



See the Future of IT at Interop

The Leading Business Technology Event

Learn about the latest IT innovations at **Interop New York**—including **cloud, virtualization, security, mobility and networking**—that will help you transform your IT organization to cut costs and increase productivity.

Register with Priority Code CPEFNY03 to Save \$100 on Conference Passes or Get a FREE EXPO PASS at www.interop.com/newyork

EVENT AT-A-GLANCE

Monday, Oct. 3	Tuesday, Oct. 4	Wednesday, Oct. 5	Thursday, Oct. 6	Friday, Oct. 7
Enterprise Cloud Summit		Comprehensive IT Conference		
Day 1: Private Clouds	Day 2: Public Clouds			
Virtualization Days		<ul style="list-style-type: none"> › Virtualization › Storage › Networking › Information Security and Risk Management › Video 	<ul style="list-style-type: none"> › Cloud Computing › Wireless and Mobility › Future of Work › Communications as a Service › Data Center › Enterprise 2.0 	
Day 1: Desktop Virtualization		Carrier Cloud Forum		
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		Booth Crawl—Expo Floor		<p>Register with Priority Code CPEFNY03 to Save \$100 on Conference Passes or Get a FREE EXPO PASS www.interop.com/newyork</p>

INTEROP® NEW YORK

OCTOBER 3–7, 2011 // JAVITS CENTER

The IT industry is more exciting than ever—with advances in cloud computing, security, virtualization and the data center promising unprecedented business value. With 11 tracks, 100+ sessions, two-hour deep dives and debate sessions, you'll learn about the technology must-haves for your business.

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CONFERENCE—11 Tracks

Wednesday–Friday, October 5–7

Cloud Computing Track—sessions include:

- › DEEP DIVE: Cloud Crash Course
- › Great Debate: We Will Always Have Private Clouds
- › Automating Infrastructure: What Makes Clouds Run
- › Secure Cloudbursting from VMware to Amazon EC2

Data Center Track—sessions include:

- › Selecting the Right Platform Solution
- › Data Center Services Reliability
- › Making Sense of Multi-Path Ethernet Networks
- › Unifying Computer, Storage, Networking, and Management

Enterprise 2.0 Track—sessions include:

- › Social Media as the Top Malware Delivery Vehicle—How to Protect Your Network
- › Customer Use Cases and Platform Choices for Social and Collaborative Technologies
- › Driving Organizational Change with Social and Collaborative Technologies

Information Security and Risk Management Track—sessions include:

- › Social Media as the Top Malware Delivery Vehicle—How to Protect Your Network
- › Solving the Insider Threat Challenge: What We Can Learn from WikiLeaks
- › The Latest Hacker Tools and Attacks
- › Top 5 Things You Should Do Before You Buy Another Piece of Information Security Technology

Storage Track—sessions include:

- › FCoE vs. iSCSI—Making the Choice
- › Great Debate: iSCSI Beats Fibre Channel
- › Storage Requirements for Big Data

Future of Work Track—sessions include:

- › Finding the Optimal Mobile Strategy: Apps vs. the Cloud
- › The Future of the 'Desktop' or, the 'Desktop' of the Future
- › Leveraging Voice and Video in the Cloud: Integrating Skype, GoogleVoice and Other Platforms with Enterprise UC

Networking Track—sessions include:

- › DEEP DIVE: Architecting and Evaluating Technologies for Your Next Data Center LAN
- › Network Management: Which Direction to Take?
- › Breakthroughs in the WAN
- › The Impact of Cloud Computing on the Network

Wireless and Mobility Track—sessions include:

- › DEEP DIVE: Best Practices for Wireless and Mobile Management, Operations and Security
- › Handsets: Trends and Technologies
- › Great Debate: Is Your Next Notebook A Tablet?
- › 4G Broadband: What You Need to Know About LTE

Communications as a Service—sessions include:

- › Cloud-based Convergence of Desktop, Communications & Social Apps
- › Hosted Unified Communications: Better than Buying?
- › SaaS Plus CaaS: Will the Salesforce Chatter Model Disrupt Enterprise UC?

Virtualization Track—sessions include:

- › DEEP DIVE: Server and Desktop Virtualization Basics: Terms, Trends and Technologies
- › Virtualization Pain Points—Optimizing Backup and Storage for the Virtual/Cloud Infrastructure
- › What You Don't Know Could Kill Your DV Project
- › Virtualization Security and Compliance

NEW This year, the Interop conference features two new ways to get the latest IT training.

- › **Deep Dive Sessions**—These two hour sessions will take a comprehensive look at advances in technology and provide in-depth analysis of developments in the industry
- › **Debate Sessions**—Technology decisions are often difficult. In these sessions industry experts will debate the pros and cons of new IT solutions and innovations

For a full list of sessions, visit www.interop.com/conference

Save \$100 on Conference Packages

Flex Pass: BEST VALUE. Access to the Interop Conference, and your choice of CIO Boot Camp, Enterprise Cloud Summit, Virtualization Days, Principles of Effective IT Management and other workshops

Interop Conference + Workshop

Interop Conference

Save \$100 through August 31

\$3,195 \$3,295

\$2,795 \$2,895

\$2,125 \$2,295

Register early to get the best rates:

	Early (on or before Friday 9/2/11)	Regular (9/3/11–10/2/11)	On-site (on or after 10/3/11)
CIO Boot Camp	\$1,590	\$1,790	\$1,990
Enterprise Cloud Summit	\$1,590	\$1,790	\$1,990
Virtualization Days	\$1,590	\$1,790	\$1,990
Principles of Effective IT Management	\$1,590	\$1,790	\$1,990
2 Workshop Days	\$1,590	\$1,790	\$1,990
1 Workshop Day	\$795	\$895	\$995
Expo Plus	\$100	\$100	\$150
Expo Only	\$50	\$50	\$100

Enter priority code on mailing label to save 25% on the on-site price of Conference, Conference + Workshop and Flex passes or for a free Expo Pass at www.interop.com/newyork. Not combinable with other offers. Offer good on new registrations only. Event is open to trade participants only. A business card demonstrating industry involvement and government issued ID card will be required. All attendees must be 18 years of age or older.

EXPO—See the Full Range of IT Solutions

Evaluate products from 150+ companies to identify innovative solutions that will increase efficiency, improve your bottom-line and drive growth in your organization. Exhibitors include*:



(ISC)2

3M Company

AdRem Software, Inc.

agile WORKFLOW

AIIM

American Registry for Internet Numbers

APCON, Inc.

University of Phoenix

AppRiver

ArcSight, an HP Company

Axis Communications

Barracuda Networks

Beka Publishing

BIG LK SYSTEMS USA LLC.

CableSolve

Centerity System Inc

Comodo Group

Cisco

CXtec

Dell

MovinCool

DeviceAnywhere

Diskeeper Corporation

Dyn Inc.

Emulex

ESET

ESRI

F5 Networks

Force10 Networks

Geist Manufacturing

Germany Trade and Invest

Gigamon

HD Communications Corp

Horizon DataSys Corporation

HP

Huawei Technologies USA

Intelligent Computer Solutions, Inc. (ICS)

JDSU

Hotels.com

McAfee

Microsemi

mindSHIFT Technologies

Namescape Corporation

Napatech

Net Optics, Inc.

NetScout Systems, Inc.

NetSupport Inc.

Network Hardware Resale

New Horizons Computer Learning Centers

Novell

NPA

OCZ Technology Group, Inc.

Ontario - Canada Delegation

Opengear

OPNET Technologies, Inc.

Polycom

Processor

Quest Software

Qwest

Rack Solutions

Rackspace Hosting

Real Story Group

RF Code

Riverbed Technology

Safari Books Online

ScienceLogic, LLC

Server Technology

Simena

SmartOptics AS

snom Technology Inc.

Storageflex Inc.

Synology

Telcombrokers

Telecom Reseller

Thycotic Software Ltd.

TMC

Tripp Lite

FileCatalyst

VeriWave

Vyatta

WatchGuard Technologies

WildPackets

WISP-Router, Inc.

Xirrus, Inc.

Zenith Infotech

Zinstall Cloud Suite and server-less VDI

* Partial list as of 07/11/11

Expo Hours:

Wednesday, Oct. 5 10:30 AM–5:00 PM

Thursday, Oct. 6 10:30 AM–5:00 PM

OPEN TO ALL ATTENDEES

In addition to seeing the latest technologies firsthand in the expo, all passes include access to bonus programs:

- **Keynotes**—Hear industry leaders' insight into the future of business technology.
- **Free Sessions**—Choose from dozens of sponsored sessions (announced later this summer)
- **InteropNet**—Take a tour of the event network built by hand-picked vendors and volunteers
- **Booth Crawl**—Explore the expo while enjoying beverages courtesy of participating exhibitors

5 Reasons to Attend Interop

- 1) **Learn** about topics that directly align with your IT priorities: Including virtualization, cloud computing, networking and security.
- 2) **Become an IT hero:** Return to your organization with knowledge you can implement right away to drive business value.
- 3) **Deals!** Save 25% on conference passes through August 31 and take advantage of exclusive hotel and airfare discounts.
- 4) **Trip report:** You'll receive a customized list of exhibitors and sessions visited post-event. Use this as a basis to present a report of major takeaways and recommendations.
- 5) **Unique opportunity:** As the most comprehensive business technology event out there, Interop provides IT information and inspiration you can't get anywhere else.



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WORKSHOPS—Attend full-day programs on key IT topics including:

CIO Boot Camp: IT Emergent: High Value Leadership in a Low Tolerance World

Monday–Tuesday, Oct. 3–4

Review skills and strategies to lead while positioning your organization for growth.

Sponsored by:  

Principles of Effective IT Management

Monday–Tuesday, Oct. 3–4

Learn specific steps you can take to improve your IT organization, business models, tools, staffing and skill levels.

Carrier Cloud Forum

—Hosted by *Light Reading and Heavy Reading*

Wednesday, Oct. 5

Learn how to build a manageable and billable cloud infrastructure, while ensuring high-performance security and service quality to meet SLA demands.

Sponsored by:  

Enterprise Cloud Summit—Day 1: Private Clouds

Monday, Oct. 3

Look at how cloud technologies, from big data and turnkey cloud stacks, are transforming private infrastructure, and take a deep dive into the leading private cloud stacks.

Enterprise Cloud Summit sponsored by:

 

Desktop Virtualization: The New “Desktop”—Delivering Virtual Desktops and Applications Anywhere

Monday, Oct. 3

Learn everything you need to know about planning, implementation and support of desktop and application delivery through virtualization.

Virtualization Management: The Road to Private Cloud

Tuesday, Oct. 4

Fulfill the full promise of virtualization and the move to private cloud computing by improving operational efficiencies, optimization, automation and IT agility.

For complete listing of workshops, visit www.interop.com/workshops



Don't Miss the IT Event of the Year

Get a comprehensive understanding of the latest technology innovations for business:

- › In-depth educational programs
- › Workshops
- › Real-world demonstrations
- › Live tech implementations
- › 100+ sessions on key IT topics
- › 150+ technology companies

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