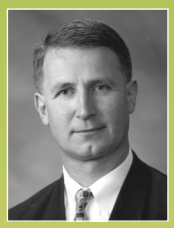


IDC Virtualization Forum 2.0

Management, Mobility and Optimization

February 6, 2007
Millennium Broadway Hotel
New York, NY



Conference Co-Chair
Vernon Turner
Group Vice President and General Manager, Enterprise Computing, IDC



Conference Co-Chair
Matthew Eastwood
Program Vice President, Global Enterprise Server Solutions, IDC

Hear from industry leaders on how you can maximize the business benefits associated with virtualization technology including:

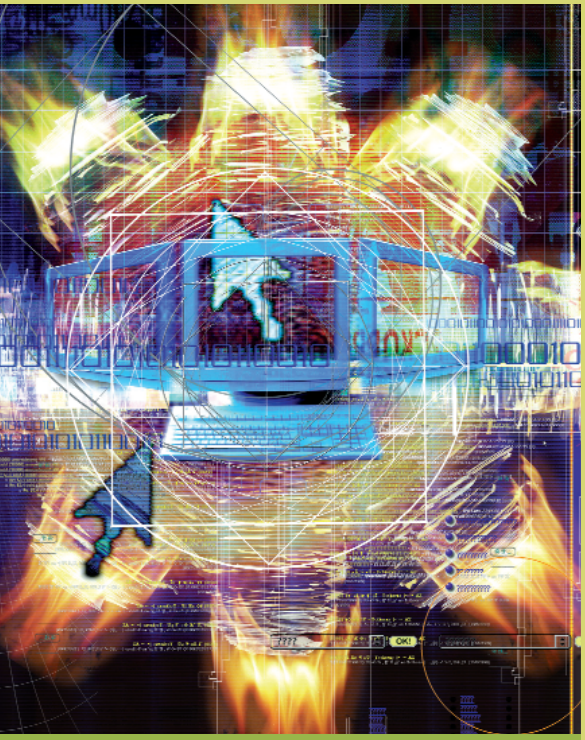
- How **Data Guard Systems** reduced power consumption and simplified server administration.
- **M&T Bank's** success at implementing efficient disaster recovery strategies and delivering robust flexibility in a distributed computing environment.
- **Welch Foods**, Inc. strategy that got them to where they are today and what virtualization will bring to the future of IT computing.
- How **OpSource Inc.** was able to pool and increase computing resources, lowering costs by optimizing utilization while increasing agility.
- The benefits **Pfizer** has seen in greater operational flexibility and more dynamic allocation of resources as virtualization has moved into more of the IT stack.
- **T-Mobile's** success in achieving greater capacity and performance through virtualization along with the potential for significant savings in software licensing costs.

www.idc.com/virtualizationeast07

IDC
Analyze the Future

IDC Virtualization Forum 2.0: Management, Mobility and Optimization

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What can you expect at **Virtualization 2.0?**

Sessions covering the entire scope of virtualization that go beyond servers to include storage, client systems and applications. Plus - IDC's team of expert analysts will reveal new end-user research. You can't afford to miss it!

The IDC Virtualization Forum 2.0: Management, Mobility and Optimization is designed to help IT and business executives answer key questions about how to effectively exploit computer resources in a virtual manner. This year's program - Virtualization Forum 2.0 - features case studies that provide attendees with practical information about how to operationalize a virtual and dynamic IT infrastructure. End user case study speakers, along with IDC analysts and sponsor partners, will provide a vision of virtualization that makes clear the operational opportunities and challenges being faced in the marketplace. **Conference attendees will leave with a greater understanding of the tools and processes being used to manage, control and optimize their IT infrastructure while having a positive impact on the bottom line.**

The program offers insight into the following topics:

- Leveraging the mobility of virtual machines to improve management and operations of IT environments
- The impact of virtualization on software licensing and pricing
- Optimizing virtualization to improve availability and increase productivity while at the same time lowering costs
- Using virtualization to achieve change request response times measured in minutes and zero-downtime hardware maintenance
- Virtualization as a key enabler of consolidated next generation data centers
- Enhancing the development lifecycle including: Test, Certification, Production and Disaster Recovery
- Effectively managing a virtualized infrastructure by managing both the physical and virtual resources using an integrated toolset that can handle the demands of unpredictable workloads

Who Should Attend?

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

February 6, 2007

8:00 am – 9:00 am

Registration, Tabletop Exhibit Viewing, and Continental Breakfast

9:00 am – 9:10 am

Welcome and Opening Remarks from Conference Chairman

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

9:10 am – 9:30 am

Opportunities and Challenges of Virtualization 2.0

Vernon Turner, *Group Vice President and General Manager, Enterprise Computing, IDC*

The days of virtualization being used only as a tactical tool to drive consolidation and higher system utilization are quickly ending. The use of virtualization has matured from simple partitioning and encapsulation to leveraging the mobility of virtual machines to improve management and operations of IT environments. Virtualization 2.0 includes a host of new use cases that range from high availability and disaster recovery to hosted clients and true utility computing. Mr. Turner will deliver a holistic view of the opportunities and challenges this next stage of virtualization will bring, the leading business and technology trends to be considering or avoiding, and ultimately how the technology will impact business processes.

9:30 am – 10:15 am

Eliminating Barriers to Achieving the True Dynamic Datacenter

Aaron Holzer, *Senior Product Marketing Engineer, Server Platforms Group, Intel Corporation*

Virtualization has been in existence for quite some time and with the continued improvements of SW tools and HW platforms more and more IT professionals are taking advantage of the technology. 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, to overcome the remaining barriers to deployment and allow you to move toward achieving the true, dynamic datacenter.

10:15 am – 10:45 am

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

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 Research, IDC*

Stephen Elliot, *Research Manager, Enterprise System Management, IDC*

Tim Grieser, *Program Vice President, Enterprise System Management Software, IDC*

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

Vernon Turner, *Group Vice President and General Manager, Enterprise Computing, IDC*

Richard Villars, *Vice President, Storage Systems, IDC*

AGENDA

10:45 am – 11:30 am

Maximizing Value to the Enterprise

***Larry Rencken**, Vice President & CIO, Welch Foods, Inc.*

***George Scangas**, Lead IT Analyst, Welch Foods, Inc.*

This session will focus on the benefits of virtualized computing. In particular, how Welch's has been able to improve availability and increase productivity while at the same time lowering cost. We will share how we arrived where we are today and what virtualization will bring to the future of IT computing.

11:30 am – 12:15 pm

The Virtualization Market: Today and Tomorrow

***Parag Patel**, Senior Director of Ecosystem Alliances, VMware Inc.*

Customer case study to be announced

In this session, you will hear how 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.

12:15 pm – 1:30 pm

Lunch and One-to-One Analyst Meetings

1:30 pm – 2:15 pm

Virtualization and the Path to a Next Generation Data Center

***Nick van der Zweep**, Director, Virtualization, Hewlett-Packard Company*

***John Rowell**, Chief Technology Officer, OpSource Inc.*

The next-generation of IT will be characterized by automated 24x7 lights-out data centers. This session will focus on solutions to help you move towards this new approach to IT, letting you lower the cost of IT operations, provide higher quality of service and accelerate IT change. Virtualization is a key enabler of these consolidated next generation data centers. Many data centers pay a high price for the traditional, rigid data center architectures that lock resources into silo-like structures. The result is inflexible systems that are chronically underutilized. This session will discuss the important role consolidation and virtualization plays in your journey to realizing an Adaptive Infrastructure. Mr. Rowell will address how OpSource Inc. was able to pool and increase computing resources, lowering costs by optimizing utilization while increasing agility. A discussion of customer successes and how virtualization helped them achieve significant business advantage will also be highlighted.

2:15 pm – 2:45 pm

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

2:45 pm – 3:30 pm

Concurrent Sessions

Group 1: Managing a Virtualized Infrastructure

***Rich Lechner**, Vice President, Virtualization, IBM*

IT data centers are growing and changing. Models such as Service Oriented Architecture and the demands of unpredictable workloads are putting a strain on these data centers. In order to service the demand, data centers need to move to a more dynamic, flexible and shared infrastructure. Virtualization is key to enabling this kind of infrastructure. But virtualization without appropriate management does not solve the problem. A key aspect in managing a virtualized infrastructure is being able to manage both the physical and virtual resources in the systems. This includes servers, storage, and networks as well as virtualizing and managing services, workloads and information. An integrated tool set for managing across the infrastructure - physical and virtual - brings significant simplification and cost savings to this environment. This session will provide an overview of the virtualized environment and the integrated toolset.

Group 2: Bringing Control to Enterprise Applications with Virtualization

***David Roth**, President and CEO, Trigence*

The management of applications, which are innately complex, unique, and tightly coupled with their underlying infrastructure, is one of the major IT-related line items on any company's balance sheet. This session will explore tools that enable companies to reduce the complexity and truly unleash the value of their software investments by turning applications into commonly defined, standardized, isolated, and portable "capsules". By decoupling applications from their infrastructure, they can be deployed, managed, and supported with much less effort in either physical or virtual environments. In this session, David Roth, CEO of Trigence, will show how an organization has used Virtualization to bring control to their applications, lowering costs and increasing IT's responsiveness to business at the same time.

3:45 pm – 4:30 pm

Virtualization 2.0: Management, Mobility and Optimization

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

***Paul Baucutt**, Technical Support Manager, T-Mobile Ltd. (UK)*

***Timothy Maliyil**, President, Data Guard Systems*

***Tom Sweeney**, Assistant Vice President and Platforms Manager, M&T Bank Corporation*

This session will bring together IT executives for a panel discussion regarding their personal experiences with virtualization technology. As virtualization continues to go mainstream, new challenges and new opportunities arise. The session's goal will be an understanding of how to maximize the business benefits associated with virtualization technology. Topics to be addressed include: Reducing power consumption, simplifying server administration, implementing efficient disaster recovery strategies, delivering robust flexibility in a distributed computing environment.

4:30 pm – 5:15 pm

The Next Generation of Virtualization: From Hardware to Middleware

***Ian Penny**, Director Strategy & Architecture, Pfizer Inc.*

As virtualization moves beyond server consolidation and reaches into middleware, the benefits of virtualization are being seen in more of the IT stack. With the goal being greater operational flexibility and more dynamic allocation of resources, more companies are moving in this direction. This session will cover the benefits and challenges that Pfizer has experienced while creating an infrastructure that dynamically provisions resources to applications in need.

5:15 pm – 5:30 pm

Conference Conclusions and Closing Remarks from Conference Co-Chairman

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

To register online: **www.idc.com/virtualizationeast07**

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Registration Information

Early-Bird Registration Rate:

Sign up by January 5th and save $400!
$495

Standard Registration Rate:
$895

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.

Two Easy Ways to Register

1. Online:
Visit **www.idc.com/virtualizationeast07**

2. By phone:
Call 800-605-5849 or 978-597-0133.

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 Forum. One to three days after the Forum, presentations submitted to IDC will be available for attendees via www.idc.com (presentations are posted as soon as they are received).*

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

Venue

Millennium Broadway Hotel
145 West 44th Street
New York, NY 10036
Reservations: 800-622-5569

Hotel Reservations

For your convenience we have reserved a limited number of rooms at the Millennium Broadway Hotel. A special rate of $229 will be offered until January 13, 2007. To receive the discounted room rate, please call 212-768-4400 or 800-622-5569 and identify yourself as an IDC Virtualization Forum attendee.

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.

Cancellation Policy

Substitutions may be made any time by faxing a written request to 978-597-2395. Cancellations communicated to IDC by January 23, 2007, are subject to a $150 processing fee. Registrants who either cancel after January 23, 2007, 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.

Mark Your Calendar!
Virtualization Forum West
June 19, 2007 - San Francisco, CA
www.idc.com/virtualizationwest07

IDC's inaugural Virtualization Forum East included attendees from these prestigious companies:

Abbott Labs . Aetna Inc . AG Edwards & Sons Inc . AIG . Angelo Gordon & Co . AT&T Corporation . AXA Equitable . Bank of New York Company Inc . Barclays Capital . Baystate Health System Inc Boeing Company . Bowne & Co Inc . Bowne Business Solutions . Bristol-Myers Squibb Co . Cablevision Systems Corp . Capital One . CEG . Chanel Inc . CIO Emerce . Corp Service Company . CVS Corporation . Deluxe Labs North America . Edison Group Inc . Empire State Development . eWeek . Fidelity Investments . Forbes.com . Ford Motor Co . Forest City Ratner . GEM Financial Services . GlassHouse Technologies . Goldman Sachs . Greylock Partners . Harris Beach LLP . Home Box Office Inc . IDT John Hancock Financial Services . Johns Hopkins Univ/APL . JPMorgan Chase & Co . Landmark . Lehman Brothers Inc . Liberty Mutual Insurance Co . Lockheed Martin Integrated Systems & Solutions . Massachusetts Mutual Life Insurance Company . MassMutual Financial Group . Mayfield Fund . Merrill Lynch . Morgan Stanley . Museum of Science & Technology . Natexis Banques Populaires USA . NSU . NYIT . NYS Department of Labor . Oak Associates . Petro . Pfizer Inc . Pilot House Ventures . Quinnipiac University . Realab . Remy Amerique Inc . Sanofi-Aventis . Santander Bank . Schindler Elevator Corporation Seattle-Northwest Securities Corp . SEI Investments Co . SIAC . Sky It Group . Time Warner . VA Medical Center . Vanguard Group . Verizon . Wachovia Corporation

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.

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