

Compete in  
the Era of  
**SMART.**



## Program Guide

# Transformation For Growth

2014 Consultants &  
System Integrators Interchange





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## Welcome to the 2014 India IBM Consultants and System Integrators Interchange

**Welcome to the Consultants and System Integrators Interchange (CSII), IBM India's largest Technical Conference designed specifically for consultants, system integrators and service providers in the Computer Services industry.**

Transformation characterizes the situation our customers are facing, with key technology requirements, to be more competitive and increase market penetration. These key areas are Cloud, Analytics, Mobile, Social and Security, which promise huge business opportunities for customers and CSI Firms, especially those with the right skills needed to transform opportunities into game changing solutions! More than ever, technology trends are changing rapidly and customer requirements evolving even faster. Therefore, in order to support and advise customers to make the right decisions, it is critical to understand the offerings available in the technology landscape.

Powerful Analytics can help our customers to foresee outages, predict shopping behavior, and do real-time fraud detection; all of that can run in-house, on the Cloud or both. Never before have we seen key technology trends so interrelated, with the key industries looking at cognitive computing, such-as IBM's Watson offering.

Mobile and Social are key, with 90% of smart-phone users having their device within easy reach 100% of the day—ordering, querying and consulting happens in an instance. Products and companies are trending topics in the blink of an eye, and banks, for example, have to take the blame if their mobile banking application is out of order for an hour.

In the main tent sessions, IBM Subject Matter Experts will share their vision on how IT infrastructure can help address business challenges, and will present IBM's position on key themes like Cloud, Business Analytics and Big Data, Social Business and Mobile Technologies, explain IBM's strategy, and demonstrate the value for consultants and systems integrators.

# Transformation For Growth

2014 Consultants &  
System Integrators Interchange



Committed to  
the Best of  
SMART.

IBM

We will have Elective Sessions during which our key IBM specialists will explain in detail as to why infrastructure matters and how IBM software technology solutions can support you and your customers in building solutions, and managing IT infrastructure. In our Solution Café and Experience Centers we will have demonstrations on the key solutions and technologies.

This conference will enable the delegates to network and exchange ideas through one-on-one sessions and during the networking dinners.

We look forward to seeing you at the 2014 CSI Interchange, and discussing how we can Transform for joint success.



**Lata Singh**

Country Leader  
CSI & alliances  
IBM India/South Asia



**Mukul Mathur**

Vice President  
Global Partners and SI  
IBM India/South Asia



**Nitin Pimplodkar**

Associate Director, GIST Team,  
IBM Systems Global Alliance  
IBM India Pvt. Ltd.



**Sunil Kinger**

Country Manager – WW Global  
SI Alliance, IBM India Pvt. Ltd.



## Agenda

### Day 1 - 17<sup>th</sup> September, 2014

Time	Session	Speaker	Location
10:00 - 17:00	Arrival Jaipur Airport		Travel
13:30 - 15:00	Registration & Welcome		Hotel Lobby
12:30 - 14:30	Lunch		24/7 Restaurant
15:00 - 15:05	Welcome	Matthew Friedman	CBR
15:05 - 15:15	CSI Executive Briefing	Esther Ferre	CBR
15:15 - 15:30	STG Executive Briefing	Dieter Münk	CBR
15:30 - 15:45	Welcome by Conference Host	Himanshu Anil Shah	CBR
15:45 - 16:30	Plenary 1: Why Infrastructure Matters for CAMS	Dr. Gururaj Rao	CBR
16:30 - 16:45	Coffee Break: Networking		C-PFA
16:45 - 17:30	Plenary 2: Exploring IBM Watson	Sandesh Bhat	CBR
17:30 - 17:40	Day 1 Wrap Up	Himanshu Anil Shah	CBR
17:40 - 17:50	Inauguration of Solution Café		C-PFA
17:50 - 19:00	Solution Café; Experience Center; Networking		Hotel; C-PFA; TBR
19:45 - 20:00	Shuttles to Networking		Hotel Entrance
20:00 onwards	Networking Dinner		Skipper's County
22:45 - 23:00	Shuttles to Hotel		



## Agenda

### Day 2 - 18<sup>th</sup> September, 2014

Time	Session	Speaker	Location
07:00 - 08:30	Breakfast		24/7 Restaurant
08:30 - 09:15	Day 2 Open: Conference Host	Himanshu Anil Shah	CBR
09:15 - 10:00	Plenary 3: Changing the Landscape without Changing the Definition	Jorge L Ros	CBR
10:00 - 10:45	Plenary 4: Predicting Success: Innovating with Advanced Analytics in the Era of Big Data	Anjul Bhambhri	CBR
10:45 - 11:00	Coffee Break: Networking		C-PFA
11:00 - 11:45	Elective (E1): 3 Parallel Tracks		CBR, TR1, TR2
11:45 - 12:00	Room change		
12:00 - 12:45	Elective (E2): 3 Parallel Tracks		CBR, TR1, TR2
12:45 - 14:00	Lunch; Replication Center		24/7 Restaurant; Hotel Lobby
14:00 - 14:45	Elective (E3): 3 Parallel Tracks		CBR, TR1, TR2
14:45 - 15:00	Room change		
15:00 - 17:00	One-on-one Meetings Solution Café; Experience Center		Hotel; C-PFA; TBR
17:00 - 17:45	Plenary 5: MobileFirst – Mobile Development & Runtime Challenges for Today and Tomorrow	Girish Dhanakshirur	CBR
17:45 - 18:00	Day 2 Wrap Up	Himanshu Anil Shah	CBR
18:00 - 19:00	One-on-one Meetings; Solution Café; Experience Center		Hotel; C-PFA; TBR
19:00 - 23:30	Gala Dinner & Entertainment		Party Lawns



## Agenda

Day 3 - 19<sup>th</sup> September, 2014

Time	Session	Speaker	Location
07:00 - 08:15	Breakfast		24/7 Restaurant
08:15 - 08:25	Day 3 Open: Conference Host	Himanshu Anil Shah	CBR
08:25 - 09:15	Motivational Speaker	Dr. Pawan G. Agrawal	CBR
09:15 - 10:00	Plenary 6: IBM Software Defined Environments - Next Generation of Automation for Cloud	Matt Hogstrom	CBR
10:00 - 10:45	Panel Discussion - Big Data		CBR
10:45 - 11:00	Coffee Break: Networking		C-PFA
11:00 - 11:20	Event Recap, Wrap-up	Himanshu Anil Shah	CBR
11:20 - 11:40	Complete Feedback Forms & Receive Gift		C-PFA
11:40 onwards	Shuttles to Airport; Replication Center till 14:00; Lunch for Late Departures		Travel



## Welcome



### Matthew Friedman

- VP Global and Regional Alliances, IBM Software

Matthew Friedman is responsible for over \$1B in sales and building new as well as profitable routes to market. Prior to this role, Matt was the Chief Marketing Officer for IBM's Watson Group and is responsible for building the Watson brand image globally. Matt held the post Vice President of Marketing & Communications for IBM Growth Markets Unit, he was responsible for leading over 2000 marketing and communications professionals across all brands in Asia, Latin America, Middle East, Africa and Central & Eastern Europe. Before this role he was VP of Business Development for IBM Software in the Growth Markets and focused on the go to market for all software acquisitions.

Before joining the GMU in the Summer of 2009, Matt was WW VP of Strategy, Marketing and Channels for IBM's Systems and Technology Group, with a focus on Small and Medium Business. Matt has also been a worldwide marketing executive in IBM Global Services, with a focus on developing the hosting and managed services business.





## CSI Executive Briefing



### Esther Ferre

- General Manager, IBM Computer Services Industry (CSI)

Esther is the General Manager for the Computer Services Industry and is responsible for both clients and business partners within the industry worldwide. Her position encompasses setting the strategy for the industry as well as revenue, profit and customer/partner satisfaction.

Esther has over 25 years of management experience and has held numerous management and executive positions including Managing Director, Client Director, Branch Manager, and Business Unit Executive. She has also held positions in sales and systems engineering in several sectors and industries. Esther has completed IBM's Client Executive Certification program conducted by Harvard University School of Business and Wharton School of Business and serves on the IBM Client Executive Certification Review Board.

Esther has served on the Advisory Board of the University of Texas, Center for Brain Health, as the Vice Chairman of the Board of Directors for the Girl Scouts Tejas Council and volunteered for several non-profit organizations. She is married, has one son and resides in Dallas, Texas.

**Esther will talk about Computer Services Industry (CSI) strategy.**



## STG Executive Briefing



### Dieter Münk

- o Vice President IBM Systems & Technology Group  
Client Advocacy, Technical Support & Systems Agenda EMEA

Dieter Münk is Vice President of IBM STG Client Advocacy, Technical Support & Systems Agenda EMEA leading the technical STG teams for Client Care, Technical Support, Client Enablement & Lab Services in EMEA. In this role he has end-to-end responsibility for Customer Satisfaction, Field Quality & Technical Support Excellence for IBM's entire Hardware product & solution portfolio.

Based on his personal global experience he also acts as an Evangelist for IBM's Smarter Planet vision.

Dieter Münk joined IBM in 1982. He spent most of his professional life in the IT industry. This included roles in High-Tech Manufacturing, Engineering and Development, Technical Support as well as General Management assignments. Inter-cultural management, change management and global innovation management represent focus areas of his leadership experience. Since 1997 Dieter Münk held various international roles as an IBM Executive. Those roles ranged from leading global technology manufacturing operations to European service organizations as well as worldwide technical support organizations. He also established several Greenfield Investments in support of IBM's global Integrated Supply Chain transition process. These missions included the establishment of independent legal entities and the general management of those companies as the responsible CEO. Prior to his current role Dieter Münk was responsible for IBM's global Storage Business Development, Client Care & Technical Support operations.

**Dieter will talk about Systems & Technology Group (STG) strategy.**



## Conference Opening & Welcome Address



### ○ Himanshu Anil Shah

- European CSI & BP Technical Enablement & Support Manager

Mr. Anil Shah is your Host for the Interchange. Anil has been in the Computer Industry for the past 30 years, he has worked for the number of Manufacturers, Dealers and Distributors during this time.

He has been with IBM for 19 years, starting as a Performance Tuning and Network Management specialist, and then moving into IBM Business Partner development and management. He has been working in developing, defining, deploying, communicating and supporting the Business Partner community for over 13 years, including Enablement and Awareness support, Opportunity/Project Support and Implementation support.

He is a senior member of the European Business Partner Technical Management Team, and is currently responsible for Technical Support & Enablement for Global/Major System Integrator and IBM Hardware Resellers. He leads a team of Technical professionals (CSI Technical Advocates) across Europe, who provides local technical management and relationship coverage for their Partners, and help to develop knowledge, skills and confidence in IBM technologies and offerings.



## Plenary Sessions Speaker Profiles

### Plenary 1: Why Infrastructure Matters for CAMS



**Dr. Gururaj Rao**

- IBM Systems & Technology Group, Enterprise Systems & Technology Development - IBM USA
- IBM Fellow & VP, STG Development, India & South Asia

Dr. Rao is an IBM Fellow at the Systems & Technology Group responsible for establishing the technical direction for IBM's Enterprise Systems. He leads an inter-divisional team of hardware, software and Research engineers. Working with enterprise customers and IBM's client facing units, he determines business and customer needs, and drives the system design of IBM's enterprise systems to meet those needs.

Since joining IBM in 1978 at the Thomas J. Watson Research Center, Dr. Rao has led the architecture, design and development of several industry leading functions in the IBM Mainframe systems, including dynamic branch prediction, high performance processor design, data compression, enterprise addressing architecture and shared data cluster architecture. He was a key contributor to the transition of the IBM Mainframe from bipolar process technology based designs to CMOS technology based architecture and design. He has established the systems architecture for several generations of IBM's CMOS Mainframes. He has also driven collaboration of Mainframe Class system functions into other IBM enterprise server designs.

**Dr. Rao will talk about Why Infrastructure Matters for CAMS**



## Plenary Sessions Speaker Profiles

### Plenary 2: Exploring IBM Watson



#### **Sandesh Bhat**

VP - India Software Labs

Sandesh is responsible for driving the development transformation mission and growth across all Software Group brands. He joined IBM in 1996 and has held various leadership positions including responsibility for innovation and technology enablement supporting our vast product lifecycle ecosystem and collaborating with business partners, ISVs, customers and development communities worldwide.

Prior to moving to India and taking up his current assignment, Sandesh served as the Vice President of Messaging and Collaboration, a division within IBM Software Group. His role included leading a World Wide team spanning several locations and driving design, development and delivery of several market-leading products.

Sandesh has also helped spearhead the strategy and execution of key emerging technology projects within IBM CIO which have had an impact on more than four hundred thousand employees in the company. Additionally, he has provided executive sponsorship and oversight to several strategic enterprise customer deployments worldwide and has worked extensively with customers in the US, Canada, China, India and Europe, providing a consistent record of innovation and implementation which have made him a recognized technology leader known for crafting the requisite strategic vision to achieve business goals.

**Sandesh Bhat will talk about Exploring IBM Watson**



## Plenary Sessions Speaker Profiles

### Plenary 3: Changing the Landscape without Changing the Definition



#### ○ Jorge L Ros

- SoftLayer Integration Exec for BP Channels, IBM Global Technology Services

Jorge Ros is the Global SoftLayer Channels Integration Exec, responsible for the integration of the SoftLayer Channels programs into IBM. As part of the integration Jorge drives Global Channel Sales and Sales Execution, Sales resource hiring, as well as process and reporting integration. Before taking on this responsibility, Jorge was the

Global Sales Coverage and Initiatives BUE as part of the Sales Coverage and Transformation in IBM.

Upon graduating with a Bachelor's Degree from Boston College in 1999, he specialized in Operations and Strategic Management; Jorge returned to his hometown of Miami, Florida, to join IBM at its Latin American HQ working with Business Partners. Since then, Jorge's completed an MBA at the University of Miami and has had many opportunities to take on more business challenges, exposing him to different cultures and refining his expertise on successfully driving international organizations and managing Multi-cultural teams.

Throughout his career at IBM, Jorge has held leadership positions in Sales and Operations in Europe, Latin America and at a Global Level. A journey comprising Competitive Sales, Business Partner Operations for Latin America, Country Operations for IBM Mexico, and Southwest Europe Sales Coverage and Transformation.

Jorge's defining characteristics at work is his positive attitude to embrace challenges and also his ability to be flexible and innovative in his thinking. He can develop simple solutions to solve complex business problems.

**Jorge will talk about SoftLayer - Changing the Landscape without changing the definition**



## Plenary Sessions Speaker Profiles

### Plenary 4: Predicting Success: Innovating with Advanced Analytics in the Era of Big Data



#### ○ Anjul Bhambhri

- VP, Big Data, IBM Silicon Valley Laboratory, IBM Software Group

Anjul Bhambhri is the Vice President of Big Data. She was previously the Director of IBM Optim Application and Data Lifecycle Management tools. She is a seasoned professional with over twenty three years in the database industry. Over this time, Anjul has held various engineering and management positions at IBM, Informix and Sybase. Prior to her assignment in tools, Anjul spearheaded the development of XML capabilities in IBM's DB2 database server. She is a recipient of the YWCA of Silicon Valley's "**Tribute to Women in Technology**" award for 2009. Anjul holds a degree in Electrical Engineering.

**Anjul will talk about Big Data - Predicting Success: Innovating with Advanced Analytics in the Era of Big Data**



## Plenary Sessions Speaker Profiles

### Plenary 5: MobileFirst – Mobile Development & Runtime Challenges for Today and Tomorrow



#### o **Girish Dhanakshirur**

o STSM, Master Inventor, IBM Worklight, IBM Software Group

Girish Dhanakshirur (@girishdshirur) is a Senior Technical Staff Member (STSM) and a Master Inventor in IBM Software Labs. He joined IBM US in 1997 to work on IBM's Speech Recognition Software, called ViaVoice. Since then he has held various senior technical lead roles in a series of WebSphere stack product development, including WebSphere enterprise middleware, security appliance and advanced telephony. In 2011, Girish led the creation of incubation division called: Emerging Technology Institute. He successfully led the creation of many incubations in the area of Mobile, Cloud and Appliance products. Currently, he's a Senior Architect for IBM's flagship MobileFirst platform and leads Worklight development team; working closely with IBM client CIOs across the globe for Mobile implementations.

Through his nineteen year software development career, Girish has built a large portfolio of Intellectual Properties. He has fifteen patents issued in his name and many more filed at the patent office. He has presented in various forums Worldwide including IBM IMPACT, Business Agility Conference, Tech Forums, Annual Mobile Apps Conference, etc. and has contributed to many various external publications, including PCQuest, Forbes India, DeveloperWorks, popular tech blogs etc. He also featured on National Television represented as IBM's Mobility Expert.

Girish holds a Masters in Computer Science, and an MBA with Specialization in IT, both from Florida Atlantic University, Boca Raton, US.

**Girish will speak about MobileFirst – Mobile Development & Runtime Challenges for Today and Tomorrow**





## Plenary Sessions Speaker Profiles

### Motivational Speaker



#### Dr. Pawan Agrawal

Dr. Pawan (M.Com., B. Ed., LLB., ACS., Ph. D.) is a well known Management Guru, who has made more than 200 presentations across various corporate sessions in India and abroad. Ever since Dr. Pawan's rising intrigue on the Dabbawalas business model, he has involved in the world of Dabbawalas and works on an honorary basis to make presentations. Outside India Pawan has been invited to unleash the magic of the Dabbawalas to organizations such as: YPO members in Kenya, YPO members in Nigeria, British Telecommunication and global services in London and First Source Solutions Ltd. in London. Dr. Pawan is knowledgeable, engaging and passionate about the subject 'Dabbawalas' that he will share with you now.

### Plenary 6: IBM Software Defined Environments - Next Generation of Automation for Cloud



#### Matt Hogstrom

Distinguished Engineer, CTO Software Defined Environments

In his current role Matt is responsible for the architecture and strategy for Software Defined Environments (SDE). SDE provides a framework for how SDE Consumers and SDE Providers work together. This takes into account Prior roles including Architect of the IBM Workload Deployer (previously known as WebSphere CloudBurst Appliance), Chief Architect of WebSphere AppServer Community Edition and Architect of the WebSphere performance team across all runtime environments.

**Matt will talk about IBM Software Defined Environments - Next Generation of Automation for Cloud**



## Elective Sessions - Speaker Profiles

### E01: IBM's Security Strategy and Point of View



#### o Vishal Kamat

o Program Director, Security Systems, India Software Labs

Vishal Kamat is the Head of development and support for IBM's Security Systems product portfolio in India. In addition, Vishal runs the global development for products in the Cryptography, Encryption Key Management and the Directory/LDAP domains for IBM.

Previously, Vishal was the Head of Strategy at IBM's India Software Lab. In this role he was responsible for various growth initiatives that drove innovation, technical vitality and maturity within the lab. Vishal also led the internal and external communications strategy for the Lab.

Passionate about establishing the lab as a key software center in the region, Vishal is constantly looking for opportunities to support local markets through innovation and leveraging IBM's software portfolio to drive business outcomes for clients.

Since joining IBM in 2001, he has held various leadership positions within IBM's Tivoli, Rational and Lotus teams in the US and in India, driving significant revenue and client references for IBM.

Vishal holds a MS in Computer Science and an MBA in Global Management from leading colleges in the US.



## Elective Sessions - Speaker Profiles

### E02 : The Internet of Things Foundation - A peek of what's coming



#### Swati Sinha

- Manager, WebSphere MQ L3 Service, India Software Lab

Swati Sinha is responsible for Internet of Things Foundation Development and WebSphere Messaging Support within IBM India Software Labs. She has an overall industry experience of 16 years. She has held variety of roles across the software development lifecycle.

In her current role, she is responsible for IoT Foundation Delivery from India Software Labs and ensures quality support to Messaging customers worldwide.

### E03: Applying Social to Document and Knowledge Management



#### Vinod Vishnu Shirke

- IT Architect, IBM Software Group

Vinod Shirke is an IT Architect with WW Software Alliances Group. He supports RFP/RFI, POC, enablements and awareness sessions on portal, social collaboration and mobility. He has worked with technologies like Java, JEE, EJB, J2ME, Java Card, VB Card and has

developed, deployed and integrated the following: IBM WebSphere Portal Server, IBM Web Content Manager, IBM Web Experience Factory, IBM Connections, IBM Quickr and IBM Sametime.



## Elective Sessions - Speaker Profiles

### E04: IBM Web Analytics Solution



**Sandesh Anvekar**  
Advisory Software Engineer

Sandesh has around 15 years of IT industry experience spanning multiple domains like computer networks, mobile browser, ad server etc. The last 4 years of which have been with IBM. In IBM Sandesh started as a part of IBM Unica group for the first two years and have worked extensively on products like Predictive Insight, Campaign and Optimize. Currently Sandesh is working with IBM Tealeaf as a SME and lead engineer on implementation and enhancement of Tealeaf product with new features.

### E05: POWER8 Platform of Choice for Cloud, Analytics, Mobile and Social (CAMS)



**Rohit Sood**  
Technical Sales Leader, IBM Power Systems, Systems and Technology Group

As a Technical Sales Leader at IBM, Rohit's primary responsibility is to provide customers with insight on the use of IBM POWER Technology built on OpenPOWER foundation, designed for Big Data which also provides superior Cloud economics.

Prior to moving into this role in March 2014, Rohit was the Sr. Architect in IBM that included PureSystems, POWER Systems and Storage Systems. His responsibilities included sales training, business development, technical briefings, and solutions for large complex infrastructure requirement of clients. Rohit has an overall IT experience of 16 Years. Additionally, Rohit has a rich hands-on experience in implementing the infrastructure solutions from his earlier role in IBM where in he was also supporting customers in hardware and software support.



## Elective Sessions - Speaker Profiles

### E06: Transforming Data Economics with Flash System



#### Chai Cher Kion

- Flash Solutions Sales Leader Storage Platforms Systems and Technology Group, IBM Asia Pacific

Chai is currently the Flash Solutions Sales Leader for Systems and Technology Group (STG) covering the IBM Asia Pacific. He is responsible to drive IBM's Flash Solutions business across these emerging growth markets.

He has been with IBM for more than 25 years and has extensive industry experience and in-depth knowledge of a wide range of IBM Storage and Servers as well as a deep competitive knowledge on the subject. Chai also has extensive experience as a technical consultant in servers and storage solutions for the Asia Pacific regions. In this capacity, he provides technical and competitive solutions expertise on all IBM servers and storage products for customers across the Asia Pacific countries. Chai is both an IBM Certified Sales Professional as well as IBM Certified Consulting I/T Professional and has held multiple certifications in Server and Storage. He is based in Singapore.

### E07: IT Optimization Scenarios with the Enterprise Linux Server



#### Gene Fuh, Ph.D.

- Director & Distinguished Engineer, System z Technical Enablement and Business Development, CTO, GCG STG Laboratory, Executive Sponsor CDL & CSTL z Community

Dr. Gene Fuh is the Director & Distinguished Engineer for IBM System z Technical Enablement & Business Development. In this role, he is responsible for enabling the World Wide System z technical community for technologies in Cloud, Analytics, Mobile, Social, Security etc. and developing partnership with business partners based on these technologies. Dr. Fuh is a member of IBM Academy and an IBM Master Inventor. He is currently taking an international assignment in China while holding the WW mission and responsibility. He is also the CTO of IBM System & Technology Laboratory in China. Prior to his current role, Dr. Fuh has held multiple leadership positions in IBM Information Management with the focus in Compilers, Database Systems, Data Warehouse, Big Data, and Analytics.



## Elective Sessions - Speaker Profiles

### E08: OpenStack with IBM: Leading the way to Cloud



#### ○ Anbazhagan Mani

- Senior Software Engineer - Cloud Systems Software  
IBM India Systems and Technology Lab

Anbazhagan Mani is a senior architect at IBM Systems and Technology Group specializing in development of Cloud Systems Software. He has over 14 years of experience working at IBM with primary focus on systems and virtualization management, cloud, solution integration and workload optimization. He holds over 10 patents and several publications.

### E09: Linux on Power Systems - Trends and Directions



#### ○ Dipankar Sarma

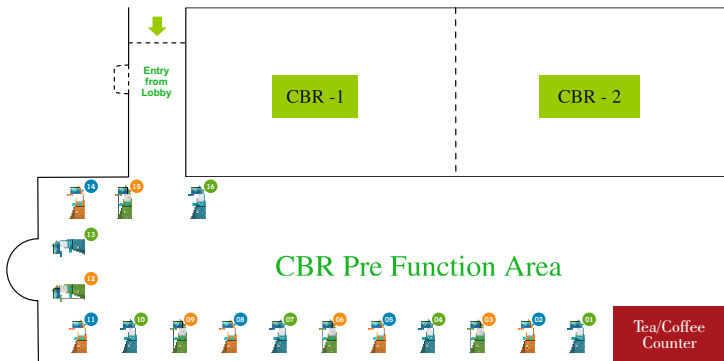
- Distinguished Engineer, Linux Technology Center  
IBM India Systems & Technology Labs

Dipankar Sarma is a Distinguished Engineer in IBM Linux Technology Center at India Systems & Technology Lab. He is currently responsible for development of Linux and KVM on next generation Power systems for cloud and large datacenters. His work cuts across hardware, firmware, KVM virtualization and Linux operating system in order to build enhanced energy efficiency, reliability, serviceability and industry standard management capability that integrates fluently with open data center management environments and cloud. He has developed power management capabilities, hardware management capabilities and contributed to KVM for the next generation of IBM Power systems. He has also been a significant contributor to the Linux Kernel over the last decade in the areas of scalability and power management. He has also been a past community maintainer for RCU synchronization subsystem in the Linux Kernel. Dipankar has authored a number of papers and holds 9 patents in computer systems design.

<http://www.hill9.org>



## Solution Café - Booth Map



B01 - POWER8 System Solutions - Open innovation to put data to work

B02 - Storage Solution for Cloud, Big Data and Analytics

B03 - System Solutions for Linux

B04 - IBM Software Defined Environments - Next Generation Automation for Cloud

B05 - Big Data Solution on Power System

B06 - SoftLayer - High performance cloud without compromise

B07 - IBM Client Center - Montpellier, FRANCE

B08 - Applying Social to Document and Knowledge Management

B09 - Reinventing Business Operations with Smarter Process

B10 - Internet of Things & IBM API Management

B11 - Mobile Solution Center

B12 - Sterling OMS 9.3 point to point integration with WCS

B13 - IBM Big SQL - SQL access for data on Hadoop

B14 - IBM Case Manager for Investigations

B15 - IBM Software Group Services

B16 - IBM STG Lab Services and Training



## Solution Café Abstracts

### POWER8 System Solutions - Open innovation to put data to work

Arindom Sanyal

Organizations are amassing a wealth of data and know that they can transform their business by turning that data into actionable insight. And they expect IT to make that happen. But businesses are maxing out their data centers and running out of space and energy by running inefficient systems that can't handle the demands of today's big data economy. With mounting security concerns and technology limitations, businesses need the confidence and cost advantages to realize the true benefits of cloud and the ability to leverage the creativity of the open-source community to accelerate application development and time to value.



Join the POWER8 Solution Booth to understand how a brand new IBM POWER8 scale out systems designed for Big Data with Superior Cloud Economics, discussion on how the Power8 technology will reinforce ROI and TCO for customers on regular workloads like ERP, CRM, Databases, Middleware and Java.

Also learn how they are designed with open innovation to drive faster insights from data-hungry applications, these first generation systems help organizations realize the benefits of cloud and quickly tap into an open ecosystem of community-created innovation that is transforming the way IT is created and consumed.

### Storage Solution for Cloud, Big Data and Analytics

Jinesh K Shah

Whether Cloud, Mobile, Social, or Analytics, businesses today are struggling to deal the massive amounts of data created by both traditional and the new era workloads. IBM Storage Infrastructure solution allows businesses to capture, manage, and process the data with low-latency along with very high volume, high velocity and high variety.



Cloud has emerged as a big business opportunity. IBM Storage Cloud can help you successfully deploy high-performance, scalable storage virtualization solution to facilitate growth and innovation, which can deliver the simplicity, resiliency and predictability needed to drive cloud economics attractive to Service Providers and clients alike.

Join the boot to know on IBM Storage Solutions capabilities especially for Cloud , Big Data & Analytics by leveraging SVC, FlashSystem, SDS etc. to achieve gain better insight from data and higher competitive advantage for customers





## Solution Café Abstracts

### System Solutions for Linux

Munavar Khan / Rakesh Krishna Kumar

Supported on every Power Systems we make, Linux on Power Systems is the only infrastructure that offers both scale-out and scale-up choices that Optimize workloads for emerging business challenges with industry standard Red Hat, SUSE and Ubuntu Linux distributions. Now built to support PowerKVM, the open virtualization choice.



Linux on System z systems can do more with less, providing a robust and effective workload deployment platform for consolidation, to eliminate server sprawl and complexity, as well as re-deployment and new workload deployment. IBM Wave for z/VM is an intuitive virtualization management software product that provides management, administration, provisioning, and enables automation of Linux virtual servers in a z/VM environment. Join the booth to understand more about the IBM System Solutions for Linux and their business benefits.

### IBM Software Defined Environments - Next Generation Automation for Cloud

Anbazhagan Mani

Consumption of IT is driving providers to find ways to transform how they deliver resources in a software defined (programmatic) way. The key drivers for Software Defined Environment are



- Rapid availability and scaling of capacity – as a service and/or on premise
- Fewer experts required as they optimize the environment
- Commodity hardware can be used to deliver required performance & reliability
- Growing ecosystem of available skills and solutions based on open standards

In this demo we will show how Software Defined Environments can help our clients easily deploy and maintain a Cloud environment on both on premise as well as on SoftLayer Cloud. Easy creation of a new cloud leveraging IBM Cloud Manager with OpenStack, built in policies for smart resource allocation and optimization using IBM Platform Resource Scheduler, and integration with Elastic Storage (GPFS) and easy management of entire virtual infrastructure including Compute, Storage and Networks. This demo will also include a preview of our “IceCastle” project which is a future offering around integrated Software Defined Infrastructure.



## Solution Café Abstracts

### Big Data Solution on Power System

Ashish Kumar

IBM POWER8 Systems are purpose built for big data workloads for next generation data management and analytics. This new server technology allows companies to perform more real time analytics on more types of data and extremely high volumes. This booth will demonstrate key underlying server technology differentiator for Big Data Analytics and how scale-out hadoop and analytics applications leverage POWER8 technology.



### SoftLayer-High performance cloud without compromise

Prabhaker Guru

SoftLayer - High performance cloud without compromise. At the SoftLayer booth, we will be available to demonstrate bare metal and virtual server provisioning, storage provisioning, network management and more using the SoftLayer Web Interface. We will be available to answer any questions you may have about SoftLayer.





## Solution Café Abstracts

### IBM Client Center - Montpellier, FRANCE

Isabelle Ferrand /  
Christophe Maldy

The IBM Client Center Montpellier is a global center of competence in which a team of experts and architects present the latest IBM technologies and solutions for IBM's complete system portfolio combined with IBM software solutions. We have the experience and know-how it takes to help you successfully integrate IT with your business operations. The strength of our center lies in our technical eminence and expertise with a full range of offerings and services to help design, develop, integrate, optimize, validate and deploy comprehensive solutions that support smarter computing in today's business.



Our Center offers a wide range of client-facing activities including executive briefings, showcases and demonstrations, architectural design, technical enablement sessions, end-client support, ISV and industry-focused workshops, proofs of concept and benchmark capabilities in line with IBM's strategic initiatives for cloud, analytics, smarter planet & cities, mobile, social, security and emerging markets.

### Applying Social to Document and Knowledge Management

Vinod Vishnu Shirke

Social collaboration tools, when used appropriately provide a in-depth understanding and association with others. The tools allow people to share their stories (examples) with others. In these social collaboration environments stories can be easily enhanced and guided by others in similar contexts. Working together to achieve a common goal is what team building is all about, collaboration is wider. It is about using the knowledge and skills from people in different teams to leverage the learning. Hence Social Collaboration tools can be used capturing, developing, sharing, and effectively using organizational knowledge, allowing to store & track the electronic documents, which be tracked for different versions modified by different users.





## Solution Café Abstracts

### Reinventing Business Operations with Smarter Process

Amitabh Cheekoth / Divya Prabhu

Historically process re-engineering has helped companies optimize to cut costs. Today process is at an inflection point, disrupted by the forces of mobile, social, cloud and big data analytics. At a time when customers are switching service providers faster than ever, processes must not only be automated and optimized, they must be customer-centric. Smarter

Process is IBM's approach to reinventing business operations with business process management and decision management to enable business managers and IT professionals establish new, more comprehensive business operations platforms. Experience Smarter Process delivered through the new IBM Business Process Manager 8.5.5 & IBM Operation Decision Manager 8.5.



### Internet of Things & IBM API Management

Subodh Kumar

Internet of Things (IoT), a revolutionary business concept that is going to change the landscape of business and technology in the coming years. The Internet of Things represents an evolution in which objects are capable of interacting with other objects. Hospitals can monitor and regulate pacemakers long distance, factories can automatically address production line issues and hotels can adjust temperature and lighting according to a guest's preferences, to name a few examples. Furthermore, as the number of devices connected to the Internet continues to grow exponentially, organization's ability to send, receive, gather, analyze and respond to events from any connected device increases as well.



IBM API Management is a solution with a complete set of web API capabilities to help businesses extend their reach beyond the enterprise and further innovate within the enterprise. It can be deployed fully on-premise in an enterprise's data center and integrates the most important features necessary to enable the three most significant players in the API economy: application developers, business owners, and IT personnel. This solution helps companies quickly orchestrate and design new web APIs, secure and manage the web APIs, gain business insight with analytics, and socialize the web APIs in communities.



## Solution Café Abstracts

### Mobile Solution Center

Durhana S Kauser

IBM MobileFirst offers you true end-to-end mobile solutions. Some providers specialize in service offerings; some focus on platform and application development; some offer only mobile security; while others focus just on mobile device management. We bring it all.



1. IBM MobileFirst supports mobile management, mobile security, mobile analytics, and mobile development
2. Develop a single app, and have it run on multiple mobile operating systems (such as Android and iOS)
3. You can automate the testing of your mobile applications
4. Protect your enterprise data on mobile devices with mobile device management
5. Create the perfect mobile user experience for your apps through mobile analytics

### Sterling OMS 9.3 point to point integration with WCS

Rajesh Eber Doss

Sterling OMS provides multiple Order Capture tools an engine to integrate their order capture tools for a robust order fulfilment system. The current version of OMS provides a direct / point to point integration of WCS to Sterling OMS eliminating the requirements of WESB mediation layer. The new Sterling OMS entitles any customer to run his business with a seamless experience on the retail order platform.





## Solution Café Abstracts

### IBM Big SQL - SQL access for data on Hadoop

S Venkatesh

IBM® InfoSphere® BigInsights™ Enterprise Edition provides big data analytics capabilities on an enterprise platform. It combines open source Apache Hadoop with enterprise functionality and integration to deliver large-scale analysis with built-in resiliency and fault tolerance.

IBM Big SQL Offers unmatched simplicity, performance and security for SQL on Hadoop. It provides a single point of access and view across all big data, exactly where it lives.



### IBM Case Manager for Investigations

Prasad Pechetti

IBM Case Manager for Investigations V5.2 is a new IBM Enterprise Content Management solution built for investigative teams working in Law Enforcement, Public Safety, Intelligence, Internal Investigations, Counterfeiting and Brand Management, Mergers and Acquisitions, and Risk Management.





## Solution Café Abstracts

### IBM Software Group Services

Vijay Suresh / Harsh Upadhyay

The Software Group Services organization provides Consulting, Workshop and Accelerated Value Program Services to our clients for IBM software. IBM Software solutions are deployed consistently and efficiently around the world, accelerating our client's time-to-value, and enabling our clients to maximize their technology strengths and opportunities.

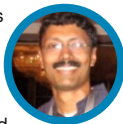


### IBM STG Lab Services and Training

Venkat Umakanth

IBM STG Lab Services and Training is a Professional Services organization consisting of a mix of cross-industry executive consulting and deep STG technology skills focused on enabling clients to meet their IT Infrastructure needs through professional services. Offerings range from high touch executive consulting studies, deep technical assessments and best practices based deployments of new and advanced technologies emerging from IBM STG product development labs.

Visit this booth to find out more on how we can complement to your efforts in adding value to our clients together.





## Experience Center

### Private Cloud Solution

Here you will have opportunity for hands-on exposure to Private Cloud Solution on Cloud Manager with OpenStack Management Software. Explore the simplified end-user service portal, virtualized image management capabilities. Check the features of security, automation, basic usage tracking and metering capabilities.

### Enterprise Performance Solution with Flash System

Experience the extreme performance of Flash System at a lower latency for data access. Explore hands-on these interesting features of Flash System with the Management Interface.

### IBM Bluemix

Experience Bluemix which is an implementation of IBM's Open Cloud Architecture, leveraging Cloud Foundry to enable developers to rapidly build, deploy, and manage their cloud applications, while tapping a growing ecosystem of available services and runtime frameworks.





## Event Rooms & Meeting Rooms

### Event Rooms

Event Room	Location
Plenary Sessions	Crystal Ball Room
Elective 1	Traveler 1
Elective 2	Traveler 2
Elective 3	Crystal Ball Room
Experience Centre	Traveler's Ball Room

### Meeting Rooms

#### 1st Floor Meeting Rooms

Meeting Room Number	Location
Meeting Room 1	VC Room
Meeting Room 2	Quorum A1
Meeting Room 3	Quorum A2
Meeting Room 4	Quorum B1
Meeting Room 5	Quorum B2
Meeting Room 6	Executive Board Room

#### 7th Floor Meeting Rooms

Meeting Room Number	Location
Meeting Room 7	Club Lounge Meeting Room 1
Meeting Room 8	Club Lounge Meeting Room 2
Meeting Room 9	Club Lounge Meeting Room 3
Meeting Room 10	Club Lounge Area 1
Meeting Room 11	Club Lounge Area 2

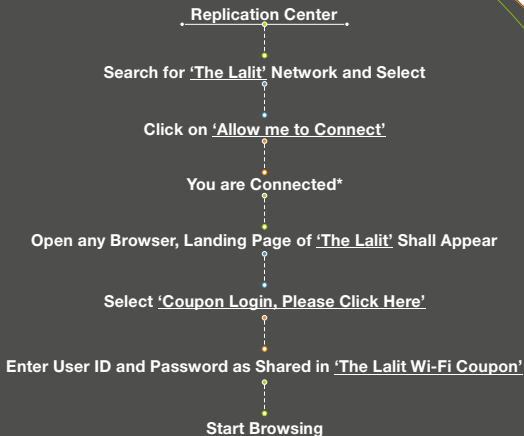
#### Ground Floor Meeting Rooms

Meeting Room Number	Location
Meeting Room 12	Traveller 1
Meeting Room 13	Traveller 2



## Wi-Fi Installation Instructions

### Wi-Fi Internet Access



\* If you face any issues, please contact 'The Lalit' Front Desk

The same coupon login code can be used on your Smartphones as well



## Gala Dinner Entertainment

Eka is the winner of the Best Group Award two years in a row at the 2nd & 3rd Annual ArtistAloudAwards for the year 2011-12 & 2013. Often called one of India's most entertaining and engaging bands, Eka has taken it's unique brand of 'SwatantraRock' to audiences far and wide within India and internationally.

- The band is based in Dilwaalon ki Nagri, Delhi and comprises of Benjamin 'Benny' Pinto on vocals & keyboards (Ex-Euphoria), Hitesh 'Rikki' Madan on vocals & guitars (Ex- Euphoria) and Lokesh Madan on vocals & bass.
- Eka was also amongst the top 4 finalist for the EC LIVE Quotient Awards 2012 in the 'Best Band' category. The other finalists in this category were Indian Ocean, Parikrama & Euphoria.
- Members of Eka are seasoned musicians and have performed at over 2200 concerts in 16 countries and have recorded over 120 songs in various capacities. Some of these performances include the Indo-Pak peace concert at the UN General Assembly Hall, New York, the Great Wall of China and the Beale Street Music Festival in Memphis, U.S.A.





## Hotel Information

### Address

The Lalit Jaipur  
2B & 2C, Jagatpura Road, Jawahar Circle  
Jaipur - 302017, India  
<http://www.thelalit.com/the-lalit-jaipur/>  
Tele: +91 141 5197777

### The Lalit Jaipur

Situated in the heart of the upcoming commercial district in Jaipur, The Lalit Jaipur is a 5-star deluxe hotel, minutes away from the International Airport and major cultural attractions. Inspired by local architecture, the hotel is a fine blend of traditional & contemporary style reflecting rich cultural heritage of Rajasthan through its grand haveli like architecture and resplendent interiors.

### Key Contacts

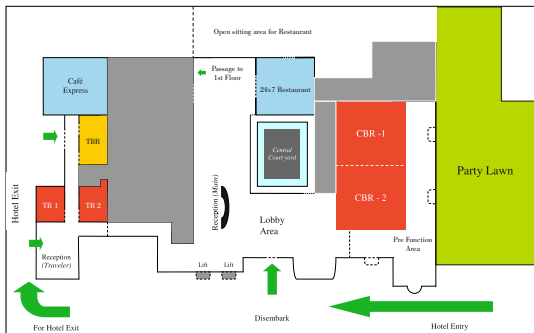
Event Manager - **Tapas Sengupta** (IBM)  
Mobile: +91 98204 09658

Help Desk - **Thanushree** (GPJ)  
Mobile : +91 88611 64060



## Hotel Map

### Ground Floor

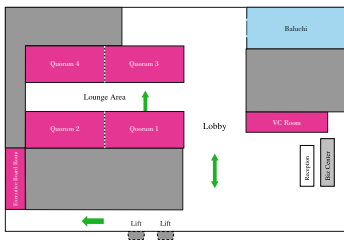


CBR - Crystal Ballroom | C-PFA - CBR Pre-Function Area

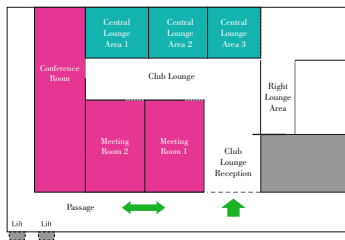
TBR - Traveler Wing Ballroom | TR1 & TR2 - Traveler Wing Meeting Rooms

The Hotel layout and floor plans shown above are representation only and not to scale

### First Floor



### Seventh Floor



Plenary / Elective Sessions

F & B Area

Club Lounge Meeting Rooms

Experience Centre

Meeting Rooms



## Additional Information

### Dress Code

'Business casuals' will be appropriate. We would like to encourage an informal and relaxed environment.

### Smoking

Smoking is not permitted inside any of the event areas. It is allowed outside, though. Please respect the environment and use the indicated ashtrays.

### Badges

Conference badges will be provided at registration time at the Registration desk. You must wear your badge at all times.

### Pagers and cell phones

As a courtesy to the speakers, kindly turn off your pagers and cell phones during the plenary and elective sessions.

### Laptop Computers

As a courtesy to the speakers, kindly do not use your laptop computer in the Plenary or Elective Session Rooms.

### Photographs taken during CSI Interchange

During the Interchange a photographer will be taking pictures that will be distributed to the attendees. If you do not want your picture to be published, please inform the Information/Help desk.

### Messages, telephones and Internet

During this event our Information/Help desk will be taking messages. Internet access will be available at the replication center. For further information or assistance please contact the event help desk located at the Lalit lobby.

