

IT Management Summit on Optimizing Application Delivery for the Enterprise

Wednesday, November 19, 2008
The InterContinental Hotel- Buckhead
Atlanta, Georgia

- 8:00am - 8:45am **Registration and Networking Breakfast**
- 8:45am - 9:00am **Introduction and Overview**
Ron Milton, Executive Vice President, Computerworld
- 9:00am - 9:45am **IT Transformation in the Age of the Borderless Enterprise**
Michael Hugos, Computerworld Columnist, CIO at Large, Center for Systems Innovation
- 9:45am - 10:15am **“Cloudy” Days Ahead? What you need to know...**
Neil Cohen, Director, Product Marketing, Akamai Technologies
- 10:15am - 10:30am **Refreshment and Networking Break**
- 10:30am - 11:00am **IT End User Case Study**
Rick MacConnell, Director of Engineering, Manheim Corporation
- 11:00am – Noon **Moderated Panel Discussion of Presenters**
Moderator: Ron Milton, Executive Vice President, Computerworld
- Michael Hugos, Computerworld Columnist, CIO at Large, Center for Systems Innovation
- Rick MacConnell, Director of Engineering, Manheim Corporation
- Neil Cohen, Director, Product Marketing, Akamai Technologies
- Noon **Program Concludes**
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Show of Hands...

How many feel they have achieved as much as possible in improving the performance, scalability, availability and security of critical application delivery?

Issues affecting application delivery?

“Need for consolidation in the infrastructure”

“Reducing application latency in the enterprise”

“Cloud reliability regarding Web-based optimization”

“IT Provisioning to meet dynamically changing needs”

“Business demands an agile service-oriented IT delivery”

Sound familiar?

Issues surrounding application optimization...

- We are more reliant every day for business on the internet
- The internet's reliability won't scale to meet availability needs
- Application acceleration tools must be dependable
- You need a good partner with a solid infrastructure solution

This Morning's Objectives

- Explore the depths of optimizing application delivery
 - How IT executives are leveraging the internet for effective application delivery
 - Understand what tools are available to improve data center scalability, security and global reach

This Morning's Objectives

- Listen to industry experts and case studies from companies that have experience in these areas
 - Understand the lessons learned
 - Experience what changes they have made to optimize architecture for better application performance

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