New Orleans Oct 20 Agenda

7:30 - 8:40: Registration Begins, Full Hot Breakfast and Coffee Served, Exhibit Area Open with Product Demonstrations, Time For Peer Networking/Interaction

8:40 – 8:50: Angelbeat CEO Ron Gerber Welcome and Introduction

8:50 – 9:10: Leveraging Artificial Intelligence/Machine Learning to Stop Malware and CyberCriminals with Cylance
Artificial Intelligence (AI) and Machine Learning (ML) capabilities are rapidly changing the world of computing; not simply IBM Watson playing Chess but instead performing mission-critical applications.

In this informative and highly relevant discussion, Cylance Security Engineer Cory Sutliff will trace the rapid evolution of AI, identify sectors of early adoption, and its recent application to cybersecurity. He will review how and why the velocity of AI evolution is accelerating in recent years, plus provide valuable insights and case studies of AI in cybersecurity stopping malware attacks.

9:10 - 9:30: Social Media Security/Compliance with Actiance
Your organization is likely using Facebook, LinkedIn, Twitter, Snap, Reddit, Skype for Business, Salesforce Chatter, Instagram and other social media applications to do business. In fact, these channels have already surpassed email as the primary communications tool for many organizations. So, what are the information security, compliance and data governance implications?

- If you are in a regulated industry, then you likely have an compliance obligation to capture and preserve these tools – just like email
- If you are faced with litigation, you will likely experience the need to discover and produce this information for court
- If you are publicly traded corporation, you need to think how these tools might impact your brand and lead to the misuse of intellectual property - or even worse significant and negative impact on stock price, sales and profit. Consider United Airlines after they dragged a passenger off the plane, which is the top trending topic on social media for days, for all the wrong reasons.
- How are you prepared to deal with encrypted and/or disappearing messaging platforms such as Snap or Signal?

In short, every organization should be thinking of how these new forms of communications can create new business, technology, security, legal, and compliance risks. Learn from Michael Rutty, eDiscovery, Digital Forensics and Compliance Subject Matter Expert at Actiance how you can fully harness these rich social communications tools while staying ahead of the risks.

9:30 - 9:50: Stress-Free Backup Storage, Recovery from Ransomware Attacks, from ExaGrid
If the time you spend managing backups could be better spent on other more important IT initiatives, then you want to learn from ExaGrid storage specialist and Principal Systems Engineer Abi Benecke how its disk backup with data deduplication appliances solve the problems that have plagued backup storage since the very beginning of IT, as well as the newer problems caused by virtualization and explosive data growth.

ExaGrid’s unique landing zone and scale-out architecture provide the fastest backups, restores, and offsite tape copies as well as VM boots in seconds to minutes, versus hours with other solutions. ExaGrid
keeps the backup window fixed in length even as data grows at a reduced cost up front and over time.

On a related note, in mid-May more than 100,000 organizations were hit with a devastating ransomware attack. To recover, the answer is not paying Bitcoin demands but instead restoring the most recent data. Click here to watch Angelbeat CEO Ron Gerber's video commentary plus more insights on this critically important topic will also be covered by ExaGrid.

9:50 – 10:10: Improving Network/Application Resilience and Performance, Given Recent Internet Outages with ThousandEyes
Recent Internet outages, caused by DDoS, Route Leaks and other cybersecurity attacks, plus natural/weather disasters and other factors, have impacted Amazon’s S3 file storage service (Feb 2017), Dyn’s DNS service (Oct 2016), and other infrastructure/technology providers, causing large-scale disruptions of mission-critical SaaS, IaaS and internally-hosted services.

During this technical, informative and highly informative session featuring Troy Whitney, Manager of Solutions Engineering at ThousandEyes, you will learn how to respond to these issues before they impact your customers, services and revenue, ensuring that your organization runs smoothly. You can quickly and precisely pinpoint the root cause of problems, then immediately share these insights with your vendors and customers.

ThousandEyes is a Network Intelligence platform that delivers visibility into every network an organization relies on, enabling them to optimize and improve application delivery, end-user experience and ongoing infrastructure investments. Leading companies such as ServiceNow and Twitter, as well as eBay and other members of the Fortune 500, use ThousandEyes to improve performance and availability of their business-critical applications.

10:10 – 10:40 Coffee and Snack Bar, Product Demonstrations and Exhibit Area Open, Peer Networking

10:40 - 11:20: Private/Public/Hybrid Cloud Strategies, Linux & Windows Containers, Integration with Microsoft Azure
In the opening part of this session Louisiana-based Paul Jones, world renown Cloud and Security Technologist at Microsoft, and a dynamic/engaging presenter, will discuss the strategic/financial tradeoff and decision-making process between expanding internal IT resources (capex, buying more network/storage hardware) versus using third party/public cloud/service providers (opex, renting these same capabilities).

Then more technical discussions, starting with the similarities and differences between a container and a virtual machine, followed by a walk through/demonstration of enabling, creating, deploying and managing Linux and/or Windows containers/resources. There will be an evaluation of when to use which containers, why and how. FYI, a container is an isolated and portable operating environment, often viewed as the next evolution of virtualization that works at the Operating System (not Hardware) level. It provides a mechanism for IT to deploy services in a portable, repeatable and predictable manner.

For those who are new to containers, this content serves as a jumpstart to accelerate your learning of containers. If you already have experience on Linux containers, the session familiarizes you with the specifics of Windows containers, plus helps bridge and extend your skills for bringing business value to both Linux and Windows communities.
The session ends with a detailed assessment of the top five new features in Microsoft's Azure cloud platform for 2017, and how to integrate your organization's public/private/hybrid cloud and container strategies.

Angelbeat CEO Ron Gerber is a globally renown and highly respected industry analyst. Mr. Gerber will close this session by discussing how these five top technology issues will impact your organization's IT strategy - and your own personal career.

- **Encrypted Email/Messaging**: Seemingly every day, a government or corporate official's email account is hacked, and confidential communications are released. Widespread usage of encrypted email and/or messaging is expected. This will significantly affect ediscovery and digital forensics initiatives, plus general email monitoring and compliance with regulatory/legal guidelines. So what can you do, besides blocking applications?

- **Public Cloud**: It is inevitable that the public cloud - IaaS, PaaS, SaaS, and other "as-a-service" offerings from Amazon, Microsoft, Google and others will continue to replace work previously handled by internal IT staff. What is the long-term cost of these services? Is it really cheaper? Learn why using multiple cloud providers avoids vendor lockin and gives you more leverage to control costs. Understand why differentiating between employee/internal and customer/external use cases is so important.

- **Artificial Intelligence/Big Data/IoT**: Computing power is growing exponentially, allowing organizations of all sizes to perform analyses previously limited to only the largest corporations. There is a corresponding increase in available data to analyze; for instance, you can now track website traffic by minute, device, ISP, wired vs wireless, etc. Learn how Artificial Intelligence (such as Watson from IBM), Big Data and Internet of Things (IoT) application requirements will impact your current data center/storage infrastructure design, and how/why IT professionals need to work with line-of-business/marketing staff to deploy and understand these new applications.

- **Wireless vs Wired Networks**: Over the past ten years, wireless networks have evolved from wired backup to wired complement. Going forward, wireless infrastructure is now not just replacing but eliminating the need for wired infrastructure. This places greater pressure on voice-based telephone applications where latency delays are unacceptable.

- **Bitcoin and Digital/Cashless Currency**: With the support of Microsoft, IBM, Federal Reserve and many more organizations, digital/non-cash currency options based on the generic blockchain platform, such as Ethereum and Hyperledger (not Bitcoin), are poised to have mainstream usage. Learn how this emerging technology can impact your organization's technology, financial and marketing plans.

**End of Speaking Sessions, Product Demonstration and Exhibit Area Open, Raffle Prize Drawings for gift cards and other great items!**