# Pulse2012
## Meet the Experts. Optimise your infrastructure.

**May 31 - June 1**
Sheraton on the Park Hotel, Sydney

| DAY ONE: THURSDAY 31 MAY 2012 | | | | | | | |
|---|---|---|---|---|---|---|---|
| | **Track 1: Growth Markets Communication Service Provider Forum** | **Track 2: Cloud and Innovation** | **Track 3: IT Service Management** | **Track 4: Storage Management** | **Track 5: Security, Risk Management & Compliance** | **Track 6: Enterprise Asset Management** | **Track 7: Enterprise Asset Management** |
| **Room** | **Times on the Park** | **Castlereagh I** | **Castlereagh II** | **Phillip Room** | **Grand Ballroom I** | **Grand Ballroom II** | **Hyde Park Room** |
| 8:00am | **Registration & Exhibition opens** | | | | | | |
| 9:00am-10:30am | **Keynote Session:**<br>**Bowman Hall, Worldwide Director of Cloud Client Computing Engagements, IBM USA**<br>**Peter Wills, GM Service Management, NBN Co Ltd**<br>**Neil Roberts, Yarra Trams** | | | | | | |
| 10:30am-11:00am | **Morning Tea** | | | | | | |
| Session 1 11:00am – 11:50am | Trends in the Service Provider Industry *Dr Craig Farrell, VP and CTO Global telecom Industry, IBM USA* | Service Management and Cloud Computing Track Kickoff Bowman Hall, Director of Worldwide Client Computing Engagements, IBM USA | | Storage Management Track Kickoff: The Pivotal Role of Storage in the Modern Data Center *Mike Griese, Storage Product Development, IBM USA* | IBM Security Track Kickoff *Steve Robinson, VP Development, Strategy and Product Management, IBM USA and Denis Kennelly, VP Development, IBM Ireland* | Maximo and TRIRIGA Track Kickoff, Strategies and Roadmap *Dave Gasdia, Maximo Product Strategy and Development, IBM USA* | |
| Session 2 11:55am-12:40pm | IBM Smarter Networks Solution *Dr Sunggy Koo, Global Industry Solution Executive, IBM USA* | Cloud Panel : An ANZ View *Key Australian cloud users, CSPs and subject matter experts* | Using Advanced Analytics Technologies to Support Improved Decision-Making *Peter Conelias, IBM Tivoli Cloud & Analytics Executive* | The Butterfly Effect. How to find out the true cost of protecting you data and how IBM can help you mitigate risk from data migrations *Robert MacEarchern, Tivoli Storage Leader IBM A/NZ* | Security Intelligence *Jeff Paddock, Senior Tech Director, Q1 Labs* | The world is 24/7 and mobile: Maximo Scheduler and Maximo Mobile Update *Dave Gasdia, Maximo Product Strategy and Development, IBM USA* | Industry Solutions - Market trends for the Utilities Industry *Terry Saunders, IBM, Maximo Industry Solutions, Utilities Product Manager, E&U.* |
| 12:40pm – 1:30pm | **Lunch**<br>**Demo Theatrette** | | | | | | |

*Draft Agenda as at 24/5/12. IBM reserves the right to alter or change this agenda.*

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| Session 3 1:30pm– 2:20pm | Tivoli Netcool for Service Providers: Portfolio Overview and Roadmap *Mark Simpson, Director Tivoli Netcool, IBM USA* | Self Service & Automated Application Environment delivery ... the Evaluation Journey *Peter Smith, Bendigo and Adelaide Bank* ☺ | The role of automated application mapping & discovery in delivering service availability *Jason Smith, IBM Service Management Specialist* | Managing Data Growth Through Low Cost Archiving *Steve Wotten, SKY TV* ☺ | Securing the Future Technology Revolution *Tor Jomar Nordhagen , Snr Exec leader, Security Consulting Practice, Accenture Australia* | Panel Session - The case for an asset mgt system vs. ERP *facilitated by Robert Williams, Utilities Solution Executive IBM Service Management Tiger Team* | First in Class - Best Practices for Facilities Management *Andrew Bull, Operations Planner, Facilities Mgt, The University of Newcastle and Joseph Sarraf, Honeywell* ☺ |
| Session 4 2:25pm – 3:15pm | Smarter Communications Through Analytics *Randy George, Senior Specialist- Tivoli Network and Service Assurance Architecture, IBM USA, Doreen H. Alding, Snr. Product Mgr, IBM Tivoli USA* | Securing IBM SmartCloud *Neil Readshaw, Chief Architect - Cloud Security* 🔒 | Melbourne Airport's Enterprise Asset Management & IT Service Management convergence journey *David Riepsamen, Melbourne Airport and Ashley Jenkins, Kalibrate* ☺ | IBM SmartCloud Virtual Storage Centre *Trevor Foley, Storage Solutions Specialist IBM Australia and New Zealand* | Successful Identity and Access Management *Case Studies with Biogrid and ME Bank Lachlan McGill, ME Bank Naomi Rafael, Biogrid* ☺ | Leveraging Maximo to Streamline Management of Change and Health, Environment and Safety *Dave Gasdia, IBM USA* | Industry Solutions – the Framework for Delivering Smarter Transportation *Ken Donnelly, Worldwide Industry Leader, Asset Management Solutions, IBM USA* |
| 3:15pm – 3:45pm | **Afternoon Tea** **Demo Theatrette** | | | | | | |

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| Session 5 3:45pm-4:35pm | Case study: Monitoring of wholesale access network covering 7.5 million square km and 13 million subscribers *Peter Wills, General Manager - Service Management, NBN Co. Ltd.* ☺ | BYOD and Mobile Device Management, *Kimber Spradlin, Endpoint Solutions Specialist, IBM USA* | From Monitoring to Business Service Management – how end-to-end visibility can deliver better service management *Luke McKenna, Dev Mgr Tivoli Application Tracking, IBM AU Development Lab, Dan Elding* | Storage Management for Virtual Environments *Jacques Butcher, Senior IT Specialist, Tivoli Storage TSM, TPC, FastBack and Related Solutions, IBM Australia* | Driving Effective Application Security in the Enterprise: An End-to-End Approach to Addressing One of the Biggest Threats to a Business *Steven Schmidt, CISSP, CISA, Security Specialist, IBM ANZ* | 9 ½ Weeks (The TrustPower Maximo Implementation Story) *Mike Torr. Business Manager – Meter Assets, TrustPower. Mark Dixon- Graham. Business Develop Manager, Certus* ☺ | Best Practices For Maximo System Administration *Facilitated by Philip Williams, EAM Solutions, IBM Australia and New Zealand* |
| Session 6 4:40pm – 5:30pm | Case study: Managing High Value Telecom Business Services using Service Quality Management *Ramamurthy Kolluri, Bharti Airtel, India* ☺ | Revving Up the Engine of Virtualisation: the Gear shift for Cloud Computing *Lewis Troke, Service Management & Cloud Solutions Consultant, IBM Singapore* | Linking Development and Operations *Richard Elberg, RAE Consulting and John Henry Keenan, Development Manager for Cloud Cost Management, SmartCloud DevOps and Accelerators – IBM Cloud Integration Lab, IBM Ireland* | Creating a Cloud Storage Service *Deon George, Technical Solutions Specialist, IBM Asia Pacific* | IBM Mobile Security Solutions: Empowering Innovation by Delivering Confidence *Vijay Dheap, Product Manager - IBM Master Inventor IBM Mobile Security Solutions, IBM USA* | ***Roundtables***<br><br>❑ Maximo Mobile<br>❑ Maximo Everyplace<br>❑ Tririga<br>❑ Smart Cities<br>❑ Linear - first half only, then<br>❑ ANZ Ports Working Group (from 5.10pm) | ***Roundtables***<br><br>❑ Omnibus integration into Maximo<br>❑ Spatial Asset Mgt<br>❑ Integration into Financials, ERP<br>❑ Upgrading to 7.5<br>❑ IBM Software Support |
| **5:30pm- 7:00pm** | **Networking Cocktail Reception held in the exhibition area** | | | | | | |

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|---|---|---|---|---|---|---|---|
| **DAY TWO: FRIDAY 1 JUNE 2012** | | | | | | | |
| Room | **Times on the Park** | **Castlereagh I** | **Castlereagh II** | **Phillip Room** | **Grand Ballroom I** | **Grand Ballroom II** | **Hyde Park Room** |
| 8:30am | **Registration & Exhibition opens** | | | | | | |
| 9:00am-10:20am | 9:25am – 10:15am Enabling Rapid Introduction of Value-add Services with IBM Mobility Solns, *George Billman, VP Global Business Dev for SP, IBM* | **Keynote Session:**<br>**Joao Perez, Vice President of Worldwide Sales – Security Systems, IBM USA**<br>**Glenn Wightwick, R&D Director, IBM Australia and New Zealand**<br>**Guest Speakers: Cas and Jonesy, Aussie Adventurers** | | | | | |
| 10:20am -10:40am | **Morning Tea** | | **Demo Theatrette** | | | | |
| Session 7<br>10:40am–11:30am | Case study: How Telecom Italia SOC is using Network Analytics<br>*John Gillespie, IBM Netezza AP Business Unit Executive* | Cruise Control: Operational Excellence for Cloud Computing<br>*Lewis Troke, Service Management & Cloud Solutions Consultant, IBM Singapore* | Endpoint Management : What, How and Why<br>*Kimber Spradlin Endpoint Solutions Specialist, IBM USA* | Best Practices For Upgrading to TSM 6<br>*Steve Mann, Tivoli Storage Managing Consultant, IBM SWG Support Services* | A Next Generation Intrusion Prevention System<br>*Dr. Paul Ashley, IBM Gold Coast Security Development Laboratory Peter Param, St Vincents and Mater Health Sydney* ☺ | Case study: Mobile Inventory Management and Future Plans for Maximo at Sydney Water<br>*Colin Rymer, Maintenance Logistics Mgr, Sydney Water* ☺ | Case studies on Tririga and client benefits<br>*Rick Van Driel, IBM AP Facilities Management Solution Executive* |
| Session 8<br>11:35am–12:25pm | Integrated approach to Mobile Tower Infrastructure Mgt using IBM Service Management - Smart Tower Operations<br>*Sanil Nambiar, GTS, IBM India* | IBM SmartCloud<br>*Padraig Byrne, IBM Cloud Solutions Specialist, IBM Australia & New Zealand* | Intelligent Network Management: Case Studies in an Interconnected World<br>*Matt Hillman, Bendigo Community Telco Adrian Peter, Eirteic Consulting* ☺ | Hot Solutions for Managing your SAN<br>*Mike Griese, Storage Product Development, IBM USA* | Applying Intelligence in the IAM portfolio<br>*Chris Hockings, IBM Development Labs, IBM Gold Coast* | ***Roundtables***<br>❑ Mobile asset mgt<br>❑ Maximo Everyplace<br>❑ Assset Mgt for Service Providers<br>❑ Health, Safety and Environment<br>❑ Scheduler | ***Roundtables***<br>❑ Tririga<br>❑ RTAL<br>❑ Predictive Analytics<br>❑ Omnibus integration into Maximo Spatial |

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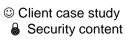| DAY TWO: FRIDAY 1 JUNE 2012 | | | | | | | |
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| 12.25pm – 1.15pm | **Lunch** **Demo Theatrette** | | | | **12.40-1.10pm** **Meet the Security Developers -** IBM Security Systems Technical Advocate Program | | |
| Session 9 1:15pm–2:05pm | Decreasing operational expenses through Service Assurance process and application transformation *Piyush Sarwal, IBM Distinguished Engineer, CTO - NGOSS Technologies & Solutions, IBM USA* | How IBM does Cloud *Rob Orr, Program Director, Cloud Integration Lab, IBM USA* *John Henry Keenan, Development Manager for Cloud Cost Management, SmartCloud DevOps and Accelerators – IBM Cloud Integration Lab, IBM Ireland* | IBM's deployment of Endpoint Management *David Merrill Strategist, IBM Chief Information Security Office, IBM USA* *Matthew Johnson, Snr Tech Staff Member, IBM IT Office, Global Owner of Remote Access* | IBM Security Systems: Trends and Strategy IBM X-Force 2011 Trend and Risk Report *Dr. Jean Paul Ballerini, IBM Security WorldWide Evangelist, IBM Security Solutions, IBM* 🔒 | A new approach to preventing attacks on your critical data *Andrew Muecke, Information Technology Security Advisor, South Australian Government's Department of Planning, Transport and Infrastructure* ☺ | Managing your capital projects with Tririga, *Tony Stack, Tririga Business Solutions, IBM Australia and New Zealand* | Case Study: John Holland *Jason Rogers, Program Manager, Enterprise Asset Systems, John Holland Pty Ltd* ☺ |
| Session 10 2:10pm-3.00pm | Case study: Improving Operational Processes by Leveraging Impact Automation *Danny Butler, IT Mgr Consolidated Communications Pty Ltd, USA* ☺ | Tools for Building and Managing your Cloud Service Delivery Platform *Peter Tuton, Service Management and Cloud Technical Specialist, IBM Australia and New Zealand* | A Case Study on immediate ROI for IT Asset Management *Alex Wickham, Manager Asset Data Integrity, Department of Defence* *Steve Jones, Senior Consultant, Kalibrate* | IBM Security Products and Services secure the IBM Enterprise *David Merrill, Strategist, IBM Chief Information Security Office, IBM USA* 🔒 | Social Mobile Security *Shane Weeden, Product Architect, IBM Security Systems* | Maximo for Service Providers *Bo Batty, Maximo Product Design & Architecture, IBM USA* | Best Practices for EAM: *Stephen Nioa, Maximo Administrator, Goulburn-Murray Water* *Matt Hay, CCA* ☺ |
| 3:00pm – 3:20pm | **Afternoon Tea** | | | | | | |
| 3.20pm - 3:30pm | **Major Competition Prize Draw** **Conference close** | | | | | | |

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