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## San Francisco July 25

Ron Gerber

Monday, July 25, 2016 from 7:30 AM to 2:30 PM (PDT)

Millbrae, CA



### Registration Information

TYPE	END	QUANTITY
Angelbeat San Francisco July 25	Jul 25, 2016	Free 1

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### Event Details

#### Program Description:

This comprehensive seminar covers the increasingly related topics of security/compliance, network infrastructure, wireless/mobility, storage/backup and private/public/hybrid cloud. **There are three keynote presentations from Google, Microsoft and VMware, an end user case study featuring the City of San Jose former CIO**, plus talks from Netapp, Brocade and other technology leaders - scroll down to see the agenda and click on links to see speakers' biographies - who deliver concise, technical, educational and complementary talks.

Content is pre-approved by Angelbeat and past attendees to maximize learning; click [here to download presentation guidelines](#) that are followed by all speakers, which makes the program so worthwhile for IT Directors, Security Analysts, Enterprise Architects, Network & System Administrators, Data Center/Storage/Infrastructure Managers, CISO/CIO's, etc.

As one Walmart attendee states, "Of all the seminars I attend, your format is by far the best. Brief informative talks from vendors, followed by one-on-one time at their booth to find out more. I am out of the office for less than a day yet I have access to all the different solutions. This year I will follow up with two vendors." As another IT Director commented, "Thanks for hosting a very informative meeting with vendors that tied in well; it was an integrated picture of technologies that work together to create a complete infrastructure solution for the workplace."

Join your peers from Wells Fargo, Ross Stores, Kaiser Permanente, Dignity Health, PG&E, Franklin Templeton, GoPro, Bay Commercial Bank, Wilson Sonsini, Archer Norris, Acer, Macy's, Lumileds, Cepheid, Glu Mobile, Western Union, Fibrogen, Zinio, Idea Travel, InvestCloud, Wind River, Burr Pilger, Nikon Precision, Federal Reserve Bank, State of California, Marin County, City of Fremont, SFMTA, Cabrillo College, San Jose State University, College of Marin, Walnut Creek Schools and many more organizations who are confirmed attendees.

### When & Where



**The Westin San Francisco Airport**  
1 Old Bayshore Highway  
Millbrae, CA 94030

Monday, July 25, 2016 from 7:30 AM to 2:30 PM (PDT)

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### Organizer

#### Ron Gerber

Ronald J. Gerber is the CEO of Angelbeat, Founder of Gerber & Company, and serves on the Board of Directors and is a former President of the Harvard Business School Club of Greater New York. To get the latest updates via social media on Gerber and Angelbeat (common hashtag #angelbeat), click here for [Twitter](#), [LinkedIn](#), [Facebook](#), [Youtube](#), and [Instagram](#), plus read Gerber's widely-respected blog at [www.angelbeat.com](#).

**Angelbeat is the largest technology event company in North America, based on its 100+ city 2015 geographic coverage**, and has held over 1,000 seminars since its founding in 1999. These forums bring together tens of thousands of IT professionals with global technology leaders from Microsoft, Cisco, VMware, Citrix, Amazon, Google, HP, Dell, Juniper and many others. Content is updated annually and focus on the related areas of security/compliance, cloud/virtualization/sdn,

Every attendee receives meals including a full hot lunch (click [here to see the delicious menu](#)), complimentary self-parking and Wi-Fi, plus 4 CPE credit hours towards your CISSP or other certification. There are drawings for gift cards and other prizes at the end.



**7:30 - 8:40: Registration, Full Hot Breakfast, Exhibit Area Open, Peer Networking, Product Demonstrations**

**8:40 - 9:00: Understanding and Preventing DDoS Attacks with Arbor Networks**

Distributed Denial of Service (DDoS) attacks attempt to make an online service unavailable by overwhelming it with traffic from multiple sources. They target a wide variety of important resources, from consumer-facing financial and news websites, to internally-oriented employee intranet links, and present a major challenge in today's cloud-based world to making sure people can access important information and mission-critical applications.

Arbor Networks, the security division of NETSCOUT, helps secure the world's largest enterprise and service provider networks from these DDoS attacks and advanced threats. Its advanced threat solution delivers complete network visibility through a combination of packet capture and NetFlow technology, enabling the rapid detection and mitigation of attack campaigns, malware and malicious insiders. [Daniel Scarberry](#), one of their top consulting engineers working on Arbor's Advanced Threat Platform, will be the featured speaker.

**9:00 - 9:20: The Need for an Inline Security Fabric from Ixia**

What was once a firewall now also includes a next-gen firewall, web-application firewall (WAF), intrusion detection and prevention system, forensics tools and more. Security tools are purchased to protect your network, but what can be done, to protect these tools?

Vendors recommend that enterprises place security tools inline of the traffic flow to inspect live traffic. However, every network architect knows that daisy-chaining a series of tools one after the other creates a mess, if any of them should freeze, reboot and/or require maintenance. So serial inline deployment is dangerous; network traffic would stop in the event that any single tool fails.

According to a report from Dimension Data 1, 42% of network incidents are due to hardware failure. A resilient Inline security framework ensures tool failures do not become network failures. During this informative session, you will learn how a basic intelligent inline security architecture includes a high-speed bypass switch and a network packet broker. Rather than going directly to your security tools, the bypass switch acts as a failsafe mechanism between the security tools and the network traffic. Should a tool fail for any reason, the bypass switch is programmable to keep your network traffic flowing.

**9:20 - 9:40: The Enterprise Immune System - A New Approach to Cyber Defense with Darktrace**

Fast-evolving cyber-threats call for a change in the way we protect our most critical information assets, in a digital world more interconnected than ever. Understand from Darktrace how new self-learning technology, known as the "Enterprise Immune System," marks a fundamental transition in cyber defense, allowing organizations to gain indispensable visibility into their network, and detect emerging cyber-threats that bypass traditional security controls.

Thanks to fundamental advances in mathematics and unsupervised machine learning developed at the University of Cambridge, UK, Darktrace's technology is capable of learning what is normal and abnormal within an organization, detecting genuine behavioral anomalies, without using rules or signatures. More than 250 organizations across the world rely on its Enterprise Immune System to defend against novel cyber-threats, including insider threat, and protect themselves in today's changing threat landscape.

[Sadi Steffl](#), one of Darktrace's top cyber security experts, will cover the following subjects during this session:

- Learn why "immune system" technologies represent a fundamental innovation for cyber defense
- Discover how to apply machine learning and mathematics to detect advanced, internal threats
- Understand how to gain 100% network visibility to investigate emerging anomalies in real time
- Hear real-world examples of threats detected by the Enterprise Immune System

**9:40 - 10:05: Best Practice Guide for Wi-Fi, Exploring the World of "Connected Intelligence" with Ruckus Wireless, now part of Brocade, plus San Jose Convention Center Case Study**

storage/backup/infrastructure/data center, network/wireless/mobility/voip and big data/hadoop/Internet-of-Things. To complement their participation in live programs, IT vendors use Angelbeat's 350K contact database for webinar promotions, email blasts and online/social media campaigns.

Through these activities Ron Gerber has an unmatched level of knowledge, contacts and credibility among both technology vendors and their CTO/CIO customer base. Based on his industry reputation, he was selected to write six supplements on the mobility and security topics for the New York Times. Further details are available at [www.angelbeat.com](http://www.angelbeat.com).

Before starting Angelbeat, Ron Gerber founded and managed Gerber & Company ("GC"), a specialized event firm holding sponsor-funded training in non-IT fields. GC held seminars for government inspectors on new building codes that were supported by construction firms, for example.

Ron Gerber served as an M&A/restructuring consultant to \$4 billion Harris Corporation (NYSE:HRS), leading to a spin-off of its Authentec biometric fingerprint unit (purchased by Apple in 2012), Terion wireless two-way dispatch system for fleet management, and Intersil semiconductor operations specializing in Wi-Fi 802.11 chipsets. For \$2 billion Systemax (NYSE:SYX), Gerber negotiated and implemented their ISP partnership with MSN, auction alliance with Amazon and on-line financial services tie with USABancShares.com.

From 1992 to 1996, Mr. Gerber worked for Honeywell, holding senior management positions including Vice President of Marketing, Vendor Relationships and Purchasing for its \$1.2 billion ADI distribution subsidiary and Vice President, Business Development for its Ademco security manufacturing subsidiary. He launched their website, coordinated biometric initiatives such as incorporating voice recognition technology in alarm equipment, expanded sales of wireless alarm systems using low-cost, high-reliability and low-data-content transceivers, created new marketing programs for its Alarmnet wireless/cellular alarm monitoring network, developed an OEM spread spectrum product for high-reliability, low cost and low data content applications, advised its Cylink affiliate on new markets for its encryption technology and divestiture of its high data content wireless transmission business unit and structured an innovative home networking joint venture with Microsoft, Comcast and PG&E.

From 1988 to 1992, Mr. Gerber worked for the AVX Kyocera Corporation (NYSE:AVX). Gerber was in charge of and led a successful turnaround of its \$400M Surface Mount Manufacturing Division, reversing a (10%) loss to 9% profitability in just two years while growing sales by 30%. Key customers included the world's leading telecommunication firms such as Lucent, Nortel, IBM, Motorola, etc. Many of its products were used for military and NASA/satellite applications. He has also worked for Accenture.

Mr. Gerber received a B.S. in Engineering from Princeton University, *summa cum laude*, and an M.B.A. from Harvard Business School. He currently serves as Director of the Harvard Business School Club of New York and previously served as President of both the Harvard Business School Club of New York and the Harvard

By the end of 2013 there were more mobile devices than people on earth, and by 2020 it is predicted that 24 Billion devices will be connected to the internet. This massive influx of devices has introduced a new era in the world of Wi-Fi and IT professionals are facing challenges of capacity, flexibility, security, privacy, and visibility as they evaluate complex combinations of WLAN standards, management, and new technology like MU-MIMO.

Most tablets and smartphones share a common feature - they can only connect to the Internet via wireless, which greatly increases the importance of a comprehensive Wi-Fi infrastructure and strategy. With unlicensed wireless device growth measured in the billions of units, combined with a growing role for machine-to-machine mobile communications (the "Internet of Things"), and more wireless-based mission-critical applications, it is essential that IT professionals are able to optimize the user mobile experience. Other subjects covered by Ruckus Wireless, now part of Brocade, include distributed control architectures, role based access control, seamless wired/wireless network management, and why different vendor's access points, even if they all operate under the same 802.11 standard, nonetheless may have vastly different performance.

This session concludes with an end user case study featuring [Vijay Sammeta](#), former CIO for the City of San Jose and now CEO of Civic Foundry, describing how the San Jose Convention Center has integrated its wired and wireless infrastructure, to support an increasingly mobile workforce, plus provide the ultimate in BYOD experience to the thousands of individuals who attend events there on a weekly basis.

**10:05 - 10:25 Hyperconvergence Data Center/Infrastructure Architecture with [Simplivity](#)**  
Hyperconvergence is a computing infrastructure for virtual workloads. Specifically, it's one that seamlessly combines all of the IT components and services below the hypervisor into an x86 building block. Hyperconvergence means there are no silos of independent IT components. There's no need to manage discrete devices or have specialized training in component-level technology, such as storage area networks (SANs). Hyperconvergence greatly simplifies IT infrastructure, which makes operations more efficient. It improves the speed and agility of deploying resources for virtual workloads. And, importantly, hyperconvergence significantly reduces costs.

SimpliVity's presentation will discuss how organizations of all sizes can implement hyperconvergence within their IT infrastructure. Its offerings eliminate the complexity and cost of deploying and running virtualized workloads, delivering significant cost savings while reducing time to deploy workloads to minutes, not months.

#### Coffee/Snack Break, Exhibit Area Open, Peer Networking, Product Demonstrations

**11:05 - 11:25: Flash Primary Storage in the Next Generation Data Center with [NetApp](#)**  
Gartner projected that IT faces an average annual growth rate (AAGR) of 10% in server workloads; 20% in power demands; 35% in network bandwidth; and an astonishing 50% AAGR in storage.

To meet and exceed these requirements, [Nathan Walker](#) from NetApp Solidfire will discuss how to build the next generation data center architecture based on flash storage technology, satisfying these five criteria:

- **Scale-Out:** Seamlessly and granularly add storage capacity based on business needs
- **Guaranteed Performance:** Optimize IT Infrastructure by managing performance independent of capacity, for complete control of utilization performance.
- **Automated Management:** Automatically respond to rapidly changing business needs
- **Data Assurance:** Protect your most critically important information
- **Maximum Efficiency:** Maximize TCO with always-on deduplication, compression, and thin provisioning to drive down storage, power and space costs

#### 11:25 - 11:45: Hybrid IT Monitoring Imperatives with [Viavi Solutions](#)

To create a unified monitoring platform for a Hybrid IT environment, organizations need seamless visibility and monitoring of its infrastructure, from the traditional data center, then extending out to the private and public clouds. Holistic monitoring of IT and cloud resources, understanding resource relationships, and having analytical intelligence are critical to the availability and health of IT operations.

[Gus Stein](#) from Viavi will address some of the specific questions below, enabling you to monitor and manage the performance of a complex and distributed infrastructure:

- How does your monitoring solution address your Cloud strategy, plus Legacy infrastructure monitoring?
- Are you paying for numerous modules that only add to the cost and complexity of your solution?
- Does your current monitoring solution deliver true Multi Tenancy views, for multiple teams and/or end users?
- How well does it integrate with 3rd party applications like ServiceNow or New Relic?

Viavi Solutions was created from the combination of JDSU's network and service enablement (NSE) and Optical Security and Performance Products (OSP) units, plus the Network Instruments acquisition in 2014. Through an interoperable portfolio of cloud-enabled instruments and systems, software automation and services, Viavi delivers end-to-end visibility, intelligence and insight, for management of network, applications and services with greater precision.

#### 11:45 - 12:15: [Microsoft Cloud Strategy and Offerings](#)

[Jennelle Crothers](#), a Principal Technical Architect from Microsoft, will discuss its comprehensive cloud strategy/offerings, focusing on the [Azure Cloud Platform](#):

Azure is Microsoft's open and flexible cloud platform. Any developer or IT professional can be

Business School Club of Dallas.

Ron Gerber can be reached at [rgerber@angelbeat.com](mailto:rgerber@angelbeat.com) or 516-277-2057. He is married to Andrea and they have four children, Lamarcus, Harry, Amanda and Sydney, plus their dog Scout, an Australian Shepherd. The Gerber's reside in Long Island, New York.

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productive with Azure. Its integrated tools, pre-built templates and managed services make it easier to build and manage enterprise, mobile, Web and Internet of Things (IoT) applications faster, across a global network of Microsoft-managed datacenters, using skills you already have and technologies you already know. Here are its top features:

- **Private/Public/Hybrid Cloud Architecture Support:** Some cloud providers make you choose between your datacenter and the cloud. Not Azure, which easily integrates with your existing IT environment through the largest network of secure private connections, hybrid database and storage solutions, and data residency and encryption features - your assets can stay right where you need them. You can even run Azure in your own datacenter with Azure Stack. Azure hybrid cloud solutions give you the best of both worlds: more IT options, less complexity and cost.
- **Open, Flexible, Reliable and Proven:** Azure supports the broadest selection of operating systems, programming languages, frameworks, tools, databases and devices. Run Linux containers with Docker integration; build apps with JavaScript, Python, .NET, PHP, Java and Node.js; build back-ends for iOS, Android and Windows devices. Azure supports the same technologies millions of developers and IT professionals already rely on and trust, from small dev-test projects to global product launches. More than 57 percent of Fortune 500 companies use Azure, which offers enterprise grade SLAs on services, 24/7 tech support, and round-the-clock service health monitoring.
- **Scalability/Pay-As-You-Go/Grow:** Azure's pay-as-you-go services can quickly scale up or down to match demand, so you only pay for what you use. Per-minute billing and a commitment to match competitor prices for popular infrastructure services like compute, storage and bandwidth mean you're always getting unbeatable price for performance.
- **Security/Compliance/Data Protection:** Microsoft recognizes that some organizations are still wary of the cloud. That's why Microsoft has made an industry-leading commitment to the protection and privacy of your data. Microsoft was the first cloud provider recognized by the European Union's data protection authorities for its commitment to rigorous EU privacy laws, plus the first to adopt the new international cloud privacy standard, ISO 27018. There is Azure Government, a stand-alone version of Azure designed to meet the rigorous compliance requirements of U.S. government agencies.
- **Run your apps anywhere:** Azure runs on a worldwide network of Microsoft-managed datacenters across 22 regions—more countries and regions than Amazon Web Services and Google Cloud combined. This fast-growing global footprint gives you lots of options for running applications and ensuring great customer performance. Azure is also the first multinational cloud provider in mainland China.
- **Big Data/Analytics Support:** Azure's predictive analytics services, including machine learning, cortana analytics and stream analytics, are redefining business intelligence. Make smarter decisions, improve customer service and uncover new business possibilities from your structured, unstructured and streaming Internet of Things data.

#### 12:15 - 12:45: VMware's Networking and Security Platform

VMware NSX is the Network Virtualization and Security Platform for the Software-Defined Data Center (SDDC). By bringing the operational model of a virtual machine to your data center network, you can transform the economics of network and security operations. NSX lets you treat your physical network as a pool of transport capacity, with network and security services attached to VMs with a policy-driven approach.

[Gabriel Maciel](#), one of VMware's top Cloud/Networking & Security experts, will share practical recommendations on the road to a completely Software Defined Enterprise (SDE), plus discuss these main components/features/benefits of NSX:

#### Agility and Streamlined Operations:

How you can deploy NSX non-disruptively on top of your existing physical infrastructure. Just as with server virtualization, NSX network virtualization lets you treat your physical network as a pool of transport capacity, with network and security services attached to workloads using a policy-driven approach.

- Reduce the time to provision multi-tier networking and security services from weeks to minutes by creating virtual networks. Each network is customizable for its supported workloads and isolated from all other virtual networks.
- Leverage a new operational approach to networking as you programmatically create, provision, snapshot, delete and restore complex software-based networks.
- Develop, test and deploy new applications faster by aligning network and security provisioning with compute and storage provisioning.

#### Security and Micro-segmentation:

NSX brings an SDDC approach to network security. Its network virtualization capabilities enable the three key functions of micro-segmentation: isolation (no communication across unrelated networks); segmentation (controlled communication within a network); and security with advanced services (tight integration with leading third-party security solutions). Key benefits with micro-segmentation:

- Network security inside the data center: Fine-grained policies enable firewall controls and advanced security down to the level of the virtual NIC.
- Automated security for speed and agility in the data center: Security policies are automatically applied when a virtual machine spins up, are moved when a virtual machine is migrated and are removed when a virtual machine is deprovisioned—eliminating the problem of stale firewall rules.
- Integration with the industry's leading security products: NSX provides a platform for technology partners to bring their solutions to the SDDC. With NSX security tags, these solutions can adapt to constantly changing conditions in the data center for enhanced security.

#### Platform for Advanced Networking and Security Services:

Change in traditional networks can be slow and error-prone, making them poorly suited to the fluctuating demands of the data center. By contrast, you can configure virtual networks with NSX dynamically and automatically, adding new services—whether they are virtual or physical—as needed. NSX is the networking foundation for the SDDC, giving you the tools to:

- Integrate advanced functionality from leading vendors: The industry's best providers of



software and hardware for networking and security have integrated with NSX, making it possible to meet the demands of the most sophisticated data centers.

- Automate the delivery of network services: NSX allows cloud management platforms to automate the delivery of network services, eliminating the need to manually reconfigure physical network devices. You can then build advanced workflows to automate provisioning of networking and security, including switching, routing, firewalling, and load balancing.
- Bridge the physical and virtual parts of the data center: NSX enables you to connect your virtual networks to physical workloads and legacy VLANs. Products from VMware's technology partners extend this capability to physical switches as well.

#### **Full Hot Lunch ([click here to see the delicious menu](#)), Exhibit Area Open, Peer Networking, Product Demonstrations**

##### **1:30 - 2:00: [Google Cloud Platform](#)**

The Google Cloud Platform enables organizations of all sizes to build, test and deploy applications on Google's highly-scalable and reliable infrastructure, choosing from computing, storage and/or application services for your web, mobile and/or backend solutions. [Brian Dorsey](#), one of Google's top enterprise strategist, will discuss how and why to use this innovative platform, covering the following items:

**Run on Google's infrastructure:** Build on the same infrastructure that allows Google to return billions of search results in milliseconds, serve 6 billion hours of YouTube video per month and provide storage for 425 million Gmail users.

**Mix and match services:** Virtual machines. Blob storage. Block storage. NoSQL datastore. MySQL database. Big Data analytics. Google Cloud Platform has all the services your application architecture needs.

**Performance you can count on:** Every millisecond of latency matters. Google's compute infrastructure gives you consistent CPU, memory and disk performance; its network and edge cache serve responses rapidly to your users across the world.

**Focus on your product:** Rapidly develop, deploy and iterate your applications without worrying about system administration. Google manages your application, database and storage servers so you don't have to.

**Scale to millions of users:** Applications hosted on Cloud Platform can automatically scale up to handle the most demanding Internet-scale workloads and scale down when traffic subsides. You pay only for what you use.

**Get the support you need:** With our worldwide community of users, partner ecosystem and premium support packages, Google provides a full range of resources to help you get started and grow.

##### **2:00 - 2:20 Flash Storage with [Reduxio](#)**

Reduxio enterprise hybrid storage array gives customers of all sizes the freedom to do with their data what they need to do, when they need to, safely, reliably and with blinding speed. Its systems deliver all-flash performance at the cost of disk-based systems, providing the first-ever built-in data protection that allows to-the-second recovery without upfront administration.

#### **End of Event, Raffle Prize Drawings for gift cards and other great items!**

#### **FAQs**

##### **What are Angelbeat's privacy and optin/optout policies**

Each attendee acknowledges/understands that financial support from Angelbeat sponsors allows him/her to attend this event at no cost, and that the sponsors will be given your contact information 2 days after the event for follow-up email and telephone communications. All sponsors are required to provide you with an opt-out option, allowing you to be removed from their database.

However each attendee can opt-out of sponsor follow-up by informing Angelbeat staff at the event, or by emailing Angelbeat immediately after the event, but before Angelbeat releases the attendee list to the event sponsors.

If you have any questions regarding Angelbeat's privacy policies and how your contact information is used, please contact CEO Ron Gerber directly at 516-277-2057 or at [rgerber@angelbeat.com](mailto:rgerber@angelbeat.com).

##### **Who is eligible to receive a free pass**

There is no charge to attend for an end user IT professional who works in the telecom/IT/networking/security/data center/desktop/purchasing departments of corporations (private and publicly-held, large and small), universities, school districts, government agencies, hospitals, manufacturers, retailers, banks, financial services firms, insurers, real estate/construction/property management, insurance/brokerage agencies, pharmaceutical companies, law/accounting/consulting firms, trucking/transportation/logistic firms, etc. and use, support, purchase and/or are involved in or influence the purchase of products and services offered by our sponsors. If you are a government employee and have limitations/restrictions on your ability to attend free events, then please contact the Angelbeat team by clicking below. For instance, some individuals simply reimburse Angelbeat for the cost of the meals, to avoid any perception of conflict-of-interest.

All free attendees must be pre-approved in advance by Angelbeat and Angelbeat reserves the right to accept or reject a free pass request at its sole discretion. As a general policy Angelbeat does not offer free passes to individuals at companies that are looking to sell their products/services to the end user personnel described above who attend our events at no charge. If you fall in this category and would still like to attend then the fee is \$300/person. To sign up [please click here, complete the pdf document](#) that appears and fax it back to Angelbeat at 703-783-8015. If you are a non-sponsoring vendor/integrator/consultant and would like to attend but avoid paying this \$300 fee, then you must be accompanied by one of your clients who has not previously registered, and is a CIO, CISO or IT Director that meets

the end user criteria above. Full-time reporters from major newspapers, websites, television and radio stations can attend as our guest, but again must be approved in advance.

If you do not meet the above criteria and still try to register, then you will receive an automatic reply/confirmation from Eventbrite. However you will shortly receive another email from Angelbeat, rejecting and cancelling your registration.

**What are my transport/parking options getting to the event**

Detailed driving directions will be sent out to all attendees one week before the event. There is complimentary self parking.

**What is the dress code**

Suggested dress is business casual.

**What if you have special dietary needs/restrictions**

If you have special dietary needs/restrictions, then please email Angelbeat below. We will do our best to accommodate any and all requests.

Have questions about San Francisco July 25? [Contact Ron Gerber](#)

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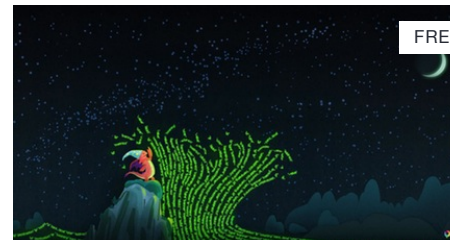


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