

Exhibitor List

Exhibitor	Booth
(ISC)2	743
3M Privacy Filters	124
AdRem Software, Inc.	544
ADVA Optical Networking, Inc.	828
Algo Solutions	423A
agileWORKFLOW	832
AIM	554
Allor Inc.	148
Amazon Web Services	401
American Express Open	542
American Registry for Internet Numbers	248
APOON, Inc.	527
AppRiver	505
ArcSight, an HP Company	737
Axis Communications	728
Barracuda Networks	626
BIG LK SYSTEMS USA, LLC	716
Bleum	731
Brazilian Information Technology Delegation	437
BridgeWays	423B
Brocade	604
CableSolve	657
Candela Network	642
Centerity System Inc.	654
CenturyLink Business	823, 2004
Cervalis	810
Chide.it Inc.	423H
Cisco	121
Comodo Group	736
Configuration Management, Inc. (CMI)	822
Converga	711
Current Analysis	151
CXtec	617
Damaka	821
Dell	229, 329
Desinova Technologies, Inc.	801
DeviceAnywhere	354
Diskkeeper Corporation	725
Dyn In	206
Egenera	812
Emulex	242
ESET North America	636
Esprida	423C
Ezra	623
Evault Storage Services by i365	811
Exar	348
Exinda	712
F5 Networks	142
FileCatalyst	630
Force10 Networks	329
Geist Manufacturing	454
Horizon DataSys Corporation	724
Hotels.com	729
HP	319, 2D07, 2D08
Huawei Technologies USA	517
I Think Security Ltd.	423E
Intelligent Computer Solutions (ICS)	549
Interface Masters Technologies	347
Interop Cloud and Virtualization Zone Theater	900
Interop Free Session Rooms 1	461
Interop Free Session Room 2	261
Interop Lounge	749
Interop Passport Program	829

Exhibitor	Booth
InteropNet Classroom	561
InteropNet NOC	661
IOCOM	544
IPC Technologies	446
iPeak Networks	423G
ibix	733
JDSU	656
MAC Source Communications, Inc.	444
McAfee	637
Microsemi/PowerDsine	449
Microsoft	605, 2006
mindSHIFT Technologies	713
Momentum Telecom, Inc.	824
MovihCool	138
Napatech	443
Net Optics, Inc.	611
NetIQ Corporation	718
NetScout Systems, Inc.	342
NetSupport Inc.	629
Network Hardware Resale	120
New Horizons Computer Learning Centers	128
NPA (Network Professional Association)	555
OCZ Technology Group, Inc.	529
Ontario - Canada Delegation	423
OpenGear	653
OPNET Technologies, Inc.	129
Opscode	818
Phoenix NAP: Secured Cloud	600
Polycorn	249
Processor	355
Quest Software	337
R1Soft	816
Rack Solutions	137
Rackspace Hosting	417
RF Code	350
RightScale	710
Riverbed Technology	409
Safari Books Online	612
Scientologic, LLC	531
Sentry Metrics	423F
Server Technology	548
Simena	245
Smarsh, Inc.	730
SmartOptics AS	628
Smith Micro Software	817
snom Technology	140
StackIQ	819
STARLINE	142
Storageflex Inc.	501
StrataScale	705
Synology	543
TelcomBrokers	423D
Telcom Reseller	550
Terremark, a Verizon Company	416
Thycotic Software	722
Tier 3	604
TD Communications	152
TNET Technology	644
Total Site Solutions	149
Transcend United Technologies	251
TrewPort	800
Tripp Lite	551
Tripwire	738
TZ, Inc.	254
University of Phoenix	537
V3 Systems	803
Verdasy	742
Vyatta	610
WatchGuard Technologies	643
WildPackets	451
WiSP-Router, Inc.	723
Xand	345
Xirrus, Inc.	429
Zenith Infotech	511
Zinстал Cloud Suite and server-less VDI	606

Invest in Innovation, Lower Your TCO
Cisco Catalyst Switching Portfolio

Visit Us at Booth 121
cisco.com/go/switchinginnovations

Your Event Info

Trip Report
Your personal report (populated every time your badge is scanned) will be emailed to you after the event.

Report includes:

- Exhibitors visited
- Sessions attended

Interop Mobile
Visit m.interop.com for event info on the go

Session Evaluations
Please complete the evaluation emailed to you 15 minutes before the end of each session you attend. For each evaluation, Interop New York will make a donation to DonorsChoose.org.

TIER 3

First \$500 in cloud services are free!

Business Agility on Tap: a Virtual Private Cloud from Tier 3

An enterprise platform ready for your production applications

Visit Tier 3 in Booth 804 or visit www.tier3.com/interop to learn more.

What you need to know. Now.
InformationWeek on the iPad™

One-touch access to InformationWeek.

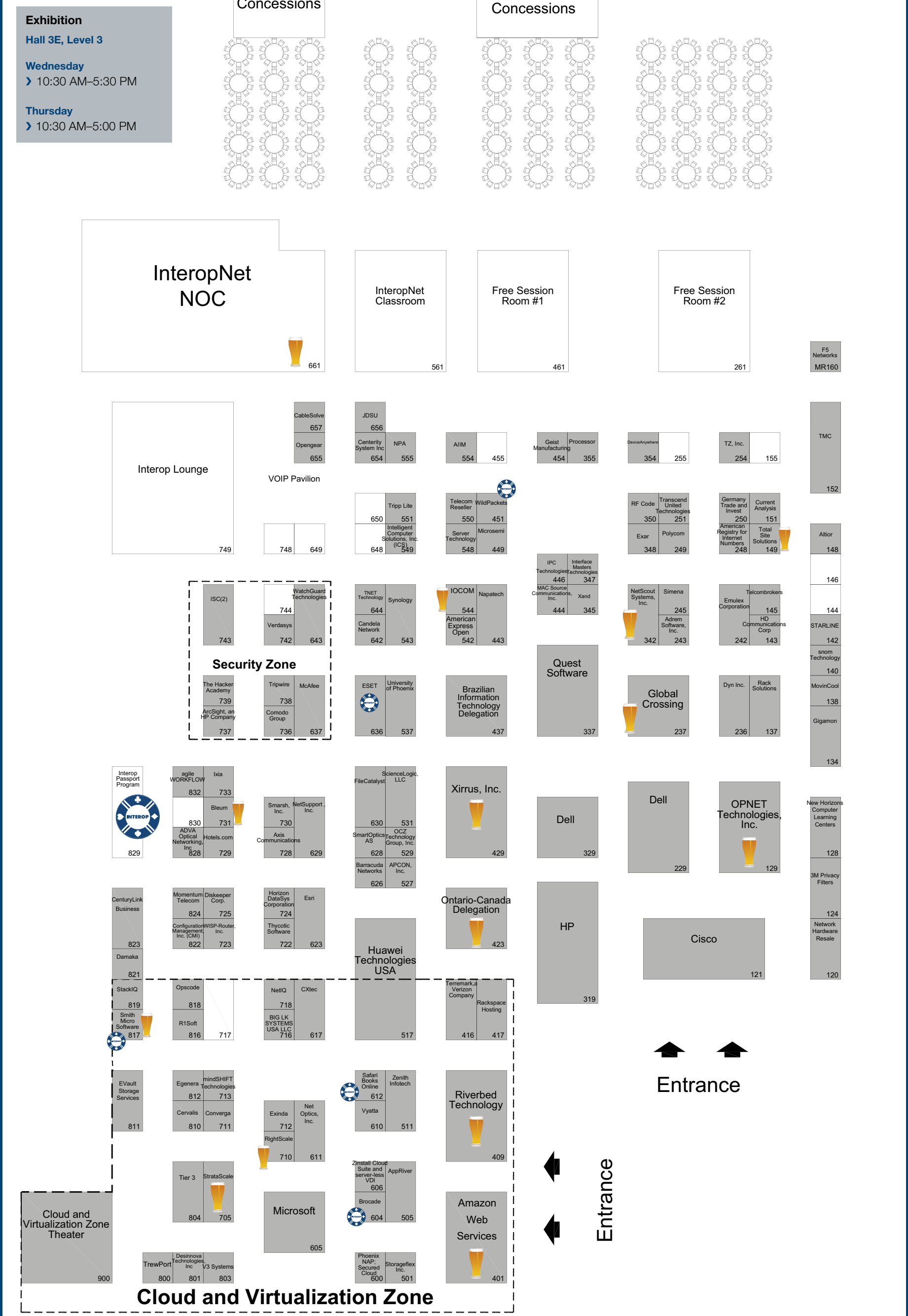
Hand-picked content from the editors, including today's top stories and breaking news.

Easy, fast navigation.

100% free. Try it

InformationWeek THE BUSINESS VALUE OF TECHNOLOGY

Exhibit Floor Plan



Booth Crawl

Enjoy a refreshing beverage while you see the latest products and services. Open to all attendees.

Wednesday, October 3 3:30-5:00 PM On the Expo Floor

Booth Crawl Participants:

Booths	Booth Crawl Participants:	Booths	Booth Crawl Participants:
Amazon Web Services	401	OPNET Technologies, Inc.	129
Bleum	731	RightScale	710
Global Crossing	237	Riverbed Technology	409
InteropNet NOC	661	Smith Micro Software	817
IOCOM	544	StrataScale	705
NetScout Systems, Inc.	342	Total Site Solutions	149
Ontario Canada Delegation	423	Xirrus, Inc.	429

CenturyLink Business keeps Interop connected.

And we'll keep you thinking with our Ultimate Problem Solver Challenge. Visit us at Booth #823.

CenturyLink Business

Enterprise-Class Testing & Monitoring for Mobile Apps
Any Device, Any Network, Anywhere

Visit www.DeviceAnywhere.com for a free trial.

DeviceAnywhere Mobile App Lifecycle Management

Delivering IT Performance for the Globally Connected Enterprise.

Visit Booth #409 and enter our daily iPad 2 giveaway!

riverbed

XIRRUS HIGH PERFORMANCE WIRELESS TO THE CLOUD!
Securely managing the invasion of devices on your Wi-Fi network

Stop by Booth #429
Chance to WIN Bose® Wi-Fi Speakers!

xirrus.com • 1-800-947-7871 • info@xirrus.com

Thank You to Our Sponsors

NETWORKING THEME: HUAWEI

CLOUD COMPUTING THEME: amazon webservices, Microsoft

CIO BOOT CAMP: Platinum: riverbed, Gold: CenturyLink Business

VIRTUALIZATION MANAGEMENT WORKSHOP: Microsoft

ENTERPRISE CLOUD SUMMIT

Diamond: amazon webservices, Microsoft, rackspace hosting, terremark

Silver: CenturyLink Business, OPSCODE, STACKIQ, RIGHTSCALE, TIER 3

CARRIER CLOUD FORUM

Super Platinum: ERICSSON, Platinum: Alcatel-Lucent, CISCO, Gold: ORACLE, Parallels

GLOBAL INTEROP PARTNERS

CISCO, DELL, HP, riverbed

Interop Mobile

Visit m.interop.com for event info on the go

FREE Enterprise 2.0 Training. Stop by Booth #554.

www.aim.org

Strengthen Your IS Career

with the **ULTIMATE SSCP® Study Package**

- Official SSCP Review Seminar
- Self-paced eLearning
- studIScope Self Assessment
- Official (ISC)² Guide to the SSCP CBK®

Sign up today and get a **FREE iPad 2!**
Call 866-462-4777 (press 1)
use promo code: **InteropNY11**
stop by **BOOTH #843** for your SSCP-T-shirt.

(ISC)²

*This offer may be used with the purchase of any (ISC)² certification 5-day or Live OnLine review seminar. Cannot be combined with any other offer. You must register through an (ISC)² certification consultant by calling 866-462-4777 (press 1). Offer not available in all regions.

Guide Pocket Expo

See the Future of IT at Interop

NEW YORK // OCT. 3-7, 2011

INTEROP

INTEROP THE LEADING BUSINESS TECHNOLOGY EVENT

LAS VEGAS
May 6-10, 2012
Mandalay Bay Convention Center

TOKYO
June 12-15, 2012
Makuhari Messe

VIRTUAL INTEROP
December 1, 2011

NEW YORK
October 1-5, 2012
Javits Convention Center

MUMBAI
October 10-12, 2012
Bombay Exhibition Center

General Information

Business Center
FedEx Kinko's Desk, Crystal Palace, Level 3
 Monday–Friday 9:00 AM–5:00 PM

Exhibition
Hall 3E, Level 3
 Wednesday 10:30 AM–5:30 PM
 Thursday 10:30 AM–5:00 PM

Housing Information
 For any housing requests or needs, please contact the Housing Hotline at: 415-947-6633

Lost and Found
Security Desk, Level 1
(near Special Events Hall)
 Lost and Found items may be turned in and claimed at the security desk, located on Level 1

Luggage and Coat Check
Below the Crystal Palace, Level 2
 Monday 7:30 AM–6:00 PM
 Tuesday 7:30 AM–6:00 PM
 Wednesday 8:00 AM–6:00 PM
 Thursday 8:00 AM–6:00 PM
 Friday 8:00 AM–1:00 PM

Registration, Attendee and Exhibitor
Crystal Palace, Level 3
 Sunday 3:00 PM–5:00 PM
 Monday 7:30 AM–5:00 PM
 Tuesday 7:30 AM–6:00 PM
 Wednesday 7:30 AM–5:00 PM
 Thursday 7:30 AM–5:00 PM
 Friday 8:00 AM–11:00 AM
Registration phone number: 866-397-9953
**Attendee Registration only.*

Media Registration
Media Center, 3D01 to the right of the Exhibition Entrance
 All media and analyst attendees may pick up their badges in the Media Center:
 Tuesday 12:00 PM–5:00 PM
 Wednesday 8:00 AM–5:00 PM
 Thursday 8:00 AM–5:00 PM

Medical Attention
First Aid, Level 1 (past security desk near Hall 1D)
 Should medical assistance be required for any reason, please go to the First Aid office:
 Monday–Friday 8:00 AM–6:00 PM

Sales Suite/Exhibitor Lounge
Room 3D04
 Exhibitors may inquire about future exhibiting opportunities for Interop New York 2012 and Interop Las Vegas 2012:
 Wednesday 10:30 AM–5:00 PM
 Thursday 10:30 AM–5:00 PM

Show Office
4B Terrace (Upstairs)
 Monday 8:00 AM–5:30 PM
 Tuesday 8:00 AM–6:00 PM
 Wednesday 8:00 AM–5:30 PM
 Thursday 8:00 AM–5:30 PM
 Friday 8:00 AM–12:00 PM

Speaker Services:
Room 1E17, Level 2
 Monday 8:00 AM–5:00 PM
 Tuesday 8:00 AM–5:00 PM
 Wednesday 8:00 AM–5:00 PM
 Thursday 8:00 AM–5:00 PM
 Friday 8:00 AM–1:00 PM

Shuttle Bus Schedule
 Complimentary afternoon shuttle buses run between the Javits Center and official Interop hotels in 45-60 minute intervals:
Monday–Thursday 3:00 PM–7:00 PM

Official Interop hotels include:
 » Marriott Marquis
 » W Times Square
 » Westin Times Square
 » Renaissance Hotel New York Times Square
 » New Yorker Hotel
 » Wyndham Garden Hotel Times Square South
 » Element NY Times Square West
 » Sheraton NY Hotel & Towers
 » Ink 48

For wheelchair accessible transportation, please call 866-923-8002. (Please allow 30 minutes for arrival of transportation).

Snack and Lunch Facilities
Exhibition, Hall 3E, Level 3
 Snack and lunch facilities are located in the back of the Exhibition and will be open during Exhibition hours. Lunch facilities on non-expo days are located in the food court on Level 1.

Wireless Access
 Free Wi-Fi will be available for the entire duration of the show through the InteropNet using Xirrus and Cisco equipment.
 SSIDs are as follows:
 Interop-GN – open for 802.11gn devices
 Interop-AN – open for 802.11a/n devices
 Interop-AN-WPA2 – encrypted password "interop2011" for 802.11a/n devices

Additional Information
 Persons under the age of 18 (including infants) are not permitted in the Conference rooms, Keynotes or in the Exhibition. No exceptions. A business card demonstrating industry involvement will be required for entry to the Exhibition.
 Toll Free number: 866-397-9953

Keynotes

Hear from top minds at leading companies with unique perspectives on business technology.

Special Events Hall, Level 1

Wednesday, 9:00–10:20 AM



Carole Post
 Commissioner of NYC
 Department of Information
 and Telecommunications



Sujai Hajela
 VP and GM, Wireless
 Networking Business Unit,
 Network Services Group,
 Cisco



Robert Wahbe
 Corporate Vice President,
 Server and Tools
 Microsoft

Thursday, 9:00–10:20 AM



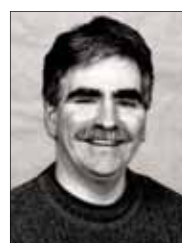
Werner Vogels
 Chief Technology Officer,
 Amazon Web Services



John Rouse
 VP and GM,
 Huawei Enterprise



John Engates
 Chief Technology Officer,
 Rackspace Hosting



Michael Fratto
 Editor,
 Network Computing

Media Sponsors



Tour Schedule
Wednesday, Oct. 5
 » 11:00–11:30 AM
 » 1:00–1:30 PM
 » 3:00–3:30 PM
Thursday, Oct. 6
 » 11:00–11:30 AM
 » 1:00–1:30 PM
 » 3:00–3:30 PM
Tours start at the InteropNet NOC, Booth 661.

Free Sessions—Open to All Attendees

WEDNESDAY

9:00–10:20 AM
 Keynotes
 Special Events Hall, Level 1

10:30 AM–5:00 PM
 Expo
 Hall 3E

10:50 AM–11:10 AM
 Unified Management: The Next Big Wave
Cloud & Virtualization Zone Theater, Booth 900

11:00–11:30 AM
 InteropNet Tour
Exhibit Hall, NOC, Booth 661

11:00–11:45 AM
 Navigating Cloud Complexities
Exhibit Hall, Free Session Room 1

The Rise of the Machines: Extending Your Enterprise Network to the "Internet of Things"
Exhibit Hall, Free Session Room 2

IPv6 Implementation & Migration
InteropNet Classroom, Booth 561

11:25–11:45 AM
 High Performance for the Hybrid Cloud
Cloud & Virtualization Zone Theater, Booth 900

12:00–12:20 PM
 Visibility and the Virtual Environment: Increasing Real Security
Cloud & Virtualization Zone Theater, Booth 900

12:00–12:45 PM
 Private Cloud Computing – Is it Right for You?
Exhibit Hall, Free Session Room 1

Cloud Apps for Cloud Users: Choosing the Right Fabric
Exhibit Hall, Free Session Room 2

Meet the Interop Engineering Team
InteropNet Classroom, Booth 561

12:35–12:55 PM
 Type 0 Hypervisor - Reaching Centralized, Virtualized Desktops without the Drawbacks and the Costs of Traditional VDI
Cloud & Virtualization Zone Theater, Booth 900

1:00–1:30 PM
 InteropNet Tour
Exhibit Hall, NOC, Booth 661

1:00–1:45 PM
 Addressing Mobile, Social and Web Needs Via the Cloud: 3 Case Studies
Cloud & Virtualization Zone Theater, Room 1

Enterprise Networking Solutions... It's Just the Beginning
Exhibit Hall, Free Session Room 2

Metering and Monitoring of the InteropNet
InteropNet Classroom, Booth 561

1:10–1:30 PM
 Learning in the Cloud
Cloud & Virtualization Zone Theater, Booth 900

1:45–2:05 PM
 Security Crosses the Chasm: Surfing in Peace
Cloud & Virtualization Zone Theater, Booth 900

2:00–2:45 PM
 Aliens, Androids, iPads and Transformers – Managing the Invasion
Exhibit Hall, Free Session Room 1

Building a Bridge to the Cloud
Exhibit Hall, Free Session Room 2

DNS and DHCP in the InteropNet
InteropNet Classroom, Booth 561

WEDNESDAY (CONTINUED)

2:20–2:40 PM
 Manage Your Business, Let Someone Else Manage Your Cloud.
Cloud & Virtualization Zone Theater, Booth 900

2:55–3:15 PM
 Disaster Recovery and the Cloud
Cloud & Virtualization Zone Theater, Booth 900

3:00–3:30 PM
 InteropNet Tour
Exhibit Hall, NOC, Booth 661

3:00–3:45 PM
 Germany—Your Gateway to the European Market
Exhibit Hall, Free Session Room 1

802.11n Wireless: Real-life Design and Deployment
 Lessons Learned
Exhibit Hall, Free Session Room 2

InteropNet Power Management
InteropNet Classroom, Booth 561

3:30–3:50 PM
 Archive Compliance in the Cloud
Cloud & Virtualization Zone Theater, Booth 900

3:30–5:00 PM
 Booth Crawl
Exhibit Hall

4:00–4:45 PM
 Integrating Enterprise Clouds
Exhibit Hall, Free Session Room 1

Deploying the InteropNet at Layer 1
InteropNet Classroom, Booth 561

4:05–4:25 PM
 Converging Paper and Digital Content on the Cloud
Cloud & Virtualization Zone Theater, Booth 900

4:40–5:00 PM
 Integrating the Cloud with your Enterprise IT
Cloud & Virtualization Zone Theater, Booth 900

THURSDAY

9:00–10:20 AM
 Keynotes
 Special Events Hall, Level 1

10:30 AM–5:00 PM
 Expo
 Hall 3E

10:50–11:10 AM
 Next Generation WAN Optimization
Cloud & Virtualization Zone Theater, Booth 900

11:00–11:30 AM
 InteropNet Tour
Exhibit Hall, NOC, Booth 661

11:00–11:45 AM
 Virtualizing Desktop Needs – What You Need to Know
Exhibit Hall, Free Session Room 1

Mash-up at the Top-of-Rack
Exhibit Hall, Free Session Room 2

Management Systems in the InteropNet
InteropNet Classroom, Booth 561

11:25–11:45 AM
 Software-based Networking and Security for the Cloud
Cloud & Virtualization Zone Theater, Booth 900

12:00–12:20 PM
 Phoenix NAP: Public Cloud, Enterprise Technology – The Single Pane of Glass
Cloud & Virtualization Zone Theater, Booth 900

12:00–12:45 PM
 Changing The Rules of Networking with the HP FlexNetwork Architecture
Exhibit Hall, Free Session Room 1

THURSDAY (CONTINUED)

12:00–12:45 PM
 Enterprise IPv6 – Planning and Deployment
Exhibit Hall, Free Session Room 2

Wireless Services in a High Density Environment
InteropNet Classroom, Booth 561

12:35–12:55 PM
 Cloud and Large Scale Virtualization Infrastructure
Cloud & Virtualization Zone Theater, Booth 900

1:00–1:30 PM
 InteropNet Tour
Exhibit Hall, NOC, Booth 661

1:00–1:45 PM
 Optimizing Your Virtual Infrastructure with HP VirtualSystems
Exhibit Hall, Free Session Room 1

Blindsided: Five Overlooked Side Effects of Consumerization and Mobilization
Exhibit Hall, Free Session Room 2

Infrastructure Management In The Data Center and Beyond
InteropNet Classroom, Booth 561

1:10–1:30 PM
 Cloud and the Enterprise: Huawei's View
Cloud & Virtualization Zone Theater, Booth 900

1:45–2:05 PM
 Cloud Based Disaster Recovery and Technologies Driving It
Cloud & Virtualization Zone Theater, Booth 900

2:00–2:45 PM
 Need the Ultimate Network Security? Go Wireless!
Exhibit Hall, Free Session Room 1

Smart Private Clouds: Insights, Automation, and Interoperability
Exhibit Hall, Free Session Room 2

Unified Communications, VDI in the Interopnet
InteropNet Classroom, Booth 561

2:20–2:40 PM
 Economics of the Cloud and Introduction to the Windows Azure Platform
Cloud & Virtualization Zone Theater, Booth 900

2:55–3:15 PM
 Private Clouds for Your Enterprise: The Next Frontier
Cloud & Virtualization Zone Theater, Booth 900

3:00–3:30 PM
 InteropNet Tour
Exhibit Hall, NOC, Booth 661

3:00–3:45 PM
 How Enterprises are Leveraging the AWS Cloud TODAY
Exhibit Hall, Free Session Room 1

Virtual Desktops that Truly Replace Physical Desktops – Re-thinking VDI
Exhibit Hall, Free Session Room 2

Network Maintenance and Troubleshooting
InteropNet Classroom, Booth 561

3:30–3:50 PM
 How Will Enterprises Manage Policies in the Cloud?
Cloud & Virtualization Zone Theater, Booth 900

4:05–4:25 PM
 Overview of Amazon Web Services' New Enterprise Offerings
Cloud & Virtualization Zone Theater, Booth 900

4:40–5:00 PM
 Infrastructure as Code: Tools and Techniques for Effective Configuration Management
Cloud & Virtualization Zone Theater, Booth 900

Event-At-A-Glance

Monday	Tuesday	Wednesday	Thursday	Friday
Enterprise Cloud Summit Day 1: Private Clouds Day 2: Public Clouds		Comprehensive IT Conference » Virtualization » Storage » Networking » Information Security and Risk Management » Video » Cloud Computing » Wireless and Mobility » Future of Work » Communication as a Service » Data Center » Enterprise 2.0		
Virtualization Days Day 1: Desktop Virtualization Day 2: Virtualization Management		IT Expo —See all the latest IT solutions from leading business technology vendors		
CIO Boot Camp		Free Sessions—Open to all attendees		
Principles of Effective IT Management		Keynotes		
Workshops » Deep Packet Inspection with Wireshark » Security Tool Time » Mastering Enterprise Mobility » Critical Technologies to Overcome Security Threats » Security Tool Time » The Big Fix: Application Performance Analysis and Troubleshooting		InteropNet Tours and Classes		
		Carrier Cloud Forum		
		Booth Crawl—Expo Floor 3:30–5:00 PM Enjoy a refreshing beverage while you see the latest products and services. Open to all attendees.		

Stay Connected

Event Information on the Go
 m.interop.com

Follow Us
 interop.com/twitter
Tweet about the event:
 Use #interop

Become a Fan
 interop.com/facebook

Join the Group
 interop.com/linkedin

Check In
 interop.com/toursquare

Read the Latest Information
 blog.interop.com

INTEROP NET

For over 20 years, Interop has fueled the revolution and evolution in IP networking. So where does Interop turn for reliable, high-speed networking services for exhibitors, conference rooms and attendees? The InteropNet.

The InteropNet is built in collaboration with hand selected, innovative vendors and volunteers, who come together to take on the ultimate networking challenge — creating the InteropNet.



InteropNet Classes—Open to All Attendees

Exhibit Hall, InteropNet Classroom, Booth 561

Wednesday, October 5

11:00–11:45 AM IPv6 Implementation & Migration
 12:00–12:45 PM Meet the Interop Engineering Team
 1:00–1:45 PM Metering and Monitoring of the InteropNet
 2:00–2:45 PM DNS and DHCP in the InteropNet
 3:00–3:45 PM InteropNet Power Management
 4:00–4:45 PM Deploying the InteropNet at Layer

Thursday, October 6

11:00–11:45 AM Management Systems in the InteropNet
 12:00–12:45 PM Wireless Services in a High Density Environment
 1:00–1:45 PM Infrastructure Management In The Data Center and Beyond
 2:00–2:45 PM Unified Communications, VDI in the Interopnet
 3:00–3:45 PM Network Maintenance and Troubleshooting



Passport Program

Free T-Shirt and Chance to Win an iPad.*
 Collect a different color poker chip from key exhibitors and redeem them in **Booth #829** for a free t-shirt and be entered to win an iPad.



Participating Exhibitors:

» Brocade604
» ESET636
» Safari Books Online612
» Smith Micro Software817
» WildPackets451

**T-shirt giveaway while supplies last. Drawing for iPad to take place on Thursday at 3:00 PM. Winners will be notified by email and iPad (16 GB, WiFi) will be shipped by October 31, 2011. One entry per person.*