

# IDC Virtualization Forum

*Making Optimal Use of IT Resources*

SEPTEMBER 12, 2006 • PANTAGES SUITES • HOTEL • SPA • TORONTO, ONTARIO

## Conference Co-Chair

*Matthew Eastwood, Program Vice  
President, Global Enterprise Server  
Solutions, IDC*



## Conference Co-Chair

*Vito Mabrucco,  
Managing Director, IDC Canada*



## COMPREHENSIVE PROGRAM COVERAGE INCLUDES

- > A holistic view of the **opportunities and challenges that virtualization will bring in the next 12-18 months.**
- > A case study of how a virtualized environment allowed **GHY International** to reduce their costs, increase agility, and free up their IT team's time to focus on business deliverables.
- > An in-depth look at virtualization technologies that are being utilized to create a **new generation of high-performance server solutions.**
- > Insight into how virtualization provided an **absolute in the definition of ROI for the City of Stratford** and made a direct impact in capital budget dollars.
- > A discussion featuring a panel of IT executives, presenting their **personal experiences with the implementation of virtualization technology, and the business benefits achieved as a result.**
- > Insight into how leveraging virtualization innovations can help corporations **achieve a truly dynamic datacenter.**



[www.idc.com/virtualization-toronto06](http://www.idc.com/virtualization-toronto06)

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The **IDC Virtualization Forum: Making Optimal Use of IT Resources** is designed to help IT and business executives answer key questions about how to effectively exploit computer resources. The Forum presents IDC's view of the many forms of virtualization and how the effective use of this technology can help IT and business executives address the need to cut costs, support an ever changing dynamic environment, and make more optimal use of their IT resources. Learn how virtualization can dramatically change the way corporate computing is done and effect your company's ability to achieve the goal of improved performance, scalability, reliability, and availability.

The program features end-user case studies that provide attendees with practical information about how to capitalize on a dynamic, virtualized environment and the potential that it can deliver to your bottom line. Some of the areas of focus are the "commoditization" of hardware, virtual environment software, and the deployment of distributed applications. Plus - IDC analysts will help attendees make sense of the new concepts, terms and products that are creating confusion in the marketplace.

## Who Should Attend?

- > CIOs
- > CTOs
- > Strategic Planning Executives
- > Vice Presidents, Directors and Managers of IT and Network Services
- > System Administrators
- > Executives in System Integration
- > IT leaders from Government Agencies and Universities

## questions

to be Answered Include:

- > What are the pros and cons to bottom-up and top-down approaches to server virtualization?
- > What are the layers of virtualization software that support a dynamic, virtualized environment and what do they do to help the organization?
- > What systems do you need to have in place for monitoring and managing virtual servers and networks?
- > What are realistic expectations for reducing costs and increasing agility and efficiency?
- > What are the implications of a lack of agreed upon vendor standards?
- > What are realistic deployment costs, business risks, and business value of making modest to radical changes in the evolution toward dynamic computing?

Hear what Virtualization New York attendees had to say:

**"Hearing case studies of what customers are doing with virtualization was very valuable."**

*James D. Harrison, Assistant Vice President, The Bank of New York*

**"The conference helped me gain a better understanding of the current state of virtualization technology."**

*Ellen Kraus, Chief Architect, Bowne & Co., Inc.*

**"Thank you for an exceptional, well orchestrated event! I found your speakers enlightening and the presentations useful."**

*Frank C. Cicio Jr, EVP, Worldwide Field Operations, evidentSoftware*

# Agenda

## September 12, 2006

7:45 am – 8:45 am

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Registration, Tabletop Exhibit Viewing,  
and Continental Breakfast

8:45 am – 9:00 am

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Welcome and Opening Remarks from  
Conference Chairman

*Vito Mabrucco, Managing Director, IDC Canada*

9:00 am – 9:30 am

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Virtualization: Giving IT a Dynamic Enterprise

*Matthew Eastwood, Program Vice President, Global Enterprise Server Solutions, IDC*

Virtualization is no longer a term used by the IT industry's leading risk takers. It is very well entrenched in hardware platforms, particularly with server and storage offerings. However, as virtualization matures on the desktop, and in the network, system management, security, platform and applications, IDC believes that a new IT organization, a different network and data center, and a new business model will emerge. Mr. Eastwood will deliver a holistic view of the opportunities and challenges that virtualization will bring, the leading business and technology trends to be considering or avoiding, and ultimately whether the customer experience of IT will improve or fall off.

9:30 am – 10:15 am

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Leveraging Virtualization Innovations to  
Achieve the True Dynamic Datacenter

*Diane M. Bryant, Vice President, Digital Enterprise Group;  
General Manager, Server Platforms Group, Intel Corporation*

Virtualization has been in existence for quite some time and with the continued improvements of SW tools more and more IT professionals are taking advantage of the technology. Currently, the principal usage model in the datacenter focuses on server consolidation and its associated benefits. However, as we look to the future, continued improvements in both HW and SW will soon expand the use of virtualization to benefit a much broader scope of IT applications including security, system management, and automated load balancing to name a few. New products and innovations will make virtualization a mainstream feature by the end of the decade. This session will cover what you can be doing today and in the near future to leverage these innovations and move toward achieving the true, dynamic datacenter.

## One-to-One Analyst Meetings

Attendees have the opportunity to sign up for complimentary one-to-one meetings with select analysts at event registration. This will enable you to gain strategic advice on your company's virtualization initiatives from a senior IDC analyst. Arrive early since meetings are scheduled on a first come, first served basis.

*Some of the analysts who will be available for meetings are:*

*Matthew Eastwood, Program Vice President, Global Enterprise Server Solutions, IDC*

*Alan Freedman, Research Manager, Infrastructure Hardware, IDC Canada*

*John Humphreys, Research Manager, Enterprise Computing and Modular Server Programs, IDC*

*David Senf, Manager, Canadian Application Development and Infrastructure Software, IDC Canada*

*Vito Mabrucco, Managing Director, IDC Canada*

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**10:15 am – 10:45 am**

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## **Networking Break, Tabletop Exhibit Viewing and One-to-One Analyst Meetings**

**10:45 am – 11:30 am**

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## **Server Virtualization Architecture, Trends and Directions**

**John Schouten**, *Enterprise Technologist – MCSE, CCEA, VCP, Canadian Advanced Systems Group, Dell Canada Case Study Executive Presentation (speaker to be announced)*

Holding true to Moore's Law, silicon density and processor performance are driving new performance, density, and cost opportunities for technology infrastructure. The benefits of virtualization on industry standard servers is a direct result of Moore's Law. By leveraging virtualization, new opportunities exist to create unique infrastructure solutions. Learn how a broad array of virtualization technologies are being utilized to create a new generation of high-performance server solutions. Hear firsthand the benefits from a current execution of virtualization and how it has impacted their bottom line.

**11:30 am – 12:15 pm**

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## **A Small Business Uses Infrastructure Simplification to Meet the On-Demand World**

**Nigel Fortlage**, *Vice President Information Technology, GHY International*

How does a SMB enterprise handle a growing server farm requirement while controlling costs and improving Information Technology's ability to focus on the business? This session will present a real implementation that achieved a 14% reduction in the IT operating budget while increasing the number of servers under management by 100%, and freeing up 90% of the IT

team's time to focus on the business deliverables. All thanks to a highly virtualized IT environment.

**12:15 pm – 1:30 pm**

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## **Lunch Roundtable Discussions and One-to-One Analyst Meetings**

During lunch, the roundtable discussions will provide attendees the opportunity to interact with peers, speakers and subject matter experts on key topics in an interactive format – with the discussion led by an industry expert. Attendee participation is strongly encouraged. Sign up sheets will be available at registration on a first-come, first-served basis so please arrive early.

**1:30 pm – 2:15 pm**

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## **City of Stratford: A Virtual Spin-off**

**Ron Roy**, *PMP, Manager ITS, City of Stratford*

With shrinking budgets, growing service requests, limited warranties, legacy equipment and vendors de-listing support, IT departments are scrambling to find economical yet practical solutions. Through a defined project for Active Director and Exchange Server 2005 upgrade, Virtual Server was not initially identified as a major project objective. Server virtualization was defined as a "Good idea, something that would be of benefit to the ITS operational process."

Virtualization quickly proved itself as a distinct player. It provided an absolute in the definition of return on investment. Though process efficiencies provide operational savings, virtualization made a direct impact in capital budget dollars.

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**2:30 pm – 3:15 pm****CONCURRENT SESSIONS****Group 1: VMware and the Virtualization Market: Today and Tomorrow***VMware executive to be announced*

In this session, you will hear how VMware virtual infrastructure is changing IT today and can enable your company to achieve: New applications provisioned in tens of seconds, not days; Change request response times measured in minutes; Zero-downtime hardware maintenance without waiting for maintenance windows. By using examples from the more than 20,000 enterprises worldwide using VMware virtual infrastructure software, you will hear solutions for server consolidation and containment, business continuity, development and test optimization and desktop manageability and security.

**Group 2: Delivering Real Competitive Advantage in a Virtual World**

Virtualization promises lower cost, ease of management and delivery speed, but how are those promises playing out in real organizations? In this session, we will discuss how you can use virtualization to increase flexibility and improve responsiveness to business requirements, improve availability and reduce recovery time, lower costs through increased system utilization, and lay the groundwork for further automation.

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**3:15 pm – 3:45 pm****Networking Break, Tabletop Exhibit Viewing and One-to-One Analyst Meetings**

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**3:45 pm – 4:30 pm****ROI and Business Benefits of Running in a Virtual Environment***Matthew Eastwood, Program Vice President, Global Enterprise Server Solutions, IDC (Moderator)**David Grant, Data Centre Manager, Mitel**David Goldstein, CIO, GEM Financial Services*

This session will bring together IT executives for a panel discussion regarding their personal experiences with the implementation of virtualization technology. Although the ROI benefits of the technology are becoming well documented, each executive will initially be asked to outline the infrastructure challenges that led up to the adoption of virtualization technologies and how ROI analysis was applied to the business problem. The session's goal will be an understanding of the business benefits associated with virtualization technology including increased flexibility, lower infrastructure TCO, and improved IT service levels.

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**4:30 pm – 5:15 pm****Extending Your Virtual Office***David Flawn, Vice President, ICT Marketing, Bell Canada*

IP technologies are allowing for a rich, connected and complete office experience regardless of physical location. Wherever an internet connection exists the virtual office experience can be productive, efficient and secure. This session will explore a variety of technologies and solutions that are changing the face of the remotely connected worker. Particular emphasis will be placed upon the notion of presence and how presence can be extended and enhanced through federation, location based services and security. Specific technologies such as VOIP, IM, and SOA will be discussed in relation to this transformational change.

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**5:15 pm – 5:30 pm****Conference Conclusions and Closing Remarks***Vito Mabrucco, Managing Director, IDC Canada*

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## Early-Bird Registration Rate:

Sign up by August 11th and save \$400!

**\$495 USD**

## Standard Registration Rate:

After August 11, 2006

**\$895 USD**

## Four Easy Ways to Register

### 1. Online:

Visit [www.idc.com/virtualization-toronto06](http://www.idc.com/virtualization-toronto06)

### 2. By phone:

Call 800-605-5849 or 978-597-0133.

### 3. By fax:

Please fax your completed registration form to 978-597-2395.

### 4. By mail:

Mail your completed registration form to:

IDC Conferences/VIR

5 Speen Street

Framingham, MA 01701

USA

## Payment

Registrations must be accompanied by full payment. You may pay by credit card (American Express, Visa, or MasterCard) or check, payable to IDC US Conference Group.

## What Your Registration Includes

- Admission to sessions
- Continental breakfast, lunch, and coffee breaks
- Access to presentations online\*

*\* Printed proceedings will not be available at the conference. The day of the forum, the presentations submitted to IDC will be available to attendees via [www.idc.com](http://www.idc.com).*

*IDC reserves the right to alter this program without notification.*

## Venue

Pantages Suites • Hotel • Spa

200 Victoria Street

Toronto, ON

M5B 1V8

Toll free: 1-866-852-1777

Reservations: 416-945-5444

## Hotel Reservations

For your convenience we have reserved a limited number of rooms at the Pantages Suites. A special rate of \$399 Canadian Dollars (approx. \$359 USD) will be offered until August 11, 2006. To receive the discounted room rate, please call 416-945-5444 and identify yourself as an IDC Virtualization Forum attendee.

## Cancellation Policy

Substitutions may be made any time by faxing a written request to 978-597-2395. Cancellations communicated to IDC by August 29 2006, are subject to a \$150 processing fee. Registrants who either cancel after August 29, 2006, or do not attend the conference are liable for the full registration fee.

## Special Needs

IDC fully supports the Americans with Disabilities Act. If you require special assistance of any kind, please call us at 800-605-5849 or 978-597-0133.

## SPONSORSHIP OPPORTUNITIES AVAILABLE

If you are interested in sponsoring the IDC Virtualization Forum Toronto, please contact Elizabeth Cutler at 508-935-4790 or [ecutler@idc.com](mailto:ecutler@idc.com) for more information.

# Register online [www.idc.com/virtualization-toronto06](http://www.idc.com/virtualization-toronto06)

Please fill out the form below. For additional registrants, please make photocopies.

*All Fields Required*

Name _____		
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## REGISTRATION RATES

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- Standard Registration Rate:** After August 11th, 2006  
\$895 USD

## Group Discount

A \$100 discount per person is available for groups of three or more people from the same company registering together. We ask that all forms be submitted together and paid in full at time of registration.

If you selected a group registration rate, please list the names of your colleagues here (Note: This field must be completed to receive the discount.):

Colleague #1 \_\_\_\_\_  
Colleague #2 \_\_\_\_\_

## PAYMENT METHOD

Note: Registrations must be accompanied by full payment in order to be processed. You may pay by credit card (American Express, Visa, or MasterCard) or check, payable to IDC U.S. Conference Group.

- I authorize IDC to charge my credit card for the total registration fee due.

Credit Card:     American Express     MasterCard     Visa

Card Number: \_\_\_\_\_

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- I have enclosed a check (payable to IDC U.S. Conference Group)    Amount Enclosed: \_\_\_\_\_

Comments \_\_\_\_\_

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## About IDC

IDC is the premier global market intelligence and advisory firm in the information technology and telecommunications industries. We analyze and predict technology trends so that our clients can make strategic, fact based decisions on IT business strategy. IDC Forums are designed to provide the latest news, research, and benchmarking case studies on relevant and highly-focused topics, offering enterprise decision makers insight into how they can strategically use technology to gain competitive advantage. Case study presentations are featured at each conference providing the highest quality program content. IDC Forums offer important opportunities for attendees to network with peers and to discuss the challenges and solutions faced in the real world.

## About Our Diamond Sponsor, Intel

At Intel, we believe in innovation. We're driven by it. We live by it. And it's this principle that led us to create the world's first microprocessor back in 1971. Since then Intel Corporation has developed technology enabling the computer and Internet revolution that has changed the world. Today, Intel supplies the computing and communications industries with chips, boards, systems, and software building blocks that are the "ingredients" of computers, servers and networking and communications products. These products are used by industry members to create advanced computing and communications systems. Intel's mission is to do a great job for our customers, employees, and stockholders by being the preeminent building block supplier to the worldwide digital economy.



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