

DellWorld^{'15}

 Oct. 20–22, 2015

 Austin, Texas

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DellWorld^{'15}

Collaborate, Learn, and Engage with Dell thought leaders and buzz-worthy industry professionals passionate about accelerating innovation in business and IT.

The event of the year for VPs of IT and IT Directors, as well as other technology and business professionals focused on the future of their enterprise. If you're a long-term thinker, this is the tech event for you.

Come share ideas, discuss and innovate with top visionaries around Security, Cloud, Big Data, Mobility and the Internet of Things to tap their fresh insights and prepare your for what's next!

And, of course we'll feature our better future technology.

Don't miss:

- Future-focused industry-leading keynotes
- The immersive Solutions Showcase expo
- Sneak peeks at the smartest new technology from Dell and partners
- Hands-on interactive training
- Connecting with Dell experts

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Agenda

Tuesday, Oct. 20

6:00 p.m.	Dell World Opening reception and concert
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Wednesday, Oct. 21

8:00 a.m.	Breakfast	
9:00 a.m.	Opening General Session	
10:30 a.m. – 1:00 p.m.	Explore the Solutions Showcase the Dell World hub and partner showcases, Dell future-focused solutions, customer stories and live content. Network and get the Austin experience in the Eat & Meet.	Solutions Showcase Open
1:00 p.m.	Breakout 1	
2:00 p.m.	Break	
2:30 p.m.	Breakout 2	
3:30 p.m.	Break	
4:00 p.m.	Breakout 3	
5:00 p.m.	Adjourn	
6:00 p.m.	Partner Activities	

Thursday, Oct. 22

7:00 a.m.	Breakfast	
8:00 a.m.	Breakout 4	Solutions Showcase Open
9:00 a.m.	Break	
9:30 a.m.	Breakout 5	
10:30 a.m.	Break	
11:00 a.m.	Closing General Session	
12:00 p.m.	Lunch	

Breakout Sessions

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Breakout Sessions

Data Center Solutions

MT1

Accelerating business through next generation storage

Simplicity, flexibility and cost-savings are but a few of the virtues driving the rapid growth of software-defined storage (SDS) offerings. Hear how Dell's broad x86 server portfolio enables us to deliver the most extensive range of SDS offerings in the industry—from hyper-converged appliances to software-only options to open-source solutions—helping organizations of all sizes find a storage solution that best meets their needs and objectives.

MT2

The software based data center. Is it for you?

As more and more IT organizations experience the benefits of server virtualization, expanding to a broader implementation that encompasses networking and storage seems like the next logical step. But is it for you? In this session, discover the benefits of tomorrow's software-based data centers and learn how they can help maximize the delivery of IT services.

MT3

The evolving data center network: Open and software-defined

Can the network be managed as easily and cost-effectively as a server or PC? We think so. That is why Dell is working to make this possible through our Open Networking initiative. In this session, learn how Dell can help you move to a software-defined network and make your data center more agile and efficient. We will discuss new open networking platforms ranging from 1GbE to 100GbE with next-generation, multi-rate architectures and a choice of operating systems. We will also explore how these new network solutions from Dell help enable private/hybrid cloud, Hadoop, convergence, and VDI implementations.

MT4

Tailoring converged solutions to fit your business needs, not the other way around

Data center modernization, simplified management and cost reduction has led to an industry shift towards converged infrastructure. Yet, most converged infrastructure solutions are sold as 'one-size-fits-all' and typically don't align well to your business objectives. At Dell, we don't believe that you should have to change the way you run your business to fit your technology solution. In this session, you will learn about our broad and innovative portfolio of converged platforms and unified management tools that allow you to tailor fit your infrastructure to meet your unique requirements—and achieve the benefits of convergence on your terms.

MT5

Optimizing workload deployments to accelerate business outcomes

When it comes to deploying new applications and optimizing workloads, Dell brings in the collective best practices of a wide variety of customer sets and technology partners to help simplify the decisions IT leaders make every day. In this session, you will learn about Dell Blueprints, a streamlined approach that helps customers navigate the technology and deployment choices for key workloads—including cloud/virtualization, data analytics, data processing, high-performance computing and other business applications—to optimize performance and accelerate business outcomes.

Breakout Sessions

Data Center Solutions

MT6

Manage easier, deliver faster, innovate more - 10 things you didn't know Dell Systems Management can do for you

The Dell OpenManage software portfolio is a powerful set of systems management tools that help you maximize your investment in Dell enterprise systems. Come learn how some of the largest and most innovative companies use the Dell OpenManage management suite to streamline data center monitoring and server management—increasing overall system reliability and reducing the total cost of ownership.

MT7

Grow revenue with Dell Enterprise Solutions *(Channel Partners only)*

Meeting your customer's near-term technology needs while preparing them for future growth can present a significant challenge. Assessing product interoperability, costs, and partner programs from multiple vendors can unnecessarily extend the sales cycle and erode your profit margin. In this session, you'll learn more about our end-to-end enterprise portfolio of products, along with clear interline positioning, to help you deliver a complete solution tailored to meet your customer's needs—now and in the future. By combining Dell server, storage and networking products together with your services, we can help you streamline engagements and maximize profits.

MT8

Running SQL 2005? It's time to migrate to SQL 2014!

With the impending end-of-life of SQL 2005, many organizations are quickly trying to determine the best path forward. Dell and Microsoft together can help ease the transition and enable you to fully realize all the new benefits of SQL 2014, including better performance and scale, higher availability, enhanced security, and greater insights. Join us for an informative discussion on SQL 2014 so you can better prepare for the future before it's too late.

MT9

Build the network of the future on your terms today

Is your enterprise network capable of handling the demand of today's mobile enterprise? The network you put in place yesterday may be struggling to support applications like unified communications and video while maintaining high standards for security compliance. Learn how Dell is designing the campus network of the future and how you can take advantage of this next generation architecture with improved management and performance. We will discuss how you can make the transition to the network of the future—on your terms and at the pace you choose—with minimal disruption.

Breakout Sessions

Data Center Solutions

MT10

Dell High-Performance Computing solutions: Enable innovations, outperform expectations

Businesses and organizations depend on high-performance computing (HPC) solutions to help engineers, data analysts, researchers, developers and designers more effectively drive innovation and increase overall performance and competitiveness. Learn how Dell's latest powerful and comprehensive HPC solutions for healthcare and life sciences, manufacturing and engineering, energy, finance, research and big-data analytics can provide your team with new ways to get more done—faster and better than ever before.

MT12

Inventing the data center of tomorrow today

How much of our life is virtual—no cash, no credit cards, rarely going to a bank or library. Virtual medicine is a reality...virtual learning, a reality. Even virtual reality is a reality. How does that reframe our vision of the datacenter? This session is a forecast of major shifts in the economics of IT, parts-supply-chain management, systems readiness, the use of vigilant sensors and analytical prediction, and the design and lifecycle of uber-relevant IT tools and services. Our guest speaker, Michael Rogers has served as technology futurist of renown for the New York Times and MSNBC, is a regular guest on radio and television, and is a best-selling novelist.

MT13

When data center deployment really is rocket science...or close

They haunt you: those systems just sitting in boxes and providing no return on your company's investment are calling your name in the night. But your team hasn't time to deploy them. Maybe you're hesitant because the technology is so new or complex. Are you ready to implement new technology with confidence and see faster returns on IT investments? In this session, our deployment "scientists" will introduce a new, simpler way to utilize deployment services. Our experts will describe and demonstrate the latest tools for configuration, validation, infrastructure surveys, and data migration. In fact, let's call it rocket-deployment-science 101.

MT14

Keeping an ever-growing customer base evergreen with services *(Channel Partners only)*

It's bound to happen. You've worked hard. You have strong relationships with your customers, but as their business grows—especially across time zones, even continents—they start taxing your resources. Remain calm. That's exactly why you've partnered with Dell and count on our IT Lifecycle Services. In this session, you'll learn that through Dell, you and your customers have decades of deployment and support experience at your fingertips. There might even be some new capabilities up our sleeves—you'll just have to attend to find out! Bottom line: Dell's IT Lifecycle Services help ever-growing stay ever-green. Come and see how.

Breakout Sessions

Data Center Solutions

MT15

How to align your Active Directory infrastructure to your evolving business

Many IT organizations that deployed Microsoft Active Directory in the early 2000s to simply manage network resources have ended up with an infrastructure that has become, in effect, the authoritative source for users in the environment. For organizations that predominantly use Microsoft technology, every IT administrative task or security measure now depends upon Active Directory. But new technology trends, such as cloud and BYOD, require a leaner architecture to implement other Microsoft applications, such as Azure, Office 365, Skype for Business, SharePoint and more. In this session we will discuss how to modernize your outdated Active Directory architecture and make your infrastructure more agile, secure and ready to meet the challenges of the modern enterprise.

MT16

Dell IT best-practice sharing: How to accelerate IT velocity through agile, test automation and build/release automation

Organizations—and entire industries—risk becoming irrelevant unless they are able to react quickly to changing market dynamics. As a result, complex IT organizations are under pressure to deliver new services and tools with greater speed and scale, but without sacrificing quality. To meet the challenge, Dell IT is focused on two areas: the rapid adoption of Agile methodology and automation. In this session, we will discuss what it takes to transition a 6000+ organization to Agile in twelve months, highlighting the roadblocks and return on investment, and the efficiency gains of automation in the test phase and through build and release.

MT58

Give your organization better, faster insights & answers with high performance computing

From modeling and simulating new products to analyzing 'Big Data' for insights into customer behaviors, achieving better results faster can be crucial for competitive advantages and success. High performance computing (HPC), long used for academic/government research, has gone mainstream, and is now used by companies and organizations in all fields—from finance to pharmaceuticals, from marketing to manufacturing, from e-commerce to engineering, from healthcare to homeland defense. Dell is a leader in HPC and can help you get better, faster insights and answers, no matter what your organization desires to achieve.

GSP2

Gold partner Samsung SSI: NVMe PCIe and TLC V-NAND: It's about Time

With an explosion in data and the relentless growth in demand for information, identifying a much more efficient means of storage has become extremely important. In this session, we will cover the key drivers behind the need for faster and more efficient storage. NVMe, a standardized protocol for PCIe-based storage, is giving users the huge leap in bandwidth required for demanding applications. Samsung, who makes the fastest NVMe SSDs on the market, will cover the benefits enabled by such technology, in areas such as fraud prevention and surgical procedures. The technology behind flash drives – NAND memory – will be spotlighted in this presentation. Memory manufacturers have improved NAND's value by migrating from single-level-cell to multi-level-cell designs, but the most significant evolution will be a marriage of triple-level-cell and V-NAND flash manufacturing technologies. Samsung will also provide an overview of the prospects for TLC V-NAND with mobile device manufacturers, while examining the strong potential for a much wider TLC V-NAND market in data centers.

Breakout Sessions

Client and Mobility Solutions

MT20

Experience the VDI Evolution: Faster, easier deployment of VDI

Virtual desktop infrastructure (VDI) solutions offer clear security, manageability, and cost benefits, but planning, sizing, deployment and management can be challenging. Once in production, knowing when to add server horsepower or additional storage as your organization scales is often a mystery. In this session, you'll learn how to take the guesswork out of VDI and discover how Dell simplifies it with the Dell Engineered Solutions for VMware EVO:RAIL Horizon Edition and Wyse endpoints.

MT21

Empowering the evolving workforce with virtual workspaces: Transforming for success

The traditional approach of measuring the value of a technology solution for end users has changed. Moving beyond merely defining transaction costs and economies of scale, today's focus is on deriving business value from an evolving workforce that is increasingly mobile. In this session, we'll share how our innovative vision of flexible, virtual workspaces can empower your mobile workforce while enhancing security and increasing productivity. Join your peers as we discuss mobile technology solutions and, in particular, look at both cultural and operational transformation as critical success factors in driving overall workforce effectiveness.

MT22

Designing around customer needs: Client solutions

Dell's heritage is founded on the principle of listening to customers, staying current with what they want to achieve and understanding the challenges they face, and applying these insights to create innovative technology solutions that enable people and organizations to capitalize on opportunities and succeed. Now, more than ever, Dell is focused on pushing the envelope on innovation to design products and services that increase workforce productivity and performance. Join us to hear how Dell is continuing to invest and design around customer needs to further drive innovation for the workforce today and tomorrow.

MT23

Innovating to enhance the customer experience: Client solutions

Since going private, Dell is more focused than ever on our customers' objectives and challenges, and more responsive in driving innovation throughout the technology lifecycle to optimize the ownership experience. Using customer feedback to enhance their journey—how they choose, buy and own our products and solutions—is an important part of how we innovate at Dell. Join us in this session to learn how we are redefining what organizations can expect from their technology partner, including how we simplify product selection and purchase, and use cognitive psychology observations to enhance the ownership experience through intuitive product design and the industry's first proactive and predictive support services.

Breakout Sessions

Client and Mobility Solutions

MT24

Windows 10, Mobility, and the Cloud: A new paradigm

Windows 10 is more than just an upgrade, it is a shift in the way in which Microsoft will release new operating systems. With Windows 10, organizations can update systems management capabilities, enhance their mobility programs, embrace a wide-range of consumer devices, and adopt future enhancements without the churn of continuous operating system build and release cycles. In this session, we will discuss how to plan your migration to Windows 10, transition to cloud data and systems management, and move to the Universal App platform.

MT25

Mobilizing people and data for a future-ready workforce

Today's workforce is evolving – work is an activity, not a location, and people want ultimate choice in the tools they use. While many technology providers claim to have “the” answer to mobility, in reality they're only equipped to address a narrow set of challenges, leaving the customer to patch together a solution. In this session, learn how Dell uses recent research to buck this one-size-fits-all approach with strategies centered on mobilizing two things: people and data. We'll share how Dell integrates solutions across our end-to-end portfolio to give people the best tools for the job, while mobilizing data in a secure, managed and reliable way.

MT26

Anticipating hypermobility and its promise

How much of our technical life is already mobile: games, maps, news, research, music, social, health monitoring, shopping, entertainment, and work and personal interactions with anyone anywhere anytime. And what of the data center engines that drive all this capability? Embracing the mobile-first mindset is no longer a choice, even for the most traditional brick-and-mortar. In this session we will introduce you to new paradigms and processes in harnessing the promise of hypermobility. And in doing so, our “going mobile” gurus will guide your organization to mobility nirvana—getting you there as efficiently and effectively as possible.

MT28

Innovations that simplify desktop virtualization

Virtual desktop infrastructure (VDI) is an alternative desktop deployment model that offers increased flexibility and simplified management. In this session, you will learn how to sharply decrease the time required to plan, deploy and operate VDI in small to mid-size environments. The discussion will focus on Dell appliances for both Citrix and vWorkspace—part of a comprehensive portfolio of end-to-end VDI solutions—optimized to quickly and cost-effectively satisfy a variety of specific use cases and user requirements.

MT29

Deploying Unified Communications with Lync on the easiest, most secure platform

Virtual desktop infrastructure (VDI) offers a simple and secure way to deploy unified communications with Lync. In this session you will learn about the new Dell appliance, operating system and thin clients that set a new standard for easy implementation of Citrix XenDesktop with ultra-secure connectivity to Microsoft Lync. Experience live displays of these innovative technologies and discover how customers have realized the benefits of unified communications more easily and securely with Dell.

Breakout Sessions

Client and Mobility Solutions

MT30

Innovations in desktop virtualization: Expanding to workstation use cases

Mobility and user collaboration are key enablers of productivity for organizations today. Physical workstations while powerful limit the ability of users to work anytime, anywhere and collaborate on a common data set. In this session, learn how Dell enables organizations to virtualize their workstation environment without compromising on a rich user experience or dealing with increased complexity. We'll share how the Precision Appliance for Wyse and Wyse Datacenter for Virtual Workstations ISV-certified solutions enable organizations to rapidly and efficiently deploy a virtual workstation environment that provides greater user mobility and improved workforce collaboration while improving data security and workspace management.

MT31

Dell IT best practice sharing: Delivering the best end user experience in a connected workplace

Supporting enterprise users in today's complex and connected world is about giving employees frictionless, easy and secure access to the information and tools they need, anytime and anywhere. To support a highly mobile, always-connected workforce that uses a diverse set of devices, IT organizations must ensure the user profile is the key driver when defining future service offerings and delivery mechanisms. Attend this session to learn how the Dell IT End-User Services organization supports the evolving needs of our employees, resulting in improved user experience and reduced cost across the enterprise.

PPS3

Platinum sponsor Intel: Smart Workplaces, Hardened Security & Devices designed to support emerging models – A vision for the future of business computing

The demands for how corporate workers engage, collaborate and compute are changing. Workplace transformation has begun, but it is only a first step to where enterprises need to go to enable their end users to be productive and work in ways they desire most. We will share our vision for the future of business compute and what it may look like in 2018 and beyond. How purpose built devices will deliver experiences designed for the expected usage model vs devices being forced to adapt into models they weren't designed for. How security will continue to harden and provide a level of protection on clients that ease the concerns of not only IT but the end users. We are simplifying manageability to make it as easy as plugging in a phone cord and adaptable enough to work in the new cloud first model. And finally how workplaces become interactive and intelligent and what kind of experiences that will enable for your end users.

Breakout Sessions

Security

MT35

Client solutions for the modern workforce

People and organizations today are not merely looking for the latest devices, applications and tools in isolation—they are looking for simple, integrated solutions that boost productivity and performance in the most secure and reliable ways. It's with this insight that Dell is developing innovative client technologies that integrate our wide range of capabilities—from tablets to PCs to virtualization solutions. Join us in this session as we discuss how Dell uniquely enables organizations to protect data, drive efficiencies in systems management, and deliver reliable end-user devices—all while saving IT time and money to focus on more strategic projects.

MT36

Detecting advanced and evasive threats on the network

Threat actors are increasingly employing evasive tactics that bypass traditional security controls, including more advanced technologies such as sandboxing. In this session, Dell SecureWorks will share examples of tactics used, their impact, what this means for organizations and new capabilities for addressing the risk posed by these threats.

MT37

Cloud security: Accelerating cloud adoption

Organizations now have an opportunity to more rapidly overcome their security concerns by using third-party cloud platforms. In this session, Dell SecureWorks security experts discuss the Shared Security Responsibility model, how organizations need to think about security architecture in the cloud, and new Dell SecureWorks services that are helping organizations plan, architect, manage and respond to threats in the cloud.

MT38

What a data-centric strategy gives you that others do not

People are now walking data centers, and the front lines of data security aren't just blurred – they no longer exist. How do you put information in the hands of your workforce when and where they need it while mitigating risk? We'll walk through a day in the life of a piece of data as it makes its way throughout your organization and the world. With a data-centric strategy that connects four foundational functions of IT security: network, identity and access management, data, endpoint, mobile, and security services, you can reap the rewards of mobility while keeping data safe and your organization compliant.

MT39

Dell best-practice sharing: How Dell stays secure and compliant worldwide

It's a tough job keeping a large company—with 100,000 employees and multiple facilities around the world—secure and compliant. In this session, you will hear from John McClurg, Dell's Chief Security Officer (Oct. 21) and Alan Daines, Dell's Chief Information Security Officer (Oct. 22), about the challenges and opportunities we face every day at Dell, and how their insights can help you put in place successful strategies to protect your entire organization and maintain compliance with internal policies and external regulations. They will discuss widespread threats that are top-of mind today and share best practices on how to approach them.

Breakout Sessions

Security

MT40

Focus on your business, not your backups

Are your backups too big, and do they take too long? Are you worried you won't get all of your data back? Do you waste hours managing complicated, temperamental backup implementations? Join us as we discuss innovative ways to improve your backups, make them more predictable, shrink backup windows, over-perform on SLAs, and reliably recover your data—every time, on time. Hear how other organizations are developing smarter backup strategies that align their recovery requirements to their business objectives, reduce stored data by up to 95% while boosting backup speeds as much as 200%.

MT41

Key Security Insights: Examining 2014 to predict emerging threats

Cyber-crimes are alive and well on the global stage and will only continue to be pervasive as long as organizations prolong taking the necessary defense measures to stop threats from slipping through the cracks. In this session, we'll present the most common attacks Dell SonicWALL observed since 2014 and the ways we expect emergent threats to affect small and medium businesses, as well as large enterprises moving forward. This session is perfect for anybody who is interested in learning more about the state of the union in security.

MT42

The keys to a successful identity and access management program: How does your approach compare to industry best practices?

The way you implement Identity and Access Management (IAM) can make or break your security and compliance strategies. Based on Dell's experience helping customers deploy IAM properly, we have identified common themes that run through these successful projects. In this session, one of Dell's IAM experts will present a maturity model that will help you gauge the correct place to start your deployment, highlight the course corrections that may be necessary, and help you determine the path to IAM that's right for you.

MT43

Client security strategies to defeat advanced threats

With the workplace changing, job responsibilities are being met at home, at customer locations, even in public spaces like coffee shops. Does your security strategy protect you from the damaging costs of a data breach while providing end users seamless access to data and apps on any device, anywhere, at any time? From protecting data on any device, in the cloud, and over public WiFi, to managing access control and governance on networks, we will discuss Dell's approach to securing company data while enabling productivity and mobility.

Breakout Sessions

Cloud Solutions

MT46

Cloud: To build or buy - can you justify on-premises IT?

Outsourcing IT to the public cloud may seem cheap and easy, but is it? Data shows that on-premises private and hybrid cloud can deliver superior ROI. Explore methodologies and TCO analysis that can help you build a better business case for your organization, while meeting a “cloud first” objective.

MT47

So you need to build a private cloud. What now? Best practices for building your cloud

Moving from infrastructure-centric IT to efficient, software-driven private or hybrid cloud requires more than gluing together knobs and gears. In addition to the infrastructure considerations, special attention needs to be paid to tying business workflows and organizational processes to IT processes to optimize application delivery and increase productivity for your users and customers. How you approach cloud – building to make it really usable by the business is the key to success.

MT48

Prescriptive Cloud Services for the Future Ready Enterprise

In today’s ever-changing, software-defined world, matching workloads to the right cloud solutions is incredibly challenging. Failure to do so can add complexity and lead to excessive spend on suboptimal cloud services. At this panel of Dell Cloud providers and customers, you will discover how our worldwide partnerships and in-depth expertise help organizations become future ready, optimizing cloud costs and workloads. You’ll learn how our prescriptive cloud services have helped reduce risk and get the most out of cloud investments. Regardless of geographic location or workload type, Dell can help you plan for your unique cloud future.

MT50

Data movement, management and governance in the cloud: DocuSign case study

Learn how DocuSign, a leader in digital transaction management, has scaled its IT infrastructure for growth, automated business processes and created extendable efficiencies by implementing Dell Boomi AtomSphere as its integration platform as a service. In this session, you will learn how DocuSign went from managing a host of disparate applications to automating data movement, management and governance across them, while establishing an enterprise-grade IT infrastructure—and how you can, too.

MT51

Extensibility: The key to managing your entire cloud portfolio

As cloud adoption increases, cloud management becomes more and more of a challenge. No longer can you look at managing your clouds with a one-off management strategy. In this session, you will learn how forward-thinking organizations around the world are bringing cloud into their IT operations and integrating it with their existing tools, systems, and processes to simplify management for administrators and streamline provisioning for developers. We will discuss governance tools, like security systems and chargeback models, as well as policy tools, monitoring solutions, ITSM systems and more. Discover how applying an extensible management approach across all of your clouds, including SaaS, PaaS and IaaS, can increase scale, availability and performance.

Breakout Sessions

Cloud Solutions

MT52

Make a stress free move to the cloud:

Application modernization and management tools

Delivering IT services that keep the business running from day to day is always challenging. Delivering these services while simultaneously moving your IT infrastructure to the cloud can be almost impossible without the right tools and support. Attend this session to hear directly from leaders at Dell who specialize in application management and learn how Dell migration tools and services accelerate your move to the cloud while maintaining the high quality access to web and mobile services that your users demand.

Breakout Sessions

Big Data

MT56

Are you prepared for the future of data technologies?

We are increasingly coming upon an age where technology is a strong enabler of business success, where there are strong synergies between business strategy and technology strategy. You often cannot discuss business strategy without data and related technologies being a big part of it. And as such, business leaders are increasingly turning to IT to compete more effectively in the market. As IT management, it falls upon you to ensure that your data technology architecture (software & hardware) is built in a way that it can handle the business demands of today and in to the future. In this session, we will discuss the various big data technology architectures and associated tools, and what role each should play in your data environment. We will also give real life examples of how others are using these technologies. Build a better data architecture, to unlock the power of all data.

MT57

Managing the data deluge by optimizing storage

IDC predicts the overall big data and analytics market will hit \$125 billion in 2015 as organizations increasingly seek to gain insight and competitive advantage from their ever-increasing volumes of data. Learn how Dell's broad portfolio of flexible, scalable and cost-effective storage solutions with cutting-edge flash, intelligent data placement, and software-defined technologies deliver a more agile and efficient data infrastructure to better achieve these goals.

MT59

What's the big deal about Hadoop?

More than any other big data technology, Hadoop has captured the interest and attention of business leaders because it redefines the economics of data management and enables the discovery of relationships and insights in data sets that were previously hidden or out of reach. According to Gartner, 68 percent of Hadoop adoption is initiated within the C-suite. To respond to this interest, organizations will need to understand how Hadoop works, how it can complement existing systems and workloads to modernize the data pipeline, how it can deliver the business value expected, and how you can prepare to implement it and get started more easily. In this session, you will get answers to these pressing questions from a panel of Dell customers who have relied on Dell's experience and long-standing partnership with Cloudera to successfully design and deploy Hadoop systems that helped transform the business with data.

Breakout Sessions

Big Data

MT60

Fight the status quo and discover how to do more with all data

According to the Dell Global Technology Adoption Index, organizations that have successfully leveraged data over the last three years grew almost twice as much as those who did not: 14% versus 8%. But the same study also found that only 39% of organizations understood how to extract value from data and act on it. Data silos, the perception that Big Data is more hype than reality, and the risk that comes with change are seen as the biggest challenges to adoption. Using multiple customer stories, this session will get you thinking about data in new ways and inspire you to fight the status quo as you push your initiatives forward. You'll learn how defining use cases is critical to the success of any project, and we will discuss how to align IT and business teams to securely deliver the power of data and analytics into the hands of all users, while ensuring your systems are ready for the Data Economy.

MT61

If you are not embedding analytics into your day to day processes, you are doing it wrong

Becoming data-driven requires analytics to be embedded throughout the organization in different functional areas and different operational processes. But how do you provide more and more people with the ability to run any analytics on any data anywhere—without breaking the bank? In this session, you'll see real-world examples of Dell customers who have successfully embedded analytics across processes and operations to drive innovation. We will also demonstrate how embedding analytics enables faster innovation and improves collaboration between data scientists, business analysts, and business stakeholders, leading to a competitive advantage.

MT62

What you need to know about the top database trends

The last 5 years have seen transformative changes in both personal and enterprise technologies. Many of these changes have been driven by or are driving paradigm shifts in database technologies and information systems. These include trends such as engineered systems including Exadata, "Big Data" technologies such as Hadoop, "NoSQL" databases, SSDs, in-memory and columnar technologies. In this presentation we'll review these big trends and describe how they are changing the database landscape and influencing the career prospects for database professionals.

MT63

Dell IT best-practice sharing: Standardizing customer and product data to be consumable and usable

Transitioning from highly customized applications and data structures to a more standardized architecture that gives a comprehensive view of both customer and product data is an imperative across most industries today. While many vendors propose solutions for what the data architecture can look like in a greenfield environment, a thorough transition plan is needed for all companies that have already sold products and services to a customer. In this session, you'll hear how Dell is embracing the transition to standardized master data and learn more about the critical roles of business process governance and BI/analytics. We will discuss how standardizing our data has reduced over 1 billion duplicate records to date, streamlined our business processes and enabled new capabilities to be added more rapidly.

Breakout Sessions

Internet of Things

MT65

On the way to Smart Factory

In 2012, The Economist claimed we were entering the third industrial revolution based on the digitization of manufacturing, also referred to as the “smart factory.” The development and adoption of the Internet of Things is a critical element of smart manufacturing as reduced sensor device cost, and increased connectivity and in-memory processing give manufacturers the ability to gather and use data to increase product quality and transform operations. IT organizations are increasingly involved with the management, security and governance of this data as equipment and products are connected to the internet. This session will provide a practical framework for evaluating ways to improve sensor enablement, transaction processes and analytics based on real-world customer examples.

MT66

Executing on the promise of the Internet of Things: Managing your ecosystem to deliver analytic insights and actions

As sensors spread across almost every industry, the Internet of Things is triggering a massive influx of data. Data is coming from all directions – machinery, train tracks, shipping containers, and power stations. As we go from isolated systems to an integrated network of smart devices, enterprises need to develop smart data integration and analytics techniques to generate insights quickly. Not all data collected from sensors needs to be stored and analyzed in the cloud or data center. This session will discuss smart ways of integrating multiple data sources and using analytics techniques at the edge to enable faster decision making.

PPS2

Platinum sponsor Intel: Scaling IoT solutions to Deliver Real World Value

The ability to create smart buildings, connected machinery, or even intelligent cars is only part of what we should expect from the Internet of Things. Because of the enormous amount of real-time information we can produce, it's time to start thinking about how smart and connected systems can tackle the management of booming urban centers, address the needs of millions of baby boomers with aging parents, or create agricultural systems that feed the world's escalating population. Rose Schooler, Intel Vice President of IoT Strategy, has been instrumental in driving Intel's success in the embedded and networking markets for the last 20 years. In this session, she will review market trends, key Industry challenges with scaling IoT, as well as strategies that will allow the industry to accelerate the benefits of IoT solutions. Attend this session and understand these challenges; where Dell, Intel and the ecosystem are working together to address them and look forward to what we can expect from the next 50 years of computing.

MT67

The Enterprise Internet of Things: Think security first

The proliferation of connected products and equipment creates an almost limitless combination of physical-cyber intersections and opportunities for security breaches. Designing Enterprise Internet of Things (IoT) ecosystems must start with identifying potential security vulnerabilities and developing a unified security approach to keep a step ahead of threats and maintain a predictive, proactive security posture. Securing IoT ecosystems is complex but with the industry's broadest portfolio of security tools and expertise—and a holistic approach—Dell helps reduce security risk to ensure your enterprise infrastructure and data remain safe, secure and private. This session will discuss the unique security risks in IoT ecosystems and the strategies and tools for addressing them.

Breakout Sessions

Internet of Things

MT68

Architecting the Enterprise Internet of Things

While business leaders might drive enterprise Internet of Things (IoT) initiatives, responsibility for managing connected devices and equipment, building infrastructure capacity, and securing data and applications usually falls on IT. Choosing the right IoT ecosystem architecture and technology enables you to minimize cost while ensuring security and dynamic, analytics-driven action. While some vendors advocate a one-size-fits-all approach, Dell uses a holistic, objective methodology to determine the right IoT ecosystem for your unique environment. Learn how Dell's IoT-specific gateways, edge analytics software and infrastructure solutions provide flexible architecture options for multiple IoT use cases.

Breakout Sessions

Vertical

MT70

Future Ready education: Unleashing innovation to the enterprise

Educators are increasing student technology access to modernize the learning environment. While much focus is on the device, a successful initiative requires a secure, reliable and scalable infrastructure that empowers access anytime and anywhere. Hear how Dell is helping Public Schools design and deploy the right investments to keep learning time productive, safe, secure and fun.

MT71

Accelerator: Changing the way students learn

Austin Community College recently launched a new campus that overhauled the idea of a traditional college structure, introduced cutting-edge technology and improved student success in developmental math using adaptive learning. This discussion will describe the process of creating change in higher education, provide insight on how participants may lead similar initiatives in their own institutions and discuss how the ACCelerator tackles the barriers developmental students face.

MT72

Innovating teaching & learning: Next generation student access model

The way educators teach and students learn is fundamentally changing. Flexible, blended, and personalized learning environments are replacing the one-size-fits-all classroom approach. Dell builds educational technology solutions that enable innovation in this new environment while keeping IT affordable to implement and easy to manage.

PPS4

Platinum sponsor Microsoft: Microsoft and Dell Leading in Education with Future Ready Solutions

Microsoft and Dell Microsoft solutions can help transform classrooms and expand the power of education. Executives from the two companies will offer perspective and evidence from research and practice, as well as showcase examples from institutions which have deployed solutions that have transformed learning outcomes for their students and communities. In this session you will learn how Windows 10, Office 365, Dell hardware and services come together in the classroom to deliver best in class solutions for today and tomorrow.

Breakout Sessions

Other

MT75

Build your business on Dell technology: Dell OEM Solutions

As someone who works with Dell, you know first-hand about the high quality of our products, the breadth of our integrated enterprise portfolio, and the global scale of our supply chain capabilities. So as you develop your own product portfolio, why not work with Dell through an OEM relationship? Learn how Dell OEM Solutions has been working with more than 4,000 companies in over 40 market verticals for 16 years and discover how to more effectively go to market by integrating Dell hardware, software and services into your own unique solutions.

MT76

How to better manage and get the most value out of end-of-life assets

Companies worry about identity theft, legal compliance, and environmental liability when considering how to dispose of end-of-life equipment. Many IT organizations aren't sure how to best manage end-of-life equipment and how to ensure the vendor chosen does so in a responsible manner. Formal IT asset disposition programs such as Dell's Asset Resale and Recycling help organizations manage this process, avoid environmental concerns at end-of-life, and maximize potential returns by looking at decommissioned material as an asset, as opposed to e-waste. In this session, you will hear from analyst David Daoud, customers, and Dell experts on the key aspects of a responsible disposition program, defining program goals, and managing a program once it is up and operating.

PPS1

Microsoft and Dell Enabling Businesses with Future-Ready Solutions

Technology is quickly changing how companies operate, innovate and engage with customers. Dell and Microsoft future-ready solutions built on Dell's latest commercial hardware and services with Windows 10, Windows Server and Azure, and Office 365 help enable greater business growth and agility across productivity and manageability, cybersecurity, the Internet of Things (IoT), and even machine learning. Come hear from Microsoft and Dell business and product leaders and joint customers on how these solutions can help you transform your business, become more responsive, and increase the leverage of your IT investments to achieve increasing business returns and impact.

MT77

Innovating for a sustainable future

The challenges facing our world today demand new processes, new business models and new mindsets. As a technology company we have an enormous opportunity to create solutions that will enable a more sustainable future. From cloud services and mobility to machine-to-machine communication and the internet of things, technology is radically transforming the way we monitor resources, identify efficiencies and reinvent systems. In this session, learn how actor, entrepreneur and Dell Social Good Advocate, Adrian Grenier, customers, and thought leaders are using sustainable innovation and technology solutions to create a better tomorrow.

Breakout Sessions

Other

MT78

#DiversityinTech: Changing mindsets

The lack of employee diversity in the tech sector is forcing companies to rethink their hiring practices and talent development strategies. Yet, simply expanding the hiring pool doesn't address the daily challenges faced by women and racial or ethnic minorities after they land these jobs. The challenge faced by companies is that creating an inclusive culture doesn't happen on its own and sustaining it requires buy-in from all employees. In this session, participants will discuss key diversity research and share best practices for how IT can create an inclusive culture that encourages more female participation and develops a diverse pipeline of talent.

MT79

Growing your business with PartnerDirect *(Channel Partners only)*

Learn about Dell's channel partner programs and how to leverage and grow. We will share PartnerDirect marketing and sales tools to help you find opportunities, win against the competition, and build your business. (Available to channel partners, OEM channel partners, global system integrators and distributors.)

MT80

Injecting innovation into your IT: **What's practical and what's not**

Big, new and transformative technologies are everywhere. But what are the ones that your IT infrastructure can actually use to get the results you need? And how will you know beforehand which ones will fit into your current IT and which ones will blow it up? This session is for technologists that want to engage with Dell experts about technologies that are right around the corner and learn how to prepare for them. You'll be able to collaborate, see what innovation is on the roadmap, and tell us how we can make your transitions more successful. Experience the breakthroughs in cloud, storage and analytics, mobility and BYOD, and new trends in security by talking directly to the experts creating them.

MT81

Re-architect your legacy environment to enable an agile, future-ready enterprise

It's time to re-architect your legacy environment in order to lay the foundation for an adaptive enterprise. In this session, you'll learn how to increase your business and technical agility using a fit-to-purpose .NET or Java architecture, while deploying your apps intelligently in the cloud and integrating with your complex IT environment, customers and partners.

Breakout Sessions

Other

MT83

Adoption of Agile and DevOps - Paradigm shift in Application Testing

Application testing is undergoing a significant transformation — moving from a highly commoditized activity at the end of the software development lifecycle to an automated process integrated much earlier in the development lifecycle. Changes in methodology (going from internal focused to business focused, output based to outcome based and independence from development to integration with development) are transforming the way applications are tested.

In this session, you'll learn:

- How to respond to changing expectations from the testing organization
- How to organize your testing team to be more effective
- What impact this will have on your technology/tool selection for testing
- What demand this places on your team's skills
- What are the best practices for this new form of testing

MT84

Lead with solutions and deliver real value to your customers as you expand your reach and increase your revenue with Dell Software *(Channel Partners only)*

Your customers are facing monumental challenges on managing and securing applications, data and their infrastructure. These challenges are driving cost and complexity into the IT environment. Dell Software's end to end portfolio allows channel partners to expand their sales of solutions and services to both existing new customers while demonstrating tangible value by:

- Improving the efficiency of IT organizations through the centralized management and security
- Speeding the pace of business through better application availability, data protection and rapid recovery
- Enabling cloud and mobile application delivery through modernizing infrastructure software
- Securing the endpoint, the data and the network

Join Roy Appelbaum for this interactive break out session on how the Dell Software portfolio provides you the blueprint to help your customers build the future ready enterprise.

Hands-on Demos

Take a test drive in hands on demos

These sessions are led by engineers, architects and developers. See new solutions and try out new features in a risk-free production environment. Learn about the latest innovations with experts close by to answer questions and help you navigate.

HOD1

Finally, Imaging that Doesn't Require Time Travel

You work hard to keep up with all the technology. You're updating so many systems in your infrastructure when suddenly you hit the wall—the “we can't manage all our images fast enough” wall. Welcome to the Dell imaging laboratory where we've been perfecting imaging tools and processes for over 30 years! Experience live demonstrations, test drive Dell ImageAssist for creating custom cross-platform images, and learn how we manage and how we envision updating OS patches, drivers, even the kitchen sink for you. Walk away feeling empowered to handle updates in any continuum ... without the time machine that purchasing refuses to buy.

HOD2

Arm Yourself with the Anti-Downtime Weapons of the Future ... Today

Ray Bradbury said, “I don't try to describe the future. I try to prevent it.” Shouldn't that be the theme of system support and maintenance? It is now! Join us for a peek at revolutionary support tools—including SupportAssist and TechDirect—proven in independent lab tests to accelerate time to resolution and minimize downtime. These tools are easily deployable, proactive, predictive, automated, integrated, holistic and really a heck of a lot of fun. Put your fingers on the keyboard and try them out. Ask our engineers any questions you have. Let's defeat that evil lord downtime, once and for all ...together.

HOD3

Protecting Data with Dell's Data Security Solutions

Data is no longer static on a single endpoint. It is on mobile devices, clouds and everywhere in between. Attend this hands-on lab to learn the details about how Dell Data Protection helps protect your data via encryption, advanced authentication and next-generation threat protection. With this solution, you can adopt cloud and BYOD confidently knowing your data is protected wherever it goes.

HOD5

Dell Service Now Demo

Dell Services will demonstrate their IT Service Management platform, Dell Services Operations Manager, powered by ServiceNow. This new platform represents the enablement of Dell Services' best practices for managed services delivery based on 20+ years of ITIL processes and robust integrations with Dell's ecosystem for eBonding, single sign on, field services dispatching and event management.

Hands-on Demos

HOD6 Simplifying VDI with Converged Infrastructure Appliances

Commonly perceived complexity and cost challenges of implementing, and operating a virtual desktop infrastructure (VDI) may make VDI seem out of reach. Small to mid-size companies can appreciate the security, control, mobility, and efficiency gains of VDI but perceive themselves as “too small” for VDI, both financially and from an IT expertise perspective. Dell Cloud Client-Computing’s lineup of new VDI appliance platforms changes that. With implementation steps reduced by over 90%, Dell’s new VDI appliances make desktop virtualization a highly viable and affordable choice for organizations of any size. Learn how Dell can help you “go virtual” with your desktops, even if you are an organization of just a few hundred.

HOD7 Innovation in Desktop Virtualization – the Virtualized Workstation

This hands-on-lab will provide you with an introduction to Wyse Datacenter for Virtual Workstations. Virtualizing workstation workloads need not compromise a rich user experience or come at the cost of increased complexity. Dell has partnered with notable partners in the industry such as Citrix, VMware and NVIDIA to innovate so your organization can adopt server and desktop virtualization and deliver workstation-quality graphics capabilities on any device, including thin clients and zero clients. Get hands on experience with Wyse data center for virtual workstations, including the new Dell Precision Appliance for Wyse, learn how you can manage and deploy applications, and see first-hand the benefits it provides with your virtual desktops.

HOD8 Experience VDI Made Easy with Dell Hyper-Converged Infrastructure Appliances (HCIAs)

Virtualization – server or desktop – has always required extensive planning. Even with that, many organizations struggle to determine how much server horsepower or storage should be included and when, especially as more VDI seats are added. It’s hard not to walk a “fine line” between under-configuring and over-spending. With Hyper-Converged Infrastructure Appliances (HCIAs), Dell finally takes the mystery out of VDI sizing and performance. With HCIAs like the Dell Engineered Solutions for VMware EVO:RAIL Horizon Edition and the Dell XC Web Scale Converged Appliance for VDI, the guesswork is taken out of server virtualization and VDI. With a modular, prescribed approach to virtualization, organizations can now easily build out and predictably scale a true end-to-end solution with well understood performance and costs. “Right-size” your server or desktop virtualization from the very beginning and as you scale, while you secure your content, empower mobility and reduce costs.

Hands-on Demos

HOD10

Context-Aware Security: Making the Right Security Decisions in Real Time for Users and the Business

Security is oftentimes a balancing act. On the one hand, end users want easy, access to the applications and data they need to do their jobs unencumbered by multiple passwords or multiple factors of authentication. On the other hand, security needs to be as tight as possible to ensure the organization doesn't become the next security breach headline. In this demonstration we will cover:

- Intelligent context aware single sign-on solution for unified authentication and access control.
- Supports a wide range of authentication standards including SAML, WS Fed/Auth, OAuth, OpenIDConnect 2.0, HTTP headers, Windows Integrated Authentication and RADIUS.
- Ability to pull user audit information from firewall and refer to IP reputation / Blacklist information from multiple sources for intelligent context aware security.

HOD11

Do You Have the Power of a SQL Server Superhero?

Your organization relies on SQL Server to support its applications, customers, and employees. But in order for you to maintain productivity, control costs and protect data your SQL Server environment must be up and running, effectively supported, and secure. With today's complex and rapidly growing data environments, being a SQL Server Superhero isn't just about simple clicks or fixing problems in 30 seconds or less. It's about having the power to do more by proactively addressing issues before they have an impact on the business! Come to this hands-on session to see firsthand how Dell can give you that power AND the simplicity you need to optimize database performance, protect data and ensure the health and uptime of your database environments.