

NETWORK WORLD LIVE PRESENTS



**SHERATON  
DALLAS HOTEL**



EVERYTHING YOU NEED TO KNOW ABOUT

**IT in '09** is coming

next to **Dallas**

**September 2**

**IT's indispensable 1-day event!**

**AT LAST! — SOME GOOD NEWS**

Ways to do more with less. Innovations that overcome cutbacks. Solutions that power you past slowdowns.

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**TUESDAY, SEPTEMBER 2, SHERATON DALLAS HOTEL**

**What's new in IT? Apps in the clouds. Security that's virtual. Data Centers going green. And suddenly too: An anxiety economy that has you facing tough, new questions in today's crucial centers of IT:**

- Application Delivery
- Building a Resilient, Dynamic Data Center
- Green IT
- Network Management, Automation & Control
- SaaS, Cloud Computing & Managed Services
- Unified Communications, VoIP & Collaboration
- Virtualization
- Security and Compliance
- WAN, Wireless & Mobility Strategies

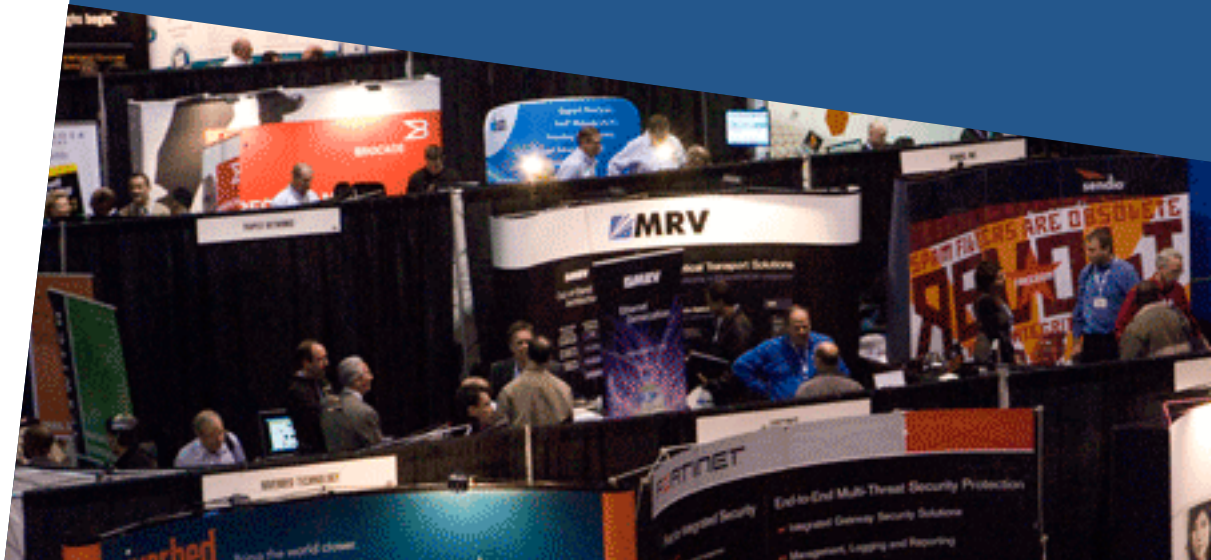
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## **SAVE THE DATE!**

IT Roadmap is the all-in-one, do-it-in-a-day way to get forecasts from the industry's most-followed analysts. Case histories from successful end users. Quotes from IT's key vendors. Takeaway strategies and solutions that are ready to implement enterprise-wide.

## **BRING YOUR WHOLE TEAM**

IT Roadmap rolls in to Dallas on September 2—and you can be there FREE courtesy of Network World. So log on now. Check the agenda. Meet the leaders. Choose your tracks. Bring your whole team. Then join us for an indispensable day of IT in a year like no other.



TUESDAY, SEPTEMBER 2, SHERATON DALLAS HOTEL

## We're bringing our best to Dallas —and you are invited to attend **FREE!**

**It's IT Roadmap: Dallas.** Yours to attend compliments of Network World. The let's-get-down-to-business event where Network World goes live, gets personal, and interacts just for you. Hosted by Executive Vice President/General Manager, John Gallant. Morning and afternoon workshops led by Joel Snyder, Jim Metzler, Robin Gareiss, Jeff Kaplan, Johna Till Johnson and Andreas Antonopoulos. And an onsite expo of more than 60 vendors you need to see, want to compare, and request for quotes.

**With a new solution every 9 minutes,** IT Roadmap may be the most productive day you'll spend—in or out of the office—all year long. But it's not for everyone. Only those who qualify in advance. Who reserve their seat first. And who maintain their complimentary privileges by making a firm commitment now to save the date and take their place among IT's best and brightest come September 2 at 8:00 am sharp.

**Get ready for a day of IT solutions in a year like no other.**

RSVP now and join top IT Directors, Managers, VP's and Architects at IT Roadmap Dallas '09. Come for IT's best practices. Gain from IT's most-successful end users. And leave with a year's worth of IT solutions gained in a single day – right in your backyard.

"The presentations I attended at IT Roadmap Atlanta were phenomenal. The speakers were very knowledgeable and able to convey that through their presentations. I look forward to the next one."

ERIC G. BONNER, IT MANAGER, MC PRECAST, INC.

"We've had three people attend these conferences this year, two in Atlanta and one in Boston. I learned a lot and was thoroughly impressed with—and educated by—the speakers I heard and the connections we made at the exhibits. The conference was terrific and I thank you and the sponsors for putting it on and at no charge. Definitely worth the trip!

ANN GARNER RIDDLE, VICE PRESIDENT, TW GARNER FOOD COMPANY

"Everything—from the keynote to the session—served to broaden my general knowledge of current IT trends."

JOSEPH CLARIZIO, DIRECTOR OF IT, WIRELESS ZONE



# AGENDA AND SCHEDULE

[ SPEAKERS AND AGENDA SUBJECT TO CHANGE ]

7:30 **Registration** and Complimentary Breakfast

8:15 **Welcome Address and Agenda for Action** John Gallant, Network World

8:30 **End-User Keynote Presentation**

9:15 **Technology Keynote Presentation**

10:00 Refreshments Break

## CHOOSE A MORNING TRACK

10:15 Sessions include Analyst Overview, Partner Presentations, End User Case Study, and Panel Discussion with Audience Q+A

**1. Building a Resilient, Dynamic Data Center**  
with Johna Till Johnson

**2. Network Management, Automation & Control**  
with Jim Metzler

**3. SaaS, Cloud Computing & Managed Services**  
with Jeffrey M. Kaplan

**4. Security & Compliance**  
with Andreas Antonopoulos

**5. WAN, Wireless & Mobility Strategies**  
with Robin Gareiss

12:30 Complimentary Lunch and IT Expo is Open

## CHOOSE AN AFTERNOON TRACK

2:30 Sessions include Analyst Overview, Partner Presentations, End User Case Study, and Panel Discussion with Audience Q+A

**6. Application Delivery**  
with Jim Metzler

**7. Green IT**  
with Johna Till Johnson

**8. Simplifying the Data Center Network**  
hosted by Juniper Networks

**9. Virtualization**  
with Andreas Antonopoulos

**10. UC, VoIP & Collaboration**  
with Robin Gareiss

4:45 **Reception and Open Expo**

6:00 **Passport Prize Drawing** You must be present to win.

## TODAY'S MOST IMPORTANT TOPICS in IT covered in depth, in a single day

### 1. Application Delivery

Analyst: Jim Metzler

It's the constant complaint: "Why are the apps so slow?" Immediately followed by the eternal demand: "We need faster, more efficient—and now!" Finally there's a solution...even for networks festooned with speed-sapping, energy-draining, security-leaking, everything's-virtualized-but-nothing's-integrated legacy tech.

The secret is not any single piece of IT, but a four-part framework built for speed with efficiency—a framework this session will help you build from 1-Planning to 2-Optimization to 3-Management to 4-Control. You'll learn how to identify and eliminate conflicts at every stage, paving the way to integrate and accelerate apps across your network for maximum power and productivity.

#### TECHNOLOGIES

- Application acceleration
- Network optimization
- Application performance management
- Virtualized desktops
- Virtualized WAN Optimization Controllers
- Virtualized Application Delivery Controllers
- Managed application optimization services
- Baselineing
- Application profiling

#### NEW FOR '09

- New benchmarks: Metrics to meet, expectations to manage
- New truths How optimized apps perform on virtual networks
- New issues: Using managed service providers wisely

#### TAKEAWAYS

- Factors that matter in application delivery
- Architecture that anticipates complexities
- Techniques that can be used to improve application performance
- Criteria to choose the appropriate network and application optimization solutions
- The challenges and opportunities presented by virtualization
- The role of managed service providers
- A process for profiling application performance

### 2. Building a Resilient, Dynamic Data Center

Analyst: Johna Till Johnson

The data center is now the exciting epicenter of IT innovation—where cutting-edge technologies like virtualization, service-oriented architectures (SOA) blade computing, dynamic infrastructure, and service delivery management first emerge and initially deployed.

Building, managing and operating a scalable, high-performance, and cost-effective data center is now mission-critical for IT departments across all industries.

Planning for growth, Managing power and cooling. Ramping to handle ever-increasing demands of servers, storage and bandwidth. Improving business services. Provisioning faster. Lowering the cost of necessary resources. These are just some of the strategic issues this session addresses.

#### TECHNOLOGIES

- Data Center trends and metrics for success
- Facilities: build, managed, co-located, hosted, and cloud
- Dynamic infrastructure
- Intelligent, modular powers systems
- Consolidation
- Disaster recovery
- Tier I to Tier IV Availability (build or retrofit)
- Storage and storage management
- Energy consumption, measurement and management
- Power Usage Effectiveness (PUE) and Data Center Efficiency (DCE)
- Power and Cooling Scalability and Capacity

#### NEW FOR '09

- Strategies for outsourcing
- Disaster recovery
- Dynamic infrastructure
- Power and cooling technologies – comparison and analysis
- Latest success metrics
- Uses of contractors and professional service firms

#### TAKEAWAYS

- Decision tree for building our outsourcing a new data center
- How to design a high-availability facilities
- How to ensure disaster-recovery and business continuity across all systems and networks
- Elements of dynamic data center infrastructure
- How to keep up with storage demands
- Factors and benefits of raising the floor
- Choosing credible contractors and professional services firms for data center design and engineering
- How to design power and cooling to scale for future demand
- How to measure power use and conserve resources
- When to consider liquid cooling
- Survey of power system choices
- Plans for growth in the data center

# IT SESSIONS

## 3. Green IT: Best Practices for Making Your Initiative a Success

Analyst: Johna Till Johnson

Green IT is more than a buzzword. It's about rolling out critical technologies and policies that enable organizations to reduce costs while reducing their carbon footprints—all while increasing agility. After all, a truly green organization is a lean and efficient one.

This track tackles the hardest tasks first: Gaining executive buy-in. Selecting appropriate technologies. Then deploying and implementing smart policies and best practices including capturing the hard nosed metrics that prove efforts are successful.

Attendees will see which areas are "low-hanging fruit." Which policies can yield measurable results. Which technologies cut energy costs, increase reliability, and provide agility. You'll come away with a tested, proven, real-world blueprint for building tomorrow's green IT organization—today.

### TECHNOLOGIES

- Power management in the data center and office environments
- Utility computing
- Thin clients
- Virtualization as a green enabler
- Alternative energy options (wind, solar, thermal)
- Virtual solutions including collaboration and unified communications
- Modular power and HVAC
- Greening of facilities design
- 

### NEW FOR '09

- Business smart, ready-now Green IT strategies
- Security issues and answers in the open world of Green IT
- Green IT and user touch points
- Comprehensive build-as-you-grow Green IT blueprint
- Current Green IT solutions from buy-in to build out

### TAKEAWAYS

- Understanding of the 'maturity levels' of various green strategies
- Priority checklist of issues to start with
- Practical, hands-on blueprint for your green initiative
- How to build a business case for a green initiative — from saving money to saving natural resources
- How to secure executive buy-in for your green initiative
- No-cost and low-cost tips-and-tricks for green IT benefits through diminished and managed demand for resources

## 4. Network Management, Automation and Control

Analyst: Jim Metzler

This session is a drill down on two keys to success: Infrastructure management and application performance management.

A proven discipline, good infrastructure management now includes automation of routine tasks such as configuration management. Fault identification and resolution. And the complexities arising from deployment of virtualized servers. This session will give you the latest best practices in ways you can implement immediately.

In contrast, application performance management is a relatively new activity. In many enterprises it's integrated with overall management processes. While in a growing number of enterprises its importance has created separate discipline. What's the best way? Using case histories, we'll explore emerging best practices. And help you decide the right network management, automation and control for your enterprise as you meet the unique challenges of application performance.

### TECHNOLOGIES

- Application performance management
- Visibility, policy and control
- Network and systems management
- Network analytics
- IT infrastructure library
- Network availability and performance management
- Automated configuration management
- Managing virtualized servers
- SOA based applications

### NEW FOR '09

- Expanding role of application performance management
- Problem-detection for problem avoidance: Automating and resolving issues before they impact end users
- A new framework for management of virtualized servers

### TAKEAWAYS

- Virtualization transparency—including visibility into the inter-virtual machine (VM) traffic as well as into VM sprawl.
- Metrics for SOA-based applications—including crucial WAN impacts on application performance as well as standard n-tier applications.
- Automated fault identification and resolution implementations—including solutions that trace, configure and monitor performance of network entities and services
- Decision criteria for application performance management—including strategies that add needed functionality quickly, support open API, increase ease of use, decrease costs, support a MIB's variables and decentralized architecture
- A framework for managing virtualized servers—including deployment of virtual probes and use of data from sources such as NetFlow

# IT SESSIONS

## 5. SaaS, Cloud Computing and Managed Services

Analyst: Jeff Kaplan

Software-as-a-Service (SaaS) ... Managed Services ... Cloud Computing: Today's uncertain economy, increase pressure on profits, and rapidly-evolving enabling technologies have made these the hottest topics in IT.

Sold as a magic bullet to management. Unilaterally mandated from the corporate suite. If it's your responsibility to implement the idea, this is a must-attend session. You'll get the latest on what's really enterprise ready now. You'll see how to identify and adopt the best solutions as they emerge. You'll learn secrets that optimize onsite IT assets through outside on-demand services. And you'll discover how private clouds can overcome the risks of public clouds to create the kind of security, speed and optimization management expects in world-class network that deliver results as well as efficiencies.

### TECHNOLOGIES

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

### NEW FOR '09

- How to identify and capitalize on services—and achieve measurable IT/business objectives—that last year were only promised but now can be delivered
- Latest vendor-driven solutions and opportunities—which last year were only trends, tests and betas.
- Emerging 'on-demand' best practices based on case histories and mainstream experiences—as last's year initial installations become tomorrow's successful implementations.

### TAKEAWAYS

- Key advantages/disadvantages of SaaS, managed services and cloud computing
- Risk/rewards of public versus private cloud
- Business benefits and potential risks of 'on-demand' services
- How services compare to legacy Application Service Providers (ASP)
- How managed services differ from IT outsourcing
- Key criteria for selecting the right services and vendors
- How to leverage off-site services to augment in-house resources

## 6. Security and Compliance

Analyst: Andreas Antonopoulos

Today, IT security is caught in the cross-current of powerful internal and external pressures. Internally, business units are pushing IT to be more agile, flexible, and cost effective. Driving IT to Service Oriented Architecture (SOA), virtualization, cloud computing and outsourcing. Externally, the threat landscape is continually morphing. Threats are moving up the protocol stack. And compliance demands are becoming more numerous and onerous simultaneously.

The key issue for the security officer? How to manage risk in a perimeter-less organization. How to secure a network and that is agile, dynamic, flexible and ROI-focused. This session focuses on strategies to successfully manage the internal/external dynamic — to achieve both security and agility — in a world of SOA, Virtualization, Cloud Computing, Outsourcing and Unified Communications & Collaboration.

### TECHNOLOGIES

- SOA Security
- Virtualization Security
- Cloud Computing and Security
- Unified Communications and Collaboration Security
- IDS/IPS, Firewalls and VPN (Physical and Virtual)
- Identity Management
- Compliance Management
- E-Discovery, Archive and Data Leak Prevention (DLP)

### NEW FOR '09

- Focus on SOA, virtualization and UCC security threats and risk management
- Latest and specific recommendations on achieving agile compliance
- Marriage of information stewardship and security including DLP, e-discovery and archiving

### TAKEAWAYS

- Changes in security in last 12 months.
- Rethink of security and risk management for 21st century threats
- Risk-driven approaches to agile security and compliance
- Security solutions tailored for SOA, virtualization, cloud computing and UCC
- Strategies for core centric and perimeter-less security
- Security architecture that embraces new agility paradigms

# IT SESSIONS

## 7. Simplifying the Data Center Network

*Advancing the Economics of Data Center Networking*

Hosted by Juniper Networks

Featuring IBM

Network World, in partnership with Juniper Networks, IBM and Nemertes Research is conducting a nationwide tour of one-day seminars on the coming of the new Data Center.

Simple. Flexible. Unpacked. Pools of servers surrounded by a flat, dynamically scalable network with built-in security, resource optimization, and converged storage over Ethernet.

Embracing virtualization throughout the infrastructure. Based on standards-based interfaces that efficiently and dynamically improve performance. Eliminate equipment. Shrink footprints. Lower energy demands. And simplify management.

The transition to this new data center is rippling through every industry as companies move from design-time architectures to run-time, on-demand engineering. Allowing multi-discipline teams and cross-discipline task-forces to inject change simultaneously and seamlessly across the enterprise.

More than new technology, it's a new strategy and an exciting way to work. It's the future of the Data Center. And you are invited to see it in action at this special IT Roadmap Spotlight featuring Juniper Networks, IBM, and Nemertes Research.

- Virtual Chassis™ technology to dramatically reduce the number of devices and links in the data center network.
- Scalable platforms that collapse layers and tiers resulting in operational simplicity, lower latency for applications, and lower power consumption.
- Virtualized security services to create operational simplicity and faster application response times across the network
- JUNOS software to establish a single operating platform for operational ease in running, maintaining, and defending the network with far fewer people and effort.
- MPLS to provide network virtualization for scalable segmentation of the data center network for on-demand applications and goal-oriented business units.
- Standards-based management interfaces to allow strategic, single-point management across the network.

## 8. Virtualization

Analyst: Andreas Antonopoulos

With server virtualization already present in nearly all data centers, the question is no longer when to virtualize, but how to virtualize—and well.

Drawing on first-hand results gained from some of IT's most effective practitioners, this session will show how front-line users achieved immediate and long term benefits of server virtualization: Immediate cost reductions due to hardware consolidation and lowered operating expenses. With a long-term increase in resilience, agility, and flexibility of the data center

To fully support virtualized servers and desktops, institutions will then inevitably be pulled into virtualizing other resource pools in their data centers including storage, network, and applications. The session will show how these all fit together to form the new virtualized data center.

### TECHNOLOGIES

- Server virtualization
- Desktop virtualization
- Application virtualization
- Storage virtualization
- Network virtualization and flattening
- Security virtualization
- Management and provisioning tools for virtualized resource pools

### NEW FOR '09

- Latest and most complete data on server virtualization
- Latest and most complete data on desktop virtualization
- Combining technologies for maximum agility
- Current data on failover and DR
- Alternative strategies to hypervisor/VM server virtualization
- Best practices in management and monitoring

### TAKEAWAYS

- How to virtualizing workloads—when a virtual server is not the right answer
- Building the business case for server virtualization—when hardware consolidation is not enough
- How and when to virtualize without consolidation
- How to improve disaster recovery using virtualization
- How to introduce and expand virtual desktops in your organization
- Management and monitoring issues in virtualized infrastructures
- Security and compliance considerations for virtualized infrastructures
- Security architecture that embraces new agility paradigms

# IT SESSIONS

## 9. UC, VoIP and Collaboration

Analyst: Robin Gareiss

The convergence of traditional enterprise applications with real-time collaboration, Web 2.0 and IP telephony is one of the most important IT trends among enterprises. Successful implementation of collaborative apps such as Web conferencing, video conferencing, IP telephony, shared workspaces, instant messaging, presence, and social computing are crucial to productivity and profits.

Since these apps are most easily implemented on top of converged voice/data/video networks and infrastructure, networks must be intelligent enough to route traffic in a predictable, reliable fashion. On this track gain the right architecture, adopt the right monitoring/management tools, and implement the right services (either hosted, managed, or in-house), that will truly realize the savings in capital, and operations UC, VoIP and Collaboration can immediately deliver.

### TECHNOLOGIES

- IP telephony
- Video/Web/Audio conferencing
- Instant Messaging
- Unified Messaging
- Presence
- Social computing
- All-in-one branch devices
- IP telephony/UC monitoring
- Unified communications dashboards

### NEW FOR '09

- Trends in adoption of collaborative applications and converged services
- Per-user costs of the IP telephony, collaboration, and WAN services supporting converged networks
- Focus on the business case for collaboration and convergence
- Role that managed services plays in Zaugmenting and replacing internal IT staff
- Case histories and best practice of negotiation strategies for service provider

### TAKEAWAYS

- Cost parameters for IP telephony and UC
- Adoption and growth trends among collaborative applications
- How to build an accurate business case for collaboration and convergence
- How best in class users manage collaborative applications and converged networks
- When, and how far, to mobile-enable collaborative apps
- Role of third-party services — the ideal versus the reality
- Key organizational strategies to adopt now

## 10. WAN, Wireless & Mobility Strategies

Analyst: Robin Gareiss

Enterprises are faced with a dizzying array of choices for site-to-site and Internet connectivity. Services such as MPLS, Ethernet, and fixed-wireless technologies offer opportunities to reduce costs and improve service delivery — if the enterprise is able to optimize contracts and services from a widely divergent mix of available providers.

At the same time, successful enterprises must develop consistent approaches for the architecture, equipment, and services at the branch office so each location isn't an isolated island in a distributed enterprise.

This session guides IT professionals in selecting, contracting, and implementing an optimum, cost-effective mix of next-generation wired and wireless products and services to deliver highly reliable networks capable of supporting voice, video, and data at headquarters and a growing number of branch locations.

### TECHNOLOGIES

- MPLS
- Ethernet/VPLS
- Quality of Service (QoS)
- WAN optimization
- All-in-one branch-office devices
- Hosted, managed services for the branch
- WiMAX and 3G/4G Wireless Services
- Wireless LAN systems (802.11a/b/g/n)
- Wide Area File Systems (WAFS)
- IP Multicast
- IPv6

### NEW FOR '09

- Managed application performance offerings
- IPv6
- Latest WLAN technology
- Cost/benefit of all-on-one devices, remote management, optimization
- Discussion of increase in hosted and managed services
- Survey of emerging MPLS services for branch offices such as MPLS over DSL/Cable
- Role of fixed wireless services [WiMAX] in developing a WAN architecture

# IT ROADMAP DALLAS EXPO

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**GOT A GOOD STORY TO TELL?** We're looking for IT execs with end user organizations to present case studies at IT Roadmap. If you've got a good story to tell, let us know. You'll gain professional visibility, much-deserved credit for your good work and valuable speaking experience. Just send an email to Events Editor Paul Desmond at [paul@pdedit.com](mailto:paul@pdedit.com)