Philadelphia September 12 Agenda

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

8:40 – 9:00: Security-as-a-Service Solutions from Cloudflare
Websites and applications require the resilience and intelligence of a scalable network to combat the biggest and newest cyberattacks, without sacrificing performance and with easy setup to avoid configuration errors which can introduce unprotected vulnerabilities. Traditionally, companies were forced to make significant investments in capital expenses, maintenance, and system upgrades, that unfortunately could never keep up with the demands of the modern Internet and a cloud-based, mobile-first world.

Cloudflare overcomes these problems by eliminating the need for hardware and providing these services/functionality as a hosted service, delivered at the network’s edge. Here are some specific benefits/offerings that will be discussed during this informative session featuring Joe Prete:

- Mitigate DDoS Attacks: Protect applications, websites, and APIs from malicious traffic targeting network and application layers, to maintain availability and performance, while containing operating costs.

- Prevent Customer Data Breach: Prevent attackers from compromising sensitive customer data, such as user credentials, credit card information, and other personally identifiable information.

- Block Malicious Bot Abuse: Block abusive bots from damaging Internet properties through content scraping, fraudulent checkout, and account takeover.

Cloudflare has over 6 million customers including Goldman Sachs and the FBI.

From insiders to sophisticated external attackers, the reality of cyber security today is that the threat is already inside, including ransomware malware that hasn’t been activated. A fundamentally new approach to cyber defense is needed to detect and investigate these threats that are already inside the network - before they turn into a full-blown crisis.

Based on unsupervised machine learning and probabilistic mathematics developed by specialists from the University of Cambridge, new ‘immune system’ technologies are capable of learning the ‘self’ of an organization. By analyzing every network, device, and user, and modeling them as they go about their day-to-day activity, the Enterprise Immune System can establish a highly accurate understanding of normal behavior. It can therefore spot abnormal activity as it emerges, and even take precise, measured actions to automatically curb the threat. Rules and signatures are not keeping pace with today's rapidly evolving cyber-attacks.

The Enterprise Immune System represents a fundamental step-change in automated cyber defense, is relied upon by organizations around the world, and can cover up to millions of devices. Here are some of the specific topics covered during this session by Caroline Moore:

- How new machine learning and mathematics are automating advanced cyber defense
- Why 100% network visibility allows you to detect threats as they happen, or before they happen
- How smart prioritization and visualization of threats allows for better resource allocation and lower risk
- Real-world examples of unknown threats detected by ‘immune system’ technology

9:20 – 9:40: Cloud Strategy with Advanced Threat Prevention from Check Point Software
Cloud, IaaS, PaaS and SDN technologies are being adopted at a rapidly growing pace, across all industries. While public cloud providers do offer some rudimentary “out-of-the-box” security capabilities, this new architecture presents businesses with many unique and unforeseen security challenges, including recently announced vulnerabilities such as Meltdown and
Spectre.

During this technical and informative talk featuring Cloud Security Architect Gustavo Coronel, learn from Check Point how its CloudGuard offerings protect cloud-based assets from the most sophisticated threats, through dynamic scalability, intelligent provisioning and consistent control across both physical and virtual networks. It seamlessly delivers advanced threat protection that prevents the lateral spread of threats within software-defined data centers, while IT staff can manage security across physical and virtual environments, from a single unified management solution.

Organizations can now embrace the cloud with confidence, knowing that you are fulfilling your part of Shared Security Responsibility, alongside public cloud providers Amazon Web Services (AWS), Microsoft Azure and the Google Cloud Platform.

9:40 – 10:00: Securing and Protecting Cloud-Based Data with Bitglass
Your organization's move to the cloud delivers flexibility and cost savings, but you still maintain responsibility for controlling, managing and securing your hosted data. This applies to all the major public cloud services including Amazon, Microsoft and Google.

During this technical briefing learn from Olav Jensen, Regional Director at Bitglass, about their Next-Gen Cloud Access Security Broker (CASB) solution, that enables you to embrace the cloud while ensuring data security and regulatory compliance. Bitglass' array of solutions enable real-time end-to-end data protection, from the cloud to the device.

10:00 - 10:20: IT Resilience, DR/Business Continuity, Backup/Archiving, Ransomware Alternatives with Zerto
In today's hyper-connected, always-on world, it is mandatory your employees and customers have 24/7 access to the applications, data and services they need, without interruption, downtime or delay. But when extreme weather and/or technical problems disrupt operations - plus having reliable backups to thwart ransomware demands - it can be extremely challenging to recover, with data at rest, in use and/or in motion, stored onsite or offsite, on private, public and/or hybrid clouds. Fortunately, Zerto has a solution.

Zerto is committed to helping enterprises embrace IT Resilience with a simple, scalable solution that future-proofs technology initiatives. Michael Twist will discuss how businesses can gain the confidence to withstand any disruption, incorporate new technology and meet changing business priorities with ease. Some specific topics to be covered are:

- Seamless application mobility and portability, so organizations can easily leverage resources across public, private and hybrid clouds.
- Automated replication and recovery with point-in-time journaling, so businesses can recover from anything, including ransomware, in minutes.
- Freedom from hardware and hypervisor lock-in, so enterprises can leverage the best technology at the best prices.

To address these issues and answer these questions, you must have real-time visibility into the cloud, plus any server, application, network and/or endpoint device, preferably through a unified and holistic view of performance across the hybrid enterprise. Not so easy…

Fortunately Riverbed’s portfolio of digital performance solutions meets this requirement and enables you to optimize the apps and services you depend on, to deliver a superior digital user experience. During this informative and technical session featuring Rahul Shandilya, Senior Solutions Architect at Riverbed partner Eastern Computer, discover how you can help your teams overcome common pain points - and the visibility gap - to ensure these successful IT outcomes:
- Troubleshoot down to the physical, virtual, or mobile device
- Ensure the quality of any enterprise mobile app
- Diagnose end user experience issues immediately and non-invasively
- Validate the impact of app or infrastructure changes on end user experience
- Hold cloud vendors accountable by establishing SLAs based on business processes

Riverbed®, the Digital Performance Company™, enables organizations to maximize digital performance across every aspect of their business, allowing customers to rethink possible. Riverbed’s unified and integrated Digital Performance Platform™ brings together a powerful combination of Digital Experience, Cloud Networking and Cloud Edge solutions that provide a modern IT architecture for the digital enterprise, delivering new levels of operational agility and dramatically accelerating business performance and outcomes. At more than $1 billion in annual revenue, Riverbed’s 30,000+ customers include 98% of the Fortune 100 and 100% of the Forbes Global 100.

Break, Product Demonstration and Exhibit Area Open, Peer Interaction

11:20 – 11:40: The Next Evolution of WiFi 802.11ax with Aruba/HPE
802.11ax is the next fast-approaching IEEE standard, and it addresses some of today’s biggest high density and wireless performance challenges - increasing capacity by up to 4x and improving spectral efficiency to benefit both 2.4 GHz and 5 GHz bands in a variety of environments.

With WiFi not just complementing but often eliminating the need for wired networks, IT professionals definitely want to learn from Eric Moore, Systems Engineer at Aruba/HPE, about this new 802.11ax standard, and how it can be deployed within your existing wired/wireless architecture.

11:40 -12:10: Modernize your Infrastructure and Application Portfolio using Microsoft Azure Cloud Services
This session features Microsoft Cloud Solution Architect Jerry Rhoads. As a technical resource at Microsoft he interacts with customers on a daily basis, helping them take advantage of the cloud to change the way they think about their business model and the digital technologies that support it.

In order to satisfy the demands of keeping up in the digital world, you need a cloud platform that is productive, hybrid, intelligent and trusted. You want to be able to run workloads in the cloud on Infrastructure as Service (IaaS) and Platform as a Service (PaaS) -- allowing you to deploy your environments with the press of a button. This type of automation enables quick migrations into the cloud and allowing you to benefit from the reduced costs and increased global footprint of a hyperscale cloud provider. Moving to cloud enables you to further enhance your DevOps objectives by accelerating and automating the release/update of infrastructure, software, and applications.

The goal of his exciting presentation is to give you the technical insights and business justification to start, continue, or even accelerate your DevOps journey into the cloud.

12:10 – 12:40: Conversational Experiences, Voice Assistants and Natural Language Experiences: AI applications powered by the Google Cloud Platform
Conversational experiences, also referred to as conversational interfaces, conversational UX, conversation apps, chatbots, voicebots – what are these? They’re not like the chatbots you may have interacted with in the 90’s or 2000’s.

Conversational experiences are natural, rich, and Artificially Intelligent interactions between a human and computer. These experiences use NLU (natural language understanding) and machine learning to communicate with people, and can be voice or text-based.

If for example you ask NPR about the news on your Google Home, or order a Domino’s pizza through Facebook Messenger, then you’re engaging in a conversational experience from one of these companies.

Conversational experiences are on the rise. While it’s a relatively new space, it’s growing really fast. In just a few years, general awareness of conversational experiences, adoption by businesses large and small, and everyday usage by end-users have all been increasing at an exponential rate:
Nearly 1/3 of US internet users will use voice assistants by 2019 (eMarketer)
- >85% of customer interactions will be managed without a human by 2020 (Gartner)
- 87% of US B2C marketers believe chatbots and virtual assistants will play a significant marketing role by 2021 (eMarketer)

Google can help you easily create these natural conversational experiences, powered by the Google Cloud Platform, through Dialogflow. Dialogflow is an end-to-end, build-once, deploy-everywhere development suite for creating conversational interfaces for websites, mobile applications, popular messaging platforms, and IoT devices. You can use it to build interfaces (such as chatbots and conversational IVR) that enable natural and rich interactions between users and your business. Enterprise accounts can obtain service level agreements (SLA) to ensure the performance of their mission critical applications, in live production deployments.

This session includes a live demo featuring Google Assistant controlled ROBOTS! Jeremy Keen, Cloud Customer Engineer at Google, is the featured speaker.

Lunch

1:20 – 1:50: Public Cloud Security/Compliance with Amazon Web Services
Manish Mohite, Enterprise Solution Architect will discuss how all AWS customers benefit from its data center and network architecture that meets the requirements of the world’s most security-sensitive organizations.

Manish will explain the AWS Well-Architected Framework and Shared Security Responsibility Model, offering technical insights and practical recommendations on implementing these five core elements of Cloud Security:
- Identity and Access Management
- Detective Controls
- Infrastructure Protection
- Data Protection
- Incident Response

With AWS securing the infrastructure behind its cloud services and providing automated responses to security threats/events, customers can focus their security/compliance initiatives around the data itself, offering significant technical, financial and strategic/business benefits.

1:50 – 2:20: How AI/ML in the Cloud is Enabling Innovation with Amazon Web Services
Manish Mohite, Enterprise Solution Architect will discuss how its customers tap into the power of AWS, to easily create Artificial Intelligence (AI) and Machine Learning (ML) applications.

Amazon has been investing deeply in AI for over 20 years. ML algorithms drive many of its internal systems, such as path optimization in its fulfillment center and search and recommendation on its retail platform. It’s also fundamental to the capabilities that customers experience – Amazon.com’s automated recommendation engine, Echo-powered Alexa, drone initiative Prime Air – and the new retail experience Amazon Go.

Based on this expertise, Amazon now offers AI and ML as fully managed services, putting them into the hands of every IT professional, developer and data scientist. For example Amazon Rekognition and Amazon Lex services let you easily invoke API’s for image or scene detection, or to interact with your customers using Natural Language Understanding (NLU), without needing to be expert data scientists or machine learning practitioners. Amazon’s Machine Learning services enable you to create powerful AI applications through simple API’s, without complex algorithms, infrastructure management and/or custom code/programming, plus develop custom models quicker, cheaper and at greater scale than has been available before.

For instance, If you had real time and accurate data, knew the status/state of your technology infrastructure, social media trends, sales figures, etc., and could then make informed if not automated decisions through self-improving systems, what problems would you solve? You’ll begin to be able to answer that question at the end of this informative, technical and highly relevant session.
End of Presentations/Event, Raffle Prize Drawings, Product Demonstration and Exhibit Area Remain Open