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NAME:

CLOUD COMPUTING EAST 2014

Revolutionizing Business Processes in Government & Healthcare

MAY 15-16, 2014 | DOUBLETREE HILTON, DOWNTOWN WASHINGTON, D.C.

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Visit us on the web at www.CloudComputingAssn.org/CloudEast and www.DCIA.info

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The Cloud Computing Association (CCA) is an independent organization, founded in 2012, dedicated to building a community of end-users and service providers of cloud-based solutions and products through individual professional memberships and industry conferences.

The Distributed Computing Industry Association (DCIA) is an international trade organization, established in 2003, to advance cloud computing and related technologies. It is comprised of member companies, including software developers, broadband network operators, and content providers.

The DCIA conducts working groups, oversees advocacy initiatives, and publishes the weekly online newsletter DCINFO.

DCINFO is packed with informative and timely articles of immediate interest to cloud computing industry participants at all levels. To receive a FREE subscription to DCINFO, go to:

www.cloudcomputingassn.org/dcinfo

A WARM WELCOME FROM YOUR CONFERENCE ORGANIZERS

Dear Colleagues:

The Cloud Computing Association (CCA) and the Distributed Computing Industry Association (DCIA) are pleased to welcome you to the **CLOUD COMPUTING EAST 2014** strategic business summit in Washington, DC May 15-16, 2014.

By attending this event for executive-level decision makers, you are joining some of the leading suppliers of cloud-based solutions serving the government and healthcare sectors as well as end-users in these important and increasingly integrated verticals who are engaged in migrating their operational functions to the cloud and evaluating additional opportunities to leverage cloud computing in their work.

The interactive format of this year's CLOUD COMPUTING EAST encourages the exchange of high-level strategic insights by focusing on distinct subject areas in two co-located conference tracks

- gCLOUD© (The Government Cloud)
- hCLOUD© (The Healthcare Cloud)

We hope that you will take full advantage of our mid-morning and afternoon networking breaks as well as the Conference Luncheon, and also join us at the end of the first day of conference presentations and round-table sessions (May 15th) to continue your conversations at our Networking Cocktail Reception in the Exhibit Hall.

We're confident that you will find this two-day conference stimulating, informative, and valuable. The opportunity to learn from and network with your cloud-computing colleagues will open new doors of opportunity.

Exclusive, high-level events such as this event are brought to you through a strategic partnership between the CCA and DCIA. We hope this – and future events – will become an important resource to you in the years ahead as cloud computing continues to shape the way the world does business.

Best Regards,

Don Buford, Executive Director
Cloud Computing Association (CCA)

Marty Lafferty, CEO
Distributed Computing Industry Association (DCIA)

JOIN THE CLOUD COMPUTING ASSOCIATION (CCA)

The CCA continues to build and grow a network of cloud end-users, service/solution providers, and products. Membership is free for individuals and CCA membership includes discounted registration to attend industry- and issue-specific conferences and forums. If you or a colleague would like to join the CCA, please visit our membership site at www.iibig.com/cloudcomputingassn/membership.html or contact **Ria Lubis, Director, Membership, Media & Marketing Relations, Cloud Computing Association (CCA) at rial@cloudcomputingassn.org.**

DAY ONE: THURSDAY, MAY 15, 2014

7:30 - 8:30am — **EXHIBIT HALL GRAND OPENING, CONFERENCE REGISTRATION, CONTINENTAL BREAKFAST (In Exhibit Hall)**

8:20 - 8:30am — CCWP1301 – Welcome to Washington, DC & Conference Overview

Don Buford, Executive Director, **Cloud Computing Association (CCA)**

Marty Lafferty, CEO, **Distributed Computing Industry Association (DCIA)**

8:30 - 9:30am — CCEP1302 – The State of Cloud Computing Adoption for GOVERNMENT and HEALTHCARE (gCLOUD© and hCLOUD© – Opening Plenary Session

Keynote Speakers:

General Steve Spano, GM, Defense and National Security, **Amazon Web Services**

Michelle Rudnicki, VP Cloud Computing & Growth Initiatives, **IBM Federal)**

9:30 - 10:10am — CCEP1303 – Leading Industry Trends and the Emergence of Standards Impacting gGLOUD© and hCLOUD© Use Cases – Plenary Keynotes

Keynote Speakers:

David Mihalchik, US Government Solutions Leader, **Google**

Igor Kantor, Distinguished Member of Technical Staff, **Verizon**

10:15 - 10:45am — **MID-MORNING NETWORKING BREAK (Grand Opening of Exhibition Hall)**

10:45 - 11:25am — CCEP1304 – Common Regulatory Frameworks and Pending Legislation Affecting the gGLOUD© and hCLOUD© Sectors – Plenary Keynotes

Keynote Speakers:

Larry Freedman, Partner, **Edwards Wildman Palmer**

Kaiser Wahab, Partner, **Wahab & Medenica**

11:25am - 12:10pm — CCEP1305 – Outstanding Obstacles and Issues Still To Be Overcome for Continued Advancement – Plenary Roundtable Discussion

Moderator:

Marty Lafferty, CEO, **DCIA**

Panelists:

Yung Chou, Technical Evangelist, **Microsoft**

Marlyn Zelkowitz, Director, Public Sector Cloud Services, **SAP America**

Bret Piatt, Senior Director of Corporate Strategy & Development, **Rackspace**

Stephen Agostini, Director of Solutions Marketing, **Canon**

Mark Belk, National Government Chief Architect, **Juniper Networks**

James Clippinger, Sr. Tech. Dir., Global Technical Services, **MarkLogic**

12:15 – 1:00pm — **CONFERENCE LUNCHEON**

1:00 - 1:30pm — **DESSERT & COFFEE SERVICE (In Exhibition Hall)**

To View a Complete List of Speaker Biographies, Please Visit:

www.cloudcomputingassn.org/CloudEastSpeakers

DAY ONE: THURSDAY, MAY 15, 2014 *(continued)*

TRACK A: Cloud Computing for GOVERNMENT gCLOUD©

1:30 – 1:50 PM
CCEA1301 – gCLOUD© Service Models
Keynote Speaker:

Christopher Grady, President,
Clear Government Solutions

1:50 – 2:10 PM
CCEA1302 – gCLOUD© Deployment Models
Keynote Speaker:

Kirk Kern, Chief Technology Officer,
Netapp US Public Sector

2:10 – 2:30 PM
CCEA1303 – gCLOUD© Architectures
Keynote Speaker:

Jeffrey Lush, Chief Technology Officer,
Dell Services

2:30 – 3:00 PM
CCEA1304 – gCLOUD© Management
Moderator:

Ross Freedman, Associate,
DCIA

Panelists:

Christopher Grady, President,
Clear Government Solutions

Chris Haddad, VP Technology Evangelism,
WSO2

Sean Jennings, SVP,
Virtustream

Rediet Tilahun, Cloud Architect, US Public Sector,
NetApp

TRACK B: Cloud Computing for HEALTHCARE hCLOUD©

1:30 – 1:50 PM
CCEB1301 – hCLOUD© Service Models
Keynote Speaker:

Tim Quigley, Executive Director of Healthcare and Life Sciences,
Dell

1:50 – 2:10 PM
CCEB1302 – hCLOUD© Deployment Models
Keynote Speaker:

Andrew Dietrich, Director, Managed Cloud Services,
Oracle

2:10 – 2:30 PM
CCEB1303 – hCLOUD©Architectures
Keynote Speaker:

Dave Wiggins, CTO,
Document Advantage Corporation

2:30 – 3:00 PM
CCEB1304 – hCLOUD© Management
Moderator:

Sari Lafferty, Business Affairs,
DCIA

Panelists:

Allan McLennan, President & Chief Analyst,
The PADEM Group

Allen Bintz, Principal Solutions Architect,
Level 3

Bruce Backa, CEO,
NTP Software

Justin Linenkohl, Solutions Architect, Cloud Services,
VeriStor Systems

3:00 – 3:30 PM **MID-AFTERNOON NETWORKING BREAK (In Exhibit Hall)**

3:30 – 3:50 PM
CCEA1305 – gCLOUD© Data Storage
Keynote Speaker:

Fred Holloway, VP, Channel Sales,
CyrusOne

3:50 – 4:10 PM
CCEA1306 – gCLOUD© Software Applications
Keynote Speaker:

Debbie Brodt-Giles, Digital Assets Supervisor,
National Renewable Energy Laboratory

3:30 – 3:50 PM
CCEB1305 – hCLOUD© Data Storage
Keynote Speaker:

Avi Freedman, CTO,
ServerCentral

3:50 – 4:10 PM
CCEB1306 – hCLOUD© Software Applications
Keynote Speaker:

Roman Pavlyuk, Solutions Product Manager,
SoftServe

DAY ONE: THURSDAY, MAY 15, 2014 *(continued)*

TRACK A: Cloud Computing for GOVERNMENT gCLOUD©

4:10 – 4:30 PM

CCEA1307 – gCLOUD© Workflow Processes

Keynote Speaker:

Grant Kirkwood, Founder,
Unitas Global

4:30 - 5:30 pm

CCEA1308 – gCLOUD© Implementation Strategies

Moderator:

Ross Freedman, Associate,
DCIA

Panelists:

Brian Crowley, Federal Solutions Architect,
ASG Software

Grant Kirkwood, Founder,
Unitas Global

Viswa Kumar, Director & FedRAMP Cons.,
QinetiQ

Debbie Brodt-Giles, Digital Assets Supervisor,
National Renewable Energy Laboratory

Damian Whitham, Sr. Dir.,
General Dynamics Information Technology

Fred Holloway, VP, Channel Sales,
CyrusOne

TRACK B: Cloud Computing for HEALTHCARE hCLOUD©

4:10 – 4:30 PM

CCEB1307 – hCLOUD© Workflow Processes

Keynote Speaker:

Scott Gorcester, Founder and Chief Executive Officer,
VirtualQube

4:30 - 5:00 pm

CCEB1308A – hCLOUD© Implementation Strategies

Moderator:

Sari Lafferty, Business Affairs,
DCIA

Panelists:

Bob Finocchioli, Dir. of Bus. Dev.,
Apptix

Avi Freedman, CTO,
ServerCentral

Roman Pavlyuk, Solutions Product Manager,
SoftServe

Scott Gorcester, Founder and Chief Executive Officer,
VirtualQube

5:00 - 5:30 PM

CCEB1308B – hCLOUD© Directed Exchange

Moderator:

Sari Lafferty, Business Affairs,
DCIA

Panelists:

David Kibbe, CEO & Pres.,
DirectTrust

Scott Rea, VP & Bd. Mem.,
DigiCert

Andy Heeren, Director Network IP,
Cerner

Kory Mertz, Challenge Director,
ONC

5:30 - 6:30pm **EVENING NETWORKING RECEPTION** (In Exhibit Hall)

Prize Drawings Courtesy of Conference Sponsors & Exhibitors

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DAY TWO: FRIDAY, MAY 16, 2014

7:30 – 8:20am Conference Registration and Continental Breakfast (In Exhibition Hall)

TRACK A: Cloud Computing for GOVERNMENT gCLOUD©

8:30 – 8:50 AM
CCEA1410 – gCLOUD© Vendor Criteria

Keynote Speaker:

Reza Rassool, CTO,
Kwaai Oak

8:50 – 9:10 AM
CCEA1411 – gCLOUD© Task Prioritization

Keynote Speaker:

Sal Vella, VP, Rational Product Development and Customer Support, IBM Software Group – DevOps, **IBM**

9:10 – 9:30 AM
CCEA1412 – gCLOUD© Performance Metrics

Keynote Speaker:

Andy Caldwell., VP IT Service Operations,
Aspiryon

9:30 – 10:15 AM
CCEA1413 – gCLOUD© Economics

Moderator:

Ross Freedman, Associate,
DCIA

Panelists:

Sal Vella, VP, Rational Product Development and Customer Support, IBM Software Group – DevOps, **IBM**

Andy Caldwell., VP IT Service Operations,
Aspiryon

Victor Brown, IBM Distinguished Engineer,
BM Federal Office of the CTO

Reza Rassool, CTO,
Kwaai Oak

Mark Wells, Chief Technology Officer,
Data Solutions and Technology (DST)

TRACK B: Cloud Computing for HEALTHCARE hCLOUD©

8:30 – 8:50 AM
CCEB1410 – hCLOUD© Vendor Criteria

Keynote Speaker:

John Papadakis, SVP, Sales & Business Development,
StoAmigo

8:50 – 9:10 AM
CCEB1411 – hCLOUD© Task Prioritization

Keynote Speaker:

Ramesh Menon, Cloud Technology Leader,
IBM Software Group

9:10 – 9:30 AM
CCEB1412 – hCLOUD© Performance Metrics

Keynote Speaker:

David Kibbe, CEO & Pres.,
DirectTrust

9:30 – 10:15 AM
CCEB1413 – hCLOUD© Economics

Moderator:

Sari Lafferty, Business Affairs,
DCIA

Panelists:

John Papadakis, SVP, Sales & Business Development,
StoAmigo

Ramesh Menon, Cloud Technology Leader,
IBM Software Group

Tom Mountcastle, Sales & Ops. Mgr.,
CSC Leasing

Stephen Halbrook, Sr. Mgr. & DC Area Practice Leader,
BrightLine

10:15 - 10:45am MID-MORNING NETWORKING BREAK (In Exhibit Hall)

DAY TWO: FRIDAY, MAY 16, 2014 *(continued)*

10:45 - 12:05 AM CCEP1401 – Application Development/Programming Challenges/Opportunities for 'h' and 'g' CLOUDS© – Closing Plenary Keynotes

Keynote Speakers:

Brian Kracik, Marketing Director, Cloud Solutions,
Oracle

Justin Linenkohl, Solutions Architect, Cloud Services,
VeriStor Systems

Chris Poelker, VP, Enterprise Solutions,
FalconStor

Blake Sutherland, VP, Cloud and Data Center Solutions,
Trend Micro

12:00 **EXHIBIT HALL CLOSES FOR EXHIBITOR BREAK-DOWN**

12:05 - 12:45 AM CCEP1402 – Final Considerations for Selecting, Deploying, and Evaluating Cloud Solutions – Closing Plenary Panel Session

Moderator:

Marty Lafferty, CEO,
Distributed Computing Industry Association (DCIA)

Panelists:

Michael Elliott, Technology Evangelist,
Dell

Chris Poelker, VP, Enterprise Solutions,
FalconStor

Vic Winkler, Author
Securing the Cloud

Blake Sutherland, VP, Cloud and Data Center Solutions,
Trend Micro

Andrew Dietrich, Director, Managed Cloud Services,
Oracle

12:45 PM **Conference Concludes**

CCA CLOUD COMPUTING ASSOCIATION www.cloudcomputingassn.org

DCIA Distributed Computing Industry Association

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Leveraging its expertise and best practices in cloud computing, virtualization, and shared services support, **General Dynamics IT** facilitates government agencies' moving to the cloud with minimum risk. GDIT helps its customers outline the right strategies, build virtualization solutions, and implement and manage the complete cloud computing environment. Learn more at www.gdit.com/cloud.

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SoftServe is a leading global provider of high quality software development, testing, and technology consulting services. It is committed to bringing the best commercial software to independent software vendors and enterprises. SoftServe combines its unmatched experience with best practices delivering SaaS/cloud, mobility, and SDLC innovative solutions. With an onshore/offshore delivery model, it collaborates with its customers helping them drive their business and differentiate themselves within their markets. SoftServe has successfully completed over 2,500 projects for over 150 global companies. Founded in 1993, SoftServe is head- quartered in Fort Myers, FL, with an award-winning development organization based in Ukraine. For more information, please visit www.softserveinc.com.

Headquartered in Atlanta, GA, VeriStor Systems is an end-to-end solutions provider specializing in enterprise data storage, virtual infrastructure, cloud services, migration, and technology financing. VeriStor's integrated solutions include storage, server and desktop virtualization, virtual IO & consolidated fabric, fibre channel and iSCSI storage area networks (SANs), network attached storage (NAS), de-duplication, backup and recovery, data replication, information lifecycle management (ILM), and compliance archiving. With more than 600 customers, VeriStor specializes in enterprise and mid-market companies in all industries including financial services, manufacturing, healthcare, education, and federal, state and local government. More information can be found at www.veristor.com.

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Clear Government Solutions (CGS) was founded in 2006 and is headquartered in Prince Georges County, MD. CGS is a small business and federal cloud service provider (CSP), delivering cloud computing infrastructure and IT Services to federal, state, and local governments. Its landmark dederal contract award (GSA IaaS BPA), preeminent cloud security certification, technical qualifications, and proven past performance positions CGS to become a leader in the government's historic migration to the cloud. CGS has several contract vehicles, partners with Fortune 500 FSIs, and its datacenters located in Ashburn, VA and Dallas, TX. For more information, visit www.cleargovsolutions.com.

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Edwards Wildman (EW) is a full service, international law firm with 16 offices in the US, Europe, and Asia. Its cloud computing practice advises clients in this dynamic arena, including those buying or selling data centers or managed services providers (MSPs), and those providing or receiving IT hosting/outsourced services. Attorneys are drawn from the firm's technology, media and telecommunications (TMT), data privacy, intellectual property (IP), and private equity practices. EW is attuned to developments concerning cloud computing and IT outsourcing, and the evolving legal and regulatory requirements relating to privacy and data security, particularly where services are in multiple jurisdictions. Learn more at www.edwardswildman.com.

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CLOUD COMPUTING ASSOCIATION
79 Main Street, 3rd Floor, Port Washington, NY 11050
T: 212-300-2520 | F: 212-300-2529 | www.cloudcomputingassn.org

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SUMMIT & EXPO 2014

OCTOBER 1 - 2, 2014 | HILTON AUSTIN, AUSTIN, TEXAS

With $28 billion spent on developing apps by businesses and professional users in 2013, the untapped potential for cloud developers in the enterprise market is enormous. According to the research firm IDC, cloud computing was an estimated $47.4 billion industry in 2013 and is expected to more than double by 2017. The cloud's 23.5% compound annual growth rate is five times faster than that of the broader technology market.

The needs have never been greater for developers, programmers and architects to advance their knowledge, capabilities and skill-sets in order to profit from this revolutionary transformation in the business processes of the future. To help developers learn how to capture their share of this huge opportunity, the Distributed Computing Industry Association (DCIA) and Cloud Computing Association (CCA) will present the Cloud Developers Summit and Expo (CDSE:2014).

At CDSE:2014, highly focused business strategy and technical keynotes, breakout panels, and seminars will thoroughly explore cloud computing solutions and offerings and ample opportunities will be provided for one-on-one networking with the major players in this space.

Attendees will also see, hear, learn and master critical skills in instructional workshop sessions devoted to the unique challenges and opportunities for developers, programmers, and solutions architects in 6 distinct topic areas. This year's conference will offer:

- All aspects of cloud computing to be represented: storage, networking, applications, integration, and aggregation.
- 3 tracks that will cover mobile, logistics, and big data considerations that cut across nearly every enterprise vertical migrating business functions to the cloud.
- 3 tracks that will zero-in on three economic sectors that are now experiencing the most explosive growth: media and entertainment, government and military, and healthcare and life sciences.
- The DCIA and CCA's debut of the new Cloud Computing Competency Certification (CCCC) program with opportunities to qualify and receive Level One Certification (CCCC-L1) on site.

For speaking opportunities:

Marty Lafferty, CEO,
The Distributed Computing Industry Association (DCIA)
Phone: 410-476-7965
Email: marty@dcia.info

For sponsorship and exhibition opportunities:

Don Buford, Executive Director,
The Cloud Computing Association (CCA)
Phone: 212-300-2521
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Visit www.cloudcomputingassn.org/CloudDevelopers