



The 3<sup>rd</sup> CIO Executive Summit 2010 – Hong Kong  
 Hong Kong Convention and Exhibition Centre  
 3 September, 2010

*Ready, Set, Sprint: The Acceleration of Change in IT*

TENTATIVE CONFERENCE AGENDA

3 <sup>rd</sup> September, 2010 (Friday)	
08:15 – 09:00	REGISTRATION
09:00 – 09:15	<p>Opening Remarks:</p> <p><u>Officiating VIP Guest:</u>  <b>Mr. Jeremy Godfrey,</b>  <b>Government Chief Information Officer,</b>  <b>The Government of the Hong Kong Special Administrative Region (CONFIRMED)</b></p>
09:15 – 09:45	<p><b>Opening Keynote: First Class IT Management: The Boeing Case Study</b></p> <p>In his keynote speech, Tim Wentz, leader of Boeing's IT International organization, will discuss how Boeing manages Information Technology with a focus on growth and productivity. Tim will talk about the methodology the company uses for managing accelerated change by using a management model, leadership attributes and six standard priorities. Tim will present a case study to show how these elements work together to drive IT operations toward functional excellence.</p> <p><u>Opening Keynote Speaker:</u>  <b>Mr. Timothy Wentz</b>  <b>Chief Information Officer</b>  <b>International</b>  <b>The Boeing Company (CONFIRMED)</b></p>
09:45 – 10:15	<p><b>Keynote One: Accelerate Your Shift from Technology to Outcomes</b></p> <p>According to survey, nearly 99% of CEOs think technology is integral to the success of their company. And nearly 70% of CEOs say they would invest more in IT if they could clearly ensure the outcomes.</p> <p>As such, nowadays CIO can't take IT only as operation unit but vital engine for driving business growth, gearing up productivity, leading innovation and mitigating risk. In the Keynote, HP will show you how they help you <b>accelerating your shift from Technology to Outcomes</b>.</p> <p>Also, according to another survey, more than one-third of the global workforce will be mobile information workers - they will access information any time anywhere. And it will lead to enterprise IT converging with consumer IT understanding (e.g., the devices' interface,</p>



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	<p>security, availability). With HP expertise on its holistic portfolio ranging from Personal device and Printing, Software, Storages and Servers, Networks, and Technology Services, HP will show how they help you <b>accelerating your adaptation to such convergence of enterprise and consumer IT.</b></p> <p><b>Cally Chan</b>  <b>Managing Director and Vice President of Enterprise Business</b>  <b>HP Hong Kong (CONFIRMED)</b></p>
<p><b>10:15 – 10:45</b></p>	<p><b>Keynote Two: IT and the 21st Century Customer</b></p> <p>How data &amp; analytics can drive your strategic investment decisions</p> <p>Getting to know your customer didn't used to be important, outside of premium business. Treat everyone the same - that's what your competitors did. In just 20 years this world has disappeared. Understanding and differentiating between your customers is now a mass market concern. And it's all about data.</p> <p>The digitalisation of doing business has caused a data explosion which overwhelms most organisations. In some cases the sheer volume of data is expanding by a factor of 10 every 5 years - but it's the richness of this data which is most challenging. If you've got it, it's likely that your competitor has it. But which of you is going to be able to exploit its value?</p> <p>The race to turn data into information, and an ever more intimate handling of customers is getting fiercer. The winners will be those better able to use this information to execute their corporate strategies across risk, marketing, sales and product - better able to pick, keep and maximise the value of the right customers. And just as good at turning away the wrong ones.</p> <p>This business imperative to get better at handling the data (better than your competitors) creates large bear traps for the unwary - misplaced technology investment, breached privacy boundaries, lost opportunities.</p> <p>Tim will explore why that rate of change is about to accelerate, driven by competitive pressures and the coming of age of insight technologies, why this presents the Asian CIO</p>



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	<p>with a strategic conundrum, and how smart use of data and analytics is a vital capability to drive strategic decision making.</p> <p><b>Tim Pullan</b>  <b>Managing Director, Marketing Analytics Asia-Pacific</b>  <b>Experian HK</b></p>
<p><b>10:45 –11:15</b></p>	<p><b>Keynote Three: Cisco TelePresence Powers the New Way of Working</b></p> <p>In the unsteady economic environment, business as usual is not an option. According to recent survey, business productivity and cost reduction are top of CIOs' mind and these are also key business challenges for many organizations. Cisco TelePresence powers the new way of working, where everyone, everywhere can be more productive through face-to-face collaboration. We believe if everyone knew what TelePresence could do, everyone would want it.</p> <p>We will show you how to leverage the latest TelePresence technology to change the way you work to drive business productivity, improve communication and reduce huge travel cost.</p> <ul style="list-style-type: none"> <li>• Business challenges and top priorities of CIOs</li> <li>• How CIOs leverage TelePresence to transform their business and address business challenges</li> <li>• Smart investment in TelePresence and video technology</li> <li>• Best practices of TelePresence and video technology</li> </ul> <p><b>Daniel Johansson</b>  <b>Director, TelePresence Video, Great China and Japan</b>  <b>Cisco (Confirmed)</b></p>
<p><b>11:15 – 11:35</b></p>	<p align="center"><b>Morning Networking Coffee Break</b></p>



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<p><b>11:35 – 12:05</b></p>	<p><b>Keynote Four: The Cloud vs. Network/IT Reality</b></p> <p>Will all IT migrate to the cloud? Will cloud services eliminate all concerns about performance and scale? Is the cloud some kind of IT nirvana? The answer to these questions is almost certainly “No”</p> <p>But this doesn't mean the cloud isn't real and already highly relevant to IT architects. As the worldwide leading WAN optimization vendor, Riverbed is privileged to be working with both large enterprise users, and with cloud platform and service providers, to enable and support the adoption of cloud-based services.</p> <p>While it's still too early to give solid recommendations to every organization, some interesting patterns and rules of thumb are emerging.</p> <p>In this talk, our senior executive at Riverbed, will</p> <ul style="list-style-type: none"> <li>* review what we've learned whilst working with our customers and partners;</li> <li>* outline some surprising architectural possibilities and benefits;</li> <li>* point out some of the potential hazards;</li> <li>* and summarize the new choices to be made on the way to the cloud.</li> </ul> <p><b>Omer Asad</b>  <b>Architect, Office of the CTO</b>  <b>Riverbed Technology (CONFIRMED)</b></p>
<p><b>12:05 – 13:00</b></p>	<p><b>CIO Insights Panel 1: CIO Leadership: The Evolving Role in Agile, Customer-Centric Innovation</b></p> <p>To propel their organizations forward during times of economic instability, many organizations are restructuring their products and services to meet the customer's needs, and the CIO should be a key strategic partner to this change. But having IT leap from the reactive supporting role they have always been into the proactive drivers of innovation and customer-engagement can be one of the biggest challenges for the organizational change management. This compelling panel discussion will delve into the course of CIO repositioning the IT department as a fully engaged proponent of growth, and what roles will</p>



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	<p>the other C-level executives play to support IT's new function, for a change.</p> <p>Panel discovery topics:</p> <ul style="list-style-type: none"> <li>• Running IT as a business – borrowing from management practices</li> <li>• Focusing on business value, not technology solutions</li> <li>• Delivering business value to the enterprise – be the “right cost” IT service provider</li> <li>• Nurturing business relationships and taking a leadership role in business innovation</li> </ul> <p><b><u>Confirmed Moderator:</u></b>  <b>Mr. Chris Ip, Partner, McKinsey and Company</b></p> <p><b><u>Confirmed CIO Panelists:</u></b>  <b>Mr. Peter Mo, Head of IT, Greater China, Credit Suisse (HK) Ltd</b>  <b>Mr. Steven Yau, VP &amp; CIO, Wal-Mart China</b>  <b>Mr. Tomasz Smaczny, Director and CIO, Cathay Pacific Airways Ltd</b>  <b>Mr. Sim Choo, VP &amp; Regional CIO – Asia Pacific, Sony Pictures Entertainment</b>  <b>Mr. Henk Ten Bos, CIO, Ageas Insurance Company (Asia) Ltd</b>  <b>Mr. Steve Siu, CIO, Director of OOCL</b>  <b>Mr. Patrick Raths, Director of IT, Swiss Reinsurance Company</b></p>
<p><b>13:00 – 14:15</b></p>	<p align="center"><b>CIO Networking Luncheon Roundtables</b>  <b>Sponsored by CPCNet (CONFIRMED)</b>  <b>(By Invitation Only)</b></p>
<p><b>14:15 – 14:55</b></p>	<p><b>CIO Insights Panel 2: Game-Changing Results from Virtualization</b></p> <p>With its promise of cost efficiency and organizational agility, virtualization management technology is hot on most CIOs' priority lists. But as organizations begin virtualizing their IT environments, some of them only see hardware savings while others are able to take a third of the cost out of IT operations and increase IT responsiveness to the business. Join this panel discussion to understand why and how some enterprises have proceeded beyond technology gains to leverage virtualization for truly game-changing results.</p> <p>Panel discovery topics:</p> <ul style="list-style-type: none"> <li>• What virtualization projects are working and what the payback is</li> <li>• What are the key elements to achieve truly game-changing results</li> <li>• Understanding and measuring the green credentials of virtualization</li> <li>• Any changes in IT hiring requirements and skill-set development as a result of</li> </ul>



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	<p>virtualization initiatives</p> <p><b><u>Confirmed Moderator:</u></b>          Mr. Chris Ip, Partner, McKinsey and Company</p> <p><b><u>Confirmed CIO Panelists:</u></b>          Mr. Daniel Lai, BBS, JP, Head of Information Technology, MTR Corporation Ltd          Mr. Andy Wong, Head of Infrastructure, MGPA          Mr. Andrew Patrick, CIO, Grant Thornton          Mr. Max Chan, CIO Asia, VF Asia Ltd          Mr. Pabs Medrero, Senior Director, Information Technology Asia, CB Richard Ellis Ltd</p>
<b>14:55 – 15:25</b>	<p><b>Keynote Five: Performance in the CLOUD</b></p> <p>Compuware will discuss how deploying cloud-based, borderless applications impacts performance management. Provide insights to how the benefits of cloud computing can deliver new IT functionality to the business quickly and at low initial cost. Additionally, to highlight how borderless applications present a new challenge to IT departments:</p> <p>managing application performance and availability when the application assets cross organizational and geographic borders. Such borderless applications seamlessly integrate cloud, web and data center services together, while maintaining the end-user perspective that they are single applications. Compuware will detail how enterprises can tackle the performance challenges presented by this new application delivery model.</p> <p><b>Rafi Katanasho</b>  <b>Global Solution Director</b>  <b>Compuware</b></p>
<b>15:25 – 15:40</b>	<b>Afternoon Networking Coffee Break</b>
<b>15:40 – 16:10</b>	<p><b>Keynote Six: Cloud Computing Roadmap - Leveraging the Cloud for Mission Critical Applications</b></p> <p>Cloud computing is rapidly moving beyond hype and early adopters to a value added competitive advantage for Enterprises. However, there are still obstacles to overcome. As the world's leader in hosting and cloud computing Rackspace is working with many enterprise customers today assisting them in leveraging the advantages of Cloud computing while mitigating risks around security and vendor lock in.</p> <p><b>Jim Fagan</b>  <b>Managing Director</b>  <b>Rackspace Hosting Asia Pacific Inc</b></p>
<b>16:10 – 16:50</b>	<p><b>CIO Insights Panel 3: CIO Next Steps: Embracing Change, Creating Culture, Adding Value</b></p>



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	<p>Emerging leaders require the CIO to transform from a department head focused on IT operational excellence to a business leader who is focused on business strategy, innovation and differentiation, so unifying business and IT has become an elusive goal for IT executives. This panel discussion will give you insights on the new role of CIO.</p> <p>Panel discovery topics:</p> <ul style="list-style-type: none"> <li>• Building a customer-centric IT strategy – establish common goals and shared responsibilities</li> <li>• Showing IT's value – delivery solutions for less</li> <li>• Increasing business focus – cultivate a business-centric IT workforce</li> <li>• Creating long-term value – IT as a strategic value creator</li> </ul> <p><b><u>Confirmed Moderator:</u></b>  <b>Mr. Egidio Zarrella</b>  <b>Global Partner in Charge, IT Advisory</b>  <b>KPMG</b></p> <p><b><u>Confirmed CIO Panelists:</u></b>  <b>Ms. Jessica Wu, Head of IT, AIG Asset Management (Asia) Ltd.</b>  <b>Mr. Francis Fung, Chief Technology Officer, Midland Realty</b>  <b>Mr. Christian Fischer, CIO Asia Pacific, Knorr-Bremse Asia Pacific (Holding) Ltd</b>  <b>Mr. Eron Sunando, Director and COO Equities IT – APAC, Barclays Capital Asia Ltd</b></p>
16:50 – 17:00	<b>Closing Remarks</b>