

NETWORK WORLD LIVE PRESENTS



WASHINGTON, DC

TUESDAY, DECEMBER 16, 2008
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IT's #1 Destination for 10 Critical Topics

1. Virtualization
2. Enterprise Mobility
3. Network Management, Automation & Control
4. Network & Application Acceleration
5. Securing the Core
6. Data Center Infrastructure and Management
7. Security and Compliance
8. VoIP, Video and Unified Communications
9. Next-Generation WAN Services
10. SaaS, Cloud Computing and Managed Services



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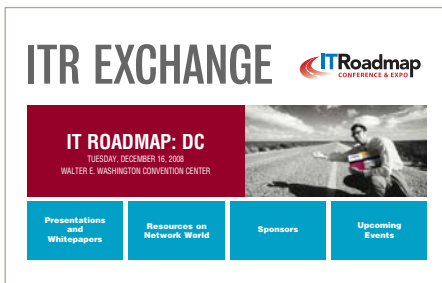
DALE DONCHIN, CAD DIRECTOR, ANALOG DEVICES INC.

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FREE!—ITR Exchange

When you check in on the day of the event, you'll gain a valuable privilege that lasts all year long: Free membership in the ITR Exchange. It's for attendees only. And it gives you access to a password-protected IT Roadmap website. There you can read and download presentations from each of the event's 10 IT sessions. Just as important, the ITR Exchange keeps you constantly up-to-date with always new, always fresh information and data, including:

- a special, "Voices from IT Roadmap" update each month with links to just-released interviews with key speakers
- original articles that take a deeper look at the technologies covered at the event
- priority access to sponsor white papers, product information, and technology news updates.



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SCOTT GRAMM, NETWORK ENGINEER,
INDIANA ELECTRONICS

Registrations must be received in advance of the event. Walk-ins not accepted. Attendance at the IT Roadmap event is limited to qualified network and IT professionals involved in technology product purchase decisions within their organization. Interpretation and enforcement of this qualification policy as well as the right to limit and/or refuse registration for any reason are at the sole discretion of Network World Live Events.



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IT ROADMAP: WASHINGTON, DC

DECEMBER 16, 2008 | WALTER E. WASHINGTON CONVENTION CENTER

IT's most-informed hosts and keynoters



John Gallant

CEO, Network World, Inc.

He sets the strategy for one of the world's fastest-growing media companies. He guides the content and business development for the No. 1 newsweekly of network professionals. John Gallant:

Named by Technology Marketing as one of the most influential people in computer journalism. Cited as "most visionary" by Press Access. Executive producer for several of IT's most-acclaimed conferences. And highly sought after for on-air expertise by CNN, CNBC, NPR and Bloomberg. John is the driving force behind Network World's IT Roadmap 2008.



Paul Desmond

Events Editor, Network World

He's the storyteller behind the "Voices from IT Roadmap" column. In touch with the innovators and influentials of the enterprise.

With a finger on the pulse of every key issue in IT. Paul's rise started and continues at Network World where he's served as new reporter, feature writer, and now senior editor. Winning numerous awards for editorial excellence from the Business Press and the American Society of Business Press Editors among others.

IT's most influential analysts to guide you in every track



Andreas Antonopoulos

Senior Vice President & Founding Partner, Nemertes Research

A leading expert in new processes, complex systems, emerging technologies, and winning strategies. Andreas is a highly-valued consultant to the Fortune 100.



Johna Till Johnson

President & Senior Founding Partner, Nemertes Research

Visionary researcher, influential consultant, widely-published analyst: Johna is a member of the IEEE, ACM, and Internet Engineering Task Force.



Jeff Kaplan

Founder and Managing Director of THINKstrategies

Out-tasking – Industry Inversion – Software-as-a-Service – Managed Services – just some of the innovative ideas Jeff Kaplan pioneered as a research analyst, corporate executive, strategic consultant, featured columnist and industry speaker.



Irwin Lazar

Principal Analyst & Program Director, Nemertes Research

IT's convergence & collaboration specialist, Irwin develops and manages research projects, conducts strategic workshops and advises a who's-who list of global clients.



Craig Mathias

Principal, The Farpoint Group

An internationally-recognized analyst for wireless networking and mobile computing, Craig is a closely-followed author, advisor and board member.



Jim Metzler

President, Ashton Metzler & Associates

Highly-respected expert on network technology and its business applications, Jim is an industry-leading strategic advisor.



Joel Snyder

Senior Partner, Opus One

An expert in telecommunication and networks with an emphasis on data security. Joel is a renowned information architect with more than two decades of experiences.

AGENDA AND SCHEDULE

[SPEAKERS AND AGENDA SUBJECT TO CHANGE]

7:30 **Registration** and Complimentary Breakfast

8:15 **Welcome Address and Agenda for Action** Paul Desmond, Events Editor, Network World, Inc.

8:30 **End-User Keynote Presentation:** The latest intelligence from the front-lines of IT's most successful CIOs

9:15 **Technology Keynote Presentation: *Strategic Role of the Network and Beyond*** Nancy Gofus - SVP & Chief Marketing Officer - Verizon Business & Marie Hattar, Vice President, Network Systems and Security Solutions Marketing / CMO – Cisco Systems, Inc.

10:00 Refreshments Break

MORNING TRACKS (Choose One)

10:15 Each information-packed track presents a real-world user case study, vendor-specific solutions, and best practices you can take back to your enterprise

Security and Compliance

with Andreas Antonopoulos,
Senior VP & Founding Partner
Nemertes Research

SaaS, Cloud Computing and Managed Services

with Jeff Kaplan, Founder and Managing
Director, THINKstrategies

Network & Application Acceleration

with Jim Metzler, President
Ashton Metzler & Associates

Enterprise Mobility

with Craig Mathias, Principal
The Farpoint Group

Data Center Infrastructure & Management

with Johna Till Johnson, President
Nemertes Research

12:30 Complimentary Lunch and IT Expo is Open

AFTERNOON TRACKS (Choose One)

2:30

Virtualization

with Andreas Antonopoulos
Senior VP & Founding Partner
Nemertes Research

VoIP, Video & Unified Communications

with Irwin Lazar, Principal Analyst
Nemertes Research

Network Management, Automation & Control

with Jim Metzler, President
Ashton Metzler & Associates

Securing the Core

with Joel Snyder, Senior Partner
Opus One

Next-Generation WAN Services

with Johna Till Johnson, President
Nemertes Research

4:45 **Reception and IT Expo** Take this opportunity to visit the expo hall where you can discover and explore and learn about the best in IT products and services. Refreshments will be served.

6:00 **Passport Drawing** Fantastic giveaways including a 42" LCD Plasma TV, thanks to Principal Sponsors Verizon Business & Cisco Systems, as well as other great prizes! You must be present to win.



1. Security and Compliance

Ready for?—

- A security strategy that work for both small and large companies
- A priority audit of your security defenses and risk management
- A security architecture built around the three keys: people, process & technology
- Strategies that protect data and assets in ways that maximize the use of mobile networks
- Security management that maximizes regulatory compliance at minimal cost
- Records retention policy and practices that pay for themselves

Andreas Antonopoulos

Senior Vice President & Founding Partner, Nemertes Research

Focus

Balancing the building blocks of security to create a ubiquitous, reliable, data and identity-centric defense

Challenge

Data theft is a highly profitable industry. In fact, Bad Guys, Inc. just had a record \$100 million year. And they're plowing their returns into sophisticated R&D to increase their assault on your information assets. What's worse: Mobility and ubiquitous connectivity make the traditional security perimeter extremely vulnerable.

Today's hyper-connected enterprises require technologies, strategies and architectures not even imagined in the wired world. Quick-strike tools as responsive as your enterprise is mobile. Layered as deep as your core is critical. Security that's visionary because your budget is tight. Effective because the threats are devastating. And as practical because your operation is lean.

Takeaways

- Next-generation threats and attacks
- Prioritizing your security defenses
- Understanding risk management
- Building a security infrastructure
- Right-sizing your security strategy
- Security dynamics for the mobile network
- Turning logs into security monitors
- Protecting data beyond the perimeter
- Assessing internal vs. outsource ops
- Creating corporate awareness and training
- Maximizing compliance at minimal costs
- Establishing a retention policy that works

Technologies

- Malware
- Phishing
- SPAM
- Data Leakage Prevention
- Network flow analysis
- Identity Management
- Firewalls
- Encryption at rest and in transit (VPN)
- Intrusion Prevention
- Log and event management (SIEM)
- VOIP security

2. SaaS, Cloud Computing & Managed Services

Ready for?—

- Secrets on how to leverage SaaS, Cloud Computing and Managed Services to support your day-to-day operations and achieve your IT/business objectives
- How SaaS, Cloud Computing and Managed Services can align IT operations with corporate objectives
- Key questions to ask when out-tasking specific IT/application responsibilities
- Hidden benefits/costs of SaaS, Cloud Computing and Managed Services

Jeff Kaplan

Founder, THINKstrategies

Focus

Education to better understand and deploy 'on-demand' solutions: Ascending the learning curve quickly as the SaaS, Cloud Computing and Managed Services market rapidly evolves.

Challenge

Software-as-a-Service and Cloud Computing is the new frontier of IT and is also creating renewed interest in Managed Services. SaaS is forecast to grow at a compound annual growth rate of 22.1% through 2011. A third of the organizations recently surveyed by THINKstrategies and Cutter Consortium are already using SaaS and another 37% are considering SaaS this year.

Are you ready for? —

- The key advantages/disadvantages of SaaS, Cloud Computing and Managed Services?
- How does SaaS differ from the Application Service Providers (ASPs) of the past?
- What defines cloud computing and what separates it from utility computing? How managed services differ from IT outsourcing?
- The crucial criteria for selecting the most effective SaaS, Cloud Computing and Managed Services providers?

Takeaways

- Metrics for evaluating end-user needs and business unit demands
- Vendor selection criteria unique to SaaS and cloud computing
- Service level standards to expect?
- The new customer/vendor relationship SaaS creates

Technologies

- SaaS
- Cloud/Utility Computing
- On-Demand Enterprise Applications
- Managed Services
- Managed Security Services
- Managed Storage Services
- Managed Desktop/Server/Network Services

3. Network & Application Acceleration

Ready for?—

- Criteria for determining effective branch office optimization
- Benchmarks for measuring true front-end performance of apps
- Pros and cons of implementing branch office optimization in the router
- Cost/benefits of managed-service providers
- The demands of next-generation of apps
- The interaction of security and network and application acceleration

Jim Metzler

President, Ashton Metzler & Associates

Focus

Deploying Next-Generation Network and Apps Acceleration: Dynamic Solutions for Competitive Business Advantages

Challenge

Until a few years ago, acceptable application performance was an unknown, unmanaged metric. Today, roughly two thirds of network-driven organizations demand management of that key driver of success. As crucial as it is complex, most network organizations struggle to become proficient at it.

Because network managers are confronted by a confusion of solutions and tools, most network and application optimizations are merely superficial and tactical—quick fixes. What's needed is an architecture for acceleration that makes broad strategic deployments not only understandable, but sensible.

This track is the right first step. Starting with the established fundamentals of compression, caching and protocol acceleration, it will help you build a cost benefit case. You'll see how to benchmark your application requirements. Evaluate managed service providers. Identify and isolate the most productive network and application optimizations. And determine, design, and build customized solutions that deploy the best available combination of scalable tools.

Takeaways

- Factors driving application optimization
- Determining application requirements
- Evaluating managed service providers
- Building a strong business case
- Identifying the need for optimization
- Taxonomy of branch office optimization
- Selection criteria for branch office solutions
- Selection criteria for application front ends

Technologies

- Compression
- Caching
- Differencing
- Protocol acceleration
- QoS
- Server offload
- Web 2.0
- Security
- Router Optimization

4. Enterprise Mobility

Ready for?—

- Strategies to integrate / orchestrate wireless
- Apps that maximize mobile's advantages
- Tools that improve customer response times
- Measurable gains in efficiency & productivity

Craig Mathias

Principal, The Farpoint Group

Focus

Managing mobility: Gaining value from wireless communications and collaboration

Challenge

Access to information, and the ability to act on it rapidly regardless of location, are two essential capabilities in today's hyper-competitive business world. Capabilities that mobile computing and dynamic communications make easily available to any enterprise of any size.

So what's the secret to making enterprise mobility a competitive advantage in a commodity world? Strategic management. Developing the skills and insights to synchronize and orchestrate the entire spectrum of wireless tools to deliver measurable differences in responsiveness, customer service, productivity, and bottom line returns.

Takeaways

- The Big Picture of Wireless:
 - Picking the right tool for the job
- WLAN opportunities, constraints, and applications
- WLAN architectures and the role of MIMO
- Fixed/Mobile and Mobile / Mobile Convergence (FMC and MMC)
- Understanding wireless wide-area broadband
- Future direction and opportunities

Technologies

- 3G/Broadband Wireless
- WiMAX
- Voice over IP over WiFi (VoFi)
- Bluetooth and Beyond: Ultra-Wideband Wireless Personal-Area Networks
- RFID and RTLS
- Wireless Web services
- 4G Wireless networks

5. Data Center Infrastructure & Management

Ready for?—

- Engineering that provides a decade of data center power
- A comprehensive who-does-what-and-why plan for managing your data center
- Must-have technologies for current and future-ready data centers
- The strategic blueprint for locating your data centers
- The architecture of next-generation data center management

Johna Till Johnson

President & Senior Founding Partner, Nemertes Research

Focus

Consolidation. Integration. Optimization: Implementing the technologies of next-generation data centers

Challenge

If your data center was designed pre-Internet, you are at a competitive disadvantage. Technologies such as virtualization, blade computing, and next-generation switching and routing compel a total rethink across the enterprise.

- How can apps deliver split-second response now that servers reside hundreds and thousands of miles away from users?
- Which routers and switches are tested and proven to meet the exponentially increased capacity demanded by today's network architecture?
- Can next-gen data centers be outsourced? Safely? Securely? Fully compliant?
- Is the dream of a "green data center" fading as the cost of energy for HVAC spirals up?
- When disaster strikes are back-ups an adequate recovery / continuance plan?
- Will expensive frameworks such as ITIL actually advance data center management?

Takeaways

- Hosted and outsourced data centers
- Green data centers
- Power optimization
- Backup, recovery & bandwidth optimization
- Redundancy and compliance
- Consolidation and cost optimization
- Data center architecture, technology, and management
- ITIL and the next-generation data center
- Data center infrastructure and management

Technologies

- Application acceleration
- Storage, information lifecycle management
- Next-generation routing and switching
- Virtualization
- HVAC and power management
- DR/BCP
- ITIL, management



6. Virtualization

Ready to?—

- Better utilize your servers
- Increase operational efficiency
- Speed up server provisioning
- Prepare for virtualization for thin-client desktops
- Cut energy costs
- Use SAN replication for disaster recovery

Andreas Antonopoulos

Senior Vice President & Founding Partner, Nemertes Research

Focus

Beyond Consolidation: Virtualization for IT & Business Agility

Challenge

Virtualization has been a factor in several contexts throughout the history of computing. And now the current incarnation of server virtualization is changing the IT landscape—especially in the data center. At its simplest, virtualization is used for server consolidation and to maximize the utilization of IT resources. But virtualization goes much further than that. By virtualizing servers, storage, networking and security, IT leaders are transforming IT and introducing flexibility, portability and operational efficiency. This track shows you how to join them.

Going beyond consolidation, this track examines the broader set of solutions virtualization offers: Disaster recovery and continuity. Data center migrations. Image standardization. Test Q+A. And virtual desktops.

Takeaways

- The business case for virtualization
- 10 instructive virtualization solutions
- SAN and NAS for virtualization
- Power savings with virtualization
- On-demand provisioning and management
- Service orchestration
- Backup, migration and recovery
- Server image standardization and TCO
- Virtualization and security
- How to better utilize servers
- Increasing operational efficiency
- Speeding up server provisioning
- Revisiting the thin-client desktop
- Reducing energy costs with virtualization
- SAN replication disaster recovery plan
- Winning back the maintenance window
- Minimizing the server footprint
- Dual-purposing expensive blade servers
- Employing virtualization as a security tool

Technologies

- Server virtualization: Hypervisor and Para-virtualization
- Virtualization platforms: VMWare, Xen, Microsoft, SWsoft
- Live server migration
- Storage virtualization
- Network virtualization
- Security virtualization
- Virtual Desktop – thin client

7. VoIP, Video & Unified Communications

Ready to?—

- Cut through the UC confusion
- Find the best practices for practical management of converged networks
- Meet VOIP security challenges
- Tap into the potential of UC merged with business processes and applications
- See how hosted and managed services save money and improve service delivery

Irwin Lazar

Principal Analyst & Program Director, Nemertes Research

Focus

Setting the Stage for Unified Communications

Challenge

How best to?—

- Manage deployments from a performance and resiliency perspective
- Meet staffing and organizational challenges as voice, data and application teams converge
- Incorporate mobile and remote users into a unified strategy
- Secure installations
- Deliver unified messaging capabilities
- Evaluate and integrate hosted and on-premises solutions
- Leverage emerging high-definition and telepresence-based video conferencing systems.

The answers are emerging from a new paradigm called “unified communications” which brings new opportunities to integrate and consolidate communications applications and services through a common set of interfaces.

When married with business processes, UC offers the ability to increase business agility and responsiveness, while improving productivity, increasing revenue, and cutting costs.

Takeaways

- Best practices for real-time communications including voice and video over IP
- Understanding and planning for UC
- Effective VoIP security strategies
- Staffing in the world of convergence
- Evaluating hosted and managed services for VoIP and PSTN access
- Integrating business applications and processes with communications systems and services

Technologies

- Best practices for real-time communications including voice and video over IP
- Understanding and planning for UC
- Effective VoIP security strategies
- Staffing in the world of convergence
- Evaluating hosted and managed services for VoIP and PSTN access
- Integrating business applications and processes with communications systems and services

8. Network Management, Automation & Control

Ready for?—

- The rise of the network manager in the corporate structure
- The business case for investing in network management
- The new dynamics of automated QoS
- Deep packet inspection at multi-gigabit speeds
- Command and control best practices
- The new role of the Network Operations Center (NOC)

Jim Metzler

President, Ashton Metzler & Associates

Focus

The Vital Role of Network Management: A Strategy for Implementing Effective Automation and Control

Challenge

The power of network management in general, and the influence of the network manager in particular, is rising.

Historically, network managers worried primarily about networking issues at the physical layer. Overseeing functions such as installing and managing the physical wiring in a building or connecting a switch or a router to the network. A focus primarily on network availability. Today, the role of the network manager has been transformed. While connectivity is still vital, the network is as likely to be wireless as wired.

The two capabilities that help network managers succeed are automation and control. Automation to free up scarce resources to perform sophisticated, value-added functions. And control that allows the IT organization to determine traffic priorities and enforce access to resources.

Takeaways

- The enterprise-essential executive: A job description of the new network manager
- The expanding corporate discipline
- The new role of network management
- How top network managers establish their market value
- The shape of next-generation network operation centers (NOCs)
- Managing the changing IT infrastructure
- The rise of automation

Technologies

- Application Performance Management
- Network Availability and Performance Management
- Analytics
- CMDB (Configuration Management Database)
- ITIL (IT Infrastructure Library)
- Business Continuity and Disaster Recovery
- Virtualization

9. Securing the Core

Ready for?—

- The four key components of every smart NAC solution
- How to turn IDS and IPS into risk reduction tools instead of time sinks
- Where Security Event Information Management (SEIM) adds the most value
- When Unified Threat Management makes sense, and when it doesn't

Joel Snyder

Senior Partner, Opus One

Focus

Securing the Core: The Evolution of Network Security

Challenge

The perimeter of the network, the traditional firewall at the edge, and scanning tools such as anti-virus/anti-malware systems, are well understood and easy-to-implement technologies. Now it's time for network security teams to turn inward and change the network from a "free for all" utility inside of the organization to a secure and reliable one. The idea is to focus on risk mitigation and solving real business problems.

Four security technologies are bubbling to the top as leading candidates to help organizations reduce risk and increase internal network security: NAC (network access control), IDS/IPS (intrusion detection/intrusion prevention systems), SEIM (security event information management), and UTM (unified threat management).

This session will provide a deep-dive on these four technologies, putting them into perspective, and showing where they do and don't fit into today's enterprise networks. With a focus on inside-the-firewall security and risk reduction, we'll give you a roadmap for core network security that will help you decide what you need—and what you don't need—in your own network.

Takeaways

- Where NAC came from, and where it's going
- What components make up a NAC solution and how to pick your own solution
- Where IDS and IPS are different, and where they are the same
- How successful IPS deployments get that way
- What to do with the security information being generated in your network
- How to add value by correlating and aggregating security information
- Why UTM is a hot technology—even if you are an enterprise

Technologies

- End-point security and security posture assessment
- Management of policy and access controls
- IDS/IPS and vulnerability assessment
- Security Information Management
- User Authentication and 802.1X
- Access control and firewalling

10. Next-Generation WAN Services

NEW
TRACK FOR
WASH, DC

Ready to?—

- Optimize MPLS services for maximum application performance
- Evaluate Ethernet services for the metro and WAN environments
- Implement strategies for maximizing resiliency and supporting Web services
- Integrate wireless services into the WAN
- Solve international and geographical challenges for WAN service deployment

Johna Till Johnson

President & Senior Founding Partner, Nemertes Research

Focus

Advanced Communications Services: Getting from Where We are Now to What's Next

Challenge

Enterprises today face an increasingly complicated network-services landscape. Today's Ethernet options offer new managed services, greater simplicity, higher bandwidth, and reduced costs. But they come at a price: A whole new set of service-delivery complexities including:

- The struggle to mix and match the right services from the right providers for the right locations.
- The quest to deliver reliable, real-time services to support converged services including voice and video.
- The challenges of designing a routing and switching architecture to support highly-resilient, highly-scalable networks.
- The need to deliver fail-safe services to support such crucial initiatives as data center consolidation, network delivered services, and web-based applications
- The desire to employ new options for wireless and mobile connectivity that offer opportunities ranging from improved backups to alternatives to traditional access technologies.

Takeaways

- Evolution and application of Ethernet services for metro and WAN
- Optimization of WAN services to maximize application performance
- Geographic obstacles and opportunities for next-generation WAN services
- Optimizing routing architectures for resiliency and scalability
- Designing next generation WANs to support Web services and wide area file services
- Opportunities and challenges of fixed and mobile 3G/4G wireless services

Technologies

- MPLS
- Ethernet/VPLS
- Quality of Service (QoS)
- WAN optimization
- WiMAX and 3G/4G Wireless Services
- Wide Area File Systems (WAFS)
- IP Multicast