IDC VIRTUALIZATION 2.0 FORUM
Management, Mobility and Optimization
SEPTEMBER 26, 2007 • MARRIOTT COURTYARD DOWNTOWN • TORONTO, ONTARIO

Conference Co-Chair
Vito Mabrucco
Managing Director
IDC Canada

Conference Co-Chair
Matthew Eastwood
Group Vice President
Enterprise Research
IDC

COMPREHENSIVE PROGRAM COVERAGE INCLUDES:
• A holistic view of the opportunities and challenges the next stage of virtualization will bring and how the technology will impact business processes.
• Real-world case study presentations covering the entire scope of virtualization that go beyond servers to include storage, UNIX, client systems and applications.
• An engaging panel of IT executives sharing their personal experiences with the implementation of virtualization technology, and the business benefits achieved as a result.
• Private one-to-one meetings with an IDC analyst onsite around your current challenges and needs.

www.idc.com/virtualization-canada07
The IDC Virtualization 2.0 Forum: Management, Mobility and Optimization is designed to help IT and business executives answer key questions about how to effectively exploit computer resources in a virtual manner. This year’s program - Virtualization 2.0 - features case studies that provide attendees with practical information about how to operationalize a virtual and dynamic IT infrastructure. End user case study speakers, along with IDC analysts and sponsor partners, will provide a vision of virtualization that makes clear the operational opportunities and challenges being faced in the marketplace. Conference attendees will leave with a greater understanding of the tools and processes being used to manage, control and optimize their IT infrastructure while having a positive impact on the bottom line.

WHO SHOULD ATTEND?

CIOs; CTOs; Strategic Planning Executives; Vice Presidents, Directors and Managers of IT and Network Services; System Administrators; Information Architects; Executives in System Integration; and IT Leaders from Government Agencies and Universities.

Here are some comments from last year’s IDC Virtualization Forum:

Very focused and incredibly useful information made available!
Alex Guthro, Mgr Business Contingency Planning & Enterprise Data Architecture, Torstar Media Group

Practical sessions made it worth the time to attend.
Vicki Mains, National Director, IS, CNIB

Sessions were excellent.
Alsubihi Mohd, Manager, Network Systems, ICAO

An excellent group of presenters.
Arnold Fred, Vice President, Client Success, Insurance Intelligence

This is an excellent conference.
Patel Sachin, Infrastructure Manager, BOC Canada

Speakers generally very good, standard and sessions came over well, presentation technology all worked well!
David Grant, Data Center Manager, Mitel

September 26, 2007

7:45 am – 8:45 am
Registration, Tabletop Exhibit Viewing, and Continental Breakfast

8:45 am – 9:00 am
Welcome and Opening Remarks from Conference Chairman
Vito Mabrucco, Managing Director, IDC Canada

9:00 am – 9:30 am
Opportunities and Challenges of Virtualization 2.0
Matthew Eastwood, Group Vice President, Enterprise Research, IDC

The days of virtualization being used only as a tactical tool to drive consolidation and higher system utilization are quickly ending. The use of virtualization has matured from simple partitioning and encapsulation to leveraging the mobility of virtual machines to improve management and operations of IT environments. Virtualization 2.0 includes a host of new use cases that range from high availability and disaster recovery to hosted clients and true utility computing. Mr. Eastwood will deliver a holistic view of the opportunities and challenges this next stage of virtualization will bring, the leading business and technology trends to be considering or avoiding, and ultimately how the technology will impact business processes.

9:30 am – 10:15 am
Eliminating Barriers to Achieve the True Dynamic Datacenter
Lorie Wigle, Director, Server Technology and Initiatives Marketing, Intel Corporation

Virtualization has been in existence for quite some time and with the continued improvements of SW tools and HW platforms, more and more IT professionals are taking advantage of the technology. New products and innovations will make virtualization a mainstream feature by the end of the decade. This session will cover what you can be doing today and in the near future to leverage these innovations, to overcome the remaining barriers to deployment and allow you to move toward achieving the true, dynamic datacenter.

10:15 am – 10:45 am
Networking Break, Tabletop Exhibit Viewing and One-to-One Analyst Meetings
One-to-One Analyst Meetings

Attendees have the opportunity to sign up for complimentary one-to-one meetings with select analysts at event registration. This will enable you to gain strategic advice on your company’s virtualization initiatives from a senior IDC analyst. Arrive early since meetings are scheduled on a first-come, first-served basis. Some of the analysts who will be available for meetings are:

Tarun Bhasin, Senior Research Analyst, Canadian Server Market, IDC Canada
Jason Bremner, Director of Research, Canadian Infrastructure Hardware, IDC Canada
Matthew Eastwood, Group Vice President, Enterprise Research, IDC
Stephen Elliot, Research Director, Enterprise Systems Management Software Service, IDC
Tim Grieser, Program Vice President, Enterprise System Virtualization Software, IDC
John Humphreys, Program Vice President, Enterprise Virtualization Software, IDC
Vito Mabrucco, Managing Director, IDC Canada
Marc Perrella, Vice President, Technology Group, IDC Canada
Richard Villars, Vice President, Storage Systems, IDC

10:45 am – 11:30 am

Virtualization Experiences on UNIX Platforms

While many of the operational considerations for Virtualization on UNIX Platforms are similar to those on x86 platforms, differences exist regarding capabilities embodied in UNIX hardware platforms for virtualization. This session offers a case study on experiences with virtualization for UNIX environments.

11:30 am – 12:15 pm

Demystifying Application Virtualization

Adam Cole, Manager, Applications & Development, McKesson Canada; CIPS National Director

Virtualization is a hot topic – becoming part of the common vocabulary of today’s IT professional. But what is Application Virtualization – the latest twist in the emerging field of virtualization? Application Virtualization decouples the application from the OS. Gone are the days of application incompatibles and the rollout and installation cycle. Virtualized applications can be securely streamed across the network on demand. In the appropriate situation, virtualizing an application can provide many new benefits. Application Virtualization has implications for desktop and enterprise management, secure computing, license management and metering, and mobile and interim users. This session will demystify application virtualization.

12:15 pm – 1:30 pm

Lunch, Roundtable Discussion Groups and One-to-One Analyst Meetings

During lunch, the roundtable discussions will provide attendees the opportunity to interact with peers, speakers and subject matter experts on key topics in an interactive format – with the discussion led by an industry expert. Attendee participation is strongly encouraged. Sign up sheets will be available at registration on a first-come, first-served basis.

Table 1: How Hardware Choices Impact your Move to Virtualization.

Discussion Leader: Intel Executive to be announced

Table 2: How to Manage Applications as Independent, Moveable Objects with Application Virtualization

Discussion Leader: David Roth, CEO, Trigence

1:30 pm – 2:15 pm

CONCURRENT SESSIONS

GROUP 1

New Thinking Around Implementing Virtualization and Measuring Benefits at the Enterprise Level

Chris Pratt, Strategic Initiatives Executive, IBM

Executive Case Study (speaker to be announced)

The benefits of virtualization go well beyond the traditional data center walls. Yet, few information technology departments have the measures in place to take credit for delivering value across the whole enterprise. This presentation will summarize all the benefits and suggest strategies for IT departments to implement virtualization and gain enterprise wide recognition for their efforts. This session will include a presentation from an organization who will share their virtualization implementation experiences and success measures.
GROUP 2
Unifying the Approach to Workload Lifecycle Management
Stephen Pollack, Founder, CEO, Platespin
In this session, you will learn how organizations are moving towards a unified approach to managing all workloads in the data center. You will hear real-world scenarios and case studies that show how the aggregation of operating system, applications and data into a single, portable workload unit is making it possible for data centers to achieve new efficiencies and cost savings. Learn how a unified approach to workload management encourages data center managers to think strategically rather than tactically, moving beyond a “once-and-done” project-based view to adopt a common strategy for addressing a host of IT issues including server/data center consolidation, disaster recovery and hardware migration.

2:15 pm – 3:00 pm
CONCURRENT SESSIONS
GROUP 1
Using Application Virtualization to Streamline Application Delivery
Nabeel Youakim, Vice President and Product Line Executive, Citrix Presentation Server
Business is changing faster than ever, demanding that IT respond with a flexible, services-based approach to providing applications to users. The challenge is how to accomplish this with the lowest cost, strongest security and best performance. A strategic approach to application delivery is the key, and “application virtualization” is a critical component. Application virtualization separates where applications are used from where they run (de-coupling the application from the hardware and centralizing applications, management and data to reduce costs). This session will discuss how virtualization, and complementary technologies like isolation and streaming, form the basis of an end-to-end application delivery infrastructure.

GROUP 2
Driving Agility: Microsoft’s Strategic IT Roadmap
John Oxley, Director Community Evangelism, Microsoft Canada Co.
IT is being increasingly viewed as a key value generator for most organizations, and the focus for IT is shifting from merely keeping the business up and running to being an engine to drive responsiveness and agility across the organization. Microsoft’s Strategic IT Roadmap leverages virtualization as a key pillar to help organizations drive agility across IT, reduce costs and manage complexity in an integrated fashion. John Oxley, Group Manager of Community Evangelism at Microsoft Canada Co., will share Microsoft’s roadmap and investments in the area of Virtualization.

3:00 pm – 3:30 pm
Networking Break, Tabletop Exhibit Viewing and One-to-One Analyst Meetings

3:30 pm – 4:15 pm
Virtualization Implementation at the Canadian Space Agency
Paul Pagé, Chief Network Technologies, Canadian Space Agency
In this session Mr. Pagé will present how virtualization was implemented at the Canadian Space Agency. He will discuss the selection process of the virtualization technology, where the CSA was before implementation (January 2005), and the CSA infrastructure after virtualization (April 2007). Key topics explored include: the server room challenges; hardware server comparisons before and after virtualization; the migration of VMware ESX 2.5 to VMware ESX 3.0.1; CSA’s backup solution and disaster recovery plan.

4:15 pm – 5:00 pm
Panel Discussion: Virtualization 2.0: Management, Mobility and Optimization
John Humphreys, Program Vice President, Enterprise Virtualization Software, IDC (moderator)
Jim Forbes, Chief Technology Officer, University Health Network
Beth A. Myers, Manager, Server Infrastructure, Abbott Laboratories
This session will bring together IT executives for a panel discussion regarding their personal experiences with virtualization technology. As virtualization continues to go mainstream, new challenges and new opportunities arise. The session’s goal will be an understanding of how to maximize the business benefits associated with virtualization technology. Topics to be addressed include: reducing power consumption, simplifying server administration, implementing efficient disaster recovery strategies, delivering robust flexibility in a distributed computing environment, and much more.

5:00 pm
Conference Conclusion and Closing Remarks
REGISTRATION RATES

Early-Bird Registration Rate
Sign up by August 24th and save $400!
$549

Standard Registration Rate
$949

Group Discount
A $100 discount per person is available for groups of three or more
people from the same company registering together. We ask that all
forms be submitted together and paid in full at time of registration.

TWO EASY WAYS TO REGISTER:

1. Online:
   Visit www.idc.com/virtualization-canada07

2. By phone:
   Call 800-605-5849 or 978-597-0133.

What Your Registration Includes

- Admission to sessions
- Continental breakfast, lunch, and coffee breaks
- Access to presentations online*

* Printed proceedings will not be available at the conference. The day of the
  forum, the presentations submitted to IDC will be available to attendees
- IDC reserves the right to alter this program without notification.

Venue
Marriott Courtyard Downtown
475 Yonge Street
Toronto, ON M4Y 1X7
416-924-0611 or 800-847-5075

Hotel Reservations
For your convenience we have reserved a limited number of rooms
at the Marriott Courtyard Downtown Toronto, 475 Yonge Street,
Toronto, Ontario, Canada M4Y 1X7. A special rate of $179 CAD
(Standard Single/Double) will be offered until August 26, 2007. To
receive this rate, please call 800-847-5075 and identify yourself as
an attendee of the IDC Virtualization Forum.

Payment
Registrations must be accompanied by full payment. You may pay
by credit card (American Express, Visa, or MasterCard) or check,
payable to IDC US Conference Group.

Cancellation Policy
Substitutions may be made any time by faxing a written request to
978-597-2395. Cancellations communicated to IDC by September
12, 2007, are subject to a $150 processing fee. Registrants who
either cancel after September 12, 2007, or do not attend the
conference are liable for the full registration fee.

Special Needs
If you require special assistance of any kind, please call us at
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