



# STORAGE EXPO SHOW INFORMATION

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- NEW Workshops
- NEW Roundtables
- NEW Visitor features
- Floorplan

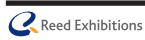
14 - 15 OCTOBER 09  
OLYMPIA LONDON

[WWW.STORAGE-EXPO.COM](http://WWW.STORAGE-EXPO.COM)

**STORAGE  
EXPO**  
INFORMATION MANAGEMENT  
AND INFRASTRUCTURE  
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# YOUR ESSENTIAL SHOW INFORMATION

Storage Expo, the event where you can find out about all the new data storage, information and content management technologies, is only a month away

The show features nearly 100 of the world's top vendors who have gathered to create a highly focussed event dedicated to data storage, information management and infrastructure. Visiting the show enables you to assess the latest innovation in technology and services with many of the exhibitors launching new products at the event.

This year's extensive free to attend education programme reflects the needs of today's data storage and information management experts. The diversity of leading keynote addresses by some of the industry's top experts will help you find the answers to concerns around information and data management, storage capability, scalability and infrastructure. End-user speakers will give strategic and technical analysis, case studies and storage management reviews, and this years programme will reveal expert knowledge on how information management can increase both storage efficiency and information utilisation and help save costs as well as look at the latest technologies.

The Keynote Theatre opening address on the first day will be made by Amazon's Web Services Technology Evangelist, Simon Brunozzi who will give a clear and detailed run down on Amazon Web Service's current cloud provisioning projects and activities, and outline the potential benefits and pitfalls to business. The second day opening address will be made by Xen Lategan, Technical Lead UK/IE/Benelux Regions for Google. Xen will explore why values are critical to all businesses, especially in the current economic environment, while also looking at how cloud computing can help you find, share and secure your company information.

Andrew Reichman, Senior Analyst, Forrester will lead the keynote on optimising storage through the downturn: delivering first class storage on a third class ticket. Carla Arend, Program Manager, European Infrastructure Software, IDC Group will lead the panel on future directions that will shape your storage strategies for tomorrow. Tony Lock, Programme Director, Freeform Dynamics will advise on what to look for when buying a virtualization solution and find out the top 5 tips for aligning business and IT objectives with ESG's Managing Director Steve O'Donnell.

Rene Millman, Senior Research Analyst, Gartner Research will expose the truth and hype about cloud and Nigel Stanley, Practice Leader, Bloor Research will chair a panel on is your backup and archive effective.

This year we have changed the seminar programme with 2 new themed

theatres: "It All Starts With Storage" and "Don't Just Store It, Do More With It." The "It All Starts With Storage" stream will demonstrate optimisation of assets, reduction of cost, storage as an enabler, how to store unstructured data and creating a business case for storage.

The "Don't Just Store It, Do More With It" stream, will include focus sessions on business intelligence, successful information management, and managing unstructured data.

Based on visitor feedback, we have also introduced new roundtable discussions and workshops. The new roundtable discussions on the Gallery Level will enable you to take part in hour long topical and practical debates led by expert facilitators. In today's financial climate, it is more important than ever to ensure you are kept at the forefront of technology trends and industry issues, and what better way to do this than a roundtable discussion with your peers. The new workshops (also on the Gallery Level) are an educational forum for both discussion and learning with your peers, guided by an industry-expert facilitator over the course of a 2 hour session on key topics. These free-to-attend workshop sessions will be invaluable to ensuring you stay ahead of the game with the latest industry trends, whilst providing you with real tools to take back to the office and utilise with your own projects.

There will be several new show features including a Virtualization Showcase (including VMware Genius Bar & Partner Pavilion) dedicated to key software and hardware vendors who offer products and services which enable server, storage, application and network virtualization. There will also be separate visitor zones on Cloud and Information Management and a Solutions Lab.

We hope you enjoy reading about all about Storage Expo 2009 in this essential show preview, and planning your visit to the show in October. Only at Storage Expo can you compare the most comprehensive range of data storage and information management solutions from all the leading suppliers in one place.

See you in October.



**Natalie Booth** - Event Manager

**Storage Expo** - [www.storage-expo.com](http://www.storage-expo.com)

## TRAVELLING TO OLYMPIA

### Storage Expo

National Hall, Olympia, London, W14 8UX

### Opening times

Wednesday 14th October  
09:30 – 17:30  
Thursday 15th October  
09:30 – 16:30

### Restaurants

There are several catering outlets located throughout the National Hall including: The Café Bar, Pizza Express, Refreshments Area (Gallery), Little Orchid and Crussh.

### Cloakroom

The cloakroom is situated within the foyer on the right hand side after registration.

### Travelling to Olympia

This international venue is within steps of Kensington Olympia Station (District Line) and 10 minutes walk from Earls Court Station (Piccadilly Line) on the London Underground. All major inward/outward-bound London rail routes, as well as air and road networks are within easy reach. For maps and more detailed travel information visit [www.storage-expo.com/travel](http://www.storage-expo.com/travel)

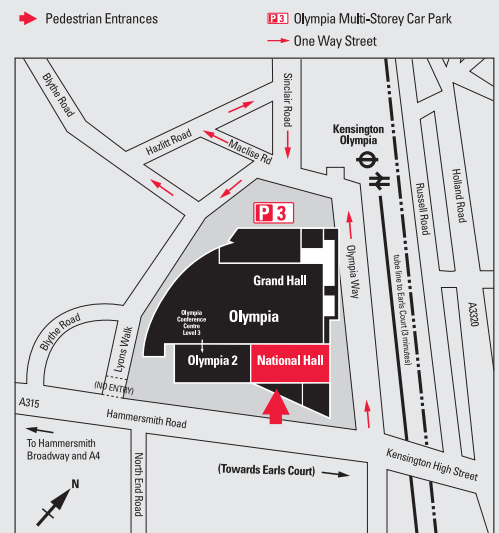
### Parking Details

You can pre-book car parking at Olympia using most major credit cards. Call +44 (0)871 871 9809 or book online at [www.eco.co.uk](http://www.eco.co.uk).

### Hotel Details

Travel Technology Group – the official Storage Expo accommodation and travel agent – offers a free booking service and discounted rates at many hotels that are close to the Olympia Exhibition centre. For any accommodation enquiries please contact:

Storage Expo Travel Desk  
From UK: +44 (0)800 051 5781  
Fax: +44 (0)20 7681 1342  
International: +44(0) 188 3347 026  
Email: [storage-expo@ttgonline.com](mailto:storage-expo@ttgonline.com)



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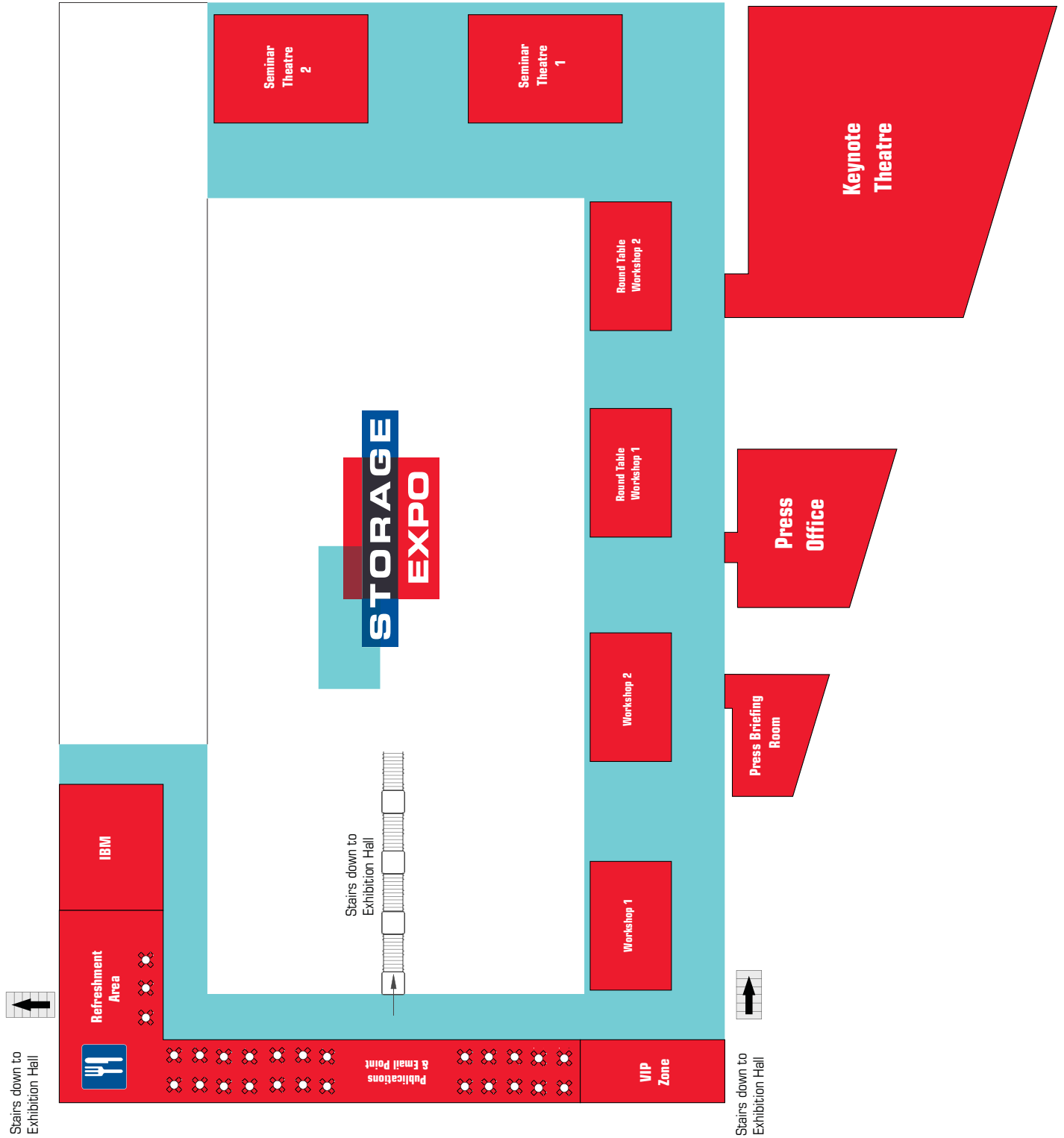


## EXHIBITOR LIST

3PAR	320	LSI Logic Europe Ltd	470
AC & NC	280	LTO Program	480
Acronis UK	415	Maarch	(French Pavilion) 520
ADVA AG Optical Networking	170	Mimecast	430
AllM Europe	(Information Management Zone) 546	NCE Computer Group (Europe) Ltd	570B
Arkeia Software	(French Pavilion) 520	Novaxel	(French Pavilion) 520
A-Server NV	299	Origin Storage	560
Avnet Technology Solutions	485	Pillar Data Systems EMEA Ltd	210
BakBone Software	(Virtualization Showcase) 570D	Qlogic	497
Barracuda Networks	312	Qualstar Corporation	495
BlueArc UK Ltd	270	Samsung Semiconductor Europe GmbH	(Virtualization Showcase) 585
Brocade Communications Systems	370	SANpulse Technologies, Inc.	382
BSC	(French Pavilion) 520	Scan-Optics Ltd	300
C2C Systems Ltd	100	SmartOptics AS	175
Chengdu Huawei Symantec Technologies Co. Ltd	315	SmartwaysTechnology Ltd	125
Cimtech Ltd	(Information Management Zone) 541	SNIA Europe UK Committee	508
CommVault Systems	360	SNS Europe	506
Compellent	390	Spectra Logic Corporation	(HPC Zone) 460
Computer Associates UK Limited	440	Storage Associates	290
Computer Associates UK Limited	(Cloud Zone) 530A	StorageCraft UK Ltd	492
Data Domain	130	Storage Magazine	205
Dell Corporation Ltd	230	Sun Microsystems Ltd.	260
Double-Take Software SAS	450	Symantec (UK) Ltd	220
Emulex Ltd	420	Syncsort	(Virtualization Showcase) 570K
F5 Networks	565	Synerway	(French Pavilion) 520
FalconStor Ltd	435	TADASoft	127
Financial Sector Technology	204	TAP Systems Ltd	427
Fordway Solutions Ltd	282	Texas Memory Systems	150
FotoWare a.s	(Information Management Zone) 540	Ultrium LTO	480
French Pavilion	520	VA Technologies	(Virtualization Showcase) 585
Fujitsu	330	Vector and Scalar Products Ltd	280
GCH Test & Computer Services Ltd	172	Vialtus Solutions	490
GROUP Business Software	397	Viglen Storage Group	496
Hewlett Packard Ltd	240	Virtual Instruments	(Virtualization Showcase) 570A
Hitachi Data Systems	350	VMware	(Virtualization Showcase) 570C
i365, A Seagate Company	200	Weast Limited	(Launch Arena) 515
IBM	Gallery Level	Westek Technology Ltd	400
Infotrend Europe Limited	385		
Iron Mountain Digital	430		
Iron Mountain Digital	(Cloud Zone) 530F		
Isilon Systems UK Ltd	285		
Just Rams PLC	(Launch Arena) 510		



# GALLERY LEVEL



# KEYNOTE THEATRE

(Gallery Level)

## WEDNESDAY 14TH OCTOBER

10:00-11:00

### OPENING ADDRESS STORAGE IN THE CLOUD

The enigma that is cloud will be demystified in this case study presentation. This opening session will provide clear takeaways on the suitability, risk and reward of cloud storage, what you should define in an SLA before taking your first steps to a cloud environment, dealing with data destruction requests and certificates, and the legal requirements covering e-Discovery. Get a first hand insight into Amazon's current cloud provisioning projects and activities, and discover the real benefits and pitfalls to business before you launch into your own cloud project.  
**Mr. Simone Brunozzi, Amazon Web Services Technology Evangelist Europe, Amazon**

11:15-12:15

### OPTIMISING STORAGE THROUGH THE DOWNTURN: DELIVERING FIRST CLASS STORAGE ON A THIRD CLASS TICKET

Directors of enterprise storage can't control business growth or the amount of data generated, but they can control the systems they deploy to meet those needs. This session will focus on the key pillars of storage efficiency, including measurement & reporting, use of high density drives, right sizing performance, reducing the storage footprint, archiving/deleting data and staff efficiency. Find out if what you buy today will be useful next year.

**Facilitator: Mr. Andrew Reichman, Senior Analyst, Forrester**  
**Panellists: Mr. Martin Murphy, Senior Executive Officer, Health Service Executive (Western Area)**  
**Mr. Jonathan Harris, Senior Storage Engineer/Architect, Lloyds Banking Group - Wholesale Markets Treasury & Trading**

12:30-13:30

### HOW STORAGE & INFORMATION MANAGEMENT CAN WORK TOGETHER: TOP 5 TIPS FOR ALIGNING YOUR BUSINESS & IT OBJECTIVES

In today's business climate, IT Directors and IT Managers are being asked to do more with less and it is imperative that all parts of the IT infrastructure communicate effectively with all the relevant business units. This panel session will consider building a flexible Infrastructure that can adapt to future demands from business units by adding appropriate technology.

How to define and build an information classification system, deal with structured and unstructured data, how to provide users with appropriate secure information access and also provide appropriate resource for applications peaks in demand for space and processing power will be covered.

**Facilitator: Mr. Steve O'Donnell, Managing Director, ESG EMEA**  
**Panellist: Mr. Mike Royle, IT Director, Enterprise Services, Unilever**

13:45-14:45

### WHAT TO LOOK FOR WHEN BUYING VIRTUALIZATION SOLUTIONS: TOP 5 QUESTIONS 'CHECKLIST' TO ASK YOUR VENDORS

What is 'virtualization' exactly, and what does a virtual desktop or network actually look like? Common questions for many, and crucial in terms of understanding what benefits, cost-savings and operational efficiencies a virtualized environment can bring to a business – YOUR business! This discussion will identify which questions you should be asking when considering moving to a virtualized solution.

**Facilitator: Mr. Tony Lock, Programme Director, Freeform Dynamics**  
**Panellist: Mr. Joe Goodings, Senior Technology Researcher, Greenpeace UK**

15:00-16:00

### FUTURE DIRECTIONS: WHAT IS ON THE HORIZON THAT WILL SHAPE STORAGE STRATEGIES TOMORROW?

It is as important today than it has ever been to try and understand what is on the horizon in terms of data storage, information and content management to optimise your IT spend and investment. This discussion will consider both what specific technologies and industry trends we are already witnessing, and what is around the corner 6 months/12 months/2 years from now?

**Facilitator: Ms. Carla Arend, Program Manager, European Infrastructure Software, IDC Group**  
**Panellists: Mr. Hubert Yoshida, VP & CTO, Hitachi Data Systems**  
**Mr. Eric Pitcher, VP Global Product Management, CA**  
**Mr. Bob Roudebush, Director Of Solutions Engineering, Double-Take Software**  
**Mr. Adam Thew, UK and Ireland Business Unit Manager, HP StorageWorks Division**

The free to attend keynote sessions at Storage Expo bring together the industry's leading independent experts, analysts and end-users from high profile corporations and take an in-depth look at some of the latest trends in data storage and information management today.

## THURSDAY 15TH OCTOBER

### 10:00-11:00 OPENING ADDRESS

#### MOVING TO THE CLOUD

Cloud computing is changing the way businesses consume technology; allowing for reduced IT costs, increased employee collaboration and the scope to increase focus on core business. During this presentation, Google will explore why values are critical to all businesses, especially in the current economic environment, while also looking at how cloud computing can help you find, share and secure your company information.

**Mr. Xen Lategan, Technical Lead UK/IE/Benelux Region, Google**

### 11:15-12:15 THE TRUTH ABOUT CLOUD: MYTH OR REALITY?

Cloud computing is here to stay, but businesses need to know what cloud computing really means for their infrastructure and realise that a "one-size-fits-all" approach is not necessary or desirable. The session will look at the different forms of cloud computing and set out what organisations should put in the cloud and what they should keep within the infrastructure to optimise business benefits. Sort reality from hype in this session.

**Facilitator: Mr. Rene Millman, Senior Research Analyst, Gartner Research**

**Panellist: Mr. Roger Southgate, Leader, London CobIT Development Group & President, IT Governance Standards, ISACA**

### 12:30-13:30 BREAK POINT: DISASTER RECOVERY(DR) & "THE NEW AVAILABILITY"

Hardware redundancy, clustering, replication and shared storage utilities have traditionally been used to implement high availability, business continuity, fault tolerance and disaster recovery. But in the last few years, a 'break point' has occurred, through the advent of server virtualization, which brings a new element to the mix. Properly implemented, virtual infrastructure can form the basis of a new generation of automated backup, retention, business-continuance and disaster-recovery processes. The panel will discuss key components needed for a successful DR strategy, and the commercial benefits of using your DR facility for when it is idle.

**Facilitator: Mr. John Abbott, Founder & Chief Analyst, The 451 Group**

**Panellist: Mr. Roger Bearpark, Assistant Head Of ICT, London Borough Of Hillingdon**

**Mr. Neil Edmonds, Systems Specialist (Operations), The Salvation Army**

### 13:45-14:45 IS YOUR BACKUP AND ARCHIVE EFFECTIVE: THE GREAT TAPE DEBATE

The great tape debate continues as we question should we still be using tape and is it still fit for today's modern storage demands? Thirty years from now, if you turn them off will they still work? Can they always be relied upon? Perhaps the next 12 months will tell in terms of determining the future of tape - is there still a significant role for tape technologies or has SSD/Flash seen its demise? The debate will provide you with guidance on the most appropriate technologies available and ask if disk and virtual tape libraries are ever a viable long term backup and archive solution?

**Facilitator: Mr. Nigel Stanley, Practice Leader, Bloor Research**

**Panellists: Mr. Bob Plumridge, Director, SNIA Europe  
Mr. Anthony Drewery, Head Of IT Operations, Virgin Holidays**

**Mr. Malcolm Waite, Technical Analyst, Devon & Cornwall Police**

### 15:00-16:00 THE PRACTITIONER PANEL: HOW TO MANAGE YOUR IT DIRECTOR

It's all very well talking about business initiatives and major infrastructure consolidations, but many IT-related decisions are not quite so strategic. IT managers often have to deal with the technical aspects of a project, but broach senior decision makers and the board. Best practice can usually only be learned on the job, finding out what works by hard experience. If you're trying to on-board data deduplication, storage virtualization or WAN optimisation and your efforts are hitting a blank wall, then this session is for you!

**Facilitator: Mr. Jon Collins, CEO & Managing Director, Freeform Dynamics**

**Panellist: Mr. Gary Hanson, IT/IS Manager, Reading Football Club**

For the most up-to-date Keynote Programme, please visit [www.storage-expo.com](http://www.storage-expo.com)

All details correct at time of going to print.

# NEW SEMINAR PROGRAMME

## SEMINAR THEATRE 1 - IT ALL STARTS WITH STORAGE

Topics covered will include Archive & Backup, Classification, Retrieval & Search, Email Management, Data Security & Assurance, Disaster Recovery & Business Continuity, Enterprise Content & Records Management and Information Lifecycle Management.

WEDNESDAY 14TH OCTOBER	THURSDAY 15TH OCTOBER
<p><b>10:00 - 10:30</b> <b>ACHIEVING ADVANCED STORAGE SERVICES WITHOUT ADDITIONAL HARDWARE INVESTMENT</b> Mr. Oded Kellner, Product Management Director, LSI</p>	<p><b>10:00 - 10:30</b> <b>THE DANGERS LURKING IN A VIRTUAL ENVIRONMENT</b> Mr. Kevin Moreau, General Manager (UK &amp; Ireland), Acronis</p>
<p><b>10:45 - 11:15</b> <b>CLOUD COMPUTING – AN EVOLUTION IN IT DELIVERY</b> Mr. Ian Brooks, EMEA Head of Innovation &amp; Sustainable Computing, HP</p>	<p><b>10:45 - 11:15</b> <b>OPEN STORAGE SYSTEMS: CHANGING THE MARKET DYNAMIC BY LOWERING COSTS &amp; RISK WHILST GAINING THE FREEDOM TO CHOOSE</b> Mr. Gavin McLaughlin, Business Development Manager, Sun Microsystems UK &amp; Ireland</p>
<p><b>11:30 - 12:00</b> <b>BEST PRACTICES FOR REDUCING STORAGE COST</b> Mr. Darren Thomson, Senior Technical Director, EMEA, Symantec</p>	<p><b>11:30 - 12:00</b> <b>REDUCING COST IN A DOWNTURN ECONOMY</b> Mr. Ian Masters, UK Sales &amp; Marketing Director, Double-Take Software</p>
<p><b>12:15 - 12:45</b> <b>THE INFORMATION ECONOMY – IMPROVED SERVICE, REDUCED COSTS &amp; INCREASED VALUE – WHAT CAN YOU DELIVER?</b> Ms. Lynn Collier, Director – File &amp; Content Services Solutions EMEA, Hitachi Data Systems</p>	<p><b>12:15 - 12:45</b> <b>AUTOMATING STORAGE OPERATIONS: A CASE STUDY IN REDUCING COST &amp; SIMPLIFYING STORAGE MANAGEMENT</b> Mr. Dan Wood, Storage Essentials Business Manager EMEA, HP</p>
<p><b>13:00 - 13:30</b> <b>NEXT-GENERATION NAS: THE CHALLENGES &amp; REWARDS OF MASSIVELY VIRTUALIZED ENVIRONMENTS</b> Mr. Paul Rutherford, Chief Technology Officer, Isilon Systems</p>	<p><b>12:15 - 12:45</b> <b>GETTING THE MOST FROM SERVER VIRTUALIZATION: EMPLOYING DEDUPLICATION &amp; REPLICATION FOR BEST OF BREED DATA PROTECTION PRACTICES</b> Mr. Iain Davidson, Operations Manager, Information Systems, Generali Worldwide Insurance Company Ltd – Speaking on behalf of Data Domain</p>
<p><b>13:45 - 14:15</b> <b>CLOUD-BASED ARCHIVING SAVES THOUSANDS FOR MEDICAL IMAGING PROVIDER</b> Mr. Steven Blumenau, Vice President Of Technology, Digital Archive, Iron Mountain</p>	<p><b>13:00 - 13:30</b> <b>STORAGE REQUIREMENTS FOR THE PRIVATE CLOUD</b> Mr. Tim Pitcher, VP Of International Sales &amp; Operations, 3PAR</p>
<p><b>14:30 - 15:00</b> <b>CULLING THE COSTS OUT OF DATA &amp; INFORMATION MANAGEMENT</b> Mr. Simon Gregory, International Business Development Director, CommVault</p>	<p><b>14:30 - 15:00</b> <b>STORAGE ECONOMICS</b> Mr. Hu Yoshida, VP &amp; Chief Technology Officer, Hitachi Data Systems</p>
<p><b>15:15 - 15:45</b> <b>WORKLOAD OPTIMISATION: CREATING A DYNAMIC INFRASTRUCTURE</b> Mr. Ian Masters, UK Sales &amp; Marketing Director, Double-Take Software</p>	<p><b>15:15 - 15:45</b> <b>SAN OPTIMISATION BEST PRACTICES: SEEING THROUGH THE CLOUDS OF VIRTUALIZATION</b> Mr. Mike Royle, IT Director, Enterprise Services, Unilever – Speaking on behalf of Virtual Instruments</p>
<p><b>16:00 - 16:30</b> <b>TIER X – STRETCHING TIERED STORAGE FROM SSD TO CLOUD</b> Mr. Rick Gillett, VP Data Systems Architecture, F5</p>	<p><b>16:00 - 16.30</b> <b>CLOUD COMPUTING – JUST A NEW WORD FOR STORAGE OUTSOURCING?</b> Mr. Christian Illmer, Senior Director Application &amp; Solution Management – Enterprise, ADVA Optical Networking AG</p>

# PROGRAMME FOR 2009

## SEMINAR THEATRE 2 - DON'T JUST STORE IT, DO MORE WITH IT

Topics covered will be based on themes that demonstrate optimisation of assets, reduction of energy requirements, as well as techniques and processes for optimising resources. Including vendor-led focus sessions on Infrastructure and Architecture Development, SAN/NAS, Clustered Storage, Virtualization, Thin Provisioning, Data De-duplication, Green Strategies and Efficiency, Data Centre Migration & Utilisation.

### WEDNESDAY 14TH OCTOBER

- 10:00 - 10:30 MANAGEMENT OF THE STORAGE CLOUD**  
Mr. David Leyland, UK OSS Business Manager, Glasshouse – Speaking on behalf of Dell
- 10:45 - 11:15 IS IT POSSIBLE TO ACHIEVE “ENTERPRISE CLASS” DATA PROTECTION AT AN AFFORDABLE PRICE?**  
Mr. Tim Goodwin, Senior Director, Channel Sales, CA
- 11:30 - 12:00 EMAIL ARCHIVING FOR SMES – WHAT YOU CAN DO TO CUT STORAGE COSTS & IMPROVE PERFORMANCE**  
Mr. Ken Hughes, Chief Technology Officer, C2C
- 12:15 - 12:45 DE-DUPLICATION: NOT A ONE SIZE FITS ALL SOLUTION, BUT WHY?**  
Mr. Neville Yates, IT Management Consultant, IBM Systems & Technology Group, Storage
- 13:00 - 13:30 THE EVOLVING ROLES OF TAPE AND DISK IN THE ENERGY-COST CONSCIOUS DATA CENTRE**  
Mr. Bruce Master, Senior Program Manager – IBM, Ultrium LTO
- 13:45 - 14:15 ONLINE BUSINESS CONTINUITY – ITS ABOUT RECOVERY NOT JUST BACKUP**  
Mr. Steve Evans, Operations Director, Smartways Technology Limited
- 14:30 - 15:00 EMAIL & THE LAW – ARE YOU MEETING THE LEGAL REQUIREMENTS FOR DATA RETENTION & DISCLOSURE**  
Mr. Tim Pickard, Chief Marketing Officer, Mimecast
- 15:15 - 15:45 NETWORK AUTOMATED TOOLS DON'T PUT HUMANS OUT OF JOBS!**  
Mr. Rory Nolan, Director, TADASoft

### THURSDAY 15TH OCTOBER

- 10:00 - 10:30 MODERN DISASTER RECOVERY – LIVE PRESENTATION**  
Mr. Richard Zinner, Director Of IT, Storagecraft Europe
- 10:45 - 11:15 ARCHIVING AS A PRE-EMPTIVE EDISCOVERY STRATEGY**  
Mr. Steven Blumenau, Vice President Of Technology, Digital Archive, Iron Mountain Digital
- 11:30 - 12:00 AFFORDABLE RESILIENCE & A GREENER IT INFRASTRUCTURE**  
Mr. Roger Bearpark, Assistant Head Of ICT, London Borough Of Hillingdon – Speaking on behalf of Fordway Solutions
- 12:15 - 12:45 EMAIL MANAGEMENT: THE GOOD, THE BAD AND THE UGLY**  
Mr. Chris Fenton, AllIM Marketing Services, AllIM
- 13:00 - 13:30 GET TO KNOW YOUR SAN: TOP DISCOVERY, ANALYSIS AND PLANNING CONSIDERATIONS**  
Mr. Peter Mehta, CEO, SANPulse Technologies
- 13:45 - 14:15 HOW TO ESTABLISH LEGALLY COMPLIANT EMAIL ARCHIVING**  
Mr. Brian Sherwood, Professional Services Manager, GROUP Business Software
- 14:30 - 15:00 CLOUD COMPUTING & STORAGE - REVOLUTION, EVOLUTION OR FAD?**  
Mr. Eric Pitcher, VP, Global Product Management, CA
- 15:15 - 15:45 EFFECTIVE PROTECTION & RECOVERY OF MICROSOFT SERVERS & APPLICATIONS**  
Mr. Stephen Porter, Partner Account Manager, Microsoft

# NEW FOR 2009! WORKSHOPS

(Gallery Level)

The new Storage Expo workshops are an educational forum for both discussion and learning with your peers, guided by an industry-expert facilitator over the course of a 2 hour session on key topics. These free-to-attend workshop sessions will be invaluable to ensuring you stay ahead of the game with the latest industry trends, whilst providing you with real tools to take back to the office and utilise with your own projects.

Workshop sessions will cover topics including:

- How information management and storage can work together for successful business intelligence
- DR – Utilising DR to make your business more efficient (incl. maximising the 'dead' resources for optimum efficiency within your business)
- Making a model business case for storage
- Doing more with less – Effective strategies for sweating your assets
- Managing Your Storage Estate

Guarantee a seat in these free 2 hour workshop sessions – **reserve your place by booking online at [www.storage-expo.com/workshops](http://www.storage-expo.com/workshops)** Places are limited to 20 people – so reserve your seat in advance to avoid disappointment on the day.



Confirmed Workshop Session Details:

**Wednesday 14th October – 11.15 to 13.15 and**

**Thursday 15th October – 14.00 to 16.00**

## **EFFECTIVE STRATEGIES FOR EMAIL MANAGEMENT – MAKING EMAIL MANAGEMENT A CORPORATE ASSET**

E-mail management sometimes seems like a contradiction in terms – how do you manage unstructured data? This 2 hour workshop will look to provide you with answers, and will cover the following key areas in an interactive fashion:

- The different strategies for e-mail management
- The concept and use of policies and procedures surrounding email management
- The roles and responsibilities that are required to govern the issue and some of the business drivers for managing email

Attend this workshop and you will take away a clear understanding of the basic principles to:

- Start improving the effective use of email within your organisation
- Understand how to start controlling email as a corporate asset
- Evaluate the need for proper email management to optimize your management strategy

The content of this workshop is based on a longer training course about e-mail management by AIIM, which looks at the issues from software, hardware, vendor-independent viewpoint, and is based on global best practices.

**Workshop Facilitator:**

**Ing. Alex Visser M.B.IT, Instructor, Global Education Services EMEA, AIIM International.**

Additional workshop sessions will be announced before the show – check the show website at [www.storage-expo.com](http://www.storage-expo.com) for further details and to reserve your seat!

All details correct at time of going to print.

# NEW FOR 2009! ROUNDTABLE DISCUSSIONS

(Gallery Level)

Led by expert facilitators, interactive and informative roundtable discussions will enable you to take part in hour long topical and practical debates with fellow end-users. In today's financial climate, it is more important than ever to ensure you are kept at the forefront of technology trends and industry issues, and what better way to do this than a roundtable discussion with your peers.

## Timetable For Sessions:

### WEDNESDAY 14TH OCTOBER

- 11:15-12:15** Data Classification: Is It All About "Top Secret"?
- 12:30-13:30** Cloud Computing And Storage
- 13:45-14:45** Deduplication: I Say, I Say - You Don't Need It Twice...

### THURSDAY 15TH OCTOBER

- 11:15-12:15** Deduplication: I Say, I Say - You Don't Need It Twice...
- 12:30-13:30** Cloud Computing And Storage
- 13:45-14:45** Data Classification: Is It All About "Top Secret"?

#### DATA CLASSIFICATION: IS IT ALL ABOUT "TOP SECRET"?

Data classification is often seen as too complex by many, or not as something that is required by their organisation. However, with an increasing regulatory load making legal data disclosure more of a possibility, being able to rapidly and effectively identify what data you are holding through a rapid "slice and dice" approach is important. Also, the major threat to organisations is often not the malicious intents of externals, but accidental data leakage by internal staff. Data classification can help in this - and it doesn't have to be as complex as many believe. This roundtable will allow for discussions around how data classification should be approached, and what the benefits will be.

#### Roundtable Leader:

Mr. Clive Longbottom, Service Director, Business Process Analysis, Quocirca Ltd

#### DEDUPLICATION: I SAY, I SAY - YOU DON'T NEED IT TWICE...

Data storage may be "cheap", but data management isn't. Although the capabilities of compute and storage equipment means that the speed of dealing with data is now far greater than it has ever been, an inefficient data topology and storage policy can mean that data recovery speeds can be seriously

impaired. There are many levels of data deduplication, from file level to block level, and data deduplication can now be applied across an organisation's entire data environment, from desktops to data centre, from databases to email. This roundtable will allow attendees to drill down into what data deduplication is really about, and how it can add real value to a business.

#### Roundtable Leader:

Mr. Clive Longbottom, Service Director, Business Process Analysis, Quocirca Ltd

#### CLOUD COMPUTING AND STORAGE

Cloud computing is a hot topic in IT right now, and although opinion remains divided on whether it is here to stay or just a flash in the pan, the promise is that cloud computing represents a step change in the way IT is procured, accessed and delivered. Research suggests that the future success of cloud deployments - whether they are public clouds or private clouds - will depend greatly on innovation at the data management and storage layer. This roundtable discussion will focus on the storage-related challenges and opportunities that cloud computing presents and will consider whether 'storage clouds' are something that CIOs and IT managers should be pursuing.

#### Roundtable Leader:

Mr Simon Robinson, Research Director - Storage, The 451 Group

**Guarantee a seat in these free roundtable discussions - reserve your place by booking online at [www.storage-expo.com/roundtables](http://www.storage-expo.com/roundtables)**

Places are limited to 20 people - so reserve your seat in advance to avoid disappointment on the day.

Additional roundtable discussions will be announced before the show - check the show website at [www.storage-expo.com](http://www.storage-expo.com) for further details and to reserve your seat!

All details correct at time of going to print.

# NEW FEATURE ZONES

As part of our continued effort to improve your visitor experience at Storage Expo, we have introduced new visitor features to ensure you can find all the answers you need concerning Cloud, Virtualization and Information Management. Visit the participating exhibitors on their stands or listen to presentations in the dedicated Cloud and Virtualization theatres to get the solutions you need first hand. Don't miss the Solutions Lab for an opportunity to view live deep dive technical sessions.

## What's new at Storage Expo 2009

### New Cloud Zone

(Ground Floor)

Headline Sponsor:



Despite a slowdown in the economy, data growth certainly hasn't shown any signs of slowing! With huge amounts of data having to be securely stored and managed, visit the Cloud Zone to find out what cloud really means and how it can be used effectively in your business.

The Cloud Zone will feature exhibitors offering Cloud solutions, plus a dedicated presentation area where you can hear from Exhibitors including Iron Mountain Digital and Computer Associates.

### New Virtualization Showcase

(Ground Floor)

Headline Sponsor:



Visit the Virtualization showcase to discover how virtualization technologies and tools can deliver efficiency benefits and cost savings. This exclusive area is dedicated to companies who offer products and services which enable server, storage, application and network virtualization. Engage with exhibitors on their stands and hear directly how virtualization can deliver asset analysis, virtualization management and security in the virtualization presentation theatre including speakers from BakBone Software, VMware, Syncsort, Virtual Instruments and Samsung Semiconductor Europe Ltd.

### New French Pavilion

Storage Expo is pleased to announce the French Pavilion for 2009. The country pavilion will showcase some of the latest storage and information management technologies from the region. Visit the French Pavilion on stand 520 and speak to participating exhibitors - Arkeia Software, BSC, Marach, Novaxel and Synerway.

### New Information Management Zone

(Gallery Level)

Information and content management are being inherently linked to storage, so in response to this visitor demand, information and content management, classification, search and retrieval, will be given more focus at Storage Expo 2009 than ever before in the education programme and on the show floor. Participating exhibitors in the Information management Zone include AIIM Europe, Cimtech and FotoWare.

### New Solutions Lab

(Ground Floor)

Virtualization & Storage Deep Dive Technical Demo's  
Attend hour long sessions that will provide you with a prime opportunity to view live deep dive technical demonstrations. Participating companies will access their offsite facilities to show real solutions and scenarios that will provide takeaway learnings you can put into practice.

#### DAY ONE: Wednesday 14th October

Virtualization topics covered include:

- Server Virtualization
- Server Virtualization & BCP/DR
- Server Virtualization as a commodity item
- Storage Virtualization
- Desktop Virtualization
- Managed/Cloud Virtualization
- The Future

#### DAY TWO: Thursday 15th October

Storage topics covered include:

- Archiving & Back-up
- Business Continuity & Disaster Recovery
- Cloud Storage
- Data De-duplication
- Disk Storage, Flash/SSD's
- IP Storage/FCoE
- Storage Networking (SAN)

# MAKING THE GRADE

## Oxford University Computing Services uses DataCore's SANmelody solution to consolidate and virtualise storage

► Oxford University Computing Services (OUCS) provides high quality and cost effective IT services for all members of Oxford University. It does this by operating, developing and supporting the University's primary computing infrastructure and services. Acting as a central supporting charge-back service provider, OUCS Network Systems Management Service (NSMS) currently supports 25 colleges and 15 departments across many campuses throughout Oxford.

### The Infrastructure:

Previously NSMS' data centre would provide storage services out across Fibre Channel SANs served by IBM/EMC direct attached storage. Today NSMS is moving towards adoption of a virtualised infrastructure by in effect renting Virtual Machines to their customers. The infrastructure behind this model includes two centralised VMware ESX 3.5 servers and virtualised storage through DataCore's SANmelody™. Central control of the virtualised infrastructure remains with NSMS; and working with individual colleges or departments, today they collectively specify the amount and length of time they will require virtualised support.

### The Aim: VM4rent:

Long-term, NSMS will encourage their customers to move towards a totally self automated, self provisioning, web based model known internally as "VM4rent", where through a simple click ordering process, colleges will be able to rent and utilise a part of the core virtual infrastructure. VM4rent in effect acts as a virtualised computing on demand service; extremely useful for those departments who require a temporary service. Behind this self service model lies SANmelody, supporting VMware applications and seamlessly provisioning storage on demand.

### NCE's Role:

In 2007, working with DataCore gold accredited partner NCE, NSMS started to investigate ways of provisioning storage to facilitate the VM4rent infrastructure. The team at NCE recognised immediately the benefits that the thin provisioning element of SANmelody could bring to NSMS' virtualised infrastructure and arranged for an on-site demonstration at DataCore. The hands on demonstration illustrated the ease at which the iSCSI SAN automatically could provide the just in time storage allocation from a central storage pool, making it imminently suitable for the VM4rent infrastructure. The single management interface also impressed the team.

After checking out other SANmelody reference sites, early in 2008 NSMS purchased the first part of the infrastructure system, DataCore's SANmelody VIF (Virtual Infrastructure Foundation Kit) 3TB iSCSI SAN to run on a Dell PowerEdge server and to seamlessly support the two VMware ESX 3.5 servers running on IBM servers.

### Benefits:

Installation into NSMS went smoothly after training at DataCore and the results were immediate and telling:-

### Straightforward storage allocation

Using SANmelody, NSMS can now sensibly and dynamically enable storage

"on demand" which is critical when working on a "pay as you use" allocation service model. Previously when supporting projects, at the start of the project NSMS had to speculate up front how much disk allocation would be attached. This was hard to scope and frequently extra disk to err on the side of caution was purchased. Jon Hutchings, Senior Systems Engineer, NSMS, comments: "At the start of each project we used to require a lot of information in order for us to try and accurately plan, scope and service the project. Now with SANmelody the process is much more straightforward – we simply attach extra chunks of storage, more or less immediately. It's much more cost effective."

### Adding new machines & fault tolerance:

Provisioning new machines and storage under VM4rent is now a simple process. Storage and new VMs can be served within minutes as images of the server template are already stored within SANmelody. The same goes for maintenance; SANmelody talks to both VMware ESX 3.5 servers, controlling and routing the flow of data between the two, providing fault tolerance and resilience to server applications.

### Combining departmental resources: Disaster Recovery and Failover:

Frequently under the guidance of NSMS, consultants recommending projects for different departments join forces and budgets to utilise joint active system failover protection. In these instances, NSMS recommends that the disparate departments join forces to take advantage of the failover capabilities offered through SANmelody. So no longer are smaller departments exposed to loss of data and downtime.

### SANmelody provides Easy Management for NSMS:

Working with so many different departments and projects it is essential that management of the system remains easy to use and uniform. With SANmelody, Jon notes that management is straight forward: "The GUI is Windows based and so immediately familiar and easy to use for the supporting team and the customers for whom NSMS have installed SANmelody. This is an important factor when you consider how many colleges and departments are served by NSMS."

### SANmelody protects VM4rent infrastructure now and in the future:-

Currently the VM4rent infrastructure uses 1TB in supporting the VMs. As the new service rolls out and becomes fully available and fully automated, Jon can confidently serve the exponential growth rates, simply by adding more capacity as and when required, up to 8TB in one licence for SANmelody; and after that up to 16TB with SANsymphony licences.

Jon notes of SANmelody: "The principles behind our VM4rent scheme are perfectly echoed and served by SANmelody; allowing us to plug in storage and support virtual servers as and when we need, ultimately providing a cost-effective storage solution that we are happy to recommend".