

IDC's Tech Outlook 2011

September 22, Austin, TX



IDC's Tech Outlook 2011 *The Next Wave of Convergence: How Clients and Computing Are Being Transformed by Mobility and the Cloud*

8:30 am Registration and Continental Breakfast

Sign-in registration and continental breakfast.

9:00 am – 10:15 am Presentations

9:00 am – 9:45 am

The Diversity of Consumer Computing In an Increasingly Connected and Cloudy World, [Danielle Levitas](#), *Group Vice President, Consumer, PCs, Broadband and New Media*

With more than two billion individuals across the world using the Internet, and (already) one-third using the Internet via a mobile device, connected experiences are now the way more and more of us live. The number of devices individuals around the globe use to create, consume, and engage continues to climb with Moore's Law, a growing middle class, increased dependency upon and efficiencies from technology, and seemingly ubiquitous connectivity. The role of form factor evolution, multiscreen experiences, social integration, and the cloud are driving new usage by and new demands from consumers that bleed between their personal and professional experiences. This in turn creates new demands and unmet needs — which mean opportunities for technology and service providers. In this session, Danielle Levitas will share insights into what consumers are doing with the technology they have, portend how she sees this picture developing over the next few years, and discuss where the opportunities are developing.

9:45 am – 10:15 am

Computing and Mobility and the Cloud: Preparing for the Next Decade and the Next Billion, [Will Stofega](#), *Program Director, Mobile Device Technology and Trends*

This presentation will provide insight into the current trends in mobility highlighting key metrics including platform growth, device shipments, subscribers and operator revenue in order to knit together a rational understanding of the future. The presentation will highlight the technical and economic challenges as they relate to both mature and growth markets while suggesting potential solutions and areas of growth and investment. The notion that mobile and cloud are macro catalysts has been discussed ad nauseam. As talk becomes product, understanding how these somewhat disparate technologies bond to create new services tied to specific geographies will be the key to success. This presentation will provide specific insight into the challenges and opportunities in both the near and long term.

10:15 am – 10:35 am Networking Break

10:35 am – 11:35 am Presentations

10:35 am – 11:05 am

Designing Next-Gen Servers to Support Mobility and Cloud Computing, [Jean Bozman](#), *Research Vice President, Enterprise Servers*

Mobility and cloud computing are two big drivers for IT transformation, affecting the infrastructure, software enablement and the network. It is clear that next-generation server designs must support these megatrends, as well. For mobility, the software stack on these servers must support end-to-end applications touching multiple servers -- and maintaining continuity as the end-users travel from cell to cell. Traditional software stacks must be extended to include support for Java, PHP, and open-source applications that support Web-enabled applications on datacenter servers. Cloud computing is changing not only the software stack, through virtualization and on-demand provisioning of workloads -- but also the hardware designs for a new generation of cloud-optimized servers. These new design features are often the result of direct feedback from service providers and cloud providers regarding power/cooling, form-factor and compute density. This session will explore the process of transformation -- and the way it will affect server products hitting the market from 2011 through 2015.

11:05 am – 11:35 am

System Infrastructure Software: The Glue to Reconnect Tomorrow's Disparity to Today's Infrastructure, [Al Gillen](#), *Program Vice President, System Software*

After a decade of consolidation and streamlining, the IT world is entering a new phase of fragmentation, caused by and accelerated by consumerization, mobile devices and cloud computing. Nobody wants to go back to the chaos of yesterday, and thankfully there is a solution to keep the fragmentation under control, and it's the system software layers that have always created a baseline for computing. Learn how virtualization enables and empowers cloud, but also provides a viable and consumable transition path between today's datacenter to hybrid clouds, and eventually to public clouds. And this is not just a server story, there's a strong client-side story as well, making it possible to leverage existing investments in tomorrow's brave new world.

11:35 am – 12:15 pm Panel Discussion

11:35 am – 12:15 pm

Putting it All Together: Analyst Roundtable Panel Discussion

You've heard from four analysts with vastly different coverage areas, now is your chance to ask them to connect the dots and fill in the missing pieces. This session will offer event attendees the opportunity to participate in, and directly drive a lively conversation that will dig deeply into the interrelationship between consumer devices, mobile devices and system infrastructure software. Come prepared with your most urgent, hardest hitting questions and expect an engaging, and at times entertaining, discussion with these senior researchers.