

AGENDA

TIME	ACTIVITY	
09:30 - 10:00	Registration & refreshments	
10:00 - 10:10	Welcome & Introduction	
10:10 - 10:55	Driving Business Transformation from the Data Center to the Cloud Joe Baguley, VP, Chief Technology Officer – EMEA You might not know it yet, but your network is holding you back. Unconnected clouds and silos prevent your enterprise from securing and mining value from its most valuable asset: data. Data helps create better customer experiences. Better customer experiences create successful companies. And the network enables that success by connecting and securing it all. Fixing your network doesn't mean upgrading your box. It means thinking outside of boxes. The network of the future is software-defined with the intelligence to secure data in real time and the pervasive connectivity to unify your hyper-distributed digital world. VMware helps bring your business into the digital era by creating connections from your data center to the edge, providing a secure, consistent foundation that drives business forward, rather than holding it back.	
10:55 - 11:25	Customer Panel with those who are leading the way with Cloud Transformation	
11:25 - 11:55	Partner Cloud Panel	
11:55 - 12:00	Q&A & closing thoughts	
12:00 - 13:00	Lunch	
Breakout Sessions		
	Modernise your Data Centre Track	Integrate Public Clouds Track
13:00 - 13:45	Modernise your Data Center to reduce Complexity Speaker: Rory Choudhuri, EMEA Solutions Product Marketing Director Run Modern Apps. Run Traditional Apps. Use Cloud. Use Your Existing Resources. Use SaaS apps. Increase Security. Increase Access. Support More Devices. Increase Availability. Reduce Cost. If you're being charged by your organisation to deliver on all of this and more, you're certainly not alone. We'll talk through how a Modernized Data Center can help reduce complexity while addressing your IT and Business goals.	Integrate Public Clouds Introduction
13:45 - 14:30	Organising in a VUCA world Speaker: Neil Mitchell, Operations Architect, VMware & Craig Savage, Operations Architect, VMware Volatile, uncertain, chaotic and ambiguous - doesn't that just describe everything to do with our rapid pace of change in technology? Join us to find out how we've helped our clients create certainty and accelerate towards success.	VMware Cloud on AWS Speaker: Katherine Lightner - Cloud Services Sales Specialist Customers across industries are accelerating adoption of both AWS Cloud and VMware infrastructure. Many of them want the ability to integrate their on-premises data center environments with AWS using their existing tools and skill sets within a common operating environment based on familiar VMware software. VMware Cloud on AWS delivers on this promise by providing a unified infrastructure framework that bridges the gap between private and public clouds. VMware Cloud on AWS delivers a seamlessly integrated hybrid cloud that extend on-premises vSphere environments to a VMware SDDC running on Amazon EC2 elastic, bare-metal infrastructure and is fully integrated as part f the AWS Cloud. VMware Cloud on AWS enables enterprise IT and operations teams to continue to add value to their business in the AWS Cloud, while maximising their VMware investments.
14:30 - 15:00	Q&A with Intel	Accelerate your multi-cloud strategy with a VMware cloud service provider Speaker: Martin Hosken, Principal Architect, World Wide Cloud & Practice & Office of the CTO, Global Field, VMware As customers look to leverage the cloud to drive innovation, reduce costs, improve agility or scale their business; never before have they had so many choices to make when assessing the most appropriate place to host their applications. During this session we will explore how partnering with a cloud service provider can help accelerate your business towards a hybrid, multi-cloud enterprise and ultimately help you get the most out of the available cloud services on the market today whilst protecting your existing investments.
15:30 - 15:30	External speaker - to be announced	
15:30 - 15:35	Closing and wrap up	