



## Data Center Recovery Virtual Summit Agenda

*Will Your Customers be Prepared When Disaster Strikes?*  
**April 20, 2011**

**Please Note:** This is a tentative agenda. All sessions and times are subject to change.

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### Wednesday, April 20, 2011

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- 11:00 – 11:20 a.m.      **Virtual Summit Opens**  
Welcome to the Data Center Recovery Virtual Summit! Today you will learn how to prepare yourself and your customers for the unthinkable. Please take a few minutes to explore the virtual summit including the navigation tools and resources. To maximize your experience, we suggest you plan a few minutes to check your system settings and choose your features and preferences for this event.
- 11:20 – 11:30 a.m.      **Welcome/Summit Overview**  
*Chuck Bartlett, Vice President & General Manager  
Advanced Infrastructure Solutions , Tech Data*  
Join Chuck to learn about the latest updates on Tech Data and the Advanced Infrastructure Solutions Division. He will also detail the benefits of the Data Center Solutions program and the virtual community.
- 11:30 - 12:10 p.m.      **Disaster Recovery Planning**  
*Scott Moore, Vice President of Information Technology, Tech Data*  
During this presentation Scott will share important information on what your customers need in the event of a disaster and how you can best address their disaster recovery needs.
- 12:10 – 1:00 p.m.      **Scavenger Hunt – Phase I**  
Utilize this time to visit the various vendors to learn about products, programs and promotions, all at your finger tips. This is phase I of the scavenger hunt that will require you to answer specific questions about the vendors. Get your game on and you could win one of two iPad2s!
- 1:00 – 1:30 p.m.      **CISCO**
- 1:30 – 2:00 p.m.      **VMware Business Continuity Disaster Recovery**  
*Kate Marcinek, National Account Manager, VMware*  
According to Gartner, 40% of all companies that experience a major disaster will go out of business if they cannot gain access to their data within 24 hours. Please join us to understand how customers use VMware to make their environment simple, cost-effective and agile for Business Continuity and Disaster Recovery.

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2:00 – 2:20 p.m.

### **Vendor Breakout Sessions**

Attend these informative sessions offered by the following vendor partners to gain insight into new profit opportunities. Please choose from these sessions below:

- **APC by Schneider Electric – Advancing Data Centers**

*Phil Fisher, Data Center Business Development Manager, APC*

APC's Next Generation Infrastructure: Advancing the industry's first integrated power, cooling, rack, security and management architecture in a modular for factor. Put your customer's challenges to work for you in 2011! Join us as we outline the key trends affecting the critical infrastructure in IT spaces from wiring closets to data centers. How do these trends impact your customers' businesses, and how can you capitalize? APC will help you understand the impact of current trends, and provide input on how to talk to your customers about the issues they're facing.

- **New SAN Extension Technology Helps Meet Evolving Disaster Recovery Challenges**

*Alan Huang, Senior Product Manager, Brocade*

IT organizations are facing disaster recovery challenges trying to support business growth initiatives or keep up with data growth while meeting decreasing RTO and RPO. SAN Extension technology can now provide advanced functionality and performance to ensure uninterrupted data flow at tens of Gbps over distance for replication and backup between data centers and recovery sites. Brocade SAN Extension technology and products are currently used in vast majority of worldwide enterprise disaster recovery implementations.

2:20 – 2:50 p.m.

### **Scavenger Hunt – Phase II**

Utilize this time to visit the various vendors to learn about products, programs and promotions, all at your finger tips. This is phase II of the scavenger hunt that will require you to answer specific questions about the vendors. Get your game on and you could win one of two iPad2s!

2:50 – 3:20 p.m.

### **Proactive Ways to Minimize Downtime**

*Bryant Bell, Technology Services Program Manager, HP*

Come listen to an HP Expert from the Technical Services Division on how to proactively minimize downtime for your customers. You will gain an understanding of a recently announced Service Level called Critical Advantage that is designed for Virtualized environments and integrates with Insight Remote Support (IRS). You will also learn about the many Proactive Services that you can sell to your customer that dramatically improves uptime and creates a better enduser experience to keep them coming back.

3:20 – 3:30 p.m.

### **What If...**

Experience what it would be like if a category 5 hurricane slammed into the Tampa Bay area. This video will detail how the events unfold and what the region would look like in the aftermath of the storm.

3:30 – 3:50 p.m.

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- **Why Intelligent PDU and Energy Management in the Data Center**

*Ashley L Fox, National Accounts Manager, Raritan*

Raritan is a proven innovator of power management, infrastructure management, KVM and serial solutions for data centers of all sizes. In hundreds of corporations worldwide, our hardware and software solutions provide facilities and IT managers with the control they need to increase power management efficiency and improve data center productivity. Raritan's power management solutions won five key industry awards in 2010 and were recognized by the EPA for contributions to the agency's data center initiative and we would like the opportunity to educate you more.

- **Tivoli Storage Management: Geared to recovery and Business Continuance**

*Jarrett Potts, Tivoli Storage Evangelist, IBM*

Let's face it...Backup is easy. Disaster recovery and Business continuance is Hard. Can you ever plan for everything? Does all of your data deserve to be treated the same? Does your data need to be in a tiered recovery model? Join us as we talk about how Tivoli can make your environment flexible to cover all types of recovery options that include your already existing infrastructure. We will cover how we can sit in your existing environment and automate your disaster recovery planning and create tiers of recovery.

3:50 – 4:20 p.m.

**Saving Money in a Virtualized Environment with IBM Storage**

*Steven Loeschorn, IBM Raleigh Briefing Center, Business Design Consultant*

In a virtualized environment, saving money becomes a strategic priority. Come and learn how the extreme memory capacity of IBM's x3690 can provide significant cost savings in memory intensive environments.

4:20 – 4:50 p.m.

**Vendor Breakout Sessions**

Attend these informative sessions offered by the following vendor partners to gain insight into new profit opportunities. Please choose from these sessions below:

- **Maximum Availability with Oracle Database 11g Release 2**

*John Brust & Joe Meeks, Database Product Marketing Team and Oracle High Availability Product, Oracle*

Oracle Active Data Guard, with Oracle Database 11g Enterprise Edition, enhances quality of service by offloading resource-intensive activities from a production database to one or more synchronized standby databases. Oracle Active Data Guard enables read-only access to a physical standby database for queries, sorting, reporting, Web-based access, and so on, while continuously applying changes received from the production database. Oracle Active Data Guard can provide additional benefits of high availability and disaster protection against planned or unplanned outages at the production site.

- **Delivering Customer Value with Microsoft Virtualization**

*John Moegling, Sr. System Manager for Microsoft*

Virtualization is a Top Priority; Microsoft has been providing powerful virtualization tools for years. Microsoft's Virtualization Solutions are the most effective methods to save costs, increase the availability, and improve agility within an organization's infrastructure. A critical component of the Microsoft Virtualization Solutions and Business Continuity is a disaster recovery or site recovery plan, which helps a business manage the effects of unplanned downtime for an entire site after data loss or a failure.

4:50 – 5:20 p.m.

**Unexpected Disaster: It Could Happen to You!**

*Gary Meszaros, Vice President, Global On-Line Computing*

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You do not want to miss Gary detailing his personal experience in dealing with a disaster. His valuable insight could save you thousands of dollars! There will be a live Q&A following this presentation.

5:20 – 5:30 p.m.

**Scavenger Hunt – Final Phase**

This is the final session to visit vendor partners, download materials and hunt for the final phase of scavenger hunt questions. Live chat is still available!

**Before you Leave:**

- Be one of the first to complete your scavenger hunt questions correctly and you could win!
  - Be sure to download all of the contacts and materials placed in your briefcase.
  - Bookmark the address of this event. You can return to this site for 90 days to access on-demand information.
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