Transforming Your Data Centre to Achieve Higher Levels of Efficiency and Flexibility

TENTATIVE CONFERENCE AGENDA

Hong Kong: October 31, 2012 (Wed)	
08:15 – 09:00	**REGISTRATION**
09:00 – 09:10	**Opening Remarks** **Officiating VIP Guest:** **Miss. Joey Lam** **Deputy Government Chief Information Officer (Policy and Customer Service)** **The Government of the HKSAR**
09:10 – 09:40	**Opening Keynote: CXO Strategies that are changing the IDC landscape** This presentation by Deloitte's technology sector partner Gavin Pathross will discuss some of the findings of his previous data center hub and underwater submarine cable studies he did for the HKSAR, Singapore, Malaysia and Chinese governments/MNCs. Gavin will discuss what CEOs, CSOs, CIOs, CTOs, CROs must be aware of when making decisions about collocation, PaaS, SaaS, and data centre capacity expansion. These include needs for data security, network management, and disaster preparedness. Investment further requires thoughtful attention to cost efficiency, the quality of human capital, and the overall business environment at shortlisted locations. Risks can be hedged or reduced through careful due diligence on investment prioritization and site selection. Thus far, drivers of data center development have included the explosive growth of Internet users in Mainland China, as well as the widespread enthusiasm for online applications and the emergence of the B2C segment. Telecoms and professional service providers have been the strongest players in this market to date, which aside from supporting popular consumer applications, has demonstrated China's potential as a global outsourcing hub. Gavin will also discuss a case study about Singapore as a BPO hub and the recent decisions by top Investment Banks who have decided to leave Singapore and relocate its BPO hub in India. **Opening Keynote Speaker:** **Mr. Gavin Pathross** **Partner, Commercial Strategy and Research** **Deloitte China**
09:40 – 10:10	**Keynote One: The Changing Technology and Its Impact on the Data Centre**

	Many organizations are having pressure from data growth, strict cost control and complexity. Those create challenges to data center for technology deployment. In this session, you will learn the latest technologies available in the market for virtualization, consolidation and convergence. You can discover an innovative approach and the right one that fits for your business and technical needs. We'll also introduce the Data Centre Economic Approach from Hitachi Data Systems that leads you to faster deployment, cost reduction and higher efficiency. **Mr. Phil Gann** **Senior Director, Solutions and Products Group, APAC** **Hitachi Data Systems**
10:10 – 10:40	**Keynote Two: Optimizing your Private Cloud and Go Beyond Virtualization** Building your own private cloud does not simply mean implementing your data center in a virtualized environment. To increase productivity and reduce overhead, modern private clouds should provide high performing services with agile scalability and stress-free manageability. It should also provide the flexibility and the openness to extend your services easily across other datacenters and public clouds. This keynote will address how you can take your virtualized datacenters one step further.. **Mr Ryan Chan** **Product Marketing Manager** **Microsoft**
10:40 –11:10	**Keynote Three: Cloud's Transformation of Data Centres Into Knowledge Repositories** Cloud computing is increasingly being adopted by organisations as a viable mean of utility computing. In Asia Pacific, cloud adoption is especially high and the trend is accelerating. However, most businesses would consider the cloud as a convenient and economical way to consolidate services and save costs. Few have, up to now, realised the disruptive power brought about by the cloud. This talk will highlight the reality and opportunities for leveraging the massive amount of data and information stored in the cloud, together the connections among the machines and humans, transform the traditional storing and retrieval functions of a data centre into active knowledge repositories for enhancing collaboration, problem solving, expertise location, and learning. **Prof. Eric Tsui** **Department of Industrial and Systems Engineering** **The Hong Kong Polytechnic University**
11:10 – 11:30	**Morning Networking Coffee Break and Visit Showcase Demonstration**
11:30 – 12:00	**Keynote Four: 'Big Data – An Everest Sized Opportunity'** Can't fathom Big Data? With 2.5 Exabytes of data being created every day it's easy, to run adrift in the

	ocean of information. Rethink how you extract meaning from your data and change this ocean into a pool of possibilities. Nick Knupffer will talk about the challenges of Big Data and what hardware and software solutions are being put in place to help businesses and governments and eventually even individuals to refine data into valuable insight. **Mr. Nick Knupffer** **APAC & PRC Marketing Director** **Intel Datacenter and Connected Systems Group**
12:00 – 12:45	**Power Insights Panel 1: Data Centre Infrastructure: Achieving Higher Levels of Efficiency and Flexibility** Radical shifts in thinking on data centre design and sourcing are under way, in part spawned by the cloud providers at the extreme end of data centre design and scale. Yet, many of these techniques for design and capacity can be implemented in smaller data centres as well. Fundamentally, new data centre designs are all focused on energy efficiency across power, space, resource utilization, cooling and, of course, capital expenditures. In the panel, the discussion will focus on key aspects for the most efficient use of today's data centres as well as how best to meet your organization's need for the broader data centre infrastructure going forward. **Panel Chair:** **Mr. Gavin Pathross, Partner, Commercial Strategy and Research, Deloitte China** **Executive Panelists:** **Mr. Amod Jayawant, Director Critical Environment, Industrial & Logistics Services, CBRE** **Mr. Charles Wong, Chief Technology Officer, Apac, Newedge Group (HK) Branch** **Mr. Nicholas Lesek, Vice President, Head of Engineering, Nomura International**
12:45 – 14:15	**Networking Luncheon Roundtables** **(By Invitation Only)** **Cisco Unified Computing System – The Server Architecture designed for Cloud Services Delivery** **Mr. Philip Wong** **Technical Solution Architect, Data Center Virtualization Team** **Cisco Greater China**
14:15 – 15:00	**Power Insights Panel 2: Virtualization and Security** In this panel discussion, the moderator and the panelists will discuss security considerations and best practices the securing the next-generation virtualized data centre. The panelists will also be asked to share their concerns and approaches to security within virtualized data centres, including the security

	of hosted virtualized desktops. **Panel Chair:** **Mr. Michael Mudd, Regional Representative, Asia Pacific, The Open Computing Alliance** **Executive Panelists:** **Mr. Brian Chan, Head of Infrastructure, APAC, Adidas Services** **Mr. Dirk Engeler, Head of Technology Risk and Information Security, ANZ** **Mr. Gautam DS Bardoloi, Executive, IT Strategy, Planning and Architecture, Hong Kong Jockey Club** **Mr. Lewis Tam, Head of Information Security, Ping An Insurance (Group) Company of China** **Mr. Wai Chan, Manager of Infrastructure Solutions Architecture & Virtualization, RBS**
15:00 – 15:30	**Keynote Five: Creating Trust in Cloud Computing** Cloud Computing has been called the next great leveler of social and economic inclusion - mirroring the incredible impact that previous innovations such as the PC and the internet have had on the lives and livelihoods of billions across the world. While the potential for cloud computing is evident, research also shows that there is some way to go to ensure that the cloud is being leveraged in the region. To unlock this potential Asia Cloud Computing Association is developing a set of tools, including • The Cloud Readiness Index • The Cloud Assessment Tool • The Data Sovereignty Checklist and Heat Map • The SME resource centre **Mr. Per Dahlberg** **CEO** **Asia Cloud Computing Association**
15:30 – 16.10	**Power Insights Panel 3: Dealing with Big Data** "Big data" is a popular term generally used to acknowledge the exponential growth, availability and use of information (both structured and unstructured) in the data-rich landscape of the 21st century. Business leaders are placing a high priority on the role of technology to deliver meaningful data to the organization so that they can make better decisions based on facts, rather than assumptions, and do it in a timely manner. In this panel discussion, the moderator and the panelists will share their insights with us on the topic focusing on what I&O (Infrastructure and Operations) leaders can do to enable their organizations to better manage and utilize information. **Panel Chair:**

	Mr. Daniel Ng, President, C-PISA **Executive Panelists:** **Mr. August Chan, Head of IT, CASH** **Mr. Peter Koo, Partner, Enterprise Risk Services, Deloitte China** **Mr. Eugen Tjong, Head of Elektron Hosting and Managed Services, Thomson Reuters**
16:10	**Afternoon Networking Coffee Break and Visit Showcase Demonstration**

Topic is subject to change without prior notice