

Technology at the Speed of Business: Using Architecture, Information, and Infrastructure to Drive Greater Business Value

Globalization, the Internet, and everything mobile have taken business to speeds never before experienced by any corporation on the planet. New companies pop up every day to take advantage of the speed and opportunities afforded by the 21st century paradigm. So how do you take existing industries, existing companies, and bring them into the 21st century? The “Technology at the Speed of Business” Seminar brings innovative thinking and experience together to provide you with practical steps toward modernizing your company.

Audience: Senior Technology Leaders, Senior Business Leaders, Government and Technology Leaders, Technology and Business Architects, Technology and Business Planners, Program Managers, Senior Technology Designers

Session Title: *Delivering Business Value Through IT Service Quality*

Instructor: Richard (Rick) Sturm

Session Summary:

IT Management involves much more than just operating equipment. To be truly successful, IT managers must deliver services with a level of quality that will meet the needs of the business. However, IT must make sure that the quality of service delivered is aligned with the clients’ expectations. Done properly, managing the quality of service delivered can increase client satisfaction, deliver greater value to the business and reduce IT costs. IT managers and executives are skeptical about these claims. This session will explain how this is possible and provide steps that can be taken to achieve these benefits.

This session will provide the students with an understanding of the critical importance of managing IT infrastructure to provide consistent quality of IT services to the client organizations. It will also give insight into the role of Service Level Agreements (SLAs) in managing clients’ expectations and satisfaction with IT services. They will also learn how to create and administer SLAs.

In this session students will learn:

- The differences between conflicting terminologies (BSM, ITIL, SLM, etc.).
- How to avoid overspending when attempting to deliver high service levels.
- How to manage business expectations.
- Why and how to write a Service Level Agreement (SLA).

Session Title: Business Intelligence in the 21st Century

Instructor: John Santaferro

Session Summary:

Rapid technology advances are changing the way companies handle information and creating new paradigms to address old problems. High-performance processing and new-world software designs have opened the door for access to information in motion and massive amounts of data. What does that mean for technology professionals and end users? It means quicker deployments, broader reach, and better leverage of technology investments.

In contrast, many information organizations continue to build old-style systems: large data warehouses and proliferated data-marts designed for specific business needs and specialized information workers.

This session will highlight new technology and new approaches that address the following three challenges:

- **Information explosion.** In 2011, the amount of information created and replicated will surpass 1.8 zettabytes (1.8 trillion gigabytes) – growing by a factor of 9 in just 5 years.
- **Business Agility.** Internet computing creates a need to run business 24 hours a day, 7 days a week. Mobile computing takes the analogy further, creating a need for intelligent response, anytime, anyplace.
- **Leveraged Investment.** The Cloud is driving companies to look for shared-resource models first for infrastructure, then for information.

In this session, students will learn:

- New software technology to address changing information requirements.
- New provisioning approaches that speed deployment and increase leverage.
- How to create new organizations that maximize human capital.
- How to roll out new business intelligence capabilities for greater adoption.

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

Instructor: Rich Palmer

Session Summary:

Businesses evolve more rapidly than at any other time in history, driven by increased demands of their markets, increased global competition, increased regulatory oversight and vastly improved technologies. How does a business plan for the right IT investments, ensuring resources are applied appropriately in the most critical areas, and deploying technologies in the wisest and most efficient manner possible? How do you avoid the frustration, customer dissatisfaction and unbearable costs of data loss or unplanned downtime?

The Instructor will show how to take advantage of today’s IT transitions to maximize your business objectives and reduce the complexity of managing your IT assets. One of the biggest inflections in the last 5 years for transforming IT from technology centric to business centric has been the evolution of Cloud Computing and Services. Capitalizing on the convergence of virtualization, distributed applications, improved management and robust enterprise software; the shift to the Cloud has finally arrived.

In this session students will better understand:

- Technologies behind the Cloud
- The benefits of dynamic scalability and optimized flexibility in the Cloud
- Business benefits of shifting IT to the Cloud
- Improved resiliency and security of Cloud Computing

Agenda

8:45 AM	Welcome and Introductions
9:00 AM	Delivering Business Value Through IT Service Quality
10:30 AM	Break
11:00 AM	2nd presentation
12:30 PM	Lunch
1:30 PM	Architecture & Governance – Right-Sized to Maximize Technology Investments
3:30 PM	Break
4:00 PM	Panel Discussion: Aligning Information Technology with the Business Questions from The Audience
5:00 PM	Adjourn



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."