



proudly present:

NAME:

# CLOUD COMPUTING

## Revolutionizing Entertainment & Media

### The Impact of Mobile Cloud Computing & Big Data

# WEST 2013

OCTOBER 27 - 29, 2013 | THE COSMOPOLITAN, LAS VEGAS, NV

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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, leading 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](http://www.cloudcomputingassn.org/dcinfo)

Dear Colleagues:

The Cloud Computing Association (CCA) and the Distributed Computing Industry Association (DCIA) are pleased to welcome you to CLOUD COMPUTING WEST 2013, our second annual strategic business summit on the west coast focusing on the media and entertainment sector and relevant emerging trends in cloud computing.

By attending this event for executive-level decision makers, you are joining some of the leading suppliers of cloud-based solutions for high-value entertainment content creation, storage, and delivery; enterprise end-users who are pioneering the adoption of such advanced services; and experts in mobile cloud computing and big data – two rapidly developing areas with the potential to have tremendous impact on the media and entertainment sector.

The interactive format of this year's CLOUD COMPUTING WEST 2013 encourages the exchange of high-level strategic insights by focusing on distinct subject areas in two interrelated thematic tracks:

- **Revolutionizing Entertainment & Media**
- **The Impact of Mobile Cloud Computing & Big Data**

We hope you will join us from the outset of this conference, which features a very timely and important Town Hall Meeting. In part as a result of the NSA Privacy Scandal, security of cloud-based data has come to the forefront as a key industry concern. This is your chance to have your voice heard on this vital issue and learn the best ways to overcome it through technology, legislative reform, and innovative business practices.

Best Regards,

A handwritten signature in blue ink that reads 'Don'.

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

A handwritten signature in blue ink that reads 'Marty'.

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](http://www.iibig.com/cloudcomputingassn/membership.html) or contact **Ria Lubis, Director, Membership, Media & Marketing Relations, Cloud Computing Association (CCA)** at [rial@cloudcomputingassn.org](mailto:rial@cloudcomputingassn.org).



## DAY ONE: SUNDAY, OCTOBER 27, 2013

10:00am - 2:00pm Exhibitor Set-up (Exhibit Hall Closed)

12:00 - 5:00pm Conference Registration Open

3:00 - 5:00pm **INDUSTRY TOWN HALL MEETING**  
(CCWW2701) NSA PRIVACY SCANDAL AND THE CLOUD COMPUTING INDUSTRY  
*Threat or Opportunity? How Will We Be Affected and How Will We Respond?*



Les Ottolenghi, Global CIO,  
Las Vegas Sands Corporation



Gerry Stegmaier, Of Counsel,  
Wilson Sonsini Goodrich & Rosati



Greg Nojeim, Sr. Counsel and Director of  
Freedom, Security & Technology Project,  
Center for Democracy and Technology (CDT)



Peter Rafelson, CEO,  
Rafelson Media



Tom Hopkins, Technical Product Manager,  
Cloud Products, Rackspace



Larry Freedman, Partner,  
Edwards Wildman Palmer

5:00 - 6:00pm Informal Networking with  
Cloud Computing Professionals – Vesper Bar (cash bar)



## DAY TWO: MONDAY, OCTOBER 28, 2013

7:30 - 8:20am EXHIBIT HALL GRAND OPENING, CONFERENCE REGISTRATION, CONTINENTAL BREAKFAST (In Exhibition Hall)

8:20 - 8:30am (CCWP2801) Welcome to Las Vegas & Conference Overview



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



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

8:30 - 9:30am (CCWP2802) The State of Cloud Computing Adoption for Entertainment (Opening Plenary Session)

Keynote Speakers:

**Industry Update on Cloud Adoption**

**Consumer Transition to the Cloud: Service Provider & OTT  
Video, Gaming, and Music Services**



Bhavik Vyas, Media & Entertainment Partner Eco-  
System Manager, Amazon Web Services (AWS)



Sam Rosen, Practice Director, TV & Video, Consumer  
Electronics, ABI Research

9:30 - 10:10am (CCWP2803) The Needs of Enterprise End-Users in the Media Sector (Plenary Keynotes)

Keynote Speakers:

**Cloud Migration Considerations**

**International Media Enterprise Requirements**



Mike Cohen, Architect & Principal Engineer,  
Netflix



Les Ottolenghi, Global CIO,  
Las Vegas Sands Corporation

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

10:45 - 11:25am (CCWP2804) Latest Trends, Newest Offerings (Plenary Keynotes)

Keynote Speakers:

**Hybrid Cloud, An Emerging IT Model**

**Strawberry Coconut Cloud - You Choose the Flavor**



Yung Chou, Platform Technology Evangelist,  
Microsoft



Tom Hopkins, Technical Product Manager, Cloud  
Products, Rackspace

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

[www.cloudcomputingassn.org/CloudWestSpeakers](http://www.cloudcomputingassn.org/CloudWestSpeakers)



## DAY TWO: MONDAY, OCTOBER 28, 2013 (continued)

11:25am - 12:10pm (CCWP2805) Outstanding Issues (Plenary Discussion)

Moderator:



Marty Lafferty, CEO,  
DCIA

Panelists:



Dan Schnapp, New Media, Entertainment & Technology, **Hughes Hubbard Reed**



Bhavik Vyas, Media & Entertainment Partner Eco-System Manager, **Amazon Web Services (AWS)**



Sam Rosen, Practice Director, TV & Video, Consumer Electronics, **ABI Research**



Mike Cohen, Architect & Principal Engineer,  
**Netflix**



Les Ottolenghi, Global CIO,  
**Las Vegas Sands Corporation**



Yung Chou, Platform Technology Evangelist,  
**Microsoft**



Tom Hopkins, Technical Product Manager, Cloud Products, **Rackspace**

12:15 - 1:00pm CONFERENCE LUNCHEON

1:00 - 1:30pm DESSERT & COFFEE SERVICE (In Exhibit Hall)

1:30 - 5:30pm Concurrent Tracks: Choose from Tracks A and B

### TRACK A: Cloud Computing in Entertainment & Media eCLOUD©

1:30 - 1:50 PM  
(CCWA2801) The Cloud & Television

Keynote Speaker:



Frank Aycock, Author and Professor,  
**Appalachian State University**

1:50 - 2:10 PM  
(CCWA2802) Collaboration & Production

Keynote Speaker:



Frank Huerta, CEO,  
**TransLattice**

2:10 - 2:30 PM  
(CCWA2803) Editing & Transcoding

Keynote Speaker:



Adam Powers, VP of Media Technology and Solutions,  
**V2Solutions**

2:30 - 3:00 PM  
(CCWA2804) Content Creation in the Cloud

Moderator:



Sari Lafferty, Business Affairs,  
DCIA

Panelists:



Frank Aycock, Author and Professor,  
**Appalachian State University**



Robert Ross, CTO,  
**TransLattice**



Adam Powers, VP of Media Technology and Solutions,  
**V2Solutions**



Peter Rafelson, CEO,  
**Rafelson Media**



Mike West, CTO,  
**Genos Corporation**



Todd Prives, Chief Marketing Officer,  
**ZYNC**

### TRACK B: Mobile & Big Data mCLOUD©

1:30 - 1:50 PM  
(CCWB2801) Mobile Storage Considerations

Keynote Speaker:



Melody Yuhn, Vice President and Chief Technology Officer,  
Carrier Services Division, **CSS Corp**

1:50 - 2:10 PM  
(CCWA2802) Lowering Latency

Keynote Speaker:



Ajit Gupta, President & CEO,  
**Aryaka**

2:10 - 2:30 PM  
(CCWB2803) HyperElasticity

Keynote Speaker:



Reza Rassool, CTO,  
**Kwaii Oak**

2:30 - 3:00 PM  
(CCWB2804) Mobile & Big Data Management

Moderator:



Ross Freedman, Associate,  
DCIA

Panelists:



Melody Yuhn, Vice President & Chief Technology Officer,  
Carrier Services Division,  
**CSS Corp**



Ajit Gupta, President & CEO,  
**Aryaka**



Reza Rassool, CTO,  
**Kwaii Oak**



Jay Gleason, Cloud Solutions Manager,  
**Sprint Nextel**



Gerry Stegmaier, Of Counsel,  
**Wilson Sonsini Goodrich & Rosati**

## DAY TWO: MONDAY, OCTOBER 28, 2013 (continued)

3:00 – 3:30 PM

MID-AFTERNOON NETWORKING BREAK (In Exhibit Hall)

### TRACK A: Cloud Computing in Entertainment & Media eCLOUD®

3:30 – 3:50 PM

(CCWA2805) Cloud-Based Content Management Processes

Keynote Speaker:



Richard Blatcher, Senior Global Industry Marketing Manager, Manufacturing, **Autodesk**

3:50 – 4:10 PM

(CCWA2806) Distribution Channel Storage

Keynote Speaker:



Tom Moran, Senior Director - Media, **Savvis**

4:10 – 4:30 PM

(CCWA2807) Cloud-Based Delivery Systems

Keynote Speaker:



John Gildred, Vice President for Product Management, **Intertrust Technologies Corp.**

4:30 – 4:50 PM

(CCWA2808) Cloud Media Lockers

Keynote Speaker:



Vic Winkler, Author, “**Securing the Cloud**”

4:50 – 5:30 PM

(CCWA2809) Security & Reliability Issues

Moderator:



Sari Lafferty, Business Affairs, **DCIA**

Panelists:



Richard Blatcher, Senior Global Industry Marketing Manager, Manufacturing, **Autodesk**.



Tom Moran, Senior Director - Media, **Savvis**



John Gildred, Vice President for Product Management, **Intertrust Technologies Corp.**



Vic Winkler, Author, “**Securing the Cloud**”



Gary Ballabio, Product Line Director, Enterprise Cloud, **Akamai**



Allan McLennan, President and Chief Analyst, **PADEM Group**

### TRACK B: Mobile & Big Data mCLOUD®

3:30 – 3:50 PM

(CCWB2805) Big Data Infrastructure

Keynote Speaker:



Tom Joyce, Senior Vice President and General Manager, Converged Systems, Enterprise Group **Hewlett-Packard Company**

3:50 – 4:10 PM

(CCWB2806) Cloud & Big Data – The Perfect Storm

Keynote Speaker:



Jason Carolan, CTO, **ViaWest**

4:10 – 4:30 PM

(CCWB2807) Analytic Programs

Keynote Speaker:



Victor Gill, Sr. Product Mgr., Cloud Solutions, **Master Control**

4:30 – 4:50 PM

(CCWB2808) Cloud Billing for the Digital Lifestyle

Keynote Speaker:



Brian Kracik, Director, Product Marketing SDP and Cloud Solutions, **Oracle**

4:50 – 5:30 PM

(CCWB2809) Security & Reliability Issues

Moderator:



Ross Freedman, Associate, **DCIA**

Panelists:



Tom Joyce, Senior Vice President and General Manager, Converged Systems, Enterprise Group **Hewlett-Packard Company**



Jason Carolan, CTO, **ViaWest**



Victor Gill, Sr. Product Mgr., Cloud Solutions, **Master Control**



Brian Kracik, Director, Product Marketing SDP and Cloud Solutions, **Oracle**



Doug Barbin, Principal, Cloud Assurance and Compliance, **BrightLine**



Michael O'Malley, Vice President of Product Marketing and Management, **VASCO Data Security**



5:30 - 6:30pm

**EVENING NETWORKING RECEPTION** (In Exhibit Hall)

## DAY THREE: TUESDAY, OCTOBER 29, 2013

7:30 - 8:20am Conference Registration & Continental Breakfast (In Exhibition Hall)

8:30 - 10:15am Concurrent Tracks: Choose from Tracks A and B

### TRACK A: Cloud Computing in Entertainment & Media eCLOUD©

8:30 – 8:50 AM  
(CCWA2901) Cloud Implementation for Media & Entertainment

Keynote Speaker:



Mark Sorency, Senior Cloud Architecture Executive,  
IBM

8:50 – 9:10 AM  
(CCWA2902) Cloud Vendor Selection for Media Companies

Keynote Speaker:



Grant Kirkwood, Co-Founder,  
Unitas Digital

9:10 – 9:30 AM  
(CCWA2903) Cloud Economics in the Entertainment Sector

Keynote Speaker:



Kurt Kyle, Media Industry Principal,  
SAP America

9:30 – 10:15 AM  
(CCWA2904) Future Cloud Opportunities for Media & Entertainment

Moderator:



Sari Lafferty, Business Affairs,  
DCIA

Panelists:



Mark Sorency, Senior Cloud Architecture Executive,  
IBM



Grant Kirkwood, Co-Founder,  
Unitas Digital



Kurt Kyle, Media Industry Principal,  
SAP America



Manan Shah, Principal Product Manager, Cloud Platform Group,  
Citrix



Robert Stevenson, Chief Business Officer & SVP of Strategy,  
Gaikai



Adam Powers, VP of Media Technology and Solutions,  
V2Solutions

### TRACK B: Mobile & Big Data mCLOUD©

8:30 – 8:50 AM  
(CCWB2901) The Cloud and Big Data

Keynote Speaker:



Chris Poelker, VP, Enterprise Solutions,  
FalconStor

8:50 – 9:10 AM  
(CCWB2902) Differentiating with Cloud-Based Mobile Services

Keynote Speaker:



Lori Sylvia, EVP, Marketing,  
Red Bend Software

9:10 – 9:30 AM  
(CCWB2903) Mobile Cloud / Big Data Economics

Keynote Speaker:



Russ Hertzberg, VP, Technology Solutions,  
SoftServe

9:30 – 10:15 AM  
(CCWB2904) Future Mobile Cloud & Big Data Opportunities

Moderator:



Ross Freedman, Associate,  
DCIA

Panelists:



Chris Poelker, VP, Enterprise Solutions,  
FalconStor



Lori Sylvia, EVP, Marketing,  
Red Bend Software



Russ Hertzberg, VP, Technology Solutions,  
SoftServe



Alkesh Shah, Vice President,  
Red Bend Software



Peter Rafelson, CEO,  
Rafelson Media

## DAY THREE: TUESDAY, OCTOBER 29, 2013 (continued)

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

10:45 - 12:05 AM (CCWP2901): Final Considerations (Closing Plenary Session)

Keynote Speakers:

**Does Object Storage Actually Fit into File-Based Workflows?**



Michael King, Dir. of Mktg. for Cloud, Content & Media, DataDirect Networks

**Hybrid Clouds – The End State**



Michael Elliott, Enterprise Cloud Evangelist, Dell



Jay Migliaccio, Director of Cloud Platforms & Services, Aspera



Sean Barger, CEO, Equilibrium

**The Cloud Changes Everything - Why Linear Television Channels Will Soon Be A Memory**

12:00 – 12:45 EXHIBIT HALL CLOSURES FOR EXHIBITOR BREAK-DOWN

12:05 - 12:45 AM (CCWP2902): What's Next for Cloud Computing

Moderator:



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

Panelists:



Michael King, Dir. of Mktg. for Cloud, Content & Media, DataDirect Networks



Daniel Kenyon, VP of Business Development, Equilibrium



Michael Elliott, Enterprise Cloud Evangelist, Dell



Larry Freedman, Partner, Edwards Wildman Palmer



Jay Migliaccio, Director of Cloud Platforms & Services, Aspera

12:45 PM Conference Concludes



Thank you for your support of the Cloud Computing Industry

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proudly present:

# CLOUD COMPUTING

Revolutionizing Business Processes in  
Government, Healthcare & Financial Services

# EAST 2014

MAY 13-14, 2014  
Doubletree Hilton  
Washington, DC

For speaking opportunities, please contact  
Marty Lafferty, CEO, DCIA at 410-476-7965 or [marty@dcia.info](mailto:marty@dcia.info)

For sponsorship/exhibiting opportunities, please contact  
Don Buford, Executive Director, CCA at 212-300-2521 or  
[donb@cloudcomputingassn.org](mailto:donb@cloudcomputingassn.org)

Visit [www.cloudcomputingassn.org/CloudEast](http://www.cloudcomputingassn.org/CloudEast)

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**Citrix Systems, Inc.** transforms how businesses and IT work and people collaborate in the cloud era. With market-leading cloud, collaboration, networking, and virtualization technologies, Citrix powers mobile workstyles and cloud services, making complex enterprise IT simpler and more accessible for 260,000 organizations. Citrix products touch 75 percent of Internet users each day and the company partners with more than 10,000 companies in 100 countries. Annual revenue in 2011 was \$2.21 billion. Learn more at [www.citrix.com](http://www.citrix.com).

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