(s): Jason Joel, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D1

The VMware Workstation team plans to continue our tradition of sharing new innovations and ideas under development in our lab that keep virtualization on your laptop exciting! This year is no exception. With the impending release of Windows 8 along with a new version of Hyper-V and new cloud technologies, the Workstation team has been hard at work and is excited to show off the results of our efforts.

EXPERTS12 Meet the Experts – 12

Experts: Cormac Hogan, VMware, Inc.;
Chris Knowles, VMware, Inc.;
Monica Sharma, VMware, Inc.

HALL 6, LOWER LEVEL | ROOM A1

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. You can also schedule one-to-few meetings with Knowledge Experts and discuss the topics that are most important to you.

GD02 Cloud Foundry and vFabric with Killian Murphy

Speaker(s): Killian Murphy, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 1

Join Killian Murphy who will host this best practices group discussion on Cloud Foundry and vFabric.

GD05 ThinApp with Peter Bjork

Speaker(s): Peter Bjork, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 3

Join Peter Bjork who will host this best practices group discussion on ThinApp.

GD27 vCloud Director Architecture and Deployment with Chris Colotti

Speaker(s): Chris Colotti, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 4

Join Chris Colotti who will host this best practices group discussion on vCloud Director Architecture and Deployment.

GD45 Microsoft Exchange 2010 with Curtis Witt

Speaker(s): Curtis Witt, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join Curtis Witt who will host this best practices group discussion on Microsoft Exchange 2010.

INF-BCO1159 Architecting and Operating a VMware vSphere Metro Storage Cluster

Technical Level: ▲ **Area of Interest:** FS

Speaker(s): Lee Dilworth, VMware, Inc.;
Duncan Epping, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G3

In this session, Lee Dilworth and Duncan Epping will discuss the design and operational considerations for VMware vSphere® Metro Storage Cluster environments, also commonly referred to as stretched cluster environments.

Best practices for implementation and design will be shared. Various failure scenarios that can occur in a stretched storage environment will also be discussed in depth, including how vSphere 5.x responds to these failures. We will cover the implications for your vSphere High Availability, VMware vSphere Distributed Resource Scheduler™ and VMware vSphere Storage DRS™ configuration and provide recommendations on increasing availability and simplifying operations.

INF-BCO1505 VMware vSphere Replication: Technical Walk-Through

Technical Level: ▲

Speaker(s): Ken Werneburg, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

VMware vSphere® Replication is a feature of data replication used by both the vSphere platform to protect virtual machines and VMware vCenter™ Site Recovery Manager™ (SRM) to orchestrate the recovery of entire sites.

In this session, VMware Engineering will take you through the full details of how vSphere Replication works: the identification and scheduling of data for replication, built-in fail-safes, networking aspects of vSphere Replication and ultimately how it is used by both vSphere and SRM.

Follow along as we walk through the life cycle of protecting a virtual machine with vSphere Replication.

INF-NET2163 Troubleshooting and Monitoring Virtual Networks

Technical Level: ■

Speaker(s): Christian Elsen, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F1

VMware vCloud® Networking provides multiple capabilities for troubleshooting and monitoring virtual networks, including overlay networks with capabilities such as port mirroring, NetFlow, SPAN, RSPAN, ERSPAN, SNMP, network health check, edge CLI, edge stats and so forth. In this session we will give an overview and demonstration of the troubleshooting capabilities of VDS including VXLAN.

INF-NET2207 vSphere Distributed Switch – Technical Deep Dive

Technical Level: ■

Speaker(s): Vyenkatesh Deshpande, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A2

While the vSphere Distributed Switch (vDS) has been around since vSphere 4, vSphere 4.1 and 5.0 have added a number of enhancements. This session will provide a technical deep dive in to the vSphere Distributed Switch. This includes design and deployment considerations, configuration, migration steps, tuning, and troubleshooting. Special attention will be paid to migrating an existing production environment from the standard vSwitch to the vDS with no or very minimal disruption. Extended features such as Network I/O Control (NIOC), Network Resource Pools, and Load-Based Teaming (LBT) will be discussed in depth with use cases and recommendations given. Finally, methods and tools for troubleshooting network connectivity and performance problems will also be highlighted. The inclusion of accessing a live lab environment will make for a very interactive session.

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Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

12:00 – 13:00

INF-SEC2813 Beyond the Hypervisor: How to Implement Three Key Steps to Securing the vSphere Virtual Environment

Technical Level: ■

Panel: Matt Dreyer, VMware, Inc.;
Gargi Keeling, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C1

The goal of this technical-oriented session will be to detail how to implement three key objectives to harden the vSphere environment to support secure virtual computing:

- Harden the vSphere hypervisor using the best practices of the vSphere Hardening Guide
- Isolate the administrator
- Implement virtual network firewalling and other services using vCloud Networking and Security (formerly vShield App and Edge)

Attendees will gain an understanding of how to use vSphere and vCNS to create virtual and cloud infrastructure to protect sensitive data, meeting compliance/audit control requirements, and enhance availability.

INF-VSP1475 VMware vSphere 5 Design Discussions

Technical Level: ■ **Area of Interest:** S

Speaker(s): Scott Lowe, blog.scottlowe.org

HALL 8, LOWER LEVEL | ROOM F4

Led by authors Scott Lowe and Forbes Guthrie (co-authors of VMware vSphere Design), this session will focus on high-level topics around VMware vSphere® 5 design. Many decisions need to be made in a typical vSphere design, and

vSphere users who do not have experience in vSphere design might not be aware of some of these decisions and the impact they can have on the final implementation. This session aims to help provide some high-level guidance on designing a VMware vSphere environment, with information taken from real-world experience and a focus on interactive participation from session attendees.

INF-VSP1549 Insight Into vMotion: Architectures, Performance, Best Practices and Futures

Technical Level: ■ **Area of Interest:** S

Speaker(s): HariPriya Rajagopal, VMware, Inc.;
Sreekanth Setty, VMware, Inc.;
Gabriel Tarasuk-Levin, VMware, Inc.;
Jennifer Wu, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

vMotion and storage vMotion are key, widely adopted technologies which enable the live migration of virtual machines on the vSphere platform. These features enable critical data center workflows, including automated load-balancing with DRS and Storage DRS, hardware maintenance, and the permanent migration of workloads. Each vSphere release introduces new vMotion functionality, increased reliability and significant performance improvements.

In this session, we will present a deep dive into the latest vMotion and Storage vMotion technologies, including architecture overviews, best practices, and detailed performance studies. We will also present proposed vMotion future technologies, focusing on reference architectures and the enablement of VMware partner ecosystem technologies.

ITT3243 Delivering IT Financial Management for Cloud

Technical Level: ●

Speaker(s): Heiko de Vries, VMware, Inc.;
Reid Engstrom, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

Cloud computing delivers a fundamentally new economic model for IT, one in which the costs of IT are more transparent and can be more effectively aligned to the value delivered to the business. As technology platforms continue to mature to provide ever more granular financial detail about IT environments, organizations must ask themselves if they are prepared to take advantage of this data, to leveraging this data to build greater value and relevance for IT's contributions to the business.

This session will expand on the topic of consumption-based financial management, helping IT to better align the costs of IT with the areas of the business leveraging IT services. Included in the session are the importance of establishing proper financial controls to counterbalance additional demand from on-demand services, recommendations on how to track and allocate your IT costs to business users and an evolutionary approach to transition from cost transparency, to showbacks and finally to a full chargeback policy. Understanding the methods and models of financial management in the cloud will enable you to better take advantage of cloud technologies while driving a new relationship between IT and the business based upon transparency and market based pricing of IT services.

OPS-CIM1564 Troubleshooting Using vCenter Operations Manager

Technical Level: ■

Speaker(s): Kit Colbert, VMware, Inc.;
Praveen Kannan, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C3

This session will cover some of the common troubleshooting scenarios that users typically encounter when managing a VMware vSphere® environment and show what tools are available in vCenter™ operations to isolate and resolve these problems quickly.

OPS-CIM2285 Cloud Management Using vCenter Operations: A Deep Dive with VMware Product Managers

Technical Level: ■

Speaker(s): Colin Fernandes, VMware, Inc.;
Jai Malkani, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

Is the virtual machine-to-admin ratio in your organization increasing to the hundreds or thousands, making monitoring service levels challenging? Do you have to constantly justify new infrastructure purchases? Are you facing pressure from the business to improve uptime and have better controls? If so, this session is for you as we look at how VMware® vCenter™ Operations allow you to manage at scale, lower MTTI and reduce cost, while keeping infrastructure compliant.

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BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

12:00 – 13:00

OPS-CSM3439 The Automation of VMworld Labs: An Exercise in VMware Frameworks

Technical Level: ▲ Area of Interest: T

Speaker(s): Dave Shanley, VMware, Inc.;
Kyle Smith, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C2

As the VMworld Hands-on Labs have evolved and become more sophisticated over the last 9 years, so too has the user experience and automation software used to orchestrate the event. In this session the engineers behind the 2012 HOL will dive into the gory details of what it takes to deliver such an experience. We'll touch on the application frameworks and middleware used, architectural decisions that were made to improve scalability and reliability within the system, as well as the challenges we faced in coordinating independent systems across geographically distributed data centers.

PAR2146 Disaster Recovery to the Cloud using SRM – Opportunities for Partners

Technical Level: ● Area of Interest: S

Speaker(s): Gil Haberman, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

Many organizations today do not have adequate disaster recovery (DR) protection for their applications. In most cases, disaster recovery is perceived as too expensive, complex and unreliable for any but the most mission-critical applications. But disaster recovery is a natural fit for the cloud, and VMware's Disaster Recovery to the Cloud Services make disaster recovery broadly accessible for all applications and sites by providing cost-efficient, automated and simple disaster protection using SRM and vSphere Replication.

Join us in this session to hear from VMware and leading service providers about exciting opportunities for the partner community:

- Join VMware Service Provider Program and begin offering DR to the Cloud services using SRM and vSphere Replication
- Partner with service providers looking for channel resellers to effectively reach customers

SPO2069 Solving the Application Provisioning Nightmare: Integrating vSphere and vCloud Director with Your Application Delivery Networking Services

Technical Level: ▲

Speaker(s): Charlie Cano, F5 Networks;
Adina Simu, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B1

In this technical deep dive, we present a new integration between vSphere, vCloud Director, and Application Delivery Networking services. This integration unifies and simplifies the deployment of applications and their associated supporting infrastructure. While virtualization enabled IT to provision applications in minutes instead of days, the more complex process of provisioning and configuring the necessary infrastructure still takes considerable time, effort, and manual coordination. That problem can be addressed by leveraging new APIs in vSphere and vCloud Director. These APIs allow tight integration with your application delivery controller, and unify the deployment and configuration of applications and their network services. Service templates can be defined and assigned to applications based on characteristics, business requirements, and SLAs. Much of the complex, error-prone, and time-consuming work previously required to deploy production applications can now be automated. This significantly improves IT's agility and efficiency.

Highlights:

- The architecture: abstraction of resources, dynamic configuration of underlying infrastructure

- How this model complements existing IT processes and expertise
- Example use cases illustrating rapid deployment of an application in the dynamic data center

SPO5629 Flash as a Cache – Rethinking Virtualization

Technical Level: ● Area of Interest: S

Speaker(s): Niall MacLeod, Fusion-io

HALL 8, LOWER LEVEL | ROOM G2

While virtualization allows organizations to use and manage infrastructure much more efficiently, it places an extremely high demand on storage systems by making even sequential access random. Because random access is precisely the pattern that most challenges traditional storage, much of virtualization's cost savings are offset by the need to purchase and maintain expensive storage systems just for performance purposes. These systems are generally unable to offer cost effective, scalable or predictable performance and so with flash-based solutions readily available, companies are rethinking how they virtualize.

Now companies can place active virtual machines on flash memory using read caching. This offers the virtual machine the benefits of flash performance whilst still residing on traditional disk. In turn, offloading reads from the shared storage system can significantly speed up writes; in some instances by 10 times.

This session will discuss how to best leverage flash memory and read caching in your virtualization environment to improve performance.

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PAR	Partner Track (for VMware partners only)
SPO	Technology Partner/Sponsor
SS	Spotlight Session
TEX	Technology Exchange for Alliance Partners

Areas of Interest

FD	Federal	S	SMB
FS	Financial Services	E	State & Local Education
H	Healthcare	T	Telecommunication
R	Retail		

Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

12:00 – 13:00

TEX2482 Best Practices in Using the vCloud and vSphere SDKs

Technical Level: ▲ **Area of Interest:** FS

Speaker(s): Jon Cook, VMware, Inc.;
Prasad Pimplaskar, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

The vCloud and vSphere SDKs provide the interfaces to programmatically manage VMware environments. This session explains the numerous possibilities for developing virtual infrastructure management solutions using the SDK. It also covers the most common pitfalls developers should avoid, and suggests alternatives to overcome certain limitations, including how to use multiple VMware APIs together. The SDK application designers and developers will benefit greatly from the discussion of various usage scenarios. This session prefers familiarity with the SDK.

13:30 – 14:30

APP-CAP1714 Next Generation Messaging: VMware vFabric RabbitMQ

Technical Level: ▲ **Area of Interest:** FS

Speaker(s): Mark Ruesink, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

Messaging systems have evolved over time to adapt to new computing requirements. Virtualization and cloud computing require lightweight, flexible and robust messaging systems. This session will demonstrate how VMware® vFabric™ RabbitMQ™ delivers on those requirements. You will learn the basics of RabbitMQ and how to manage and monitor the next-generation messaging system in your environment. We will also cover the relevance of RabbitMQ in cloud application development.

EUC1455 VMware Horizon Deep Dive and Best Practices

Technical Level: ▲

Speaker(s): Jared Cook, VMware, Inc.;
Andrew Johnson, VMware, Inc.;
Jaleh Rezaei, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

This session will discuss best practices for VMware Horizon™. Topics will include example reference architecture, scalability, workflows and Horizon APIs.

EXPERTS13 Meet the Experts – 13

Experts: Shiv Agarwal, VMware, Inc.;
Arun Goel, VMware, Inc.;
Jeff Hunter, VMware, Inc.;
Sachin Thakkar, VMware, Inc.

HALL 6, LOWER LEVEL | ROOM A1

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. You can also schedule one-to-few meetings with Knowledge Experts and discuss the topics that are most important to you.

GD06 View and ThinApp with Matt Coppinger

Speaker(s): Matt Coppinger, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join Matt Coppinger who will host this best practices group discussion on View and ThinApp.

GD20 Firewall with Matt Dreyer

Speaker(s): Matt Dreyer, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 1

Join Matt Dreyer who will host this best practices group discussion on Firewall

GD30 vSphere ESXi hypervisor with Kyle Gleed

Speaker(s): Kyle Gleed, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 3

Join Kyle Gleed who will host this best practices group discussion on vSphere ESXi hypervisor.

GD31 vCenter Server with Justin King

Speaker(s): Justin King, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 4

Join Justin King who will host this best practices group discussion on vCenter Server.

INF-SEC2330 How to Enable and Host Payment Card Industry-Compliant Applications in a Private Cloud Environment

Technical Level: ■

Panel: Marc Blackmer, HP;
Steve Laskowski, IOActive;
Tom McAndrew, Coalfire;
Robert Polansky, RSA;
Becky Smith, VMware, Inc.;
Todd Zambrovitz, Symantec

Moderator: Jerry Breaud, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A2

Cloud computing enables organizations to realize the benefits of virtualization and address compliance requirements more securely and efficiently. One compelling reason for organizations to migrate mission-critical applications to VMware vSphere™, and ultimately to a VMware based private cloud, is the ability to address compliance concerns effectively. A successful compliance strategy depends on the automation of technical and manual control processes, ideally using a closed-loop process that unifies business and IT policies by mapping them to common enabling controls and then operating those controls in a way that provides better visibility and quicker response times. In such a system, technical issues become issues relevant to business processes.

This panel session will discuss and showcase the ongoing efforts of VMware and key partners to produce a compliance reference architecture that enables customers to host applications that comply with the Payment Card Industry Data Security Standard in a private cloud environment.

INF-VSP1252 What's New with vSphere 5.1 - ESXCLI & PowerCLI

Technical Level: ■

Speaker(s): William Lam, VMware, Inc.;
Alan Renouf, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

In this session Technical Marketing automation experts William Lam and Alan Renouf will take you through What's New in ESXCLI and PowerCLI for the vSphere 5.1 release. The session will include the exciting features available to use when automating VMware products, both beginners and experts will learn how to use new features to make your life easier and more productive.

Session Identifiers

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Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

13:30 – 14:30

INF-VSP1800 vSphere Performance Best Practices

Technical Level: ▲

Speaker(s): Robert Moran, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G3

In this GSS Customer Support Day session attendees will be given an overview of the most common performance problems in vSphere environments today.

ITT1954 Cloud IT Teams Tell All: Which Private Cloud Service Delivery Model Is Best and Why?

Technical Level: ●

Speaker(s): Kathleen Tandy, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

A myriad of private cloud service delivery models are being used by enterprise IT organizations. How to best organize, staff and run a private cloud depends on many factors: business objectives; use cases; user profiles; IT skills; existing IT processes, organizational structure and architecture; finally the creativeness of IT cloud pioneers.

Earlier this year, we asked several customers detailed questions about their private cloud services delivery model and gathered tremendous insight on the pros and cons of different approaches. Come discover how and why other customers designed and use the cloud service delivery model they use today. Learn:

- How enterprises organize central and business unit IT teams to best support private cloud endeavors

- Which IT skills are considered most critical
- About the working relationships between different IT teams
- Where to draw the line between IaaS and PaaS roles and responsibilities
- Pros and cons of different approaches to:
 - vApp/image/template design, creation and maintenance
 - Service catalog management
 - Virtual data center delineation and resource allocation
 - Capacity planning
 - Chargeback and showback

OPS-CIM1926 5 Must Know Design Considerations for Planning Capacity When You are 50% or More Virtualized

Technical Level: ●

Speaker(s): Samuel McBride, VMware, Inc.;
Monica Sharma, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

This session will discuss the key questions that must be designed for and answered in order to effectively analyze and plan capacity in a highly virtualized environment.

This session will discuss the capabilities needed to address the key challenges around capacity risk, waste and improving efficiency in a virtualized environment. It will also go into how to effectively collaborate and share this data with the right stakeholders for more efficient management.

It will showcase some key strategies on how to properly plan out an infrastructure in advance, how to decide when to invest in hardware, and stay ahead of demand like in a true retail model and showback.

OPS-CIM2892 Making IaaS and APaaS Available to the IT Masses: Rolling Out Self Service for the Cloud

Speaker(s): Leslie Muller, VMware, Inc.;
Neil Smith, Man Group;
Naomi Sullivan, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C3

Enabling end-users to consume cloud services requires proven automations and workflows. VMware will package its automation expertise with its Cloud Management Platform (CMP). The CMP will automate self service request fulfillment and management.

Today's business requires IT leaders to be more responsive to business initiatives, reduce costs, reduce time to market and improve IT's ability to deliver whilst maximizing efficiency and reducing risk to existing services. Cloud supports these goals but we need to make it more consumable for IT end-users. End-users need simpler and more personalized experiences and administrators need more control and scale.

Enabling end-users to consume cloud services with speed and governance requires proven automated processes and workflows. VMware will be packaging its cloud automation expertise as content with CMP. CMP will automate personalized IaaS and APaaS request fulfillment and management by providing scalable policy and template based tools for managing cloud provisioning.

VMware's CMP allows organizations to quickly realize the benefits of cloud. Starting with and expanding upon the out of the box content, CMP allows easy configuration of organizational specifics such as policies. This solution translates end-user catalog requests into execution requirements for the underlying cloud infrastructure.

OPS-CSM2083 What's New with VMware vCloud Director

Technical Level: ■ Area of Interest: S

Speaker(s): Tom Stephens, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

VMware vCloud Director® brings exciting capabilities to the table for anyone involved with a cloud solution. Get the latest in-depth details about the release directly from the VMware vCloud Director product team. You'll walk away from this session with the most complete information about the features in VMware vCloud Director, the use cases they enable and any technical limitations about which you need to be aware. You don't want to miss this if you have built or are planning on leveraging a cloud environment within your company.

PAR1896 vFabric Products and Services: Strategies for SI's to Grow Revenue, Undercut the Competition

Technical Level: ●

Speaker(s): Al Sargent, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

Modern developer frameworks combined with virtualized environments has produced a new architectural era that demands dynamic, elastic infrastructures. With modern applications putting a strain on the traditional one-size-fits-all database approach, agility at the data layer is essential too. This session provides the latest information on vFabric Cloud Application Platform and related Services with emphasis on application modernization, data management and best approaches for positioning and selling vFabric products and services to your customers. As a System Integrator, you'll discover why this platform is important to your business and how you can provide value to your customers.

Session Identifiers

APP-BCA Applications: Business Critical Applications
 APP-CAP Applications: Cloud Application Platform
 EUC End-user Computing
 GD Group Discussion

INF-BCO Infrastructure: Business Continuity
 INF-NET Infrastructure: Networking
 INF-SEC Infrastructure: Security and Compliance
 INF-STO Infrastructure: Storage

INF-VSP Infrastructure: vSphere
 ITT IT Transformation
 OPS-CIM Operations: Cloud Infrastructure Management
 OPS-CSM Operations: Cloud Service Management

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 SPO Technology Partner/Sponsor
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Areas of Interest

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 FS Financial Services
 H Healthcare
 R Retail
 S SMB
 E State & Local Education
 T Telecommunication

Technical Levels

● Business Solutions
 ■ Technical
 ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

13:30 – 14:30

SPO3308 An Inside Look at What's New with the PCoIP Protocol and Products

Technical Level: ■

Speaker(s): Ziad Lammam, Teradici Corporation

HALL 8, LOWER LEVEL | ROOM C2

Are you in the process of considering a VDI deployment using VMware View but are concerned with delivering a consistently high level of experience to users, VDI consolidation ratios, and efficient use of IT resources?

If so, attend this session and learn how the PCoIP protocol within VMware View, PCoIP zero clients, and APEX server offload cards can deliver an uncompromised user experience, exceptional data security and lower IT management costs.

Learn about the major updates to the PCoIP protocol and products Teradici and our partners will deliver this year. Please join Teradici Director of Product Management, Ziad Lammam, for a technical overview of the PCoIP protocol and learn about the new capabilities that include improvements in unified communications support, new zero client flexibility, enhanced VDI user experience and use cases, new APEX server offload features, and network optimizations. In this session, Ziad will be sharing benchmark data that demonstrates the benefits of these new capabilities.

SPO3337 Transform Your Mission Critical Applications on EMC and VMware

Technical Level: ■

Speaker(s): Sam Lucido, EMC

HALL 8, LOWER LEVEL | ROOM G2

A vital step towards delivering ITaaS is virtualizing mission critical applications to gain unprecedented efficiency, application availability, business agility and time to market. Enterprises need to decide whether to virtualize their mission critical applications and supporting IT infrastructures while upgrading and migrating to newer releases, such as Oracle 11g, SQL Server 2012, SAP LVM and SAP HANA – and also completely new data and application models using technologies such as Hadoop. Come to this session to learn how Oracle Databases can be successfully consolidated onto cloud environments while managing system resources to maintain SLAs and increase performance of your Oracle environment. Understand where you can benefit the most by leaving the legacy RDBMS model behind – and using next-generation technologies. Understand how to confidently transform your SAP environment and accelerate your application deployments. Together, EMC, Cisco, and VMware are taking a leadership role within the SAP community to deliver certified SAP Landscape Virtualization Manager and SAP HANA solutions to ensure that customers receive the scalability, high availability, disaster tolerance and continuous access required for their mission critical information. This session explores several customers' transformational journey with SAP SaaS-based application deployments and other mission critical applications and how they built world-class private cloud infrastructures.

SPO5627 Protect your Apps! Optimized Data Protection to Let You Virtualize Everywhere

Technical Level: ■

Speaker(s): Andrew Lawrence, CommVault Systems Inc.

HALL 8, LOWER LEVEL | ROOM B1

Server virtualization and cloud technologies are radically transforming the enterprise, bringing vast benefits in cost efficiency and business agility. During the drive to “virtualize everywhere”, organizations are realizing that an optimized data protection solution that understands the demands of the workloads, the dynamics of the virtualization platform, and the recoverability SLAs of these critical applications is an absolute must have. Organizations are demanding a data protection solution that can deliver to the mission critical requirements for Recovery Point Objectives (RPO), Recovery Time Objectives (RTO) while at the same time meeting specific requirement for: Maintaining application performance; Generating application consistent copies; Ensuring scalability; and Meeting long term data retention requirements.

This session will dive into the details of these requirements and look at ways to meet these objectives. Through the use of some application examples, the CommVault team will offer some alternative approaches designed to meet the full set of requirements for application data protection within the virtual infrastructure to truly enable you to “Virtualize Fearlessly”.

SPO5723 VMware APIs - Managing VMware infrastructure using VMware APIs

Technical Level: ■

Area of Interest: S

Speaker(s): Francois Loiseau, OVH

HALL 8, LOWER LEVEL | ROOM F1

This session will present different ways to manage, monitor and automate a VMware environment using VMware APIs. This session will cover real use cases of common administration tasks and one shot use cases that could save hours of administration.

SPO5847 Cloud Computing and The Consumerisation of IT

Technical Level: ●

Speaker(s): Andrew Gee, Samsung Electronics

HALL 8, LOWER LEVEL | ROOM C1

In this session we will look at mega trends influencing IT and how cloud and consumer devices are being affected in a changing user and workplace landscape.

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Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

13:30 – 14:30

TEX2183 Highly Available, Elastic and Multi-Tenant Hadoop on vSphere

Technical Level: ■

Speaker(s): Dan Green, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

Big Data Analytics is one of the most exciting trends in the industry today. Enterprises are finding a key to unlock valuable insights from vast amounts of unstructured & structured data using Big Data analytics technologies such as Hadoop. However they face challenges such as difficulty in deployment & provisioning, need for dedicated infrastructure and lack of end-end solutions. In this session, you will learn about VMware's vision for Big Data. By harnessing the power of virtualization, Big Data technologies such as Hadoop can enjoy the benefits of cloud computing such as on-demand provisioning, built in high availability, elastic scaling and multi-tenancy. For example, VMware High Availability and Fault Tolerance can provide high availability to Hadoop components such as NameNode & JobTracker which are single points of failure. You will also learn about Project Serengeti, a new open-source project from VMware which simplifies provisioning & managing Hadoop on a virtualized infrastructure.

15:00 – 16:00

APP-BCA1684 Virtualizing Exchange Best Practices

Technical Level: ▲ **Area of Interest: S**

Speaker(s): Scott Salyer, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C1

VMware vSphere® is the most robust platform for virtualizing the applications on which businesses depend. Many organizations use Microsoft Exchange Server as the backbone for communication and consider it to be a business-critical application. IT leaders want to realize the benefits of virtualization across all applications, including those critical to their businesses. Exchange architects need to understand the design considerations and options available to them when choosing VMware as their virtualization platform.

This session will help you understand the design best practices used to successfully deploy Microsoft Exchange Server on VMware. We will cover lessons learned from the field and best practices for design and sizing. You will also become familiar with high availability and disaster recovery options available when deploying Microsoft Exchange Server on VMware.

APP-CAP2177 Cloud Foundry Bootcamp

Technical Level: ■

Speaker(s): Killian Murphy, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C2

This session provides a hands-on guide and introduction to the Cloud Foundry™ platform as a service. It will give an overview of accessing Cloud Foundry, how to use cloudfoundry.com, and how to install and use Micro Cloud Foundry™ on your laptop. We will also cover the basics of vmc commands for the platform.

EXPERTS14 Meet the Experts - 14

Experts: Vyenkatesh Deshpande, VMware, Inc.;
Duncan Epping, VMware, Inc.;
Ken Werneburg, VMware, Inc.

HALL 6, LOWER LEVEL | ROOM A1

Connect directly with subject matter experts with the VMware Knowledge Experts Program, located at Meet the Experts Hall 8, Lower Level, Room A1. You can also schedule one-to-few meetings with Knowledge Experts and discuss the topics that are most important to you.

GD04 Big Data, Serengeti, vFabric Data Director, vFabric Postgres with Ronaldo Ama

Speaker(s): Ronaldo Ama, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 4

Join Ronaldo Ama who will host this best practices group discussion on Big Data, Serengeti, vFabric Data Director, vFabric Postgres.

GD38 Capacity Management with Monica Sharma

Speaker(s): Monica Sharma, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 1

Join Monica Sharma who will host this best practices group discussion on Capacity Management.

GD41 vCloud Director Architecture, Integralon and Orchestration with Chris Knowles

Speaker(s): Chris Knowles, VMware, Inc.

HALL 8, ROOM B3 | GROUP DISCUSSION 2

Join Chris Knowles who will host this best practices group discussion on vCloud Director Architecture, Integralon and Orchestration.

GD44 Database for Microsoft Application with Jeff Szastak

Speaker(s): Jeff Szastak, VMware, Inc.

HALL 8, ROOM B4 | GROUP DISCUSSION 3

Join Jeff Szastak who will host this best practices group discussion on Database for Microsoft Application.

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Technical Levels

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▲	Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

15:00 - 16:00

INF-BCO1436 vSphere 5.1 - NEW vSphere Replication Enhancements & Deployment Options

Technical Level: ■ Area of Interest: S

Speaker(s): Lee Dilworth, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A3

In this session you will learn about new features introduced in vSphere 5.1 that allow you to deploy and utilize vSphere Replication in ways not previously possible. These enhancements, included with most vSphere 5.1 editions, make it attractive for customers of any size to utilize vSphere Replication for a variety of virtual machine replication and protection use-cases including remote office/branch office, site-to-site and single site. In this session we will explain how this solution will work and the value proposition to you. We will also go into details around what your options are in terms of deployment and how the solution can be adapted and upgraded as your needs grow.

INF-BCO2382 VMware vSphere HA Recommendations to Maximize Virtual Machine Uptime

Technical Level: ▲

Speaker(s): Jeff Hunter, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G3

This session will cover recommendations for using VMware vSphere High Availability (vSphere HA) to create a resilient software defined data center. We will start with an update on recent enhancements to vSphere HA. From there, we will move on to the recommendations for networking, storage, heartbeat datastores, isolation response,

and admission control. Additional topics include: vSphere HA advanced settings, VM guest OS monitoring, and vSphere HA options for protecting applications. The session will conclude with a sneak peak at the future of vSphere HA. This session will cover recommendations for using VMware vSphere High Availability (vSphere HA) to create a resilient software defined data center. We will start with an update on recent enhancements to vSphere HA. From there, we will move on to the recommendations for networking, storage, heartbeat datastores, isolation response, and admission control. Additional topics include: vSphere HA advanced settings, VM guest OS monitoring, and vSphere HA options for protecting applications. The session will conclude with a sneak peak at the future of vSphere HA.

INF-VSP1365 Understanding VMware ESXi Security

Technical Level: ■

Speaker(s): Kyle Glead, VMware, Inc.; Yatin Patil, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B2

An in-depth presentation of the security facilities available in ESXi, and using them effectively to secure your virtual infrastructure. We discuss the ESXi firewall, Lockdown mode, the local shell and user accounts, and the Active Directory interface. Learn how vSphere advances hypervisor security to align itself with generally accepted security best practices.

Over 15 years of leadership in:

Cloud
Colocation
Consulting



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Forecast

Massive increased cloud presence in the UK. Savvis umbrella solution recommended.

In the UK, cloud formations are hardly news. What is news, however, is how cloud computing is transforming enterprise operations, plans, profits and projections.

84% of enterprises are using public, private or hybrid cloud services today.

The ability to scale IT consumption on demand is seen as the most important benefit of cloud computing.

The latest IT Leadership Report from Savvis suggests strongly that combining every aspect of cloud computing under one umbrella offers significant advantages to enterprises.



Download the report, containing detailed forecasts and facts using our QR code.



Session Identifiers

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Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical

BREAKOUT SESSIONS & GROUP DISCUSSIONS

THURSDAY

15:00 – 16:00

INF-VSP1372 What's New with vSphere

Technical Level: ■

Speaker(s): Michael Adams, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

This session will take a look at the latest release of the vSphere platform. This fast paced session will expose users to all the major and minor product enhancements of the world's #1 virtualization product.

OPS-CIM1775 VMware vCenter Operations Customers Come Forward to Tell Their Story

Technical Level: ■

Panel: Eric Krejci, EPFL;
Eric Sloof, NTPRO.NL

Moderator: Ben Scheerer, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM C3

With overwhelming response, customers of VMware® vCenter™ Operations Management Suite™ have submitted their own stories for the opportunity to attend and present during this highly touted session at VMworld 2012.

This session covers many of the unique use cases captured during this promotion, as well as highlights the most compelling and unique story as determined by an all-expert judging panel made of both internal VMware employees and independent vExpert bloggers (David Davis, Eric Sloof, Tommy Trogden, Duncan Epping, Martin Klaus and Ben Scheerer).

Don't miss the opportunity to hear your one of your favorite bloggers from the judging panel present side by side with a vC Ops customer to hear how VMware management has transformed their ability to ensure business-critical application performance, configuration and compliance, capacity and optimization through effective management of their virtual/cloud infrastructure.

OPS-CSM1449 Tech Preview of the Next Generation of vCloud Connector

Technical Level: ■

Speaker(s): Patrick Chang, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM B1

Since its introduction in 2011, vCloud Connector has been instrumental to customers' implementation of hybrid clouds. It gives them a single pane of glass to see, operate and copy VMs/templates across their private vSphere, vCloud Director and public vCloud environments. Come and learn how the next generation vCloud Connector will use innovative networking and synchronization technologies to make it even easier to move workloads from data center to public clouds and allow teams to collaborate more effectively across clouds.

INF-STO1198 vSphere Storage Features & Enhancements

Technical Level: ■

Speaker(s): Cormac Hogan, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM A2

This session will describe all the key storage features in the latest release of vSphere. Attendees will see first hand the storage related functionality in vSphere to gain a deeper understanding of how best they can utilize these features to optimize their storage environments.

PAR5848 Evolving Towards a Software Defined Data Center: Overview of VMware vCloud Suite

Technical Level: ●

Speaker(s): Mike Clayville, VMware, Inc.;
Nicolas Jacques, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E3

VMware vCloud Suite is an integrated solution for building and managing a complete cloud infrastructure. vCloud Suite fulfills the promise of the software-defined data center in which infrastructure services are freed from the constraints of specialized hardware and pooled together to meet IT's most critical needs. Built-in operations management and security help to complete the picture. This session will recap the Software Defined data center vision, provide an overview of the major capabilities of the suite, followed by some practical advice on how customers can evolve their infrastructure towards a Software Defined data center.

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Technical Levels

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■	Technical
▲	Advanced Technical



PARTNERS

PARTNER TRACK – OVERVIEW

The premier virtualization and cloud computing event of the year is better than ever for VMware Partners. VMworld Partner Track and Technology Exchange for Alliance Partners will be taking place at the event, and this section of the guide will provide you with all you need to know.

For More Information Visit Our Mobile Site

Our mobile site has an easy to use schedule at your fingertips. Stay updated with this convenient Mobile Web Page:
www.vmworldpartnerguide.com



Partner Track Sessions

Monday–Thursday

More than 20 sessions designed to enable you to successfully sell and deploy VMware solutions. These sessions are designed with a PAR session ID.

Technology Exchange for Alliance Partners

Monday–Thursday

Integrated into VMworld as a track, with over 20 sessions to help you learn how to build and deliver solutions on VMware platforms with APIs, tools and resources available for public and/or private clouds.

Partner Lounge

Hall 6, Lower Level

Tuesday	10:00 – 17:00
Wednesday	10:00 – 17:00
Thursday	10:00 – 15:00

Be sure to stop by the VMware Partner Lounge to hear about new partner initiatives, book a meeting room, network with peers, take part in our ‘Where in your VMworld ‘ competition or just recharge your batteries. This lounge is just for VMware Partners, so take advantage of it.

Training and Certification Opportunities

VMware Education Services have a large presence at VMworld. Learn about certifications, courses and the best learning path for you and your business.

Take advantage of VMware Training opportunities to further your professional development and increase your success selling and supporting VMware solutions.

Quick Start

Hall 6, Lower Level

Our QuickStart presentations are designed to help you prepare for your exam. These are 1 hour long presentations covering all types of VCP and VCAP exam levels are being delivered each day of the conference.

Register via Schedule Builder <https://vmworldeurope2012.activeevents.com/connect/search.wv#loadSearch-searchPhrase=&searchType=session&tc=0&sortBy=abbreviationSort&sessionTypeID=1020&p=%3E> online or drop into the Certification Lounge during the conference.

Certification Lounge

Hall 6, Lower Level

Come and see us in the lounge where you can take advantage of our 50% discount on pre-registered exams, book a seat on a QuickStart, see a demonstration of our new learning technologies and take part in our competition.

VMware Exam Center

AM13, CC5

Take an exam during the conference and receive 50% discount

PARTNER TRACK

MONDAY

10:30 – 11:30

**PAR2437 State of Renewals:
Accelerating Partner Success***Technical Level:* ●**Speaker(s):** Bryan Cox, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM G1**

Customers around the world have had to adapt their business due to changing economic conditions. Their businesses have changed, their business needs have changed and there is tremendous opportunity for partners to greatly increase revenue by making a few simple modifications to the selling approach. This session will cover four key areas:

1. State of renewals business
2. Value selling SnS
3. ARM (attach, renew, multiyear) yourself for increased revenue
4. Exploring revenue-generating opportunities

Learn how VMware has evolved its renewals business and where we are focused for 2012. You'll hear about the improvements we've made, tools we are developing and investment plans we have to make renewals a better experience for our partners and customers. During this session we will share best practices, customer examples, how to value-sell SnS and how to arm yourself for success.

**PAR3211 License to Win: How to
Successfully Acquire New Customers***Technical Level:* ● *Area of Interest:* S**Speaker(s):** John Churchhouse, VMware, Inc.;
Julie Eades, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E1**

Join us to learn strategies and best practices to find, engage and convert new prospects into loyal, profitable clients. Spend the hour with us to learn:

- How to generate and sustain new prospects to grow your sales pipeline
- Effective discovery techniques that uncover critical customer business issues
- Ideas on positioning your company as an industry expert who gives relevant advice

These easy-to-implement techniques will get new customers engaged and reengage dormant prospects. Mark your calendars for this must-do session.

**PAR3214 Build Your Business Selling
VMware Management: Why Invest
in Management? New Programs for
Success (part 1 of 3)***Technical Level:* ●**Speaker(s):** Liz Mitchell, VMware, Inc.;
Vicky Reddington, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM F4**

If you are looking to grow your business beyond vSphere but not sure where to start, this session will help you understand the vCenter Operations Management opportunity and what brand new programs are available to help you tap into it. In this session, we will size the opportunity based on recent partner profitability research by industry analyst firm ESG and hear from a Solution Provider on their management business model and strategy for success. You will also learn about the new Management Competency, training incentives to lower your upfront investment, demand generation rebates and the White Space Attack Program launching at VMworld. Note: We recommend that your organization attend the "Build Your Business Selling Management" series to prepare yourself to launch a management practice or take advantage of new opportunities for Infrastructure Virtualization partners.

11:45 – 12:45

**PAR2169 Overcoming Objections
and How to Win with VMware View
5.1 (Competitive)***Technical Level:* ●**Speaker(s):** Garry Owen, VMware, Inc.;**HALL 8, LOWER LEVEL | ROOM E1**

In a typical VMware® View™ sales cycle, anywhere from 3-12 objections are most often encountered. Knowing how to respond to these objections can make the difference between winning the deal or losing it to the competition. Key sales tools and technical resources exist on Partner Central, including new features in View 5.1, can help you win every time with View market backing and customer momentum. Overcome your customers' objections, get them using View 5.1 and accelerate their journey to the cloud.

**PAR2959 Successfully Sell Security and
Network in the Virtual Environment***Technical Level:* ■ *Area of Interest:* S**Speaker(s):** James Edwards, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM F4**

Do you know, according to Gartner, that the #1 concern of CIOs is Security? Learn how to talk to customers about their Security concerns with Virtualization. Be able to talk about the top three use cases on security, including the one that addresses the customer concern to move from a Private to a Public cloud without the fear of Security and Network.

Areas of Interest

FD Federal
FS Financial Services
H Healthcare
R Retail
S SMB
E State & Local Education
T Telecommunication

Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical

TECHNOLOGY EXCHANGE FOR ALLIANCE PARTNERS

MONDAY

11:45 – 12:45

PAR3212 How to Profit with VMware's Cloud Solutions

Technical Level: ● Area of Interest: S

Speaker(s): Rory Choudhuri, VMware, Inc.;
Uta Haller, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

By now you've heard a lot about the cloud, but have you been able to achieve real results for your customers and increase profitability? This session will focus on how to create repeatable services opportunities by leveraging VMware partner programs and resources to guide your customer along their cloud journey. By the end of this session you should walk away with an understanding of the overall cloud solutions you can deliver to customers—including product and service revenue opportunities—as well as next steps to equip your sales, services and marketing organization to deliver these solutions. If you want to see your services and licensing revenues grow faster than your competitors, you won't want to miss this session.

14:00 – 15:00

PAR2172 Built to Last: Why VMware vCloud Should be the Cornerstone of Your (Customer's) Private Cloud

Technical Level: ■

Speaker(s): David James, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F4

System Center 2012 and the upcoming new release of Hyper-V have no doubt led your customers to ask you why they should continue their journey to the cloud with VMware. In this session, discover why the VMware approach to virtual infrastructure management, high availability and resource management provides an unrivaled foundation for the private cloud.

PAR2972 Build Your Business Selling VMware Management: Sales Overview (Part 2 of 3)

Technical Level: ●

Speaker(s): Lionel Cavalliere, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM E1

vCenter Operations Management represents a huge, untapped opportunity. Only 3% of the vSphere customers, who could benefit, are currently using vCenter Operations Management today. In this session, you will learn sales best practices from early adopters including: how to make the "hop to Ops", key sales plays, solution positioning, and differentiation. Note: we recommend that your organization attend the "Build Your Business Selling Management" series to prepare yourself to launch a management practice or take advantage of new opportunities for Infrastructure Virtualization partners.

PAR3255 The VMware Marketing Machine-Building a Marketing Funnel in Today's Digital Age

Technical Level: ●

Speaker(s): Benjamin Caller, VMware, Inc.;
Isabelle Duarte VMware, Inc.;
Diane Paternoster, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

Millions of unique visitors to the VMware® website each month, hundreds of product evaluations downloaded every hour, thousands of attendees to our events and thousands of responses to marketing campaigns every month. These are the kind of marketing results we see at VMware, and we'll share our marketing machine secrets so you can leverage and plan your joint marketing with us. We believe the demand and interest we generate are also a result of good marketing planning, alignment to the company objectives and sales go-to-market goals, analysis of our customer base and of course a healthy sprinkling of creativity. We also focus carefully on closed-loop reporting to ensure we continue to improve.

In this session, the EMEA Marketing team will share with you:

- Campaigns and programs that support your business, whether that's in enterprise or SMB
- Tools and best practices to drive demand and boost your pipeline
- Practical tips for becoming a top marketing performer

15:15 – 16:15

PAR1503 Accelerate Your Business and Increase Profitability: Leveraging VMware Partner Programs

Technical Level: ●

Speaker(s): Gemma Graham, VMware, Inc.;
Uta Haller, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM G1

Is your organization leveraging the award-winning VMware® Partner Network Program (VPN)? Come hear the latest on our rewards and incentives programs and learn how to distinguish yourself to your customers and in the marketplace. VMware Partner Network provides an evolutionary and pragmatic way to drive both license and service businesses, create new opportunities, increase profitability and close deals more quickly. You'll leave with the tools you need to stand out to customers and gain a long-term competitive advantage with your VMware practice.

Areas of Interest

FD Federal
FS Financial Services
H Healthcare
R Retail
S SMB
E State & Local Education
T Telecommunication

Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical

PARTNER TRACK

MONDAY

15:15 – 16:15

PAR1519 How to Sell and Deliver Services Powered by VMware vCloud*Technical Level:* ● *Area of Interest:* T**Speaker(s):** Bart Schneider, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E1**

Do you provide or resell cloud hosting services? In this session, we'll cover the VMware cloud strategy and opportunities for service providers and partners to build a business based on VMware's vCloud Services platform. Learn about the different customer buying centers, their pain points and your go-to levers for selling cloud services. How partners can build and/or resell services to quickly deliver value and serve the key customer use cases. Learn about VMware programs like VSPP that support cloud hosting partners by delivering product licensing, enablement, and marketing solutions.

PAR1782 Understanding the VMware Cloud and Infrastructure Operations Management Competitive Advantages*Technical Level:* ●**Speaker(s):** Ben Scheerer, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM F4**

How should you position vCenter Operations Management with legacy management vendors? How does it compare to point virtualization management tools? What about Microsoft? And, most importantly, what has changed with the cloud that makes new management solutions a necessity? In this session, you will learn how to best position the key technical and business advantages of vCenter Operations Management Suite and its synergies with vSphere to drive new business within your VMware customer base.

Areas of Interest

FD Federal
FS Financial Services
H Healthcare
R Retail

S SMB
E State & Local Education
T Telecommunication

Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical

16:30 – 18:00

PAR-G501 IT Transformation as the Enabler of Business Transformation and Delivering the Promise of the Software-defined Datacenter**Speaker(s):** Maurizio Carli, VMware, Inc.;
Carl Eschenbach, VMware, Inc.;
Pat Gelsing, VMware, Inc.;
Andy Hunt, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM G3**

IT Transformation as the Enabler of Business Transformation presented by Pat Gelsing. Join Pat Gelsing as he shares how VMware is helping customers and partners thrive in the Cloud era.

Delivering the Promise of the Software-defined Datacenter presented by Steve Herrod. Steve Herrod will discuss and demo technology at the heart of the software defined datacenter. You won't want to miss this session as we'll be making important announcements about VMware's cloud strategy and solutions.

TUESDAY

11:00 – 12:00

PAR2202 Selling vCloud Suites in Competitive Environments*Technical Level:* ●**Speaker(s):** Pat Carroll, VMware, Inc.;
Jenny Fong, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E3**

For customers looking to build a private cloud, the VMware infrastructure cloud solutions offer simple, integrated solutions to stand up the most agile, secure and cost-effective clouds. Learn why VMware-based private clouds are a better solution than other vendors' solutions and how to successfully sell the VMware solutions in competitive environments. Also see how the VMware solutions deliver the lowest Total Cost of Ownership (TCO) — especially against clouds based on Microsoft Hyper-V and System Center 2012.

12:30 – 13:30

PAR3210 Jumpstart Your Desktop Virtualization Business: A Step-by-Step Guide*Technical Level:* ●**Speaker(s):** Sueko Diedrick, VMware, Inc.;
Trisha McCanna, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E3**

Are you interested in getting started with desktop virtualization but not sure where to start? The entire industry is talking about virtual desktop infrastructure (VDI), and customers are looking for experts to help them better understand the landscape and partner with them for the right solution. This session is focused on providing you with the framework to start building a desktop virtualization practice. It will provide an overview of

the included solutions, enablement paths, programs, incentives and tools to accelerate your time to success. Partners will receive an overview of the most up-to-date programs and tools you need to be successful, from building your team to closing deals, and accelerate your VMware® View™ pipeline.

PAR1895 Creating a Highly Profitable Virtualization Practice with VMware Go Pro*Technical Level:* ● *Area of Interest:* S**Speaker(s):** Manoj Jayadevan, VMware, Inc.;
Arun Lal, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E3**

In this session, we will provide an overview of the business opportunities, and profitability models that will help you grow a sustainable virtualization business with VMware Go Pro. VMware Go Pro is a software as a service (SaaS) offering hosted by VMware designed for partners and IT admins of companies with less than 1,000 employees that makes it easy to adopt and manage a virtualized environment, protect and secure IT assets, and increase reliability of SMB IT infrastructures. In this session learn how to provide a wide array of virtualization and IT management services leveraging VMware Go Pro cloud service and in the process tap new cloud based recurring revenue opportunities.

PARTNER TRACK

TUESDAY

15:30 – 16:30

PAR1738 Enterprise Purchasing Program – ELA in a Box*Technical Level:* ● *Area of Interest:* T**Speaker(s):** Ryan Knauss, VMware, Inc.;
Djay Ramasubban, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E3**

The VMware Enterprise Purchasing Program (EPP) is a new purchasing vehicle which provides a robust and on demand deployment portal that offers product mix and match capabilities, downloadable reporting, the ability to freeze price points (tokens) at the time of purchase and automatic SnS co-termining on redemptions. Offered via our channel partners, EPP provides VMware customers the flexibility to purchase tokens and redeem those for a variety of different products from VMware's product suite.

17:00 – 18:00

PAR3213 Sales Growth in Cloud Computing with Solution Competencies*Technical Level:* ● *Area of Interest:* T**Speaker(s):** Uta Haller, VMware, Inc.;
Rory Choudhuri, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E3**

Cloud computing brings compelling growth opportunities - but where are the best growth spaces in the cloud and how can partners benefit from it? Join this session to learn about the sales growth spaces within cloud computing and how VMware's expanded Solution Competency portfolio can help you address these markets. Learn about tools and programs focussed on the new VMware vCloud Suite to help you select and build the next best growth opportunity for you. By the end of this session you should walk away with an understanding of business opportunities and programs available to equip your sales, services and marketing organization to deliver innovative cloud solutions.

WEDNESDAY

11:00 – 12:00

PAR1519 How to Sell and Deliver Services Powered by VMware vCloud*Technical Level:* ● *Area of Interest:* T**Speaker(s):** Joe Andrews, VMware, Inc.;**HALL 8, LOWER LEVEL | ROOM E3**

Do you provide or resell cloud hosting services? In this session, we'll cover the VMware cloud strategy and opportunities for service providers and partners to build a business based on VMware's vCloud Services platform. Learn about the different customer buying centers, their pain points and your go-to levers for selling cloud services. How partners can build and/or resell services to quickly deliver value and serve the key customer use cases. Learn about VMware programs like VSPP that support cloud hosting partners by delivering product licensing, enablement, and marketing solutions.

12:30 – 13:30

PAR1503 Accelerate Your Business and Increase Profitability: Leveraging VMware Partner Programs*Technical Level:* ●**Speaker(s):** Michelle van Winkle, VMware, Inc.;
Uta Haller, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM G1**

Is your organization leveraging the award-winning VMware® Partner Network Program (VPN)? Come hear the latest on our rewards and incentives programs and learn how to distinguish yourself to

your customers and in the marketplace. VMware Partner Network provides an evolutionary and pragmatic way to drive both license and service businesses, create new opportunities, increase profitability and close deals more quickly. You'll leave with the tools you need to stand out to customers and gain a long-term competitive advantage with your VMware practice.

14:00 – 15:00

PAR2169 Overcoming Objections and How to Win with VMware View 5.1 (Competitive)*Technical Level:* ●**Speaker(s):** Todd Dayton, VMware, Inc.;
Cyndie Zikmund, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E3**

In a typical VMware® View™ sales cycle, anywhere from 3-12 objections are most often encountered. Knowing how to respond to these objections can make the difference between winning the deal or losing it to the competition. Key sales tools and technical resources exist on Partner Central, including new features in View 5.1, can help you win every time with View market backing and customer momentum. Overcome your customers' objections, get them using View 5.1 and accelerate their journey to the cloud.

Areas of Interest

FD Federal S SMB
FS Financial Services E State & Local Education
H Healthcare T Telecommunication
R Retail

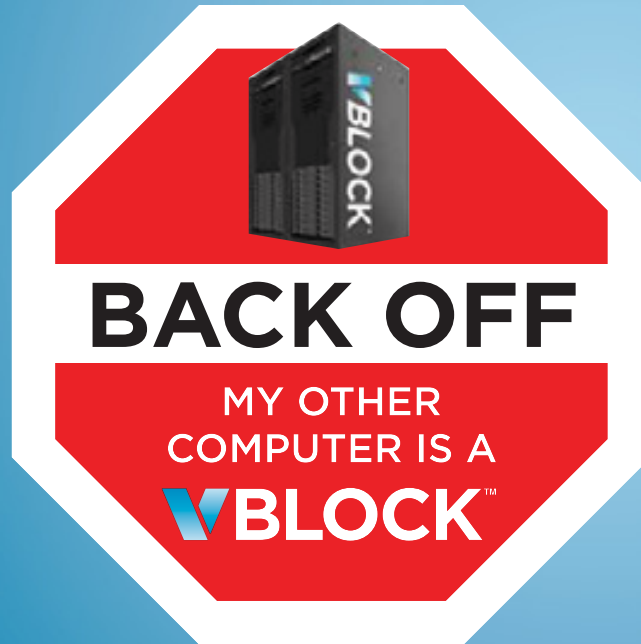
Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical

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and WIN!

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Get caught with your Vblock Button or Laptop Sticker with the "BACK OFF — MY OTHER COMPUTER IS A VBLOCK™" message, and you will be rewarded with a prize on the spot! Get your sticker at the **VCE Booth #P205!**



THE WORLD'S MOST ADVANCED CONVERGED INFRASTRUCTURE

PARTNER TRACK

WEDNESDAY

15:30 – 16:30

PAR3209 VMware Cloud Infrastructure Suite: Packaging and Pricing*Technical Level:* ■**Speaker(s):** Rory Choudhuri, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E3**

In this session we will cover the packaging, pricing and licensing for the VMware® cloud infrastructure products.

17:00 – 18:00

PAR2972 Build Your Business Selling VMware Management: Sales Overview (Part 2 of 3)*Technical Level:* ●**Speaker(s):** Martin Klaus, VMware, Inc.;
Lionel Cavalliere, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E3**

vCenter Operations Management represents a huge, untapped opportunity. Only 3% of the vSphere customers, who could benefit, are currently using vCenter Operations Management today. In this session, you will learn sales best practices from early adopters including: how to make the “hop to Ops,” key sales plays, solution positioning and differentiation.

Note: We recommend that your organization attend the “Build Your Business Selling Management” series to prepare yourself to launch a management practice or take advantage of new opportunities for Infrastructure Virtualization partners.

THURSDAY

09:00 – 10:00

PAR2674 Opening up the SMB Market with the Zimbra Software Virtual Appliance for Email and Collaboration*Technical Level:* ● *Area of Interest:* S**Speaker(s):** Jon Dybik, VMware, Inc.;
Eduardo Godinho, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E3**

Most small- and medium-sized businesses lack IT resources, and about 70% of them have an old email system with plans to migrate over the next few months. Furthermore, in this post-PC era, users are accessing applications from a variety of devices and platforms without compromising on experience. The VMware® Zimbra® 8 software virtual appliance provides the best email and collaboration solution for post-PC users in small- and medium-sized businesses. The appliance has all the great features of Zimbra Collaboration Server™ 8 and only requires a fraction of the administration and management overhead. Learn how Zimbra is better, less costly and easier to use than any other product on the market and how to drive a successful SMB sales campaign with a cost-effective business solution designed for today's users and IT administrators.

10:30 – 11:30

PAR2124 Winning Cloud Infrastructure Deals Against Microsoft*Technical Level:* ●**Speaker(s):** Chanda Dani, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E3**

This is a competitive update session for Cloud Infrastructure Suite of products. The session will educate partners on VMware's key differentiators and product strengths in the areas of core virtualization and private cloud such that VMware partners can win against Microsoft's push into this market. Attendees will learn how VMware's Cloud Infrastructure products enable customers to be more responsive to their business needs and reduce business risk. The session prepares the attendees on selling VMware's advantages, debunking Microsoft's claims, and handling common objections. Attendees will also learn about the various competitive tools and resources available to them.

12:00 – 13:00

PAR2146 Disaster Recovery to the Cloud using SRM – Opportunities for Partners*Technical Level:* ● *Area of Interest:* S**Speaker(s):** Gil Haberman, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E3**

Many organizations today do not have adequate disaster recovery (DR) protection for their applications. In most cases, disaster recovery is perceived as too expensive, complex and unreliable for any but the most mission-critical applications. But disaster recovery is a natural fit for the cloud, and VMware's Disaster Recovery to the Cloud Services make disaster recovery broadly accessible for all applications and sites by providing cost-efficient, automated and simple disaster protection using SRM and vSphere Replication.

Join us in this session to hear from VMware and leading service providers about exciting opportunities for the partner community:

- Join VMware Service Provider Program and begin offering DR to the Cloud services using SRM and vSphere Replication
- Partner with service providers looking for channel resellers to effectively reach customers

Areas of Interest

FD Federal
FS Financial Services
H Healthcare
R Retail

S SMB
E State & Local Education
T Telecommunication

Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical

PARTNER TRACK

THURSDAY

13:30 – 14:30**PAR1896 Latest Approaches for SI's to Incorporate vFabric into Engagements***Technical Level:* ●**Speaker(s):** Al Sargent, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E3**

Modern developer frameworks combined with virtualized environments has produced a new architectural era that demands dynamic, elastic infrastructures. With modern applications putting a strain on the traditional one-size-fits-all database approach, agility at the data layer is essential too. This session provides the latest information on vFabric Cloud Application Platform and related Services with emphasis on application modernization, data management and best approaches for positioning and selling vFabric products and services to your customers. As a System Integrator, you'll discover why this platform is important to your business and how you can provide value to your customers.

15:00 – 16:00**PAR5848 Evolving Towards a Software Defined Datacenter: Overview of VMware vCloud Suite***Technical Level:* ●**Speaker(s):** Nicolas Jacques, VMware, Inc.;
Mike Clayville, VMware, Inc.**HALL 8, LOWER LEVEL | ROOM E3**

VMware vCloud Suite is an integrated solution for building and managing a complete cloud infrastructure. vCloud Suite fulfills the promise of the software-defined datacenter in which infrastructure services are freed from the constraints of specialized hardware and pooled together to meet IT's most critical needs. Built-in operations management and security help to complete the picture. This session will recap the Software Defined Datacenter vision, provide an overview of the major capabilities of the suite, followed by some practical advice on how customers can evolve their infrastructure towards a Software Defined Datacenter.

Areas of Interest

FD Federal	S SMB
FS Financial Services	E State & Local Education
H Healthcare	T Telecommunication
R Retail	

Technical Levels

- Business Solutions
- Technical
- ▲ Advanced Technical

TECHNOLOGY EXCHANGE FOR ALLIANCE PARTNERS - OVERVIEW

Technology Exchange for Alliance Partners track focuses on the needs of ALL developers building and delivering solutions on VMware platforms. This track will provide valuable information on the APIs, tools and resources available to develop and delivery on VMware platforms in public or private clouds; cloud or hybrid environment; best practices for application development and delivery on VMware products delivered in the enterprise; VMware updated APIs and tools to build and integrate with VMware products; VMware product roadmaps for vSphere, vFabric, vCloud, End-user Computing products and solutions; and new program benefits for Technology Alliance Partners.

Areas of Interest

FD Federal
FS Financial Services
H Healthcare
R Retail
S SMB
E State & Local Education
T Telecommunication

Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical



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See it *live* at booth **G306**.

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TECHNOLOGY EXCHANGE FOR ALLIANCE PARTNERS

MONDAY

10:30 – 11:30

TEX2855 Deliver New Cloud Services with vCloud Director: Extending the vCloud API for DBaaS

Technical Level: ▲

Speaker(s): Ryan Sweet, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

Goal: Illustrate the potential to deliver extended services in vCloud Director using a highly scalable and easy to manage DBaaS as an example extension of vCD's existing Compute, Network, and Storage.

vCloud Director in 2012 provides more than a basic IaaS—it delivers an extensible platform for cloud services that can be leveraged by providers and ISVs to deliver wide array of SaaS Solutions. VMware Data Director provides a scalable and easy to manage DBaaS. This talk will show how the vCloud Director API Extensibility Framework can be used to integrate 3rd party offerings into the vCloud API.

11:45 – 12:45

TEX1409 A Reference Architecture for Cloud Application Design using VMware's vFabric and vSphere

Technical Level: ▲ *Area of Interest:* FS

Speaker(s): Allen Shortnacy, VMware, Inc.; David Korsunsky, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

This session is designed for VMware's ISV partners who are supporting their applications in a traditional on-premise model today and considering a move toward new delivery models such as virtual appliances or cloud (private, public and/or hybrid).

Cloud-based applications are being built today using a new set of design approaches. No longer is the server-side logic of web applications all based on a single monolithic application server that controls everything. Instead, the application functionality is broken up into a set of services that communicate with each other and with the front-end using a loosely coupled format, based on REST and JSON. This talk will show you the principles that underlie this new architecture and will provide a demo of the architecture in action using many of the vFabric tools and platforms. This will allow the attendee to more easily modernize their current applications and build next-gen application using contemporary ideas. Taking an existing well-known application, the DayTrader, as a model, we de-construct it from its original design and re-build it using the new modular principles, so that it exhibits the best ways of using vFabric to build a new style of application. All of this new architecture leverages the VMware Infrastructure, and is the basis for the application infrastructure in the cloud. This brings distinct benefits to the application and provides the application architect with new choices. If the designer does not want to build their own High Availability into the application, for example, then vSphere's HA can be used to enable that in the application. The virtual machines in which the application runs may be moved using vMotion around the data center for load balancing purposes, so application-level load balancing may need to take that into account. For cloud-based delivery, VMware's vCloud Director can be used to provision multiple customers in secure containers using shared underlying infrastructure. Finally, we will explain the cooperation between the hypervisor and the application runtime that is now available using features such as vFabric's Elastic Memory for Java (EM4J). This shows the benefits of virtualization to a cloud-enabled application.

Leaving this talk, the attendee will have an understanding of VMware's thinking in the cloud application area and be able to execute it in their own business.

14:00 – 15:00

TEX3000 Package, Integrate and Deploy Solutions with VMware's Emerging Cloud Application Provisioning and Management Products: Panel Session for ISVs, TAP Members and Systems Integrators

Technical Level: ■

Panel: Deep Bhattacharjee, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

Customers want to have 1-click, cloud ready applications. VMware's emerging product teams are introducing additional opportunities to partners who want to integrate, package and deploy their management and application software with VMware. Join us for an interactive session, where you will learn about new integration services, APIs and partner marketplace. This session is moderated by Sheryl Sage, VMware Director of Alliance Programs. Panelist will discuss the following product integrations:

Deep Bhattacharjee, Group Product Manager, Cloud Infrastructure: The Cloud Infrastructure Platform is moving to a modular architecture with an array of platform services that will help partners and developers quickly build interesting management applications.

These services are relevant to all types of management applications, ranging from server and storage to security and networking. Deep will cover the various platform services that either exist or are being introduced, and the benefits as well as the use cases for each of these services.

Manish Bhuptani, Sr. Strategic Programs, Alliances: The Cloud Migration program is in pilot phase for partners looking to deploy their existing non-SaaS applications from a cloud in production ready packages. Manish will describe how the program enables creation of such cloud based packages and delivery to end customers as cloud based managed service offering.

Kristen Edwards, Sr. Manager Alliances, VMware Solution Exchange: The new VMware Solution Exchange provides an online marketplace for customers to search for and evaluate applications that work with VMware. Kristen will review the current marketplace and share future plans, including the ability to test-drive applications in the cloud.

Shahar Erez, Director of Products, Application Management: The Cloud presents new management challenges and also provides new opportunities. Shahar will cover how to work with VMware to automate the configuration and deployment of multi-tier applications in private and public clouds.

Ashish Jain, Director of Products, EUC (Horizon): Learn how to easily integrate your SaaS application with Horizon Application Manager. Understand how to integrate enterprise Web and Windows applications and securely deliver as well as provision to end-users. Ashish will cover how to complete a Single Sign-on Integration and provide your users with greater reporting and analytics.

Areas of Interest

FD Federal
FS Financial Services
H Healthcare
R Retail
S SMB
E State & Local Education
T Telecommunication

Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical

TECHNOLOGY EXCHANGE FOR ALLIANCE PARTNERS

MONDAY

15:15 – 16:15

TEX1899 VMware vCloud Automated Networking Framework: Network Extensibility (NetX)

Technical Level: ▲ Area of Interest: T

Speaker(s): Ravindra Neelakant, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM D2

The VMware vCloud® infrastructure-as-a-service (IaaS) offering has brought to bear the need for infrastructure components to be inserted and deleted on demand by the end user of the cloud. The networking element of the IaaS is extremely critical since the concept of multitenancy starts with networking services. NetX is an integral part of a new VMware vCloud automated networking framework that is being introduced to enable third-party network vendors to insert the service on demand. NetX involves the integration of the partner technology in multiple planes of integration: for example, management, control and data planes. In order to scale the framework program to a large ecosystem of partners, VMware has put together the integration kit for onboarding partners in a timely manner.

This session highlights the different technology integrations of the framework and provides an insight to the integration that has been possible with some of the networking ecosystem partners. In particular, F5 Networks will be demonstrating the integration of the ADC product into the framework and will highlight the ease with which ADC as a Service can be inserted into an existing VMware environment. The integrations performed by other partners will be highlighted as a part of the session.

TUESDAY

11:00 – 13:00

TEX1939 End-user Computing and Horizon Roadmap (TAP only)

Technical Level: ■

Speaker(s): Robert Baesman, VMware, Inc.;
Vijay Pawar, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

This is the End User Computing and Horizon Roadmap session, exclusively for Technology Alliance Program (TAP) partners.

In this session, you'll learn about View, View Clients, vCOPs for View, Horizon and more. Learn about the most critical upcoming View features and enhancements, and understand how the new View Clients take advantage of the changes in View to deliver an even better user experience for both desktop and mobile users.

14:00 – 15:00

TEX1642 Virtual 3D Graphics and View: Performance and Certification Programs

Technical Level: ■

Speaker(s): Mike Coleman, VMware, Inc.;
Warren Ponder, VMware, Inc.;
Will Wade, nVidia

HALL 8, LOWER LEVEL | ROOM F3

New virtual 3D graphics capabilities promises to expand the existing View market. Customers are looking to bring the value of VDI to their high value end-users, and those end-users typically have 3D graphical rendering requirements. This session will go over the new market opportunities for partners and the certification initiatives being developed by VMware Alliances and EcoSystem engineering teams.

15:30 – 16:30

TEX2575 Utilizing ThinApp Factory for Application and Desktop Virtualization Offerings

Technical Level: ■

Speaker(s): Aaron Black, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

This session will showcase the newly released VMware® ThinApp® Factory technology and review the characteristics of application virtualization. Discussion will be focused around how to build service offerings around ThinApp technology and a demonstration of a working ThinApp Factory instance. Join our session to listen and provide feedback on the business and technical value of this technology for ISVs, SIs and SOs.

17:00 – 18:00

TEX1732 Storage Optimization Features in VMware View

Technical Level: ■

Speaker(s): Narasimha Krishnakumar, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

VMware® View™ has many features that address the problem of storage sizing and optimization. This session provides a detailed technical overview of the storage optimization features available with View and an overview of the cost/performance benefits associated with using these features.

WEDNESDAY

11:00 – 13:30

TEX2225 Cloud Infrastructure Suite Roadmap (TAP only)

Technical Level: ■

Speaker(s): Eddie Dinel, VMware, Inc.;
Gargi Keeling, VMware, Inc.;
Yatin Patil, VMware, Inc.;
Mahesh Ramachandran, VMware, Inc.;
Adina Simu, VMware, Inc.;
Suzy Visvanathan, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

This is the Cloud Infrastructure Suite Roadmap session, exclusively for Technology Alliance Program (TAP) partners.

In this session, you'll learn about the upcoming most critical vSphere features, integration opportunities, beta programs and developing your joint solution during beta—so you can be ready to go to market with GA announcement. The roadmap will cover management, network, storage and security related critical features focusing on several key technology advances to help our customers virtualize a more diverse set of applications on a vSphere based platform. Interact with VMware PMs and get all your questions answered in this session.

Areas of Interest

FD Federal
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Technical Levels

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TECHNOLOGY EXCHANGE FOR ALLIANCE PARTNERS

WEDNESDAY

14:00 – 15:00

TEX2158 Enabling Scalable Virtual Networks with VXLAN – Customer and Partner Scenarios

Technical Level: ■ Area of Interest: T

Speaker(s): Ravindra Neelakant, VMware, Inc.;
T Sridhar, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

VXLAN (Virtual eXtensible Local Area Network) is a multi-vendor Layer 2 over Layer 3 overlay technology driven by VMware and its partners. It provides the ability to deploy virtual workloads anywhere within or outside the data center without being limited by the physical network. The benefits of VXLAN for overlay networking, pod expansion and alleviating problems related to multi tenancy (e.g. duplicate IP/Layer 2 addresses) are described in the VXLAN IETF Draft. The technology enables to scale a virtual network beyond the boundaries of a Layer 2 IP domain and thus render the network space more scalable for use within the virtual data center constructs.

VMware is working closely with several networking partners to ensure that the VXLAN technology is provisioned and deployed in an appropriate manner to suit the customer needs for a bigger and flatter Layer 2 network. This includes easy deployment, performance optimizations and VXLAN to VLAN gateway functionality (at wire speed) to connect with existing networks. This session intends to highlight the deployment scenarios of VXLAN within and across data centers along with highlighting a specific use case of a VXLAN gateway from Broadcom, a VMware partner. The use cases that will be highlighted in the presentation are VXLAN:

1. Within a single data center

2. Across data centers
3. Across a service provider network
4. VXLAN gateway use case

The session will also tie in the monitoring capabilities that some of VMware's partners are introducing to enable better management and monitoring of VXLAN deployments.

15:30 – 16:30

TEX1278 How to Jump-start Your vSphere Web Client Plugin Development Using the New VMware Ecosystems Developer Center

Technical Level: ■

Speaker(s): Justin Broughton, VMware, Inc.;
Laurent Delamare, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

As a prospective vSphere Web Client Plugin Developer, you face a number of obstacles:

- Knowing where to get started
- Finding and taking appropriate training
- Setting up your development environment with all the relevant components/tools
- Discovering relevant technical information as you develop, test and deploy

The new VMware Ecosystems Developer Center portal will provide a number of capabilities which help developers quickly and easily navigate these obstacles with:

- Solution articles – which answer the question of where do I start to develop a plugin
- Architecture white-papers – which provide a deep dive into architecture of the vSphere Web Client
- Virtual Training Labs – rich training content to provide a truly hands-on experience
- Development Environment as a Service

(IDEaaS) – a full vSphere Web-Client Plugin development environment set up with the latest released software, for as long you need it

- Comprehensive documentation – everything you need to know at your finger-tips

This session explains how developers will be able to use the capabilities of VMware Ecosystems Developer Center to more easily develop vSphere Web Client plugins. We will take you through a live demo of the steps a typical developer would go through including:

- Discovering the solution which you need to develop
- Reviewing important aspects of the overall vSphere Web Client architecture – extension points, data-service and data extensibility
- Taking the vSphere Web Client training lab
- Developing a plugin from end to end
- Packaging, deploying and testing the plugin
- Ongoing learning with tips, tricks and best-practices

Please bring your burning questions about this new platform as there will be plenty of time devoted to these both at the end of the session and outside the session hall afterwards.

17:00 – 18:00

TEX3049 PCI Compliance Architecture in a Private Cloud

Technical Level: ■

Speaker(s): Allen Shortnacy, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

The journey to the cloud enables organizations to realize the benefits of virtualization and address compliance requirements in a more secure and efficient manner. One very compelling argument for organizations migrating mission-critical applications to VMware vSphere® and ultimately to a private cloud based on VMware® is the ability to address compliance concerns more efficiently and effectively. Using best practices, an organization's compliance policy is a combination of corporate governance, industry and governmental regulations and mandated standards (SOX, PCI, HIPAA/HITEC, and so on). A successful compliance strategy is an outcome enabled by operationalizing compliance policy via the automation of technical and manual control processes. The ideal compliance posture is to have a closed loop process that unifies business and IT policies by mapping them to common enabling controls and operating those controls in a manner that enables quicker visibility and action to mitigate deficiencies. By building a business-centered view of IT risk, this process can translate technical issues into risks relevant to business processes. This session will discuss the PCI compliance reference architecture for a private cloud, the role of partners in the architecture and how a VMware plus partners solution enables customers to host PCI-compliant applications in a private cloud environment.

Areas of Interest

FD Federal
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Technical Levels

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TECHNOLOGY EXCHANGE FOR ALLIANCE PARTNERS

THURSDAY

09:00 – 11:00

TEX2198 Cloud Application Platform Roadmap (TAP only)

Technical Level: ▲

Speaker(s): Morgan Goeller VMware, Inc.;
Killian Murphy, VMware, Inc.;
Hartmann Schoebel, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

This is the Cloud Application Platform Roadmap session, exclusively for Technology Alliance Program (TAP) partners.

In this session you can understand future plans for the Cloud Foundry, learn about the upcoming features for vFabric, and hear the PM discuss critical Data Director features. Also, learn the new approach to deploying application on cloud infrastructure that allows customers to gain maximum agility and control—VMware vFabric Application Director, an application provisioning solution in the VMware Application Management Suite, provides unmatched deployment automation and self-service provisioning. Get the details at the Roadmap session.

12:00 – 13:00

TEX2482 Best Practices in Using the vCloud and vSphere SDKs

Technical Level: ▲ Area of Interest: FS

Speaker(s): Jon Cook, VMware, Inc.;
Prasad Pimplaskar, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

The vCloud and vSphere SDKs provide the interfaces to programmatically manage VMware environments. This session explains the numerous possibilities for developing virtual infrastructure management solutions using the SDK. It also covers the most common pitfalls developers should avoid and suggests alternatives to overcome certain limitations, including how to use multiple VMware APIs together. The SDK application designers and developers will benefit greatly from the discussion of various usage scenarios. This session prefers familiarity with the SDK.

13:30 – 14:30

TEX2183 Highly Available, Elastic and Multi-Tenant Hadoop on vSphere

Technical Level: ■

Speaker(s): Dan Green, VMware, Inc.

HALL 8, LOWER LEVEL | ROOM F3

Big Data Analytics is one of the most exciting trends in the industry today. Enterprises are finding a key to unlock valuable insights from vast amounts of unstructured and structured data using Big Data analytics technologies such as Hadoop. However they face challenges such as difficulty in deployment and provisioning, need for dedicated infrastructure and lack of end-end solutions. In this session, you will learn about VMware's vision for Big Data. By harnessing the power of virtualization, Big Data technologies such as Hadoop can enjoy the benefits of cloud computing such as on-demand provisioning, built in high availability, elastic scaling and multi-tenancy. For example, VMware High Availability and Fault Tolerance can provide high availability to Hadoop components such as NameNode and JobTracker which are single points of failure. You will also learn about Project Serengeti, a new open-source project from VMware which simplifies provisioning and managing Hadoop on a virtualized infrastructure.

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HANDS-ON LABS

HANDS-ON LABS - OVERVIEW

The VMworld 2012 Hands-on Labs is the most exciting yet! Select from over 36 lab topics and 8,280 hours of lab time - all powered by VMware cloud technology across the entire cloud spectrum.

NEW!!!! Bring your own device (BYOD) to the Hands-on Labs and experience our labs on your laptop or tablet. Find the detailed BYOD instructions at <http://www.youtube.com/watch?v=o6HnW5zcf-4>. Be sure to check out Lightning Labs where you can get the complete story in a bite-size format. To better arrange your schedule during the conference, please check digital signage for Hands-on Labs estimated wait time. A color indicator will show the overall throughput of Labs. Green: wait time 15 to 60 minutes; Yellow - wait time 60 to 90 minutes; Orange - wait time 90 to 120 minutes; and Red - HOL seating suspended until further notice.

For the full list of lab topics, please take a look at the content catalog at vmworld.com.

Labs are located in Hall 6, Lower Level.

Monday	08:00 - 18:00
Tuesday	11:00 - 18:30
Wednesday	08:00 - 18:00
Thursday	09:00 - 16:00

Twitter Hashtags

To tweet about Hands-on Labs, please use **#vmworldhol**.

HOL-APP-01 Manage Your vCloud Suite Applications with VMware vFabric Application Director

Technical Level: ■

See how the VMware vCloud Suite can simplify your application management workflows. In this lab you will create an application blueprint for Nanotrader, a hypothetical three-tier web application. Next, you will deploy the blueprint to the cloud with VMware vFabric Application Director. Finally, you will scale out a tcServer app-server when thresholds are breached. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-APP-02 Deploy Applications in a Platform as a Service (PaaS) World with Cloud Foundry

Technical Level: ■

Gain hands-on experience with VMware Cloud Foundry by deploying an application and elastically scaling the application infrastructure. The lab begins with a development environment containing the "Spring Travel" application. You will configure the development environment to deploy applications to a VMware Micro Cloud Foundry server. The lab also explores the ability to elastically scale the application infrastructure. If you want to learn more about Platform as a Service (PaaS) or if you are building custom applications, then this lab is a must! Check the program guide for Hands-on Labs hours. First come, first served.

HOL-APP-03 Enable Database as a Service (DBaaS) in Your Cloud with VMware vFabric Data Director

Technical Level: ■

Experience how VMware vFabric Data Director simplifies Oracle and vPostgres management when they are running on vSphere. You will gain hands-on experience with Database as a Service (DBaaS) capabilities such as self-service provisioning, cloning and database upgrades. This lab is ideal for both Database and vSphere Administrators. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-APP-04 Implement Cloud Ready Databases with VMware vFabric SQLFire

Technical Level: ■

It can be a great challenge to scale data-intensive applications. As the number of users grow, traditional databases become a bottleneck. With VMware vFabric SQLFire, your organization can add a sophisticated distributed data platform to applications that require high performance under shifting user loads. In this lab you will gain hands-on experience with modern scale-out database design concepts, distributed SQL queries, dynamic and elastic horizontal scalability, continuous high availability and synchronization with existing databases. Come see how applications designed for traditional databases can leverage SQLFire to enjoy the benefits of cloud computing. Check the program guide for Hands-on Labs hours. First come, first served.

Session Identifiers

APP	Applications	OPS	Operations
EUC	End-User Computing	PRT	Partner
INF	Infrastructure		

Technical Levels

●	Business Solutions
■	Technical
▲	Advanced Technical

HANDS-ON LABS

HOL-APP-05 Scale Your Applications with VMware vFabric

Technical Level: ▲

Learn how easy it is to scale your applications with VMware vFabric solutions. You will walk through the application scaling capabilities of the vFabric suite. The lab highlights the dynamic nature of the vFabric runtime services including vFabric Administration Server, tc Server, vFabric Web Server, and GemFire. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-EUC-01 Build and Operate the Mobile Secure Desktop

Technical Level: ■

Provide a secure workspace for your full-time staff and part-time contractors. Today's users demand access to corporate resources from multiple devices and operating systems, as well as the flexibility to work from home and remote offices. In this lab you will use VMware ThinApp to protect against application corruption and VMware vShield App to prevent unauthorized access between user desktops. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-EUC-02 Build and Operate the Business Process Desktop

Technical Level: ■

Learn how VMware solutions add value to the business desktop through an improved End User Experience, Persona Management and Universal Communications. You will walk through the end user experience and then see the difference with a high quality PCoIP connection. Next, you will use Persona management to save personal updates and changes. Finally, you will walk through a universal communications soft phone experience and use one vDesktop to communicate to a second vDesktop.

Check the program guide for Hands-on Labs hours. First come, first served.

HOL-EUC-03 Troubleshoot and Optimize VMware View

Technical Level: ■

This lab covers new performance features in View 5.1 with two 30 minute lightning lab modules. The first module replicates common issues with a Windows 7 VDI deployment. You will touch all of the components of View, vSphere and Active Directory/GPOs to troubleshoot the VDI desktop. The second module demonstrates Windows 7 desktop optimization and guides you through new features in View 5.1 including PCoIP tuning. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-EUC-04 Discover VMware Horizon Application Manager

Technical Level: ■

Explore VMware Horizon Application Manager through two 15 minute and one 30 minute lightning lab module. In this lab you will gain hands-on experience using, administering and integrating VMware Horizon Application Manager. First, you will use the interface from different devices and add applications to the workspace. Second, you will entitle applications to users and create usage reports. Third, you will setup a SaaS-integration. Take all three modules, or just one. Learn Horizon today. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-EUC-05 Never Lose an Email, or a Sense of Security, with VMware Zimbra

Technical Level: ■

Users today are mobile and leverage more devices than ever before. Email has become the life-blood of communication in most companies. This lab will take you through a scenario where a user (Alice) has just had her laptop stolen. She had recently archived all of her email locally to be able to have it available on the plane while on the business trip and is now nervous that she will have a compliance issue to deal with. Thankfully the IT team back at corporate had recently upgraded their email to Zimbra version 8. Alice is asking what IT can do to not only get her back online but more importantly, how to secure her data. This lab will showcase the capabilities of Zimbra from both the end-user and email administrators point of view. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-EUC-06 Create Stunning Presentations with SlideRocket

Technical Level: ●

This lab will provide an overview of the capabilities of the SlideRocket presentation tool. You will create a free personal account and create your first online presentation showcasing some of the most exciting features of SlideRocket. You will learn how to use SlideRocket's sharing features, view analytics, and leave with the knowledge and excitement to transform your presentations into powerful story-telling tools. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-EUC-07 Social Collaboration for Your Enterprise with VMware Socialcast

Technical Level: ■

Learn VMware Socialcast, the market-leading enterprise social network, through two 30 minute lightning lab modules. Socialcast enables your company to easily collaborate on ideas, documents, and projects. In the first module you will login to an interactive Socialcast environment to get a feel for what a production deployment of Socialcast might look like. The second module will introduce the advanced administration features of VMware Socialcast. You will learn how to configure and customize a Socialcast community, extend Socialcast into other business applications such as SharePoint, and utilize advanced business analytics. You will login to the Socialcast Cluster Management Console (SCMC) and configure administrative tasks (setup backups, create support bundle). Check the program guide for Hands-on Labs hours. First come, first served.

Session Identifiers

APP Applications
EUC End-User Computing
INF Infrastructure
OPS Operations
PRT Partner

Technical Levels

● Business Solutions
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HANDS-ON LABS

HOL-EUC-08 Secure and Simple Cloud Backup with Mozy

Technical Level: ●

Mozy Online Backup provides a secure, simple way to backup your data to the cloud. In this lab you will experience both the administrative and end-user experiences through two 30 minute lightning lab modules. You will backup files and restore a previous version. Once you've completed the basics then you can simulate what happens when a computer crashes by activating the Mozy client on a new computer. Watch as the client automatically retrieves a configuration file, transfers your backup history to the new machine, and restores a file that was previously backed up on the original computer. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-INF-01 Essential IT Management with VMware vCenter Protect

Technical Level: ■

Gain hands-on experience with VMware vCenter Protect, VMware's unified IT management platform for Microsoft-based machines. You will complete essential IT management functions in a modern infrastructure. With these hands-on exercises, you will learn how vCenter Protect can be used by your organization to improve patch management capabilities, resolve antivirus issues, simplify IT administration tasks, and manage both physical and virtual machines - all through a unified user interface. Other key technologies highlighted in this lab include vCenter Protect's Patch Management, Threat Management, Power Management, and Asset Inventory capabilities. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-INF-02 Explore vSphere 5.1 Distributed Switch (vDS) New Features

Technical Level: ■

This lab explores new features of the vSphere Distributed Switch (vDS) in vSphere 5.1. You will use the Health Check facility, which reports on misconfigurations between the vDS and the underlying physical network. You will also learn about the new Rollback and Recovery features which prevent and remediate accidental misconfiguration of the management network. Finally you will utilize the new Export feature to store optimized vDS and PortGroup configurations and use the Import feature to solve some common network configuration problems. The lab is presented in four 15 minute lightning lab modules to make it easy to fit into your schedule. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-INF-03 Automate Your vSphere 5.1 Deployment with Auto Deploy

Technical Level: ▲

Learn how to use VMware Auto Deploy to scale and manage ESXi deployments or upgrades. With these hands-on exercises, you will learn how Auto Deploy can be used by your organization to manage vSphere upgrades in an automated fashion and improve internal standards and compliance. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-INF-04 Deliver Optimal Performance with VMware vSphere 5.1

Technical Level: ■

This lab will step you through performance monitoring, troubleshooting, and optimization options in VMware vSphere 5.1. You will explore how to identify and manage storage bottlenecks, CPU contention, memory over-commitment, and other common performance issues using the vSphere Web Client and vCenter Operations Manager. Through multiple lightning lab modules and varying tracks of complexity, you will explore performance analysis tools such as VMware I/O Analyzer, VMware vBenchmark and industry standard tools such as iometer & Netperf. The VMware vSphere Performance and Tuning Lab is filled with content, take it once or several times to explore all the tracks. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-INF-05 Implement Disaster Recovery for the Cloud with VMware Site Recovery Manager (SRM)

Technical Level: ▲

In this lab, you will leverage various VMware technologies to implement disaster recovery protection for a vCloud Director managed infrastructure. You will implement an automated DR plan and then initiate a live failover of private cloud infrastructure to a recovery site. Upon completion of the failover, you will verify the recovery of both the vApp workloads and cloud management services. The use of automated dependency mapping will be reviewed to ensure all application components are protected. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-INF-06 Deploy and Operate Your Cloud with the VMware vCloud Suite

Technical Level: ■

Learn how to build and use the Virtual Datacenter with the vCloud Suite as introduced by Steve Herrod. This lab is presented as two 30 minute lightning lab modules. First, you will configure and provision the necessary resources and set up an Organization within vCloud Director that will consume these resources. Next, you will get hands-on experience with consuming resources from a provided infrastructure and use some of the new features of vCloud Director 5.1 such as: Snapshots and using the capabilities of VXLAN. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-INF-07 Secure the VMware vCloud Suite with vCloud Networking and Security (vCNS)

Technical Level: ■

Learn the fundamentals of software defined networking using vCloud Networking and Security (vCNS). You will engage in a hands-on scenario to protect a network segment from the internet and also provide additional security inside of the network by deploying a virtual distributed firewall for micro-segmentation. You will use the multi-interface capabilities of vShield Edge to connect both the internet and internal network to a DMZ network and then use vShield App to logically protect the different tiers or applications contained in the DMZ. This lab is a must if you would like to learn the networking principals of the vCloud Suite. Check the program guide for Hands-on Labs hours. First come, first served.

Session Identifiers

APP Applications
EUC End-User Computing
INF Infrastructure

OPS Operations
PRT Partner

Technical Levels

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HANDS-ON LABS

HOL-INF-08 Drive PCI Compliance with VMware vCenter Configuration Manager (vCM) and vShield App

Technical Level: ■

Learn how to achieve PCI compliance in a virtual cloud environment. This lab will demonstrate VMware vCenter Configuration Manager and VMware vShield App working together to achieve network segmentation in a mixed environment and assess and remediate OS settings to ensure that the infrastructure is PCI compliant. You will use vShield App to create isolation zones, establish proper firewall policies and ensure that only authorized users can access PCI data. You will also see how vCenter Configuration Manager captures and identifies changes within the infrastructure that will affect compliance and how to remediate identified issues. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-INF-09 Deliver Your IT Services in the Cloud

Technical Level: ■

Learn how VMware products from varying solution suites can integrate to deliver IT services quickly and efficiently. Scenarios involve a business end user (requestor of the service), a manager (approver of the service), and admin users to design the service and monitor the inner workings of the products. This demonstration environment that incorporates many products from across the VMware portfolio is called the Mega vPOD. The Mega vPOD uses vCenter Orchestrator, vFabric Application Director, vCloud Director and vSphere to deliver a vApp to an end user in an enterprise standard virtual environment. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-INF-10 Script and Develop Your Cloud Solution with PowerCLI and the vSphere Web Client SDK

Technical Level: ■

This lab is presented as two 30 minute lightning labs to help you extend your VMware solution. The PowerCLI module covers automating vSphere and vCloud Director. Novice users will learn to use the tool and more advanced users will get familiar with the new functionality available in the latest release of the product. You will walk away with a better understanding of PowerCLI and how it can help you in your day-to-day work. The vSphere Web Client SDK module teaches you several techniques for extending the vSphere Web Client, including adding portlets, action extensions, etc. The goal of this module is to demonstrate the close integration that is possible with the vSphere Web Client SDK, and the ease with which you can integrate your own solutions into the vSphere Web Client. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-OPS-01 Manage Your vCloud Suite Deployment with VMware vCenter Operations Manager Enterprise

Technical Level: ■

This lab covers automated performance, capacity, and configuration management with VMware vCenter Operations Manager Enterprise. Key concepts of Health, Risk and Efficiency will be presented via hands-on activities that will demonstrate the concepts. The lab will explore VM Memory Stress, Datastore I/O Constraint, and Cluster Capacity Risk. You will learn how to identify these common performance, capacity, and configuration management using VMware vCenter Operations Manager Enterprise Dashboard, Operation and Planning views. You will also learn recommendations for how to ensure operational efficiency and optimize resource utilization in their virtual environment. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-OPS-02 Secure Your Cloud with VMware vCenter Configuration Manager

Technical Level: ●

Learn how VMware vCenter Configuration Manager (vCM) can be used to harden your cloud infrastructure and help monitor, assess and remediate to ensure configuration consistency and compliance. The lab is presented in two 30 minute lightning lab modules. In the first module, you will walk through the different hardening templates, review the results from the vSphere hardening template and make the necessary corrections to bring the infrastructure up to compliance. In the second module, you will walk through guest operating system configuration management and patching. You will see how to check a guest virtual machine for compliance and how to remediate through automation. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-OPS-03 Build an IT Cost Model with the VMware IT Business Management Suite

Technical Level: ●

This lab covers the process of working with an 'Out of the Box' ITBM (IT Business Management) financial cost model to drive intelligent ITBM dashboards. Key concepts will be presented via hands-on activities demonstrating ITBM financial management and interaction with actionable ITBM dashboards and reporting. You will review and modify an IT cost model comprised of traditional IT infrastructure components and associated spend. You will then review the output of this activity in 'Out of the Box' dashboards and reports: demonstrating how VMware ITBM enables an organization to manage IT infrastructure as a business. Check the program guide for Hands-on Labs hours. First come, first served.

Session Identifiers

APP Applications
EUC End-User Computing
INF Infrastructure

OPS Operations
PRT Partner

Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical

HANDS-ON LABS

HOL-OPS-04 DynamicOps by VMware - Rapidly Deliver Private and Hybrid Clouds Across Multi-Vendor Environments

Technical Level: ■

This lab will demonstrate the ability to use DynamicOps Cloud Automation Center to rapidly deploy Private and Hybrid Clouds across complex multi-vendor environments. The lab will cover features of the DynamicOps Cloud Automation Suite including use cases from the perspective of both the end-user (consumer) and the administrators of the solution. The initial use cases are executed by end-users who need to request and manage their IT resources (simplifying the machine/VM provisioning) through an easy to use self-service portal. Additional use cases are executed by DynamicOps administrators who configure organizational governance policies, and are responsible for the ongoing lifecycle management of the cloud infrastructure resources including resource reclamation, capacity planning and chargeback. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-OPS-05 Explore VMware vCenter Operations Manager Enterprise New Features

Technical Level: ■

In this lab, you will use new features of VMware vCenter Operations Manager Enterprise edition for performance monitoring, troubleshooting, and optimization of VMware vSphere infrastructure. Hands-on activities will showcase key features in daily datacenter operations. The lab will explore the vCenter Operations Manager vSphere and custom user interfaces. In addition, you will learn how to incorporate VMware vCenter Configuration Manager. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-OPS-06 Manage the Financial Aspects of your IT Service Portfolio with the VMware IT Business Management Suite

Technical Level: ●

This lab will demonstrate the key features of VMware's IT Business Management Suite. You will learn how to simplify and automate the business and financial aspects of your entire IT Service Portfolio. You will utilize cost models and CIO dashboards to gain cost visibility and provide cost transparency; Utilize what-if scenarios to identify ways to optimize IT Service costs; and Produce a "Bill of IT" to report IT Service costs and consumption via showback and/or chargeback. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-OPS-07 VMware vCenter Orchestrator - "The Undiscovered Country"

Technical Level: ●

This lab introduces the little known yet powerful automation solution, VMware vCenter Orchestrator. You will play the role of an IT administrator that is responsible for delivering IT services to an ever growing cloud infrastructure. You will be exposed to the vCenter Orchestrator workflow development environment and configure and run several out of the box workflows. This lab is for IT professionals that are looking to automate repetitive tasks as well as learn how to integrate their cloud with third party systems. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-PRT-01 Automate IP Address Assignment and DNS Registration with Infoblox

Technical Level: ▲

One key challenge facing Cloud Administrators is the amount of time needed to obtain an IP address for a virtual machine. To deploy virtual machines, Cloud Administrators must request IP addresses from the Network Operations team, and then manually type it in-a tedious, error-prone, and time-consuming process. This Lab shows you how to automate IP Address assignment and DNS registration with Infoblox so that this critical process does not slow the deployment of your Cloud. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-PRT-02 Manage VMware vSphere and EMC Unified Storage Integration

Technical Level: ■

Gain hands-on experience integrating VMware vSphere with EMC Unified Storage. You will configure the VSI plug-in and Storage Viewer Component, view the Underlying Storage Details Of an EMC VNX Array and provision iSCSI and NFS Datastores From an EMC VNX Array. You will also fast Clone VMs on NFS Storage, configure advanced settings on the ESX server to enable and disable one VAAI Primitive, investigate VAAI offload for NFS storage and find new disk format options for virtual disks. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-PRT-03 Implement VMware Site Recovery Manager using the HP Virtual Storage Appliance (VSA)

Technical Level: ■

This lab will demonstrate how an HP Virtual Storage Appliance (VSA) can be utilized as a supported storage device with VMware Site Recovery Manager (SRM) without having to use a physical SAN. You will set up two separate vCenter Server environments with hosts, deploy a VSA to each environment and configure them to use local host storage that will be presented as iSCSI shared storage for use with SRM. You will then schedule remote copies between sites to replicate the data from one site to another. Finally, you will use SRM to configure protection groups, inventory mappings, SRAs and recovery plans. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-PRT-04 Deploy VMware vCloud Director with Cisco Nexus 1000V and VXLAN

Technical Level: ▲

Cisco Nexus 1000V interoperates with VMware vCloud Director, thus extending the benefits of rich Cisco NX-OS features, feature consistency and Cisco's non-disruptive operational model to enterprise private clouds and service provider hosted public clouds managed by VMware vCloud Director. This lab will guide you to leverage the Cisco Nexus 1000V switch to provide VLAN based isolation using port-group backed network pools. Check the program guide for Hands-on Labs hours. First come, first served.

Session Identifiers

APP Applications
EUC End-User Computing
INF Infrastructure

OPS Operations
PRT Partner

Technical Levels

● Business Solutions
■ Technical
▲ Advanced Technical

HANDS-ON LABS

HOL-PRT-05 Enable Tenant Backup and Recovery in vCloud Director with NetApp Snap Creator

Technical Level: ■

In this lab, you will assume the role of a consumer of a service provider's hosted environment where your mission-critical applications are running. In addition to the service provider's general hosting capabilities, they offer a premium service tier that includes the ability to manage the backup and recovery of hosted workloads. In this lab, you will plan, develop, and execute tenant-level backup and recovery operations on your hosted workloads in the cloud. This scenario is meant to enable tenants to successfully protect data in hosted cloud environment using vCloud Director and NetApp Snap Creator. Check the program guide for Hands-on Labs hours. First come, first served.

HOL-PRT-06 Security and Compliance in Virtualized Environments with TrendMicro

Technical Level: ■

Learn how Trend Micro solutions help secure virtual machines in a data center that is undergoing changes such as consolidation, new service delivery models or cloud computing. This hands-on scenario involves you in examining server and cloud protection software from Trend Micro that allows the virtual environment to become self-defending. Through the process, you will understand the exposure of different security modules (Anti-Malware, File Integrity Monitoring, Intrusion Detection and Prevention) through virtual security techniques provided by vShield Endpoint and VMware Security APIs. You will gain hands-on experience with building and applying security policy using VMware and Trend Micro's Deep Security. Check the program guide for Hands-on Labs hours. First come, first served.

Session Identifiers

APP Applications
EUC End-User Computing
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OPS Operations
PRT Partner

Technical Levels

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■ Technical
▲ Advanced Technical



VEEAM

for Virtualization Lovers

GOLD SPONSOR

Booth
G211

6.5 things to do at VMWORLD this year

1. LISTEN

"Veeam Backup & Replication: Tips and Tricks"

by *Anton Gostev* and *Doug Hazelman*:

Thursday, October 11th 10:30-11:30



2. LEARN

"Free products to do it all!" by *Rick Vanover*

Solution Exchange Theatre: Tuesday, October 9th, 11:10-11:40



3. GRAB

Free **t-shirts, caps, lanyards** and
Veeam ZIP **USB drives**



Get it **FREE**
for your VMs

4. WIN

Don't miss your chance to get a **Nikon photo camera** every day at booth **G211!**

Be sure to wear a Veeam cap and a lanyard with USB to win!



5. HANG OUT

with Veeam at the **Virtualization Lovers party!**

Tuesday, October 9th, 20.30 at **Shoko Club!**



6.5 NEW VERSION of Veeam Backup & Replication!

Veeam Backup Free Edition

To download your free copy, visit
www.veeam.com/free-backup





SOLUTIONS EXCHANGE

SOLUTIONS EXCHANGE - OVERVIEW

The Solutions Exchange, located in Hall 7, Lower Level, features hundreds of VMware partners showcasing the latest virtualization and cloud computing technologies, products, services and solutions.

Engage with a wealth of experts from the leading companies in the industry for an unparalleled hands-on experience of the newest tools and technologies in the marketplace. It's the ultimate destination at VMworld for exploring, networking and expanding your knowledge.

Tuesday	11:00 – 19:30
Wednesday	11:00 – 18:00
Thursday	10:30 – 16:00

New Resources in the Solutions Exchange

GLOBAL DIAMOND DEMO AREAS

Explore the Global Diamond demo areas brought to you by EMC and NetApp. Stop by for hands-on training or to meet with company experts:

- EMC in DD2
- NetApp in DD1

REFUELING LOUNGE

Booth 650

Feet hurting? Need a pick-me-up to get ready for your next session? Stop by the Refueling Lounge to find a coffee cart for some much needed caffeine sponsored by Symantec and a smoothie bar for a healthy option sponsored by VKernal.

CHARGING STATIONS

Running low on battery? Stop by a charging station to charge your phone or other small device.

Sponsored by

Quantum

Welcome Reception

Tuesday 17:30 – 19:30

Join us to kick off VMworld in the Solutions Exchange in Hall 7, Lower Level. Reconnect with old friends, make new ones and start off VMworld in the right spirit.

Thank you to HP for sponsoring the Welcome Reception.



Solutions Exchange Hall Crawl

Wednesday 16:00 – 18:00

Join us in celebrating the VMworld Hall Crawl. Visit the following Sponsors for a cold beverage.

Sponsor	Booth Number
BMC Software	B118
CSC	G310
EMC	D207
Hitachi Data Systems	P101
Mozy	B122
Riverbed Technology	B120
Savvis	G311
Symantec	P107
Tintri	B420
Varonis	E613
VMware	V108

New Innovator Pavilion

Discover the latest in virtualization trends; visit the New Innovator Pavilion in Hall 7, Lower Level, Booth N100. Companies with a virtualization product new to the market within the last two years will be on hand to demonstrate and discuss their current offerings.

Best of VMworld Awards 2012

Breakout Room C2

Tuesday 11:00 – 12:00

Find out who will win Best of VMworld 2012 at the official awards ceremony held in the Solutions Exchange theater, hosted and judged by SearchVirtualDataCentre.co.uk

Categories include:

- Best virtualization and server consolidation project
- Best virtualization for disaster recovery project
- Best remote-office/home-office deployment project
- Best private cloud project
- Best desktop virtualization project
- Also, one Best of Show winner will be chosen based on the winning entries for the categories above

Solutions Exchange Theater Presentations

Visit the Solutions Exchange Theaters to hear presentations from VMware partners showcasing their solutions, services and unique capabilities.

At the end of each presentation, an iPod will be awarded to one lucky person. The winner, must be present in order to receive their prize.

SOLUTIONS EXCHANGE - THEATER PRESENTATIONS

Visit the Solutions Exchange Theater located in Hall 7, Lower Level, to hear presentations from VMware partners showcasing their solutions, services and unique capabilities.

At the end of each presentation, an iPod will be awarded to one lucky person. Must be present to win.

TUESDAY

11:10 - 11:40

Veeam Software Limited **Free Products to Do It All!**

Speaker(s): Rick Vanover (vExpert, MCITP, VCP)
Product Strategy Specialist,
Veeam Software Limited

11:50 - 12:20

Citrix Systems **Citrix. Work Better. Live Better.**

Speaker(s): Paul Murray, Senior System Engineer,
Citrix Systems

12:30 - 13:00

F5 Networks **Enhancing the User Experience** **for Multi-Pod VMware View** **Deployments**

Speaker(s): Marc Chisinevski,
Principal Solution Engineer,
F5 Networks

13:10 - 13:40

Whiptail **SSD Array Tier 0 Solutions -** **Removing the Storage Bottleneck** **for VDI and Server Virtualization**

Speaker(s): Darren Williams,
EMEA & APAC SE Director, Whiptail

13:50 - 14:20

CSC **Strategies for Creating Tomorrow's** **Workplace, Today**

Speaker(s): Stuart Downes, Global Portfolio
Executive, Desktop Services, CSC

14:30 - 15:00

Juniper Networks **Virtual-Mentality Makeover:** **VM 1.0 to VM 2.0**

Speaker(s): Johnnie Konstantas,
Product Marketing Director,
Juniper Networks

15:10 - 15:40

Bitdefender **Where Are We Going with** **Virtualization? We Need** **New Security**

Speaker(s): Bo Skeel, Sales Director, Europe,
Bitdefender

15:50 - 16:20

Brocade **Deploying Large-Scale Virtual** **End-User Computing Across Data** **Centers with Business Continuity and** **Continuous End-to-End Monitoring**

Speaker(s): Jonathon Hudson,
Global Solutions Architect,
Brocade

16:30 - 17:00

Bull SAS **EMC VSPEX Powered by Bull:** **Converged Infrastructures for** **Business Critical Computing**

Speaker(s): Edwin Brok, EMEA Business
Development Manager
Storage & Virtualization,
Bull SAS

17:10 - 17:40

Colt **vCloud, Ready for ChannelPartners** **and Customers. What AreYou** **WaitingFor?**

Speaker(s): Gary Moore, Director
Distribution Channel, Colt

17:50 - 18:20

Teremark **Executing Enterprise Clouds Speaker**

Speaker(s): Andy Ward, Executing Enterprise
Clouds Speaker, Teremark

18:30 - 19:00

Appsense **Deliver the Data Access and** **Applications Users Need, Across Any** **Device, Without Compromising Your** **Existing Infrastructure**

Speaker(s): Daniel O'Connor, Product Manager,
Gary McAllister,
Senior Pre-Sales Consultant,
Appsense

SOLUTIONS EXCHANGE - THEATER PRESENTATIONS

WEDNESDAY

11:20 - 11:50

Arista Networks Seamless Capacity Scaling with VXLANs

Speaker(s): Andre Pech, Manager
Software Engineering,
Arista Networks

12:00 - 12:30

Violin Memory Virtualize at the Speed of Memory with Violin Memory

Speaker(s): Vinay Gaonkar, Director of
Product Management,
Violin Memory

12:40 - 13:10

Xsigo How a Software Defined Infrastructure Simplifies Management and Boosts VM Performance

Speaker(s): Chris Brandon, EMEA
Technical Director, Xsigo

13:20 - 13:50

Kaspersky Lab Securing Your Virtual Environment - Now and into the Future

Speaker(s): Mark Birmingham,
Senior Marketing Manager
Kaspersky Lab

14:00 - 14:30

Mitel Unified Communications & Collaboration - Virtualized Voice in the Data Center and the Desktop

Speaker(s): Stephen Beamish, Vice President
Business Development, Mitel

14:40 - 15:10

Advanced Micro Devices, Inc. (AMD) NUMA Performance Considerations in VMware vSphere

Speaker(s): Cyril Laurie, AMD EMEA Technical
Advisor, AMD Field Applications
Engineering, Advanced Micro
Devices, Inc. (AMD)

15:20 - 15:50

Nutanix Software Defined Storage - the SAN-Free Way

Speaker(s): Alan Campbell,
Territory Manager EMEA,
Nutanix

16:00 - 16:30

Teradici Corporation What's New with PCoIP Solutions and VDI Clients

Speaker(s): Olivier Favre, Director of
Product Management,
Teradici Corporation

16:40 - 17:10

SafeNet Enforce Confidentiality of Data in Virtual Machines in Hybrid Clouds

Speaker(s): Rami Shalom, VP Data
Encryption & Control,
SafeNet

17:20 - 17:50

SanDisk Corporations Architecture Choices in Server-Tier Cache

Speaker(s): Peter Crosby,
Product Manager,
SanDisk Corporations

SOLUTIONS EXCHANGE - THEATER PRESENTATIONS

THURSDAY

10:50 - 11:20

Fusion-io

ION Data Accelerator - Fusion-io's Software Defined Storage

Speaker(s): Niall MacLeod,
Technical Marketing Director,
EMEA, Fusion-io

11:30 - 12:00

Quantum

Existing Enterprise Data Protection in the Cloud is Limited

Speaker(s): Speaker: Stéphane Estevez
Sr. Product Marketing Manager
EMEA & APAC, Quantum

12:10 - 12:40

CloudFounders

CloudFrames, Much More Than Cloud

Speaker(s): Joost Metten,
CEO CloudFounders

14:10 - 14:40

Savvis

Easy Cloud. Why is Cloud Not Easy?

Speaker(s): Andrew McCreath, Director,
Savvis Cloud Solutions, EMEA,
Savvis

14:50 - 15:20

Acronis

Manage and Control Your BYOD Policies and Secure Your Enterprise Infrastructure with Acronis

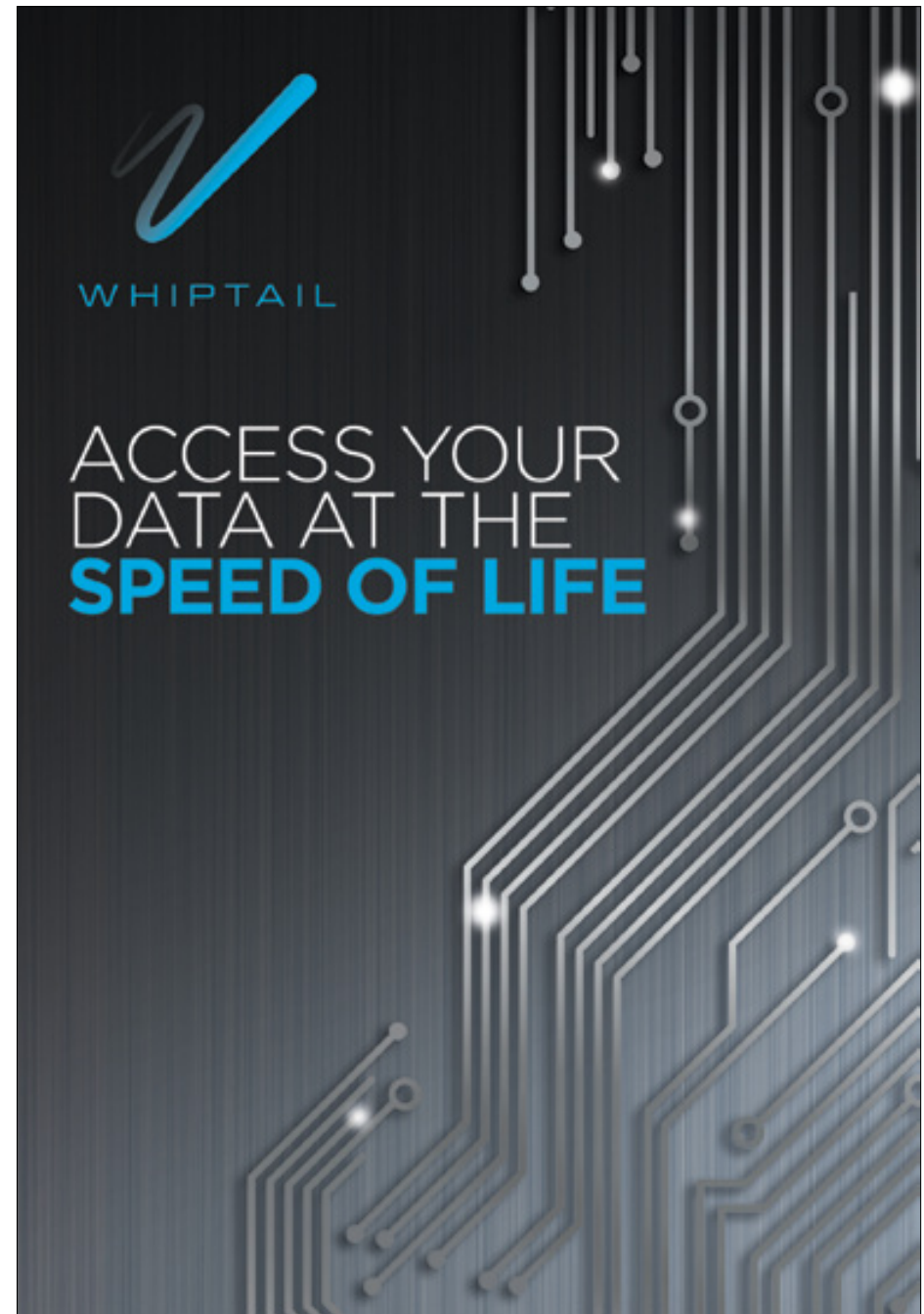
Speaker(s): Rene-Francois Mennecier,
Sales Engineering Manager,
Acronis France, Acronis

15:30 - 16:00

OVH

Why go Through a Web Hosting Company for Your Cloud? OVh's Vision of the Cloud

Speaker(s): François Loiseau,
System Engineer, OVH





SOLUTIONS EXCHANGE - SPONSORS AND EXHIBITORS

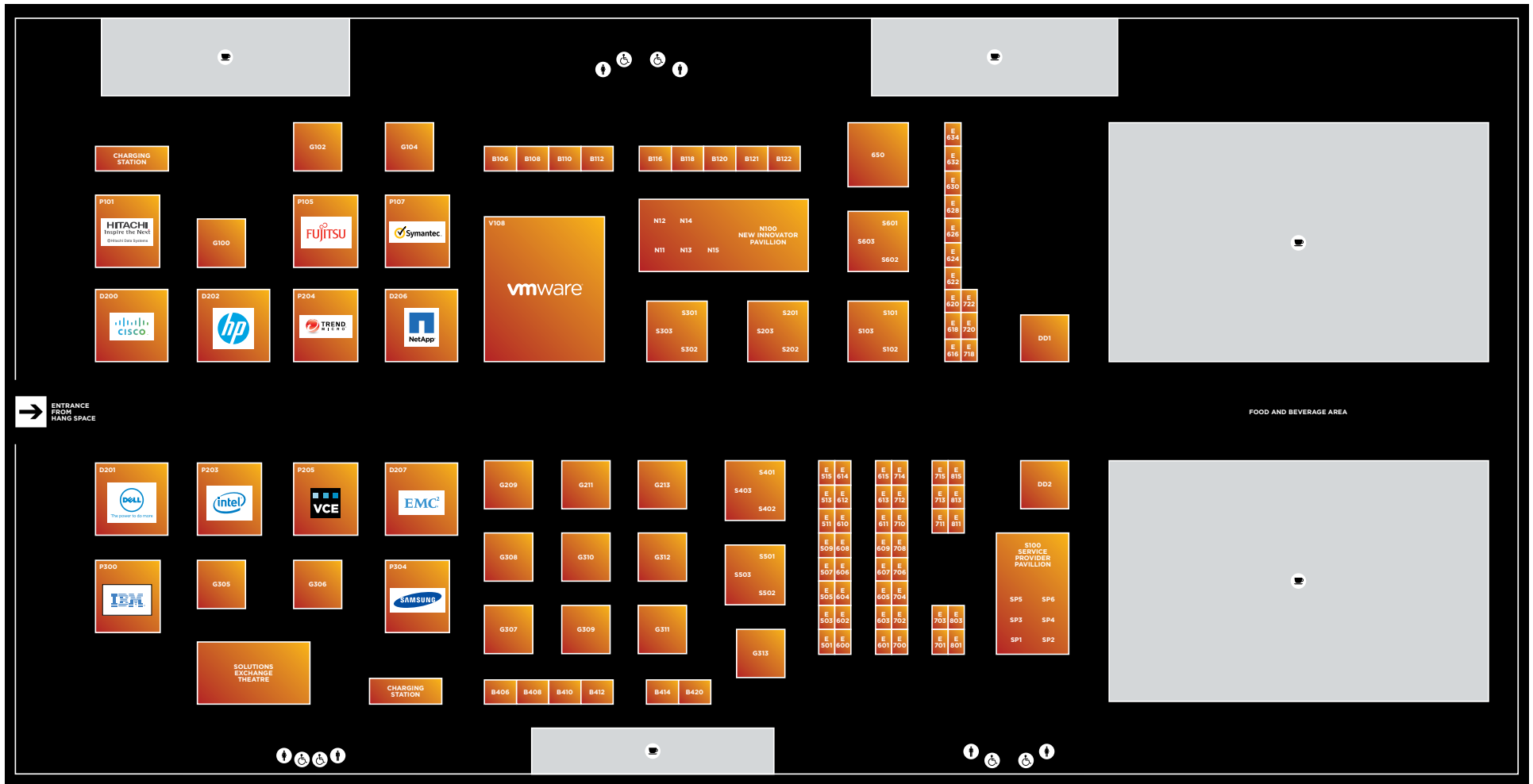
6fusion	E701	Fluid Operations	E620	Quest Software	B112
A10 Networks Ltd	E711	Fujitsu	P105	Radware Ltd.	E712
Abiquo	N100	Fusion-io	G213	Redstone	SP800
Acronis	S303	Green Bytes	B410	Red Hat	E507
Adaptec by PMC	E600	Hitachi Data Systems	P101	Riverbed Technology	B120
ADTRAN	E610	HP	D202	SafeNet	S102
Advanced Micro Devices, Inc. ("AMD")	G312	IBM	P300	Samsung Electronics	P304
AppSense	S101	IGEL Technology	B408	SanDisk Corporation	S502
Arista Networks	S401	iland Europe Ltd.	E815	Savvis	G311
Arkeia Software	E622	Infoblox, Inc.	E615	Seagate Technology	E608
Arrow ECS	G309	Intel	P203	SevOne	E606
Atlantis Computing	E601	Juniper Networks	G104	SMS Passcode	E505
Avere Systems	E714	Kaspersky Lab	S302	STEC Inc.	E713
Basefarm	SP800	Kingston Technology	E628	StorMagic	E630
Bitbrains IT Services	SP800	KPN	SP800	Stratus Technologies	E811
Bitdefender	S301	Kroll Ontrack Iberia SLU	E612	Stromasys	E718
BMC Software	B118	Lakeside Software	E515	SUSE	E607
Brocade	G308	Lenovo	B121	Symantec	P107
Bull SAS	G307	Liquidware Labs	E720	T-Systems	B110
Capgemini	Meeting Room 33	Login VSI	N100	TechTarget	E602
Check Point Software Technologies, Inc.	E710	LogRhythm	N100	Teradici Corporation	G306
CiRBA	E513	ManagelQ	S602	Terremark	S503
Cisco	D200	Mitel	S203	Thycotic Software	E614
Citrix Systems	S201	Mozy	B122	Tintri	B420
Claranet	SP800	Net Optics, Inc.	E509	Trend Micro	P204
CloudFounders	S603	NetApp	D206	triCerat, Inc.	E700
Colt	S202	Neverfail Group, Ltd.	E604	UniPrint	E715
Commensus	SP800	Nimble Storage	E616	Uniserver Cloud Infrastructure	SP800
CommVault	G209	Nimbus Data Systems	B412	Varonis	E613
Cortado	E624	Nutanix	S501	VCE	P205
CSC	G310	OCZ Technology	B414	Veeam Software Limited	G211
DataCore Software	E634	OVH	G102	Violin Memory	S103
Dell	D201	PHD Virtual	E603	Virident	E605
Desktone	E609	Pivot3	B116	Vision Solutions	B108
Dot Hill Systems	E703	Plus Server AG	SP800	VKernel	B406
Eaton Industries	E626	Praim	E722	VM Turbo	B106
eG Innovations	E503	Protected-Networks.com	N100	VMUG	G313
Embotics Corporation	E632	Pure Storage	N100	VMware	V108
EMC	D207	Qlogic Corporation	E611	WhipTail	G305
F5 Networks	G100	QNAP Systems	E618	Xsigo	S403
Flexera Software	E501	Quantum	S402	Zerto	E511



SOLUTIONS EXCHANGE - EXHIBITORS MAP

Hall 7, Solutions Exchange

- Refreshments
- Toilets
- Charging Stations
- Disabled Toilets



SOLUTIONS EXCHANGE

EVENT SPONSOR

**BOOTH V108**
www.vmware.com

VMware is the leader in virtualization and cloud infrastructure solutions that enable businesses to thrive in the Cloud Era. Customers rely on VMware to help them transform the way they build, deliver and consume Information Technology resources in a manner that is evolutionary and based on their specific needs. With 2010 revenues of \$2.9 billion, VMware has more than 300,000 customers and 25,000 partners. The company is headquartered in Silicon Valley with offices throughout the world and can be found online at vmware.com

GLOBAL DIAMOND

**BOOTH D200**
www.cisco.com

Cisco's true value isn't just in what we make—it's in what we make possible. Cisco provides the network, and the network is the platform on which innovation is built. Our customers rely on the power of the intelligent network to be competitive, deliver better services, and create new possibilities. Our collective strengths—commitment to customer success, the breadth and depth of our intelligent network, and our talented people—enable us to solve your most important business challenges. Together, we're changing the way the world works, lives, plays, and learns. Learn more at www.cisco.com/go/vmware



The power to do more

BOOTH D201
www.dell.com

Dell has played a critical role in transforming computing, enabling more affordable and pervasive access to technology. Today, the computer industry is at a point that will redefine the types of products and services customers demand from technology providers, including greater mobility, virtualization, cloud computing and data capacity and access. Dell is addressing industry change, listening to customers and using insight to create innovative technology solutions that help them succeed. At Dell, technology has always been about enabling human potential. The company is focused on delivering technology that works harder for its customers and is more accessible to people and organizations.

**BOOTH D207**
www.emc.com

As the industry's #1 choice for VMware environments, EMC provides innovative products and services enabling businesses and service providers to transform their operations and deliver IT-as-a-Service.

Fundamental to this transformation is virtualization and cloud computing, delivering maximum IT efficiency and flexibility. Our customers benefit from our strong commitment to VMware and the powerful solutions that simplify management, improve data protection, and increase performance while providing security of the IT environment. By helping IT to store, manage, protect and analyze their most valuable asset—information—in a more agile, trusted and cost-efficient way, customers gain efficiencies which offer breakthrough business value.

**BOOTH D202**
www.hp.com

As a world-leading information technology company, HP applies new thinking and ideas to create more simple, valuable and trusted experiences with technology. Our focus is to continuously improve the way our customers live and work through technology products and services, from the individual consumer to the largest enterprise. More information can be found at www.hp.com

**BOOTH D206**
www.netapp.com

NetApp creates innovative storage and data management solutions that accelerate business breakthroughs and deliver outstanding cost efficiency. Our dedication to principles of simplicity, innovation, and customer success has made us one of the fastest-growing storage and data management providers today. Customers choose us for our "go beyond" approach and broad portfolio of solutions for server-to-storage virtualization, business applications, data protection, and more. Our solutions provide nonstop availability of critical business data and simplify business processes so you can deploy new capabilities with confidence and get to revenue faster than ever before.

SOLUTIONS EXCHANGE

PLATINUM



MEETING ROOM 33
www.capgemini.com

Capgemini Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. Capgemini's Infrastructure Services offering comprises a comprehensive portfolio of services delivered using its RightCloud framework that maps across all aspects of IT infrastructure, with a special focus on bundling Service Management, Service Integration and Service Aggregation capabilities to provide effective Service Orchestration. The result is an infrastructure solution that is efficient, scalable and secure, that strikes a balance between flexibility and cost, while facilitating innovation and future business planning.



BOOTH P105
www.fujitsu.com

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Over 170,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.5 trillion yen (US\$54 billion) for the fiscal year ended March 31, 2012. For more information, please see <http://www.fujitsu.com>



BOOTH P101
www.hds.com

Hitachi Data Systems helps organizations transform raw data into valuable information by making it more accessible and manageable. Our vision is that IT must be virtualized, automated, cloud-ready and sustainable. Hitachi Data Systems provides best-in-class information technologies, services and solutions that deliver compelling customer ROI, unmatched return on assets and demonstrable business impact. As the leader in storage virtualization, only Hitachi Data Systems offers a common, virtualized platform for all data and information. www.hds.com



BOOTH P300
www.ibm.com

IBM provides deep virtualization expertise and an integrated portfolio of solutions to enable and support business and IT virtualization objectives. IBM approaches transformation from a holistic perspective with smarter systems, software, and services, enabling virtualization not only at the platform level, but also across operating systems and middleware. IBM uses a consultative approach, leveraging experience from thousands of engagements, to help you define and execute transformation. We do this with platforms tuned to better support virtualized environments that enable greater virtual system density as well as higher performance to further optimize your business and achieve smarter computing.



BOOTH P203
www.intel.com

Intel (NASDAQ: INTC), the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Whether it's Intel® Xeon® processors, or new Intel® Core™ vPro processors, Intel is driving cloud computing solutions that will enhance business efficiency, IT flexibility, and security.



BOOTH P304
www.samsung.com

Samsung provides high-technology mobile devices and mobility solutions that will help you to enhance your business productivity. Samsung Enterprise Mobility will empower your mobile workforce and lead your company to grow in a rapidly changing environment.



BOOTH P107
www.symantec.com

Symantec protects the world's information, and is the global leader in security, backup and availability solutions. Our innovative products and services protect people and information in any environment – from the smallest mobile device, to the enterprise data center, to cloud-based systems. Our industry-leading expertise in protecting data, identities and interactions gives our customers confidence in a connected world. More information is available at www.symantec.com or by connecting with Symantec at: go.symantec.com/socialmedia



BOOTH B110
www.t-systemsus.com

T-Systems is Deutsche Telekom's corporate customer arm. Using a global infrastructure of data centers and networks, T-Systems operates information and communication technology (ICT) systems for multinational corporations and public sector institutions. With offices in over 20 countries and global delivery capabilities, T-Systems serves companies in all industries – from the automotive industry to telecommunications, the financial sector, retail, services, media, energy and the manufacturing industry all the way to government agencies and the healthcare sector. Approximately 47,600 employees worldwide use their industry expertise and ICT know-how to provide top-quality service. T-Systems generated revenue of around EUR 9.2 billion in the 2011 financial year.



BOOTH P204
www.trendmicro.com

Trend Micro Incorporated, a global cloud security leader, creates a world safe for exchanging digital information with Internet content security and threat management solutions for businesses and consumers. A pioneer in server, we deliver top-ranked client, server and cloud-based security that fits our customers' and partners' needs, stops new threats faster, and protects data in physical, virtualized and cloud environments. Powered by the Trend Micro™ Smart Protection Network™ infrastructure, our industry-leading cloud-computing security technology, products and services stop threats where they emerge, on the Internet, and are supported by 1,000+ threat intelligence experts around the globe.



BOOTH P205
www.vce.com

VCE, accelerates the adoption of converged infrastructure and cloud-based computing models that dramatically reduce the cost of IT while improving time to market for our customers. VCE, through the Vblock platform, delivers the industry's only fully integrated and fully virtualized cloud infrastructure system. VCE solutions are available through an extensive partner network, and cover horizontal applications, vertical industry offerings, and application development environments, allowing customers to focus on business innovation instead of integrating, validating and managing IT infrastructure.

SOLUTIONS EXCHANGE

GOLD

**BOOTH G312**
www.amd.com

AMD's innovation has made it a leader in enterprise solutions for virtualized data centers. By integrating key virtualization features for performance and efficiency directly into silicon, AMD Opteron™-based platforms deliver unprecedented value and scalability for virtualization, enabling one of the lowest costs per VM in the industry.

**BOOTH G309**
www.arrowecs.eu

Arrow ECS, a business segment of Arrow Electronics Inc., provides enterprise and midrange computing products, services and solutions to value-added resellers, system integrators, and independent software vendors. Based in Englewood, Colo., and with offices in 29 countries, Arrow connects its customers to the world's foremost technology suppliers. Arrow ECS reported \$6.5 billion in global enterprise computing solution sales in 2011. As leading distributor of VMware, Arrow has the relationship, expertise and knowledge to support the development of your VMware business.

**BOOTH G308**
www.brocade.com

Brocade® fabric networking solutions help the world's leading organizations transition smoothly to a world where applications and information reside anywhere. This vision is realized through the Brocade One™ strategy, which is designed to deliver key business benefits such as unmatched simplicity, non-stop networking, application optimization, and investment protection. Innovative Ethernet and storage networking solutions for data center, campus, and service provider networks help reduce complexity and cost while enabling virtualization and cloud computing to increase business agility.

**BOOTH G307**
www.bull.com

Bull is an Information Technology company, dedicated to helping Corporations and Public Sector organizations optimize the architecture, operations and the financial return of their Information Systems and their mission-critical related business processes.

Bull focuses on open and secure systems, and as such is the only European-based company offering expertise in all the key elements of the IT value chain.

**BOOTH G209**
www.commvault.com

As a recognized leader in data and information management solutions for virtual server environments, CommVault is developing innovative software solutions that transcend traditional backup to protect, manage and access data while accelerating the transition to cloud infrastructures. CommVault Simpana is a single software platform with deep application integration and broad compatibility with virtual infrastructure and storage tiers across the enterprise – from data centers to the edge and in the cloud. As a result of our Solving Forward® vision, CommVault customers can slash the cost of protecting, managing, analyzing and recovering virtual machine and application data by up to 50 percent.

**BOOTH G310**
www.csc.com

CSC is a leading global information technology (IT) services company. The company's broad portfolio of technology-enabled solutions is designed to help clients around the world meet complex business challenges. Headquartered in Falls Church, VA, CSC has approximately 98,000 employees and reported revenue of \$15.9 billion for the 12 months ended March 30, 2012.

**BOOTH G100**
www.f5.com

F5 Networks is the global leader in Application Delivery Networking (ADN), focused on ensuring the secure, reliable, and fast delivery of applications. F5's flexible architectural framework enables community-driven innovation that helps organizations enhance IT agility and dynamically deliver services that generate true business value. F5's vision of unified application and data delivery offers customers an unprecedented level of choice in how they deploy ADN solutions. It redefines the management of application, server, storage, and network resources, streamlining application delivery and reducing costs. Global enterprise organizations, service and cloud providers trust F5 to keep their business moving forward.

**BOOTH G213**
www.fusionio.com

Fusion-io is a pioneer of a new storage memory platform that significantly improves the processing capabilities within a data center by moving active data closer to the CPU where it is processed. Called shared data decentralization, this significantly reduces latency while increasing efficiency. Fusion's integrated hardware and software solutions leverage non-volatile memory for enterprise-grade performance, reliability, availability and manageability.

SOLUTIONS EXCHANGE

GOLD



BOOTH G104
www.juniper.net

Juniper Networks is in the business of network innovation. From devices to data centers, from consumers to cloud providers, Juniper Networks delivers the software, silicon and systems that transform the experience and economics of networking. Additional information can be found at Juniper Networks (www.juniper.net) or connect with Juniper on Twitter and Facebook.



BOOTH G102
www.ovh.com

OVH.com, Europe's leading webhosting company, has been a Cloud Computing player since 2010 with a powerful virtualization infrastructure based on VMware recommendations. OVH.com's main characteristic is its complete control over the webhosting production chain (server design/assembly, datacentre construction/maintenance and its own worldwide 2 Tbps optical-fibre network). Its Cloud solutions are 100% available and adjustable in a matter of minutes. Furthermore, they are offered with simple and transparent tariffs. OVH.com received the 2012 EMEA VMware Service Provider award.



BOOTH G311
www.savvis.co.uk

Savvis, a CenturyLink company, is a global leader in cloud infrastructure and hosted IT solutions for enterprises. Nearly 2,500 unique clients, including more than 30 of the top 100 companies in the Fortune 500, use Savvis to reduce capital expense, improve service levels and harness the latest advances in cloud computing.



BOOTH G306
www.teradici.com

Teradici is the developer of the innovative PCoIP® protocol that delivers a rich virtual desktop experience from office workers to power users over LAN and WAN. Available in every seat of VMware View and 50+ zero clients solutions from OEMs such as Wyse, Cisco, Dell, LG, Samsung, the PCoIP protocol is regarded as the best user experience coupled with the most efficient use of the network resources, setting a new standard for user experience and performance in the virtual workspace.



BOOTH G211
www.veeam.com

Veeam® Software, an Elite VMware Technology partner, is a global leader in developing solutions for data protection and virtualization management. Customer requirements drive our innovative solutions, which focus on increasing efficiency, reducing costs, and mitigating risk. Visit our booth to see why Veeam Backup & Replication™ has won the Best New Technology award at VMworld the past two years! And take a look at our award-winning monitoring and reporting solutions: Veeam ONE™, Veeam Management Pack™, and Veeam Smart Plug-in™.



BOOTH G305
www.whiptail.com

WHIPTAIL, the leader in 100 percent silicon-based flash storage arrays, enables companies to improve application performance, lower power usage and reduce CAPEX and OPEX. Installed worldwide, WHIPTAIL's silicon arrays enable databases, virtualized and online environments to process more data in significantly less times.

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SOLUTIONS EXCHANGE

SILVER

**BOOTH S303**
www.acronis.com

Acronis is a leading provider of easy-to-use disaster recovery and data protection solutions across physical, virtual and cloud environments. Acronis solutions help organizations simplify and automate backup and disaster recovery processes, including the ability to manage geographically distributed PCs, laptops, workstations, and servers. With Acronis' disaster recovery, deployment and migration software, users protect their digital information, maintain business continuity and reduce downtime. Acronis software is sold in more than 90 countries and is available in up to 14 languages.

**BOOTH S101**
www.appsense.com

AppSense, the people-centric computing company, is a global software provider of user virtualization solutions that transform organizations into productive mobile workforces securely governed by IT. AppSense reduces IT complexity and enables enterprise consumerization with independent management of the user experience across all mobile devices and desktops. User virtualization improves the deployment, management and migration of multi-platform desktop and mobile environments.

**BOOTH S401**
www.aristanetworks.com

Arista Networks was founded to deliver Cloud Networking Solutions for large data center and computing environments. Arista's award-winning best-of-breed 10 Gigabit Ethernet switches redefine scalability, robustness, and price-performance. At the core of Arista's platform is the Extensible Operating System (EOS), ground-breaking and award-winning software architecture. Arista Networks markets its products worldwide through distribution partners, systems integrators and resellers.

**BOOTH S301**
www.bitdefender.com

Bitdefender is a global security technology company that delivers solutions in more than 200 countries through a network of value-added alliances, distributors and reseller partners. Since 2001, Bitdefender has consistently produced award-winning business and consumer security technology, and is a leading security provider in virtualization and cloud technologies. Through R&D, alliances and partnership teams, Bitdefender has elevated the highest standards of security.

**BOOTH S201**
www.citrix.com

Citrix Systems, Inc. (NASDAQ:CTXS) transforms how businesses and IT work and people collaborate in the cloud era. With leading cloud, collaboration, networking and virtualization technologies, Citrix powers mobile workstyles and cloud services, making complex enterprise IT simpler. Citrix products touch 75 % of Internet users each day and it partners with more than 10,000 companies in 100 countries. Annual revenue in 2011 was \$2.21 billion.

**BOOTH S603**
www.cloudfounders.com

CloudFounders launches the private cloud software solution CloudFrames. It includes more technology features with a simpler setup at a more cost effective price point. Highlights are the integrated storage SAN, unlimited snapshotting, cloning, multi hypervisor support, P2V and integrated replication.

**BOOTH S202**
www.colt.net

Colt is the information delivery platform for Europe, enabling its customers to deliver, share, process and store their business information securely. A leader in delivering integrated computing and network services to major organisations, midsized businesses and wholesale customers, Colt operates a 22-country, 43,000km network that includes metropolitan area networks in 39 major European cities with fibre connections into 18,000 buildings and 20 Colt data centres. www.colt.net.

**BOOTH S302**
www.kaspersky.com

Kaspersky Lab is the world's largest privately held vendor of endpoint protection solutions. The company is ranked among the world's top four vendors of security solutions for endpoint users. Throughout its 15-year history Kaspersky Lab has remained an innovator in IT security and provides effective digital security solutions for consumers, SMBs and Enterprises. The company currently operates in almost 200 countries across the globe, providing protection for over 300 million users worldwide.

SOLUTIONS EXCHANGE

SILVER

**BOOTH S203**
www.mitel.com

Mitel is a global provider of business communications & collaboration software and services. Mitel's Freedom architecture provides the flexibility and simplicity organizations need to support today's work environment. Through a single cloud-ready software stream, Mitel delivers a powerful suite of advanced communications and collaboration capabilities that provides freedom; extends the "in-office" experience anywhere, on any device; and offers choice of commercial options to fit business needs.

**BOOTH S501**
www.nutanix.com

Nutanix offers a SAN-Free scale-out datacenter solution inspired by Google, Amazon and Facebook distributed infrastructure designs, converging storage and compute into one. By using server-attached Fusion-io flash and high capacity SATA drives, Nutanix delivers a turnkey platform for End User Computing, Private Cloud and Big Data workloads, freeing up valuable rack-space while significantly reducing energy and cooling costs.

**BOOTH S402**
www.quantum.com

Quantum is a proven global expert in data protection and big data management, providing specialized storage solutions for physical, virtual and cloud environments. With Quantum, customers can Be Certain they're able to adapt in a changing world – keeping more data longer, bridging from today to tomorrow, and reducing costs. See how at www.quantum.com/BeCertain.

**BOOTH S102**
www.safenet-inc.com

For over 25 years, Fortune 500 global corporations and government agencies have turned to SafeNet, a global leader of data protection to secure and protect their most valuable data and intellectual property. With the migration of sensitive data to mobile, virtual and cloud environments, it has become increasingly difficult for organizations to ensure the complete protection and control of their data. SafeNet's comprehensive, flexible and integrated solutions help organizations address the most complex data protection challenges and meet compliance requirements.

**BOOTH S502**
www.sandisk.com/flashesoft-connect

Discover SanDisk® enterprise software and hardware solutions for VMware® platforms. FlashSoft® software enables server-side solid-state technology to eliminate I/O latency in VMware environments with a cost-effective solution that supports existing storage, flash, and server investments. Lightning® Enterprise SAS SSDs and PCIe SSAs provide the industry's widest array of flexible cloud and data center system design solutions.

**BOOTH S503**
www.terremark.com

A subsidiary of Verizon Communications Inc. (NYSE, NASDAQ:VZ), Terremark sets the standard for IT deployments with advanced infrastructure and managed service offerings that deliver the scale, security, and reliability necessary to meet the demanding requirements of enterprises and governments around the world. With a global network of data centers and a comprehensive portfolio of secure solutions, Terremark is helping enterprise and government executives realize the power and promise of the cloud today.

**BOOTH S103**
www.vmem.com

Violin Memory is the ultimate solution for the company who is looking to accelerate their business critical applications and virtualize their Data Center storage with a scalable flash memory array that delivers unprecedented sustainability and spike-free latency at price points challenging HDD performance storage.

**BOOTH S403**
www.xsigo.com

Xsigo Systems provides hardware and software that enables IT organizations to build an open, scalable data center fabric delivering throughput up to 56Gbps. Xsigo solutions virtualize and control the connectivity between any server, storage, and networking resource in the data center, while significantly reducing infrastructure costs and management complexity.

SOLUTIONS EXCHANGE

BRONZE

BMC Software

BOOTH B118
www.bmc.com

Business runs better when IT runs at its best. That's why more than 20,000 IT organizations in over 120 countries rely on BMC Software to manage their business services and applications across distributed, mainframe, virtual and cloud environments. With the leading Business Service Management platform, Cloud Management, and the industry's broadest choice of IT management solutions, BMC helps customers cut costs, reduce risk and achieve business objectives.

Green Bytes

BOOTH B410
www.getgreenbytes.com

GreenBytes is a provider of cloud-scale IO-Offload solutions that enable organizations to reliably and cost-effectively meet VDI performance requirements using their existing architecture. Designed for high-availability, high-intensity virtualization environments, GreenBytes solutions are purpose-built to enable rapid and affordable virtualization adoption.

IGEL Technology

BOOTH B408
www.igel.com

IGEL Technology's thin client hardware and software solutions help organizations improve the performance, security, and agility of VDI systems. At VMworld 2012, IGEL will showcase its line of VMware Ready thin clients and powerful management software.

Lenovo

BOOTH B121
www.lenovo.com

Lenovo is one of the world's largest makers of personal computers and makes the world's most innovative PCs, including ThinkPad® notebook, products carrying the ThinkCentre®, ThinkStation®, ThinkServer®, IdeaCentre® and IdeaPad® sub-brands. Lenovo resells VXL Thin Clients and VXL is Lenovo's preferred thin client partner.

ManageIQ

BOOTH S602
www.manageiq.com

ManageIQ is a leading provider of enterprise cloud management and automation solutions that enable organizations to deploy, manage and optimize private clouds, virtualized infrastructures and virtual desktops. Our solutions, built on a common Adaptive Management Platform™, deliver unified monitoring, management and automation through a single pane of glass across enterprise.

Mozy

BOOTH B122
www.mozy.com

Mozy is the world's most trusted provider of data protection and availability for consumers and businesses, with more than three million customers, including 80,000 business customers and more than 90 petabytes of information stored at its multiple data centers around the globe. Mozy was acquired by EMC Corporation in 2007.

Nimbus Data Systems

BOOTH B412
www.nimbusdata.com

Nimbus develops award-winning all-flash® systems, the most intelligent, efficient and fault-tolerant solid state storage platform engineered for virtualization, databases, HPC, and next-generation cloud infrastructure. Combining low-latency flash memory hardware, comprehensive data management and protection software, and highly-scalable multiprotocol storage features to deliver dramatically greater performance at a significantly lower cost.

OCZ Technology

BOOTH B414
www.oczenterprise.com

OCZ is a global leader in the design, manufacturing, and distribution of high-performance solid-state storage solutions and premium computer components. OCZ offers the industry's widest range of SSDs in a variety of form factors and interfaces to address HDD replacement, SAN acceleration, server and storage virtualization, cloud computing, and virtual desktop infrastructure (VDI) opportunities.

Pivot3

BOOTH B116
www.pivot3.com

Pivot3 centralizes management of storage, server and network resources in a converged vSTAC appliance that is ideally suited for Mobile Secure Desktop infrastructure. Configuration, installation and scaling are simple and intuitive. Go from 0 to VDI in under an hour with the P Cubed 100 desktop starter appliance.

Quest Software

BOOTH B112
www.quest.com

Quest Software enables nearly 100,000 worldwide customers to resolve their IT challenges across physical, virtual and application environments. Our data protection solutions simplify backup and recovery with integrated, easy-to-use products that scale from small organizations to large enterprises. Our monitoring solutions maximize performance and availability for critical applications and databases with products that are robust, scalable and integrated.

Riverbed Technology

BOOTH B120
www.riverbed.com

Riverbed delivers performance for the globally connected enterprise. Initiatives including virtualization, consolidation, cloud computing, and disaster recovery can be implemented without compromising performance. By giving enterprises the platform they need to understand, optimize, and consolidate their IT, Riverbed helps organizations build the IT architecture that aligns with their business needs.

Tintri

BOOTH B420
www.tintri.com

Tintri is reinventing storage for the virtual enterprise with simplified, intelligent storage that transforms datacenter economics. Designed from the ground up for virtualization, Tintri's VM-aware storage appliance delivers agility, intuitive management and assured performance for virtual environments. Tintri is based in Mountain View, CA with global sales offices.

SOLUTIONS EXCHANGE

BRONZE

Vision Solutions

BOOTH B108
www.visionsolutions.com

Double-Take Availability, from Vision Solutions, provides comprehensive HA and DR protection for your VMware environments. Using real-time, byte-level replication, Double-Take provides robust fault tolerance and enables immediate, automated recovery at the application, server and VMware Host levels.

VKernel

BOOTH B406
www.vkernel.com

VKernel, a division of Quest Software, is the number one provider of virtualization management products for virtualized data centers and cloud environments. The company's powerful, easy-to-use products simplify the complex and critical tasks of planning, monitoring and predicting capacity utilization and bottlenecks. VKernel helps organizations maximize capacity utilization, reduce virtualization costs and improve application performance.

VM Turbo

BOOTH B106
www.vmturbo.com

VMTurbo delivers an Intelligent Workload Management solution for cloud and enterprise virtualization environments. VMTurbo uses an economic scheduling engine to dynamically adjust resource allocation to meet workload service levels and business goals. With VMTurbo, our customers ensure that applications get the resources they need to operate reliably, while utilizing infrastructure and human resources in the most efficient way.

EXHIBITOR

6fusion

BOOTH E701
www.6fusion.com

6fusion provides utility-metered cloud infrastructure management solutions that enable global workload distribution across public, private and hybrid clouds in pay-per-use billable utilities. The unique metering algorithm, Workload Allocation Cube (WAC), creates a commercial standard to quantify supply and demand.

A10 Networks

BOOTH E711
www.a10networks.com

A10 Networks is the technology leader in Application Networking. A10's flagship high-performance AX Series platforms offer solutions for three key markets: Application Delivery/Server Load Balancing, IPv6 Migration and Cloud Computing & Virtualization. For more information, visit: www.a10networks.com

Adaptec by PMC

BOOTH E600
www.adaptec.com

Adaptec by PMC storage solutions protect, accelerate, and condition data as it moves through the I/O path. We deliver high-performance, interoperable and reliable storage solutions combined with leading technical support. Our products enable customers to innovate storage networks for next-generation data centers, cloud services as well as the broader market segments served by our channel partners.

ADTRAN

BOOTH E610
www.adtran.com

ADTRAN's Virtual Wireless LAN (vWLAN) eliminates the cost and scale constraints of hardware controllers with the industry's first cloud-enabled, VMware-based WLAN solution. ADTRAN, a leading global provider of networking and communications equipment, offers a portfolio of more than 1,700 solutions.

Arkeia Software

BOOTH E622
www.arkeia.com

Arkeia delivers data backup and recovery solutions to protect more than 100,000 networks in 70 countries. The Arkeia Network Backup Suite is comprised of appliances, virtual appliances, and software that back up to disk, tape, and cloud storage.

Atlantis Computing

BOOTH E601
www.atlantiscomputing.com

Atlantis Computing complements VMware View to address the key challenges in VDI deployments: storage cost and user experience. Our software is deployed alongside View to eliminate storage, and deliver a desktop that is faster and cheaper than a PC.

Avere Systems

BOOTH E714
www.aver.com

Avere Systems offers NAS optimization products that scale performance and capacity separately and take advantage of new storage media using dynamic tiering. Avere enables unlimited performance scaling, eliminates latency, and cuts costs by more than 50%.

Check Point Software
Technologies, Inc.

BOOTH E710
www.checkpoint.com

Check Point Software Technologies, the worldwide leader in securing the Internet, provides customers with uncompromised protection against all types of threats, reduces security complexity and lowers total cost of ownership. Customers include tens of thousands of organizations, including all Fortune and Global 100 companies.

CiRBA

BOOTH E513
www.cirba.com

CiRBA's predictive analytics software enables organizations to intelligently transform, control and automate virtual and cloud infrastructure. Global 2000 organizations rely on CiRBA to establish and manage leaner, lower risk next generation data centers by optimizing workload placement, resource allocation and infrastructure decisions.

Cortado

BOOTH E624
www.cortado.com

With its internationally patented technology, Cortado, formerly ThinPrint, is the leading provider of software based cloud desktop solutions. Cortado connects mobile devices as well as web and virtual desktops with centrally provided IT resources.

SOLUTIONS EXCHANGE

EXHIBITOR

DataCore Software**BOOTH E634**
www.datacore.com

DataCore develops storage virtualization software for high availability, fast performance and maximum utilization from storage in virtual and physical IT environments. DataCore SANsymphony™-V storage hypervisor is a hardware-independent solution that changes the economics of provisioning, replicating and protecting storage in all enterprises businesses.

Desktone**BOOTH E609**
www.desktone.com

Desktone delivers the industry's only multi-tenant desktop virtualization platform for service providers to offer Desktops as a Service (DaaS). Top IT services providers like Dell, NaviSite and Fujitsu rely on Desktone's platform as the foundation for cloud-based virtual desktop offerings.

Dot Hill Systems**BOOTH E703**
www.dothill.com

Dot Hill Systems Corp. is a recognized leader in software and hardware solutions for storing, sharing, protecting and managing data. Leveraging its proprietary Assured family of storage solutions, Dot Hill solves many of today's most challenging storage problems.

Eaton Industries**BOOTH E626**
www.powerquality.eaton.com

Eaton provides real power for virtual systems. Reduce your exposure to downtime and data loss due to power outages by integrating Eaton. Our suite of power products includes innovative software, UPSs, ePDUs, Racks and Airflow management. Learn more today at eaton.com/virtualization.

eG Innovations**BOOTH E503**
www.eginnovations.com

eG Innovations' enterprise-class performance management solution provides virtualization-aware event correlation and complete visibility across every layer and every tier of dynamic and complex cloud, virtual, and physical IT environments to automate, accelerate and reliably deliver mission-critical business services.

Embotics Corporation**BOOTH E632**
www.embotics.com

Embotics® provides IT organisations with a unified cloud management platform (CMP) that delivers infrastructure-as-a-service (IaaS) with the fastest time-to-value in the industry. Embotics V-Commander® is a single software solution that monitors virtual data centers to optimize the automation, deployment and configuration of IT services.

Flexera Software**BOOTH E501**
www.flexerasoftware.com

Flexera Software is the leading provider of Application Usage Management solutions for software producers and enterprises, trusted by over 80,000 customers. Our solutions deliver continuous compliance, optimised usage and maximised value, helping our customers increase profits, cut costs and boost efficiencies.

Fluid Operations**BOOTH E620**
www.fluidops.com

fluid Operations provides an open platform which allows for the semantic integration of data across business and IT stacks. This basis is leveraged to deliver our cutting-edge cloud management and orchestration solution, the eCloudManager, and the Information Workbench, a cloud-based Linked Data management platform.

iland Europe Ltd.**BOOTH E815**
www.iland.com

iland, VMware's VSP of the Year 2012 Global and Americas, provides cloud IaaS that enables organisations to build and manage secure virtual data centres in USA and Europe on trusted high performance clouds with extensive compute capacity and flexible billing options.

Infoblox, Inc.**BOOTH E615**
www.infoblox.com

Infoblox (NYSE:BLOX) delivers Automated Network Control, the fundamental technology that connects end users, devices and networks. Infoblox helps more than 5,400 end customers take the burden of complex network control out of human hands, reduce costs, and increase accuracy and uptime.

Kingston Technology**BOOTH E628**
www.kingston.com

Kingston Technology Company, Inc. is the world's largest independent manufacturer of memory products. Kingston designs, manufactures and distributes memory products for desktops, laptops, servers, and printers.

Kroll Ontrack Iberia SLU**BOOTH E612**
www.krollontrack.com

Through its Ontrack® Data Recovery software and services, and Ontrack® PowerControls™ software, Kroll Ontrack provides technology-driven solutions to help businesses, resellers, and consumers manage, recover, search, restore and migrate data efficiently and cost-effectively.

Lakeside Software**BOOTH E515**
www.lakesidesoftware.com

Lakeside Software is the leading provider of business intelligence solutions for IT professionals. SysTrack solutions for Power Management, VDI Assessments, Real-Time Monitoring, Problem Diagnostics and User Experience Evaluation empower IT with the knowledge to dramatically improve productivity and reduce costs.

SOLUTIONS EXCHANGE

EXHIBITOR

Liquidware Labs, Inc.**BOOTH E720**
www.liquidwarelabs.com

Liquidware Labs™ Stratusphere FIT and Stratusphere IXD automate assessment and design of desktop images, host and storage resources. Stratusphere UX supports troubleshooting of VMware View environments. ProfileUnity with FlexApp provides user and application virtualization for anytime, anywhere, any device desktops.

Net Optics, Inc.**BOOTH E509**
www.netoptics.com

Net Optics, the leading provider of Intelligent Access and Monitoring Architecture solutions, delivers real-time IT visibility, monitoring and control for businesses to achieve peak performance in network analytics and security.

Neverfail Group, Ltd.**BOOTH E604**
www.neverfailgroup.com

Neverfail provides tier-1 high availability and disaster recovery solutions spanning both physical and virtual systems. Integrating into the vSphere Client and SRM, Neverfail creates a single pane of glass for managing availability of your infrastructure regardless of the server platform.

Nimble Storage**BOOTH E616**
www.nimblestorage.com

Enterprises shouldn't compromise on performance, capacity, ease of use, and price. We developed the first storage architecture designed from the ground up to seamlessly integrate SSDs with high-capacity disks to give them unparalleled performance and capacity efficiency, easier backups and DR, and stress-free operations.

PHD Virtual**BOOTH E603**
phdvirtual.com

PHD Virtual provides award-winning data protection software for VMware and Citrix virtual environments. PHD Virtual also delivers comprehensive monitoring software for virtual and physical environments. More than 4,500 customers worldwide trust PHD for their data protection and performance monitoring needs.

Praim**BOOTH E722**
www.praim.com

Praim is a global vendor of Thin Clients. Thanks to the partnerships with Citrix, IBM, Microsoft, VMware and with important system's integrators, Praim is one of the main actors on the IT panorama all over the world. Headquarter is located in Trento, Italy.

QLogic Corporation**BOOTH E611**
www.qlogic.com

QLogic® is a global leader and technology innovator in high performance networking. The company's leadership in product design makes it the top choice to address I/O requirements for virtualized, converged, and cloud environments.

QNAP**BOOTH E618**
www.qnap.com

QNAP, Inc. as its brand promise "Quality Network Appliance Provider", aims to deliver comprehensive network attached storage solutions. QNAP integrates and designs quality products that effectively improve business efficiency on file sharing and virtualization applications.

Radware Ltd.**BOOTH E712**
www.radware.com

Radware (NASDAQ: RDWR), is a global leader of application delivery and application security solutions for virtual and cloud data centers. Its award-winning solutions portfolio delivers full resilience for business-critical applications, maximum IT efficiency, and complete business agility.

Red Hat**BOOTH E507**
www.redhat.com

Red Hat®, the world's leading open source and Linux® provider, is headquartered in Raleigh, NC, with satellite offices worldwide. Red Hat is leading Linux and open source solutions into the mainstream by making high-quality, low-cost technology accessible.

Seagate Technology**BOOTH E608**
www.seagate.com

As an industry forerunner and innovator in data recovery solutions, Seagate Recovery Services transform inaccessible data into accessible data from any brand of hard disk drive, server applications and data storage technology, including VMware. For more information, please visit www.seagate.com/datarecovery

SevOne**BOOTH E606**
www.sevone.com

SevOne delivers the fastest, most scalable, real-time Performance reporting, monitoring, and troubleshooting solution. The SevOne Cluster™ technology combines cutting edge principles behind peer-to-peer sharing and big data clusters to scale smoothly so that millions of network elements, across all networking technologies, can be monitored with a single view.

SOLUTIONS EXCHANGE

EXHIBITOR

SMS Passcode

BOOTH E505
www.smspasscode.com

SMS PASSCODE® is technology leader in two- and multi-factor authentication using your mobile phone sms, voice call and email and a collaboration partner around VMware View Radius support. The award-winning enterprise class solution supports plug-and-play all leading employee remote access solutions.

STEC Inc.

BOOTH E713
www.stec-inc.com

STEC is a leading global provider of solid-state drive (SSD) solutions tailored to meet data-intensive enterprise server and storage applications. STEC leverages two decades of knowledge to deliver the most comprehensive line of PCIe, SAS, SATA and embedded SSDs on the market today.

StorMagic Ltd

BOOTH E630
www.stormagic.com

StorMagic is a fast-growing provider of cost-effective storage management software solutions that simplify, automate, and manage data storage for virtual server environments. Solutions such as SvSAN enable affordable high availability and centralized management for VMware® virtualized branch office environments without the need for dedicated IT resources or expensive shared storage.

Stratus Technologies

BOOTH E811
www.stratus.com

Stratus Technologies deliver Absolute Availability for business critical applications protecting lives, revenues and reputations. Designed from the ground up, Stratus hardware and software cater for all levels of the availability spectrum. Their resilient servers are widely acknowledged as the best of breed availability platform for virtualized environments.

Stromasys

BOOTH E718
www.stromasys.com

Cross-platform server virtualization technologies for DEC Alpha, VAX, PDP-11 and HP3000 computers supported under Windows, Linux and VMware.

SUSE

BOOTH E607
www.suse.com

SUSE, a pioneer in open source software, delivers smarter Linux and cloud-based innovation that gives enterprises the control and flexibility they need to succeed.

TechTarget

BOOTH E602
www.techtarget.com

SearchVirtualDataCentre.co.uk is a free resource for IT professionals seeking cost-saving strategies and help with creating, implementing, and managing UK data centres. Get essential tips, learning guides, white papers, etc - to help you make the right technology purchasing decisions.

Thycotic Software

BOOTH E614
www.thycotic.com

Thycotic Software, Ltd., a Washington DC-based company, is committed to providing password and Active Directory group management solutions to IT administrators worldwide. With over 30,000 IT professionals using our IAM tools, Thycotic helps securely manage all credentials critical to an organization's operations.

triCerat, Inc.

BOOTH E700
www.tricerat.com

Developing software to enhance performance for and simplify management of IT System Administration, Printer Driver Virtualization and User Profile Management for major OS platforms, including Windows, Mac OSX and iOS.

UniPrint

BOOTH E715
www.uniprint.net

UniPrint pioneered and patented the use of PDF-based universal printer driver technology to provide worry-free printing in Server-based Computing environments. Today, we are the recognized leader in printing virtualization. Our virtual print infrastructure enables secure pull printing and save costs.

Varonis Systems, Inc.

BOOTH E613
www.varonis.com

The Varonis Data Governance suite helps organizations manage and protect their unstructured and semi structured data by answering the questions: Who has access? Who should have access? Who uses it? Who owns it? Which is sensitive and exposed to risk?

Virident

BOOTH E605
www.virident.com

Virident Systems FlashMAX, a PCIe Storage Class Memory solution, ensures that application performance is ten times faster than HDD systems at one-third the total cost of ownership by delivering at least 2X price/performance over comparable flash-based solutions.

VMUG

BOOTH G313
www.vmug.com

The VMware User Group (VMUG) is an independent, global, customer-led organization, created to maximize members' use of VMware and partner solutions through knowledge sharing, training, collaboration, and events. VMUG membership is complimentary - visit us at VMworld to learn more!

Zerto

BOOTH E511
www.zerto.com

Zerto provides business continuity/disaster recovery solutions for virtualized and cloud environments. Winning Product of the Year and Best of Show at VMworld 2011, Zerto Virtual Replication is hypervisor-based and replaces solutions not built to deal with the virtual paradigm.

SOLUTIONS EXCHANGE

NEW INNOVATORS

Abiquo

BOOTH N100
www.abiquo.com

Abiquo delivers advanced, hypervisor agnostic private cloud software, enabling policy-based self-service cloud infrastructure for enterprise businesses and service providers.

Login VSI

BOOTH N100
www.loginvsi.com

Login VSI is the industry standard tool for performance and scalability testing of centralized Windows desktop environments like SBC and VDI.

LogRhythm

BOOTH N100
www.logrhythm.com

LogRhythm is the leader in cyber threat defense, detection and response, providing compliance automation, assurance and operational intelligence to organizations worldwide.

Protected-Networks.com

BOOTH N100
www.8man.com

8MAN is an intuitive solution that improves data security in Microsoft Windows environment. It now enables the same for VSphere.

Pure Storage

BOOTH N100
www.purestorage.com

Pure Storage, the all-flash enterprise storage company, enables the broad deployment of flash in the data center.

SERVICE PROVIDERS

Basefarm

BOOTH SP800
www.basefarm.com

Basefarm specialises in operating business critical IT services, and is one of Northern Europe's leading providers of complex Managed Hosting Solutions.

Bitbrains IT Services

BOOTH SP800
www.bitbrains.com/vmworld2012

Bitbrains combines the latest technology and smart engineering to deliver high performance IT solutions to our clients.

Claranet

BOOTH SP800
www.claranet.com

Claranet is one of Europe's leading cloud service providers. We offer businesses hosting, networks and applications services.

Commensus

BOOTH SP800
www.commensus.com

Commensus is an award winning VMware vCloud Powered Partner who specialise in Managed Cloud Computing and Infrastructure Hosting solutions.

KPN

BOOTH SP800
www.kpn.com

KPN is the leading telecommunications and IT service provider in The Netherlands, offering business customers complete telecommunications and IT solutions.

Plus Server AG

BOOTH SP800
www.plusserver.de

PlusServer offers bespoke hosting solutions including servers, appliances and software tools. Every setup is tailor-made to meet the individual customer requirements.

Redstone

BOOTH SP800
www.redstone.com

Redstone is a leading provider of network based end to end managed services, technology and infrastructure solutions.

Uniserver Cloud Infrastructure

BOOTH SP800
www.uniserver.nl

Uniserver is a dutch 100% Channel Friendly company with a team of fanatic, highly technical skilled employees delivering Infrastructure Clouds.



THANK YOU

SEE YOU NEXT YEAR