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Globali ation, the Internet, and e er thing mobile ha e taken business to speeds ne er before e perienced b an corporation on the planet. Ne companies pop up e er da to take ad antage of the speed and opportunities a orded b the 21st centur paradigm. So ho do ou take e isting industries, e isting companies, and bring them into the 21st centur ? e Technolog at the Speed of Business Seminar brings inno ati e thinking and e perience together to pro ide ou ith practical steps to ard moderni ing our compan .

Audience: Senior Technolog Leaders, Senior Business Leaders, Go ernment and Technolog Leaders, Technolog and Business Architects, Technolog and Business Planners, Program Managers, Senior Technolog Designers

Session Title: Delivering Business Value Through IT Service Quality

: Richard (Rick) Sturm

Session Summary:
IT Management in ol es much more than just operating equipment. To be trul successful, IT managers must deli er ser ices ith a le el of qualit that ( ) 5 (j) 5n ( )0ju o ( )0ju o ( )0ju :12 1T 5 (j)u5 ( ) 5 (j)u5c ( )

Session Title: *Business Intelligence in the 21st Century*

: John Santaferraro

Session Summary:

Rapid technolog ad ances are changing the   a   companies handle information and creating ne paradigms to address old problems. High-performance processing and ne - orld soft are designs ha e opened the door for access to information in motion and massi e amounts of data. What does that mean for technolog   professionals and end users? It means quicker deplo ments, broader reach, and better le erage of technolog   in estments.

In contrast, man   information organi ations continue to build old-st le s stems: large data   arehouses and proliferated data-marts designed for speci c business needs and speciali ed information   orkers.

   is session   ill highlight ne   technolog   and ne   approaches that address the follo ing three challenges:

- **Information explosion.** In 2011, the amount of information created and replicated   ill surpass 1.8   ettab tes (1.8 trillion gigab tes)   gro ing b   a factor of 9 in just 5   ears.

- **Business Agility.** Internet computing creates a need to run business 24 hours a da , 7 da s a   eek. Mobile computing takes the analog   further, creating a need for intelligent response, an time, an place.

- **Leveraged Investment.**   e Cloud is dri ing companies to look for shared-resource models rst for infrastructure, then for information.

In this session, students will learn:

- Ne   soft are technolog   to address changing information requirements.
- Ne   pro isioning approaches that speed deplo ment and increase le erage.
- Ho   to create ne   organi ations that ma imi e human capital.
- Ho   to roll out ne   business intelligence capabilities for greater adoption.

Session Title: *The Emergence of Cloud Computing – Impact on Business Outcomes*

: Rich Palmer

Session Summary:

Businesses e ol e more rapidl than at an other time in histor , dri en b increased demands of their markets, increased global competition, increased regulator o ersight and astl impro ed technologies. Ho does a business plan for the right IT in estments, ensuring resources are applied appropriatel in the most critical areas, and deplo ing technologies in the isest and most e cient manner possible? Ho do ou a oid the frustration, customer dissatisfaction and unbearable costs of data loss or unplanned do ntime?

e Instructor ill sho ho to take ad antage of toda 's IT transitions to ma imi e our business objecti es and reduce the comple it of managing our IT assets. One of the biggest in ections in the last 5 ears for transforming IT from technolog centric to business centric has been the e olution of Cloud Computing and Ser ices. Capitali ing on the con ergence of irtuali ation, distributed applications, impro ed management and robust enterprise soft are; the shift to the Cloud has nall arri ed.

In this session students will better understand:

- Technologies behind the Cloud
- e bene ts of d namic scalabilit and optimi ed e ibilit in the Cloud
- Business bene ts of shifting IT to the Cloud
- Impro ed resilienc and securit of Cloud Computing

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Rich Palmer has over 25 years of experience working in the ever changing yet ever present market of technology and IT. In this time he has excelled in the areas of Technical Services, Technology Marketing, Business Strategy and Planning and most recently in the area of Technology Strategy. In this capacity his optics are on the 5 year IT horizon and technology evolution of compute, storage, networking and environmental efficiency, to solve the most pressing issues in today's data center.

Currently, Rich is the Director of Technology and Business Strategy for the Industry Standard Server and Storage group at Hewlett Packard. In the last 17 years with Digital Equipment/Compaq/HP, he has been focused on helping customers solve complex business issues with technology and services. Today, with the emergence of Cloud computing and the massive growth of unstructured data, his focus has been on providing solutions that scale efficiently and cost effectively. Rich holds 3 patents on Removable Storage Architecture and has been at the heart of many new technology innovations over his vast career in this industry.

Rich resides in Houston, Texas USA, with his wife of 24 years, 5 children and 2 grand children. He can often be found blogging, writing and engaging leaders in the industry on how to use technology to improve the standard of life in this fast paced world.

John Santaferraro brings 15 years of experience in technology marketing, product development, and new technology introductions. His track record of business innovation, corporate transformation, and growth acceleration makes him a sought-after executive and consultant. He continues to drive thought leadership through his speaking, blogging, writing, and analyst engagements.

John is currently the Founder and CEO of Ferraro Consulting, a provider of strategic sales and marketing services for Fortune 500 companies. Previously, John was the Senior Director of Marketing, Business Intelligence at Hewlett-Packard Company. He also co-founded Virtual Integration Technology (a data warehouse software company) that was eventually purchased by Teradata, launched new business intelligence solutions for Tandem Computers, led marketing for CareTouch, Inc. (a healthcare dotcom), and designed mortgage banking software systems.

John is the creator of the Ferraro Consulting Solution Framework, a guide for helping companies and technology vendors quickly and consistently solves real business problems with technology.

Rick Sturm is Chief Executive Office and Founder of Enterprise Management Associates, Inc (EMA), which is an industry analyst firm focused on the challenges facing IT executives. Prior to founding EMA, he was the Chief Architect for Network and Systems Management at US WEST (a telecom service provider). He was responsible for developing the corporate strategy for managing the corporation's internal computing and communications resources.

He was co-chair of the Internet Engineering Task Force (IETF) Working Group that developed the SNMP MIB for managing applications. He was a co-founder of OpenView Forum (the OpenView users' group) and the organization's first President. He was also the founder of the Enterprise Management Institute.

He was a columnist for Internet Week and Network World and the Technical Editor for OpenView Advisor. He has published over 100 articles in leading trade publications. Rick is the co-author of four books: The Foundations of Application Management, Foundations of Service Level Management, Working with Unicenter TNG and SLM Solutions: A Buyer's Guide.