

**The 4<sup>th</sup> Data Centre Summit 2014 – Hong Kong**  
 November 17, 2014 (Mon), Hong Kong Convention and Exhibition Centre  
*Driving the next wave of data centre innovation*

**TENTATIVE CONFERENCE PROGRAM**

<b>08:45 – 09:15</b>	<b>Registration</b>
<b>09:15 – 09:30</b>	<b>Opening Remarks</b> <u>Officiating Guest of Honor:</u> <b>Donald Mak</b> <b>Chief Systems Manager (Industry Facilitation)</b> <b>Office of the Government Chief Information Officer</b> <b>The Government of the Hong Kong SAR</b>
<b>09:30 – 10:25</b>	<b>Insights Panel 1: Insights Panel 1: Emerging Trends in off-site data centres Adoption</b>  <p>According to Gartner, IHS Technology and 451 Research, Cloud computing – the use of remote servers to store data – is becoming increasingly popular as more and more businesses make use of off-site data centres. Spending on cloud services continues to increase at a rapid rate and four years from now the global market is estimated to reach \$290bn. In this discussion, the moderator and expert panellists will share with us their insights/opinions on the following areas:</p> <ul style="list-style-type: none"> <li>• What is the current state of off-site data centre adoption in Hong Kong and the region?</li> <li>• What are the main uses of off-site data centres; virtualisation, test and development, storage, SaaS, PaaS, DR and other Cloud delivered services?</li> <li>• What are the considerations for outsourcing to off-site data centres, including, Service provider reputation, international standards, security and multi-platform support.</li> <li>• What should enterprises be considering FIRST when planning their three to five-year IT road map for off- site DC"s, will `core IT` ever go off site?</li> </ul> <p><b><u>Panel Chair:</u></b>  <b>Michael Mudd, Managing Partner, Asia Policy Partners LLC</b></p> <p><b><u>Executive Panelists:</u></b>  <b>Michael Leung, Chief Information and Operations Officer China, CITIC Bank International Limited</b>  <b>Jonathan Leung, Vice President, Head of Hosting Services, Hong Kong Exchanged and Clearing</b>  <b>Carbo So, IT Operations and Transformation Manager, MTR</b>  <b>Bradden Wondra, Chief Technology Officer, Growth Markets, Paarson</b></p>

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<p><b>10:25 – 11:00</b></p>	<p><b>Keynote 1: Cloud Computing and Big Data to Support Service Innovations</b></p> <p>Cloud computing is increasingly being adopted by large organisations as well as Small to medium size enterprises (SMEs) today. However, up to now, the use of the cloud by businesses tends to be almost entirely on IT services and software applications with a drive for cost savings, productivity enhancements and standardisation in control. In fact, at the forefront of cloud development, the cloud is increasingly unfolded as a disruptive force fuelling business innovations. This talk will highlight how to use the cloud and Big Data to support knowledge-intensive business activities. Challenges for the breeding the next generation of knowledge workers and organisations will also be outlined.</p> <p><b>Eric Tsui</b>  <b>Program Leader, Master of Science in Knowledge Management</b>  <b>The Hong Kong Polytechnic University</b></p>
<p><b>11:00 – 11:30</b></p>	<p><b>Keynote 2: Return on Agility: Innovation Powered by the Cloud</b></p> <p>Today, enterprises and government organizations are experiencing stifled innovation, not due to or lack of ideas – but instead lack of available resources, computing capacity and high CAPEX requirements. The elastic nature of Cloud Computing allows you to shift from owning infrastructure to renting infrastructure and allows you to experiment and innovate much more quickly at lower cost – both in a dollars and cents . Making your datacenter walls elastic and secure in a hybrid virtual private cloud environment, allows you to leverage the elastic capabilities of the cloud to drive innovation, scale and high availability, while still maintaining the security, access policies and networking topology you require to be compliant.</p> <p><b>Zane Moi</b>  <b>Head of Business Development</b>  <b>Amazon Web Services</b></p>
<p><b>11:30 – 12:00</b></p>	<p><b>Keynote 3: Software Defined Data Centres a reality with Web-scale Converged Infrastructure</b></p> <p>Web-scale technologies, which are inherently software defined, were innovated by the world’s largest cloud and Internet companies to overcome the limitations of legacy datacenter architectures. However, keeping pace with rapidly changing IT demands and bringing web-scale technologies into the enterprise data center means meeting a diverse set of requirements. Datacenters must run business-critical applications according to their unique capacity and performance demands. In addition, the vast resources of public clouds offer an enormous opportunity to design modern hybrid clouds. Join us on a technical discussion on the building of a software defined datacenter using the ideal compute and storage infrastructure. We will explore the requirements for web-scale converged infrastructure to use as the foundation for your software defined datacenter environment. We will also discuss best practices and examples of running tier 1 databases and applications such as SQL Server and Exchange, applications and infrastructure servers, and virtual desktops on the 100% software-defined Nutanix Virtual Computing Platform.</p> <p><b>Mr. Paul Serrano</b>  <b>Senior Director Marketing, APAC &amp; Japan</b>  <b>Nutanix</b></p>
<p><b>12:00 – 12:20</b></p>	<p align="center"><b>Morning Networking Coffee Break</b>  <b>Sponsored by China Mobile International</b></p>

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<p><b>12:20 – 12:50</b></p>	<p><b>Keynote 4: Data Centre Automation</b></p> <p>In the Data Center, costs of downtime has skyrocketed and business SLAs has had to rise to keep pace. In another hand, tight resource constraints hold IT budgets and headcount flat. Data Center Automation is automating changes which occur predictably and frequently, which would otherwise have been done manually! In this talk, we will cover how to deploy your Data Center Cloud network in a flat, automated and centralised management method, in order to simplify DC operations and reduce errors or downtime.</p> <p><b>Addison Chi</b>  <b>Solutions Architect, Greater China</b>  <b>Arista Networks</b></p>
<p><b>12:50 – 14:00</b></p>	<p align="center"><b>Lunch Break</b></p>
<p><b>14:00 – 14:45</b></p>	<p><b>Insights Panel 2: Securing Data Centres Against Advanced Adversaries</b></p> <p>In the world of Advanced Persistent Threats, cyber-delivered disruption and destruction of critical data center infrastructure and services are real and has become a new challenge for enterprise security. During the panel discussion, the moderator and the panelists will discuss this challenge, and the standards and best practices for deploying secure data centers.</p> <p><b><u>Panel Chair:</u></b>  <b>Terence Tang, Partner, Enterprise Risk Services, Deloitte</b></p> <p><b><u>Executive Panelists:</u></b>  <b>Epsilon Ip, Enterprise Security Architect, Cathay Pacific Airways</b>  <b>Francis Fung, CTO, Midland Realty</b>  <b>Lewis Tam, Chief Information Security Officer, Ping An Insurance (Group) Company of China</b>  <b>Paul Haswell, Partner, Pinsent Masons</b></p>
<p><b>14:45 – 15:15</b></p>	<p><b>Keynote 6: The Impact of Data Sovereignty on Cloud Computing in Asia</b></p> <p>In 2013 there was a seismic shift in the debate around the issue of data sovereignty, which has seen it emerge as a priority issue for legislators and policy makers all over the world. Governments that have led the region in setting precedence and regulatory frameworks around data sovereignty continue to be challenged by this issue. The new Asia Cloud Computing Association report, “The Impact of Data Sovereignty on Cloud Computing in Asia” shows data privacy, data protection and data security regulations do not cross borders as easily as data flows. The report offers recommendations to governments aspiring to take the greatest advantage of cloud computing to enhance economic opportunity and will serve as a resource for service providers doing business in the 14 economies examined.</p>



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	<b>Stacy Baird</b> <b>Chairman, Data Sovereignty Working Group</b> <b>Asia Cloud Computing Association</b>
<b>15:15 – 15:30</b>	<b>Afternoon Networking Coffee Break</b> <b>Sponsored by China Mobile International</b>
<b>15:30 – 16:00</b>	<b>Closing Keynote: Controlling The Risk of Cloud, Internally And Externally Within Your Organization</b> <p>The modern IT executive handles many relationships with internal users as well as external service provider. However handing your data center cloud services both internally and externally for your stakeholders does not absolve you of the multitude of security, privacy and operational risks. In fact, this may further complicate your risk profile. There is a need to control the risk even more tightly to ensure you don't end up as another high-profile corporate horror story.</p> <p>Join us for a discussion about the best practices in controlling the risk in the Data Center arrangement, and be empowered with the questions you should ask of your cloud service providers. Who does this best? What can we learn from them? This session will provide pragmatic solutions you can apply to your organizations' key relationships.</p> <b>Jerry Wertelecky</b> <b>Managing Director</b> <b>Cloud Transformation &amp; Security Solutions (CTSS)</b>

*\*\* This agenda is subject to change without prior notice.*