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CLOUD DEVELOPERS

Mobile Cloud, DevOps & Big Data:
Critical Take-Aways for Industry Participants

SUMMIT & EXPO 2014

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

WELCOME TO THOUGHT-LEADERS AND INFORMATION TECHNOLOGY (IT)
PROFESSIONALS FROM THE FOLLOWING ORGANIZATIONS *(at press time)*:

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- Adjacent Technologies
- Amazon Web Services
- Applied Geographics
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Visit us on the web at www.CloudComputingAssn.org and www.DCIA.info

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 DEVELOPERS SUMMIT & EXPO 2014 in Austin, TX October 1-2, 2014.

By attending this event, which brings together executive-level decision makers along with programmers, architects, and developers, you are joining some of the leading suppliers of cloud-based solutions serving the Media & Entertainment, Government & Military, and Healthcare & Life Sciences Sectors, as well as end-users in these three verticals who are leading the economy in migrating their operational functions to the cloud and evaluating additional opportunities to leverage cloud computing in their work.

The format of this year's CLOUD DEVELOPERS SUMMIT & EXPO combines a strategic Business Conference track comprised of Keynote Addresses and Panel Discussions with a track dedicated to interactive hands-on Workshops and Special Seminars. This year's themes reflect three of the most dynamic trends now taking place in the cloud computing industry:

- Mobile Cloud
- DevOps
- Big Data

We hope that you will take full advantage of our Mid-Morning and Afternoon Networking Breaks as well as our new flexibly scheduled Conference Luncheon Buffet, and also join us at the end of the first day of Conference Sessions and Workshops (October 1st) to continue your conversations at our Networking Cocktail Reception in the Exhibit Hall.

We're confident that you will find the two-day summit and exposition 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)



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

JOIN THE CLOUD COMPUTING ASSOCIATION (CCA)

The CCA continues to build and grow a network of cloud end-users, service/solution providers, and product developers. 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 ria@cloudcomputingassn.org.



DAY ONE: WEDNESDAY, OCTOBER 1, 2014

7:00 am CONTINENTAL BREAKFAST















7:50am - 8:00am WELCOME TO AUSTIN, TX / CONFERENCE OVERVIEW


















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















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

	CONFERENCE TRACK	WORKSHOP TRACK	EXHIBIT HALL
8:00am	<p>The Mobile Commerce Revolution – Book Debut</p> <p>Keynote Speaker:</p>  <p>Tim Hayden, Author, <i>The Mobile Commerce Revolution</i></p>	<p>Getting Started with Azure – Microsoft Workshop</p> <p>Workshop Leader:</p>  <p>Haishi Bai, Technology Evangelist, Azure, Microsoft</p>	
8:15am	<p>Amazon Web Services Keynote</p> <p>Keynote Speaker:</p>  <p>Steve Spano, Brig Gen (Ret), USAF, GM, Defense and National Security, Amazon Web Services</p>		
8:30am	<p>Google Keynote</p> <p>Keynote Speaker:</p>  <p>David Mihalchik, US Government Solutions Leader, Google</p>		
8:45am	<p>Panel Discussion:</p> <p>Speakers:</p>  <p>Lawrence Freedman, Partner, Edwards Wildman Palmer</p>  <p>Tim Hayden, Author, <i>The Mobile Commerce Revolution</i></p>  <p>Steve Spano, Brig Gen (Ret), USAF, GM, Defense and National Security, Amazon Web Services</p>  <p>David Mihalchik, US Government Solutions Leader, Google</p>	<p>DevOps Services in the Cloud: From Idea to Production in Minutes – IBM Workshop</p> <p>Workshop Leader:</p>  <p>Sandhya Kapoor, Senior Software Engineer, Ecosystem Development, Strategic Initiatives, IBM</p>	Exhibit Hall Open
9:30pm	NETWORKING BREAK		
10:00am	<p>Enabling DevOps – Microsoft Keynote</p> <p>Keynote Speaker:</p>  <p>Haishi Bai, Technology Evangelist, Azure, Microsoft</p>	<p>GIS & GPS in DriveTexas – Google Workshop</p> <p>Workshop Leader:</p>  <p>James Johnson, GIS Support Manager, NTT Data/Texas Department of Transportation (TxDoT)</p>	
10:15am	<p>Mobile Cloud Architectures – IBM Keynote</p> <p>Keynote Speaker:</p>  <p>Sal Vella, Vice President, Rational Product Development and Customer Support, IBM Software Group</p>	 <p>Jim Scott, Director of Texas Operations, Applied Geographics</p>	
10:30am	<p>CollegeBound – OutSystems Case Study</p> <p>Keynote Speaker:</p>  <p>Wes Carberry, Managing Director - Technology Practice, Sense Corporation</p>		










DAY ONE: WEDNESDAY, OCTOBER 1, 2014 (continued)

	CONFERENCE TRACK	WORKSHOP TRACK	EXHIBIT HALL
10:45am	<p>Panel Discussion:</p> <p>Speakers:</p>  <p>Lawrence Freedman, Partner, Edwards Wildman Palmer</p>  <p>Haishi Bai, Technology Evangelist, Azure, Microsoft</p>  <p>Sal Vella, Vice President, Rational Product Development and Customer Support, IBM Software Group</p>  <p>Wes Carberry, Managing Director - Technology Practice, Sense Corporation</p>	<p>Managing Hybrid Cloud Environments - Dell Workshop</p> <p>Workshop Leader:</p>  <p>Campbell McNeill, Distinguished Engineer and Chief Architect, Dell Cloud Marketplace</p>	Exhibit Hall Open
11:30am	<p>The Current State of Private Cloud – Dell Keynote</p> <p>Keynote Speaker:</p>  <p>Michael Elliott, Enterprise Cloud Evangelist, Dell</p>	<p>Rackspace Workshop</p> <p>Workshop Leader:</p>  <p>Wayne Walls, Director, Cloud Strategy, Rackspace</p>  <p>Ryan Richard, Team Lead - OpenStack Architect, Rackspace</p>	Buffet Flex Lunch In Lunch Hall
11:45am	<p>Rackspace Keynote</p> <p>Keynote Speaker:</p>  <p>Kyle Kelley, Software Engineer, Rackspace</p>		
12:00pm	<p>Cloud Object Stores – Aspera Keynote</p> <p>Keynote Speaker:</p>  <p>Mike Flathers, Chief Technologist, Aspera Development Platform, Aspera</p>		
12:15pm	<p>Panel Discussion:</p> <p>Speakers:</p>  <p>Lawrence Freedman, Partner, Edwards Wildman Palmer</p>  <p>Michael Elliott, Enterprise Cloud Evangelist, Dell</p>  <p>Kyle Kelley, Software Engineer, Rackspace</p>  <p>Mike Flathers, Chief Technologist, Aspera Development Platform, Aspera</p>	<p>Ariba – Join the World's Largest Sourcing Network – SAP Workshop</p> <p>Workshop Leader:</p>  <p>Mark Willner, Ariba Principal Technical Solutions Consultant, SAP</p>	

DAY ONE: WEDNESDAY, OCTOBER 1, 2014 (continued)















	CONFERENCE TRACK	WORKSHOP TRACK	EXHIBIT HALL
1:00pm	<p>Advanced Private Cloud Technologies and Services – Front Porch Digital Keynote</p> <p>Keynote Speaker:</p>  <p>Brian Campanotti, Chief Technology Officer, Front Porch Digital</p>	<p>DevOps – SoftServe Workshop</p> <p>Workshop Leader:</p>  <p>Roman Pavlyuk, Solutions Product Manager, SoftServe</p>	<p>Buffet Flex Lunch In Lunch Hall</p>
1:15pm	<p>The Slow Lurch to the Cloud – Mediafly Keynote</p> <p>Keynote Speaker:</p>  <p>Jason Shah, Chief Technology Officer, Mediafly</p>		
1:30pm	<p>Media Delivery and the Cloud – RealEyes Media Keynote</p> <p>Keynote Speaker:</p>  <p>David Hassoun, Founder, RealEyes Media</p>		
1:45pm	<p>Panel Discussion:</p> <p>Speakers:</p>  <p>Brian Campanotti, Chief Technology Officer, Front Porch Digital</p>  <p>Jason Shah, Chief Technology Officer, Mediafly</p>  <p>David Hassoun, Founder, RealEyes Media</p>	<p>Big Data with Azure – Microsoft Workshop</p> <p>Workshop Leader:</p>  <p>Ron Abellera, Senior Azure Architect, Microsoft</p>	
2:30pm	<p>Mobilizing Content – Adjacent Technologies Keynote</p> <p>Keynote Speaker:</p>  <p>Rich Downing, Client Solutions Executive, Adjacent Technologies</p>	<p>IBM Bluemix: Build, Deploy and Test a Mobile App in the Cloud – IBM Workshop</p> <p>Workshop Leader:</p>  <p>Leigh Williamson, IBM Distinguished Engineer, Mobile Software Development Strategy, CTO Team, Rational Software, IBM</p>	<p>Exhibit Hall Open</p>
2:45pm	<p>The Secret Life of Mobile Data – JW Secure Keynote</p> <p>Keynote Speaker:</p>  <p>Dan Griffin, President, JW Secure</p>		
3:00pm	<p>NetSuite Keynote</p> <p>Keynote Speaker:</p>  <p>Ranga Bodla, Wholesale Distribution Industry Lead, NetSuite</p>		

DAY ONE: WEDNESDAY, OCTOBER 1, 2014 (continued)












	CONFERENCE TRACK	WORKSHOP TRACK	EXHIBIT HALL
3:15pm	<p>Panel Discussion:</p> <p>Speakers:</p>  Rich Downing, Client Solutions Executive, Adjacent Technologies	<p>FedRAMP Accreditation Process – Paragon Workshop</p> <p>Workshop Leader:</p>  Mark Clark, Systems Security Engineer, Paragon Technology Group	Exhibit Hall Open
4pm	<p>NETWORKING BREAK</p>		
4:30pm	<p>Big Data – SoftServe Keynote</p> <p>Keynote Speaker:</p>  Neil Fox, Chief Technology Officer, SoftServe	<p>Digital Transformation – Dell Workshop</p> <p>Workshop Leader:</p>  Barton George, Director, Developer Programs, Dell Services	
4:45pm	<p>Tackling Big Data with Hadoop & Open Source – Talend Keynote</p> <p>Keynote Speaker:</p>  Cedric Carbone, Chief Technology Officer, Talend		
5:00pm	<p>DBaaS Private Cloud – Oracle Keynote</p> <p>Keynote Speaker:</p>  Stan Defilippi, Sales Consulting Senior Director, Oracle		
5:15pm	<p>Panel Discussion:</p> <p>Speakers:</p>  Neil Fox, Chief Technology Officer, SoftServe	<p>Securing Digital Identities & Facilitating Healthcare Exchange – DirectTrust Workshop</p> <p>Workshop Leader:</p>  Scott Rea, Vice President, DigiCert	
6:00pm	<p>DAY 1 CONCLUDES</p>		
	 <p>6:30pm - 8:00PM COCKTAIL NETWORKING RECEPTION</p>		

DAY TWO: THURSDAY, OCTOBER 2, 2014

7:00 am CONTINENTAL BREAKFAST

	CONFERENCE TRACK	WORKSHOP TRACK	EXHIBIT HALL
8:00am	<p>Reducing IaaS Costs with Predictive Analytics – QRhythm Keynote</p> <p>Keynote Speaker:</p>  <p>Sergey Shelpuk, Founder, QRhythm</p>	<p>Developing Real-Time Data Solutions Using the SAP HANA Cloud Platform – SAP Workshop</p> <p>Workshop Leader:</p>  <p>Mark Mummy, Senior Architect, Big Data Solutions, SAP</p>	<p>Exhibit Hall Open</p>
8:15am	<p>DaaS VDI VaaS BIOaaS – VDI Space Keynote</p> <p>Keynote Speaker:</p>  <p>Mike Fraser, CEO, VDI Space</p>		
8:30am	<p>Application Continuity – Iron Mountain Keynote</p> <p>Keynote Speaker:</p>  <p>Frank Bruno, Director & Senior Business Strategist, Iron Mountain</p>		
8:45am	<p>Panel Discussion:</p> <p>Speakers:</p>  <p>Sergey Shelpuk, Founder, QRhythm</p>  <p>Mike Fraser, CEO, VDI Space</p>  <p>Frank Bruno, Director & Senior Business Strategist, Iron Mountain</p>	<p>Contained Excitement (Using Docker) – Rackspace Workshop</p> <p>Workshop Leader:</p>  <p>Ryan Richard, Team Lead - OpenStack Architect, Rackspace</p>  <p>Alex Brandt, Cloud Evangelist, Rackspace</p>	
9:30pm	<p>Staying Ahead of the Game – SAP Keynote</p> <p>Keynote Speaker:</p>  <p>Scott Campbell, Senior Principal, Media, Sports & Entertainment, SAP</p>	<p>Hangout with Google – Google Workshop</p> <p>Workshop Leader:</p>  <p>Kyle Campbell, Enterprise Account Manager, SLED Western US, Google</p>  <p>Jack O'Connell, Account Executive, State and Local Government, Education, Google</p>	
9:45am	<p>HIPAA in the Cloud – OnRamp Keynote</p> <p>Keynote Speaker:</p>  <p>Chad Kissinger, Founder, OnRamp</p>		
10:00am	<p>Digital Transaction Management – Kinetic Concepts Keynote</p> <p>Keynote Speaker:</p>  <p>Joshua Haggerty, Director of Application Development, Kinetic Concepts</p>		
10:15am	NETWORKING BREAK		

DAY TWO: THURSDAY, OCTOBER 2, 2014 (continued)

	CONFERENCE TRACK	WORKSHOP TRACK	EXHIBIT HALL
10:45am	<p>MyDirectives – A D Vault Keynote Keynote Speaker:</p>  <p>Jeff Zucker, CEO & Co-Founder, A D Vault</p>	<p>Building Managed Cloud Environments for the Public Sector – IBM Workshop Workshop Leader:</p>  <p>Kyle Pribilski, CalCloud Services Solutions Executive, IBM</p>	
11:00am	<p>Panel Discussion: Speakers:</p>  <p>Russ Hertzberg, Vice President, Technology Solutions, Prime Care Technologies</p>  <p>Christine Heffernan, Industry Value Engineering, SAP</p>  <p>Chad Kissinger, Founder, OnRamp</p>  <p>Joshua Haggerty, Director of Application Development, Kinetic Concepts</p>  <p>Jeff Zucker, CEO & Co-Founder, A D Vault</p>		Exhibit Hall Open
11:30am	<p>Mining the Cloud – SERC Keynote Keynote Speaker:</p>  <p>Mitchell Kerman, PhD, Director, Program Development & Transition, SERC</p>	<p>Critical Regulatory Issues – The Basics + Cutting Edge Developments – Edwards Wildman Palmer Workshop Workshop Leader:</p>  <p>Lawrence Freedman, Partner, Edwards Wildman Palmer</p>	
11:45am	<p>Data Security – Paragon Technology Group Keynote Keynote Speaker:</p>  <p>Bob Littlejohn, Senior Security Engineer, Paragon Technology Group</p>		
12:00pm	<p>Reality Therapy – Xvand Keynote Keynote Speaker:</p>  <p>Yehuda Cagen, Director, Xvand</p>		

	CONFERENCE TRACK	WORKSHOP TRACK	EXHIBIT HALL
12:15pm	<p>Panel Discussion:</p> <p>Speakers:</p>  <p>Dan Griffin, President, JW Secure</p>  <p>Scott Campbell, Senior Principal, Media, Sports & Entertainment, SAP</p>  <p>Mitchell Kerman, PhD, Director, Program Development & Transition, SERC</p>  <p>Bob Littlejohn, Senior Security Engineer, Paragon Technology Group</p>  <p>Yehuda Cagen, Director, Xvand</p>	<p>The Coming Internet of Things (IoT) and Developer Challenges – Flux7 Workshop</p> <p>Workshop Leader:</p>  <p>Ali Hussain, CTO & Co-Founder, Flux7 Labs</p>	<p>Exhibit Hall Open</p>

1:00pm

Conference Concludes



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To View a Complete List of Speaker Biographies, Please Visit:
www.cloudcomputingassn.org/CloudDevSpeakers

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NOTES



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