








CONFERENCE AGENDA AS OF 19th OCTOBER 2007

Start Time	End Time	Room	Illusion 1 Level C3	Illusion 2 Level C3	Fantasia 1 Level C3	Fantasia 2 Level C3	Spektrum 1 Level C2	Spektrum 2 Level C2	Harmonie B1 Level C2	Harmonie C1 Level C2	Harmonie D1 Level C2	
Monday 29th Oct												
			Track A Vendor Tutorials.1	Track B Vendor Tutorials.2	Track C Vendor Tutorials.3	Track D SNIA Tutorials						
13:30	14:10	Pre-conference Session 1	Vendor Tutorial Enhanced MAID – More than a Green Storage Innovation. Presented by: Reiner Kuhn, County Manager, Copan (D)	Vendor Tutorial How the Microsoft SMB2 protocol will change your File&Print experience. Presented by: Bob Morris, Director, Windows Protocol Programs, Microsoft	Vendor Tutorial De-duplication De-mystified. Presented by: Chris Sweetapple, Business Manager, EMEA, EMC² / Avamar	 Storage Bridge Bay Working Group (SBB) - A discussion on this advancing technology. Presented by: David Davis, Xyratex & SBB Board						<div style="background-color: red; color: white; padding: 5px; text-align: center;"> 08:30 - 17:30 SNIA Storage Developer Conference Level C1 Room: Kontakt </div>
14:15	14:55	Pre-conference Session 2	Vendor Tutorial The importance of Storage Media choice: Don't gamble with your business - illustrated in broadcast and finance industries. Presented by: Ian Armstrong, Sony	Vendor Tutorial Ten Ways I/O Virtualization Cuts Data Center Costs and Saves Management Time. Presented by: Jeff Silberman, Technical Director Xsigo Systems	Vendor Tutorial "Good Enough Storage" SATA RAID Systems in the Mid-Range Market Segment. Presented by: Jerry Hoetger Xyratex	SNIA Tutorial Data Sharing - Survey of Networked File Systems and File Servers - Presented by: Philippe Nicolas, Brocade & SNIA Europe French Committee	 14:00 - 15:30 IDC Industry Briefings					
15:00	15:40	Pre-conference Session 3	Vendor Tutorial Daten-Deduplizierung im praktischen Kundeneinsatz. Redner: Frank Herold, Presales Manager Quantum (D)	Vendor Tutorial Extending Storage Area Networks to the MAN and WAN. Presented by: Koby Reshef, PacketLight Networks.	Vendor Tutorial Automating Large Scale Storage Systems for both structured and unstructured data types. Presented by: Steve Jenkins, VP EMEA, Isilon	SNIA Tutorial Introduction to Storage Security. Presented by: Frank Bunn, Symantec & SNIA Europe	 14:00 - 17:30 Pre-Conference Technology Training Sessions Hosted by: qSkills Fast Lane Level C2 Rooms: Harmonie B1 Harmonie D1		 13:30 - 17:45 Hands-on Lab a) IP Storage b) Storage Management Level C2 Rooms: Conclusio 1 Conclusio 2			
15:40	16:05	BREAK	Sponsored by Diligent									
16:05	16:45	Pre-conference Session 4	Vendor Tutorial Best Practices for an SMB in selecting, deploying & managing a storage network - Presented by: Jay Kramer, VP Marketing, iSTOR	SNIA Tutorial Deploying a SAN Extension Network: Technology and Test Considerations. Presented by: Gregg Buzard, European Market Development Manager, Agilent	Vendor Tutorial A Greener Archival Storage Strategy. Presented by: Steve Tongish, Marketing Director EMEA, Plasmon,	SNIA Tutorial Fibre Channel Technologies: Current and Future. Presented by: Dr. M. K. Jibbe, LSI	 15:45 - 17:45 SNIA Europe AGM		14:30 - 17:30 SANBoard /GSE "Handling of Maintenance Costs" (D)			
16:50	17:30	Pre-conference Session 5	Vendor Tutorial The added value of storage clustering. Presented by: Dr. Henning Rochow, LSI Corporation	Vendor Tutorial Continuous Data Protection (CDP) & Disaster Recovery. Presented by: Mr. Mario Werner, Syncsort	Vendor Tutorial SAN Extension: 4G FC and Beyond. Presented by Torsten Trapp, Transmode	SNIA Tutorial Introduction to iSCSI. Presented by: David Dale, Director, Industry Standards, Network Appliance						
17:30	19:30	Welcome Reception - in Expo Area, Hall 5 - sponsored by ONStor										
							 NAS for the Enterprise		Legend: (D) = Presentation given in German language (all other sessions delivered in English)			

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Tuesday 30th Oct - PLENARY SESSIONS in Hall Harmonie, Level C2 (09:15 - 12:35)																
09:15	09:25	Welcome & introduction - Paul Trowbridge, Marketing Director SNW Europe														
09:25	09:45	Welcome on behalf of SNIA Europe - Juergen Arnold, Chairman SNIA Europe														
09:45	10:20	SNIA - 10 years of progress and future directions - Vincent Franceschini, Chairman SNIA & Juergen Arnold														
10:20	10:55	Conference keynote: Information Risk Management – are you really in control? Presented by: Andy Monshaw, General Manager, Storage Systems, IBM Systems and Technology Group.														
10:55	11:20	BREAK - in Expo Area, Hall 5 - Sponsored by: Pillar Data Systems														
11:20	12:00	Industry Keynote - Storage Implications of Server Virtualisation, Presented by: Steve Duplessie, ESG Group														
12:00	12:35	'Get Green and Stay Compliant' - customer panel chaired by Steve Duplessie: Panelists: Steve O'Donnell, BT Global Head of Data Centres & Bridge Operations; Ronny Eliahu, Storage CTO, Nestle Jens Leischner, Chairman SANBoard; Charles Inches, Comer Bank & Chairman SNIA Europe End User Council														
12:35	13:25	LUNCH - in Expo Area Hall 5														
13:25	14:05	Platinum Sponsor Sessions 1		Strategic presentations by SNW Europe 2007 Platinum Sponsors 			Hitachi Data Systems So real kann virtuell sein - Flexibilität bei der Planung von Speicherkapazität durch Virtualisierung und Dynamic Provisioning (D)		DELL Changing The Economics of Storage		EMC Delivering business value with unconstrained DR solutions		Brocade Towards a Unified Universal Ubiquitous Storage Infrastructure			
14:10	14:50	Platinum Sponsor Sessions 2		Strategic presentations by SNW Europe 2007 Platinum Sponsors 			Quantum Datenduplizierung wird erwachsen – Backup-Integration für Unternehmensumgebungen mit mehreren Standorten (D)		NetApp Vereinfachtes Datenmanagement durch Applikationsintegration (D)		Fujitsu Siemens Computers Next Generation Virtual Tape		HP Storage Security.		IBM Storage Systems Directions - the requirements and technologies shaping the future of storage.	
14:50	15:10	BREAK - in Expo Area, Hall 5 - Sponsored by: Pillar Data Systems														
			Track A Customer Case Studies, German	Track B Customer Case Studies, English.1	Track C Customer Case Studies, English.2	Track D Tutorials.1	SNIA	Track E SNIA Tutorials.2	Track F SNIA Tutorials.3	Track G SNIA Tutorials.4	Track H Hot Topics.1	Track J Hot Topics.2				
15:10	15:50	Breakout Session 1	Taking a Stand with File Storage Virtualisation. Redner: Reinhard Frumm, Team Manager, IT-Technology, Messe Dusseldorf (D)	Developing Storage Networking Infrastructure Roadmaps for Large End User Enterprises. Presented by: Dr. Salem F. Al Rowaihi - Saudi Aramco	Investing in Virtualisation Delivers Stellar Returns on Servers and Storage. Presented by: Steven Ramsden - IT Infrastructure Manager, CALYON Germany	Storage management - from SMI-S to Management Frameworks. Presented by: Bob Plumridge, HDS and SNIA Europe	Information Classification - The Cornerstone to Info Management. Presented by: Edgar St Pierre, EMC	SNIA Software and XAM. Presented by: Mark Carlson, Sun Microsystems, SNIA Technical Council.	'Green' Storage. Presented by: Juergen Arnold, HP and SNIA Europe Chair.	Storage Considerations in a Green IT Strategy. Presented by: Tony Prigmore, ESG Group	Storage for SMB; requirements, challenges and solutions. Presented by: Josh Krischer.					
16:00	16:40	Breakout Session 2	Marktvorsprung durch hochverfügbares Data Warehouse. Redner: Roman Pritzkow, Manager Architecture Deployment, o2 (Germany) GmbH & Co.OHG	Faster consolidated data protection in an open systems world. Presented by: Pascal De Cock, Project Manager, Belgacom	Arsenal Football Club safeguards competitive advantage by using IT to improve match experience for fans. Presented by: Paul Farmer, Head of IT, Arsenal FC	The Real-World State of Storage Management. Presented by: Julie Ryan, LSI & SNIA SMF	ILM: Tiered Services and the need for classification. Presented by: Edgar St Pierre, EMC	Solving the Coming Archive Crisis. Presented by: Gary Zasman, WW Practice Director, Network Appliance & Co-chair: SNIA-DMF 100 Year Archive	Storage Grid: Relevance and Overview. Presented by: David Dale, Director, Industry Standards, Network Appliance	Deduplication & Backup Redesign in Major Corporations Presented by: Robert Stevenson, The InfoPro	Small and Medium businesses: Trends and Challenges for storage. Presented by: Gerhard Keller, HP StorageWorks Division					
16:50	17:30	Breakout Session 3	Virtualisierung heterogener und komplexer Speicherinfrastrukturen – Ein Praxisbericht der TDS Information-technologie AG. Redner: Klaus Zimmerman, Manager Data Center Services, TDS (D)	A Virtual Reality: The Practical Implementation of Utility Computing through Virtualisation. Presented by: Andy Mountford, British Energy	Replication of the Virtual environment. Presented by: Ben Dingley, Infrastructure Storage Manager, Brit Insurance Ltd	SRM: Leveraging Industry Standards to Reduce Complexity and Management Costs. Presented by: Riad Salim, HP EMEA	FAN: An architecture for scalable service-oriented Data management. Presented by: Philippe Nicolas, Brocade & SNIA Europe French Committee	Archiving and Compliance Infrastructure. Presented by: Gary Zasman, WW Practice Director, Network Appliance & Co-chair: SNIA-DMF 100 Year Archive	Storage Networking Standards: Recent Developments. Presented by: David L. Black, EMC & SNIA Technical Council	Information Management – Standardise, Consolidate, be Compliant, reduce Cost, increase Security. Presented by: Thomas Metzeler, Arados Consulting.	Laptop backup: #1 IT critical issue today and what you need to know. Presented by: Michael Muenzer , IBM GmbH					

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Wednesday 31st Oct			Track A Customer Case Studies, German	Track B Customer Case Studies, English.1	Track C Customer Case Studies, English.2	Track D SNIA Tutorials.1	Track E SNIA Tutorials.2	Track F SNIA Tutorials.3 & Strategic Partners	Track G SNIA & FCIA Tutorials.4	Track H Hot Topics.1	Track J Hot Topics.2	
09:30	10:10	Breakout Session 4	Storage Grid or High Performance Computing am LRZ . Redner: Christoph Biardzki - LRZ - Leibniz Rechenzentrum (D)	Consolidating mission-critical apps on virtualized storage and cutting storage TCO by 50%. Presented by: Najeeb Ahmad, Project & Support Manager, Sunlight Service Group.	Ordnance Survey Deploys innovative Archival Storage Strategy. Presented by: Dave Lipsey, Ordnance Survey Infrastructure Manager	Storage Performance Testing. Presented by: Woody Hutsell, Texas Memory Systems	Storage Virtualization I. What, Why, Where and How. Presented by: Bob Plumridge, HDS & SNIA Europe	SNIA Software and XAM. Presented by: Mark Carlson, Sun Microsystems, SNIA Technical Council.	NAS and iSCSI Technology Overview. Presented by: Wolfgang Singer, IBM	Information Lifecycle Management - Reducing storage costs but keeping your data safe. Presented by: Klaus Wessolowski, Oracle Deutschland GmbH	Retention Management with SAP ERP. Presented by: Georg Fischer, SAP Europe	
10:20	11:00	Breakout Session 5	Tapeless Backup mit Deduplication: 45 Tage Retention und Backup-Replikation mit einem Disksystem. Redner: Mr. Amir Baag, Oel Waerme Institut Aachen – Herzogenrath (D)	Friends Provident consolidate and simplify complex cross-platform backup systems to reduce data storage and costs. Presented by: Martin Bruce, Friends Provident	KBR Achieves Benefits of Data De-duplication In Production Environment. Presented by: Jon Evans, Systems Administration Lead, KBR Europe & Africa IT Service Delivery	The Storage Evolution from Blocks, Files and Objects to Object Storage Systems. Presented by: Christian Bandulet, Sun & SNIA Europe.	Storage Virtualization II. Effective Use of Virtualisation. Presented by: Bob Plumridge, HDS & SNIA Europe	Solving the Coming Archive Crisis. Presented by: Gary Zasnar, WW Practice Director, Network Appliance & Co-chair: SNIA-DMF 100 Year Archive	Contemporary Data Protection Best Practices With iSCSI Storage Arrays. Presented by: David Dale, Director, Industry Standards, Network Appliance	Oracle optimization in a network storage environment. Presented by: Axel Rosenberg, Pillar Data Systems & Heiko Benisch, Oracle Deutschland GmbH	ERP Systems and their unique storage requirements. Presented by: Thomas Thiel, Senior Business Consultant, IFS	
11:00	11:30	BREAK in Expo Area, Hall 5 Sponsors by: Diligent			DILIGENT							
11:30	12:10	Breakout Session 6	Service-Oriented Volume Provisioning in a Tiered Storage Infrastructure. Redner: Günter Fischbach, ZIVIT (D)	Ensuring Akzo Nobel's Business Continuity - Presented by: Gokhan Ozcagiran, Assistant IT Manager, Akzo Nobel	Infrastructure Virtualisation at HBOS Presented by: Bob Sibley, HBoS	Storage Networking Standards: Recent Developments. David L. Black, EMC & SNIA Technical Council	Information Security and Compliance. Presented by: Frank Bunn, Symantec & SNIA Europe.	BITKOM Tutorial 1 - SAN basierte transparente Daten Migration. Redner: Ulrich Hamm (D)	FCIA Tutorial Fibre Channel – Roadmap to your IT Future. Presented by: John Rollason, NetApp	From Server Virtualisation to a simpler Storage management. Presented by: Dennis Zimmer, Pillar Data Systems	The evolving faces and paces of security threats and compliance issues. Presented by: Mark Sumner, Chief Security Analyst, MessageLabs	
12:20	13:00	Breakout Session 7	High-Level Datenverfügbarkeit für große B-to-B Online-Spiele-Plattformen. Redner: Bjoern Metzendorf, IT Director, Turtle Entertainment GmbH (D)	Virtual Optimization Ensuring Continuity Presented by: Christian Kattenbusch, Head of Common IT Services, Swisscom Mobile	Data Strategy Optimization. Presented by: Igor Pryakhin, Storage and EBAR Services Team Manager, Engineering Computing Europe, Intel Corporation	Trends in Data Protection - CDP and VTL. Presented by: David Dale, Director, Industry Standards, Network Appliance	Cryptographic Use Cases and the Case for End-to-End Security. Presented by: Larry Hofer, Emulex	BITKOM Tutorial 2 - Virtualisierung als Mittel zur Konsolidierung heutiger IT Umgebungen. Redner: Dr. Christoph Balbach (D)	FCIA Tutorial Fibre Channel: More Secure. Presented by: Scott Kipp, Office of the CTO, Brocade	The technical issues (from a forensic perspective) of ediscovery and ediscovery facing large organisations. Presented by: Andrew Sheldon, Evidence Talks	Email Archiving - Compliance or e-Policy: 10 steps to meeting email retention objectives without compromise. Presented by: Dave Hunt, C2C Systems	
13:00	13:50	LUNCH in Expo Area, Hall 5 Sponsored by: Emulex			EMULEX							
13:50	14:30	Breakout Session 8		Demystifying SANs through deep monitoring and analysis toolsets. Presented by: Simon Close, Manager, Storage Management Services, HBoS	Moving from home-grown systems to a large SAN installation to meet demands of online business. Presented by: Stein Ove Rov, IT Director, Komplet	SAS & SATA Combine to Change the Storage Market. Presented by Harry Mason, LSI.	ABCs of Data Encryption. Presented by: Blair Semple, DECRU/NetApp	Storage Infrastructure Pain Points: The View of the End User. Presented by: Jens Leischner, Chairman SANBoard	FCIA Tutorial Improving Storage Sharing and Scaling Fibre Channel Networks. Presented by: Steve Wilson, Brocade & FCIA	SAN - Time to Resolution Using Embedded SAN tools, Management Platforms and Open Source Apps. Presented by: Michael Frase, Cisco Systems	Most Recent Advances in Database Attacks. Presented by: Jack Hembrough, Application Security Inc.	
14:40	15:20	Breakout Session 9		Developing an Archival Storage Strategy. Presented by: Steve Tongish, Marketing Director EMEA, Plasmon	Interoperability issues & the need to simplify Service & Support. Presentation by: Leigh Darby, TSANet	TCG Trusted Storage Specifications. Presented by: Jason Cox, Seagate Research & Trusted Computing Group	Adding digital forensics to your incident response plans. Presented by: Andrew Sheldon, Evidence Talks	Erfahrungen mit IBM Tivoli Storage Manager 5.4 incl. N-Series und NetApp. Redner: Gerd Becker, Empalis / qSkills Training (D)	Vendor Tutorial How the Microsoft SMB2 protocol will change your File&Print experience. Presented by: Keith Hageman, Senior Technical Evangelist, Microsoft	The Implications of New Linux - Potentials on Storage Attachment . Presented by: Alexander Warmuth, IBM.	Storage Trends in Enterprise Accounts. Presented by: Mark Shirman - Glasshouse Technologies	
15:30	16:10	Breakout Session 10		Vendor Tutorial Latest trends in data migration. Presented by: Heiner Bohlmann, IBM GmbH and Mr Herbert Strommenger from Postbank	Vendor Tutorial Fibre Channel Routing Technology – considerations and SAN design options. Presented by: York Bothe , Enterprise Systems Engineer, Brocade	Vendor Tutorial The Changing Face of Data Protection. Presented by: Andrew Brewerton, Bakbone	Vendor Tutorial Optimising Backup to Disk Performance. Presented by: Chris James, Marketing Director EMEA, Overland Storage	Vendor Tutorial SAN vs iSCSI. Presented by: Jürgen Schelbert, Product Manager Storage Products, Dell Corporation.	Vendor Tutorial Storage Distance Extension Solutions - an overview. Presented by: Dirk Lutz, SmartOptics	Vendor Tutorial MAID, Highest Capacity Densities with lowest cost and fastest access to persistent Data. Presented by: Dr. Klaus Heilhoff, HMK Computer Technologies GmbH		
16:15	CONFERENCE CLOSE (Expo Area closes at 15:30)			Legend: (D) = Presentation given in German language (all other sessions delivered in English)								