



Dell World User Forum

Software: Oct. 20-22 | Austin, Texas

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Dell World User Forum

Join Us for Dell World Software User Forum 2015

Collaborate, Share and Engage with the Dell product experts and engineers to address your most pressing IT challenges.

The event of the year for hands-on training, expert advice and visionary insights

You're dealing with more complex IT challenges than ever before. A massive increase in end points, the demand for cloud and mobile apps, an explosion of data and the need to address sophisticated security threats raises a compelling question:

Is your Enterprise Future-Ready?

Attend Dell World Software User Forum and address these challenges head on by getting direct access to engineers and experts for the products you depend on every day.

Learn—hands-on—how to take full advantage of Dell's products and solutions to drive value and reduce costs.

If you're addressing IT challenges around mobility, the Internet of Things, the need for increased security, delivering mobile and cloud apps – and who isn't !? – this is the event for you.

Get a geek peek at the newest tech, participate in hands-on labs designed to make you a hero (or heroine) back at the office, gain certification, and have deep-tech conversations with Dell software designers.

From interactive workshops to visionary keynotes, plus collaboration with system engineers, thought leaders and peers, the challenges and opportunities you face every day – and *will face* tomorrow – are explored in-depth.



It's all yours from Oct. 20 through Oct. 22 at the Hilton Hotel in officially "weird" Austin, Texas. Come help us paint the town blue! (Dell blue that is)

Plus your registration includes admission to all Dell World general sessions, solutions showcase, and the big Opening Night Concert headlined by a name you'll love.

Reasons You Need to Attend

- Over 75 in-depth technical sessions
- Access to the Dell World Solution Showcase with partner demos
- Interactive discussions and access to the Dell product engineers and experts
- Learn about product direction and roadmaps
- Visionary keynote presentations from Dell leaders and industry experts

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Software User Forum Agenda

Tuesday, October 20

1:00 p.m.	Software User Forum Opening General Session at the Hilton Austin
2:00 p.m.	Break
2:15 p.m.	Breakouts/Labs*
3:15 p.m.	Break
3:30 p.m.	Breakouts/Labs*
4:30 p.m.	Break
4:45 p.m.	Breakouts/Labs*
7:00 p.m.	Dell World Opening Event at Austin City Limits

Wednesday, October 21

7:00 a.m.	Breakfast
9:00 a.m.	Dell World Opening General Session at Austin Convention Center
10:30 a.m.	Break
11:00 a.m.	Breakouts/Labs*
12:00 p.m.	Lunch
1:00 p.m.	Break
1:15 p.m.	Breakouts/Labs*
2:15 p.m.	Break
2:30 p.m.	Breakouts/Labs*
3:30 p.m.	Break
3:45 p.m.	Breakouts/Labs*
4:45 p.m.	Break
5:00 p.m.	Breakouts/Labs*
6:00 p.m.	Partner Activities

Thursday, October 22

6:30 a.m.	Breakfast
8:00 a.m.	Breakouts/Labs*
9:00 a.m.	Break
9:15 a.m.	Breakouts/Labs*
10:15 a.m.	Break
10:30 a.m.	Breakouts/Labs*
11:30 a.m.	Break
11:45 a.m.	Breakouts/Labs*
12:45 p.m.	Lunch
1:45 p.m.	Breakouts/Labs*
2:45 p.m.	Break
3:00 p.m.	Breakouts/Labs*
4:00 p.m.	Conclusion of event

*Software User Forum events will take place at the Hilton Austin

**Agenda is subject to change

Software User Forum Sessions

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Dell World User Forum

Windows Management

■ Victory over the Unified Communications Civil War with a Multi-UC Platform Analytics Solution

(SUF 01, RSUF 01)

The allure of communication innovations, cost savings promises and increased collaboration from Unified Communications (UC) vendors have left many organizations with internally competing UC strategies and fractured investments. A civil war has erupted as these factions compete for mindshare and dollars. Cease warring and turn to a single source of truth with a multi-UC platform analytics solution. In this session learn how Unified Communications Command Suite analyzes usage and adoption trends across both Microsoft Lync and Cisco, so you can make smarter UC investments.

■ Looking at Azure AD or Office 365? Modernize your AD to get there. (SUF 02)

Many organizations today are looking to take advantage of evolving technology – such as moving to Azure AD, Office 365 and other cloud-based applications. But, they are stopped short when they realize that all of their applications are built on an overwhelmed Active Directory infrastructure that is more than a decade old. Since then, sprawl has taken place over time as forests or domains were used to ‘band-aid’ security issues, and now this infrastructure cannot keep up with the demands of newer technology. So now is the perfect time to start planning your move and avoid possible server management, performance, security and compliance issues. The first step in deploying new Microsoft technology requires a modernized, consolidated and streamlined Active Directory.

■ Anatomy of an Insider Threat: Best Practices for Discovering Internal Data Breaches

(SUF 03, RSUF 03)

We all face it sooner or later. Some highly confidential information gets disclosed, and the pressure is on to find out how it happened and who did it. Attend this session to discover how to track down who accessed and divulged confidential documents stored on file servers. You’ll see how to correlate different types of events, including authentication events and group membership changes from domain controllers, file access and share level access events from file servers and program execution events from workstations. After compiling this data, you can answer probing questions, such as: Who accessed the file? When did they do it? Which computer did they use? What program did they use? How did they get permission to the file?

■ Best Practices for Preparing for Exchange 2016

(SUF 04, RSUF 04)

Many organizations are anticipating the release of Exchange 2016, which Microsoft has said will ship in the second half of this year. Regardless of what your legacy email system is – Exchange, Notes, Gmail, or another platform – there’s more to do than just sit and wait: you can take steps today to modernize your environment and prepare for the new release. Taking those steps will gain you immediate benefits in your current environment in order to ensure you are ready to quickly take advantage of the new Exchange and Office 365 features. In this session, Dell Software experts offer an “Exchange 2016 readiness” plan that details several specific actions you should take to prepare for the future, including: consolidate or restructure your Active Directory to properly prepare for a future upgrade or migration to Office 365; Gain full insight of your current environment to help plan for the future; Discover, interrogate and plan for large attachments, PSTs and other local files; Protect or back-up data so it can be restored in minutes before, during and after a migration; Ensure compliance by tracking, auditing, reporting and alerting on Exchange configuration and permission changes in real time.

■ Building an AD Virtual Lab: testing disaster recovery plans, new software, migration plans and more (SUF 05, RSUF 05)

How do you test your Active Directory disaster recovery plan using a virtual lab populated with production data? You don’t? According to a Dimensional Research survey commissioned by Dell you are not alone and we know why! Find out how Dell made this process more efficient and in some cases possible by automating the many...many... manual tasks. Join this session to explore the difficulties in getting a copy of production AD into a lab, as well as discuss methods for virtualizing your environment. It’s easier than you think!

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Identity and Access Management

■ Dell One Identity Manager 7.0 Features Overview (SUF 06)

The new release of Dell One Identity Manager (version 7.0) includes some significant new features and architectural enhancements. In this session, Alex Binotto, product manager for the solution will detail what's new in version 7.0 and give you hands-on experience with the product.

■ Dell One Identity Manager roadmap and the expanded IAM portfolio (SUF 08)

Join this session for an in-depth discussion with product management on the immediate future of Dell One Identity Manager and the long-term roadmap including integrations, new capabilities, and expanded use cases. We'll also cover the entire Dell One Identity family including a comprehensive set of solutions and tools for access management, privileged, account management, and expanded identity governance. Come see what else is available to help you succeed in your IAM objectives.

■ Managing Cloud Environments with Dell One Identity Manager (SUF 11)

Your IAM approach should be inclusive of cloud environments. Learn how to integrate cloud assets such as MS Azure, Openstack and AWS with Dell One Identity Manager to provide user lifecycle management, tenant/project management, governance, and privileged management

■ Dell One Identity Manager – Mobility and Compliance Part 1 (SUF 12)

This comprehensive lab demonstrates the integration between Dell One Identity Manager and Dell's mobility solutions. It includes an in-depth look at the access review and risk-based attestation approach available in the solutions.

■ Dell One Identity Manager – Mobility and Compliance Part 2 (SUF 13)

This comprehensive lab demonstrates the integration between Dell One Identity Manager and Dell's mobility solutions. It includes an in-depth look at the access review and risk-based attestation approach available in the solutions.

■ Simplifying access review with Dell One Identity Manager by adopting a real-world risk-based approach (SUF 14)

Access review is one of the many strengths of Dell One Identity Manager. By adopting a risk-based approach to the important task, based on the realities of your real-world you can dramatically reduce your exposure, increase security, and achieve compliance. This lab helps you learn how.

■ Dell One Identity Manager Round Table (SUF 15)

This open, panel discussion will enable users of Dell One Identity Manager to share best practices, guidance, and recommendations with their peers and product management.

■ Dell One Identity Manager Web Designer development best practices (SUF 16)

This lab provides best practices to ensure that your use of Dell One Identity Manager's powerful Web Designer tool delivers all the value and flexibility you need.

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Data Protection

■ NetVault Backup 11 New Features

(SUF 18, RSUF 18)

NetVault Backup 11 brings to market several exciting new features: (1) Compellent SAN snapshot-based instant backup for Exchange, SQL Server and NTFS, (2) Native storage efficient best-of-breed data deduplication for all users, and (3) Enterprise scale support with 2K Clients and Client push-install for Windows. In this session we will review these features, their application, and benefits.

■ Implementing BDRS in production environment best practices. *(SUF 19, RSUF 19)*

Understanding when and where to use AppAssure, vRanger, and NetVault can be a challenging task for anyone who is new to the products. This session is designed to help you make an informed decision as to which products to use, where to use them, and when to use them.

■ Dell Data Protection | Recovery (DDP | Recovery). *(SUF 20, RSUF 20)*

Dell Data Protection | Recovery is a new solution from Dell designed to help small to larger firms protect and recover the data on tablets, laptops, and desktops. This session will explore the features and capabilities of this exciting new offering.

■ Next Gen. Dell Backup & Recovery products (Silky Sullivan) *(SUF 21, RSUF 21)*

Dell Data Protection is pleased to announce a solution designed to protect large environments based off of the AppAssure solution to streamline protection of physical and virtual environments. This session will discuss some of the new features such as agentless technology, the new storage infrastructure, and improved managability.

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Anypoint System Management

■ Managing Chromebooks (SUF 24, RSUF 24)

Chromebook inventory information is integrated with the K1000's systems management workflows and processes, allowing you to use the K1000 to perform day-to-day management tasks, such as hardware inventory, reporting, and service desk, for Chrome devices. Learn how to best manage them with your K1000.

■ KACE Roadmap (SUF 25, RSUF 25)

Do you want to get a peek at what's around the corner? Come listen to KACE product managers talk about the roadmap ahead and what's coming with KACE products.

■ Intergrate and Automate with LDAP integration (SUF 26, RSUF 26)

Your LDAP Directory, such as Active Directory, already knows lots of things about your users, computers, groups, and more. By leveraging that information, you can learn how to automate and

■ KACE as a Platform: Product Integrations

(SUF 27, RSUF 27)

The K1000 is a platform that can bring many technologies together. Learn how to integrate your appliance with other Dell products.

■ Increase Security with an Effective Patch Process (SUF 28, RSUF 28)

Patching might have been the easy part...designing a sustainable patching system with integrated automation and reporting is your real challenge! In this session you'll learn best practices and different approaches to streamlining all the tasks that are important to your organization.

■ "Anypoint" Systems Management: Managing All of Your Connected Devices (SUF 29, RSUF 29)

The K1000 can manage more than just your laptops, desktops and servers. We'll demonstrate how to get your other network-enabled devices into your device inventory using agentless technology for true "anypoint" systems management.

■ Take the Next Step with Scripting (SUF 30, RSUF 30)

Scripting offers the most flexibility and power of any tool in your toolbox. In this session you'll discover what make scripts so powerful, some use cases, and learn how and when to apply scripts to accomplish nearly anything!

■ Server Monitoring and Management Servers are critical to your IT infrastructure.

(SUF 31, RSUF 31)

Attend this session to learn how best to make sure they are running smoothly with the K1000.

■ Creating a Productive User Environment with Desktop Authority (SUF 32, RSUF 32)

Learn how you can easily create a secure, consistent environment for each user, and ensure that applications run with only the privileges and access needed.

■ Manage Your Smartphones and Tablets

(SUF 33, RSUF 33)

Secure the business, free the user. Learn about Dell's Enterprise Mobility Management (EMM) solutions and how to implement Dell's secure managed environment for corporate-owned or bring-your-own mobile devices.

■ Secure, Manage, and Configure a Corporate Workspace for BYOD (SUF 34, RSUF 34)

Dell Mobile Workspace allows you to deploy a fully managed and secure workspace on employee's devices, while respecting their privacy. Learn how to enable enterprise data and apps for increased security on BYO devices.

■ Enhanced Security and Compliance with Your K1000 (SUF 35, RSUF 35)

The K1000 management appliance includes a number of features that address endpoint security needs. Find out how to improve endpoint security through K1000 security best practices.

■ GOing Mobile with System Management

(SUF 36, RSUF 36)

Don't be tied down to your desk. See how the K1GO mobile app will enable you to manage your machines from anywhere.

■ K1000 Advanced Topics (SUF 37, RSUF 37)

Our engineers will help you understand what's under the covers of your K1000 and dig into some advanced topics, so you can have a deeper understanding of the benefits of the KACE systems management platform.

■ K2000: Advanced Topics (SUF 38, RSUF 38)

Do you call yourself a K2000 expert? Dig into some advanced topics so that you can have an even deeper understanding of the KACE deployment appliance.

■ K1000 Troubleshooting (SUF 39, RSUF 39)

In this session we will take a structured approach to understanding K1000 troubleshooting skills to help you figure out what went wrong. Whether it's a task that isn't doing what you want, or a bigger issue- understanding how to troubleshoot is a skill all IT admins should hone regularly.

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Anypoint System Management

■ K2000 Troubleshooting (SUF 40, RSUF 40)

In this session we will take a structured approach to understanding K2000 troubleshooting skills to help you figure out what went wrong. Whether it's a task that isn't doing what you want, or a bigger issue- understanding how to troubleshoot is a skill all IT admins should hone regularly.

■ Improving End-User Support with the K1000 Service Desk (SUF 41, RSUF 41)

The K1000 service desk is customizable and easy to use. Attend this session to learn key K1000 service desk best practices.

■ K1000 Service Desk- Advanced (SUF 42, RSUF 42)

Every organization wants to perfect their service desk functionality to meet their needs. Join our engineers as they show some advanced methods for taking your service desk to the next level.

■ Locking the Doors, Securing the Appliances (SUF 43, RSUF 43)

Learn from the experts — see how to maximize the security of your appliances.

■ Maximizing Reporting on the K1000 (SUF 44, RSUF 44)

The K1000 has a flexible reporting engine. Learn how to best optimize your reporting tasks with the easy to use reporting wizard.

■ Optimizing K2000 Workflow (SUF 45, RSUF 45)

Learn how to be more efficient with the K2000. Attend this session and see how to take advantage of all the K2000 features to optimize your workflow.

■ Smart Labels (SUF 46, RSUF 46)

Successfully managing multiple groups of employees, workstations, servers and digital assets can seem like a daunting task. Join us to uncover the power of smart labels to make your job easier.

■ Software License Compliance and Governance (SUF 47, RSUF 47)

License management can be a daunting task. See how the K1000 integrated with the Dell Application Catalog makes your job easier.

■ Mac Application Packaging (SUF 48, RSUF 48)

Application distribution with Macs requires a bit of know-how; in this course we'll take a look at some best practices, how to package some common applications, and the key components of any packaging environment.

■ What's New with the K1000 (SUF 49, RSUF 49)

Stay up to date with the latest and greatest. In this session you will learn what's new with the K1000 from our product experts.

■ Customize Your K1000 (SUF 50, RSUF 50)

Get an overview of many of the customizable functions of the K1000: custom inventory rules, machine actions, "SMART" labels, ticket rules, knowledge base articles and more.

■ K1000 Implementation Examples (SUF 51, RSUF 51)

See how far customization can go with the K1000. See implementation examples from the KACE professionals as well as tips and tricks on how it's done.

■ What's New with the K2000 (SUF 52, RSUF 52)

Stay up to date with the latest and greatest. In this session you will learn what's new from the K2000 product experts.

■ KACE and SQL (SUF 53, RSUF 53)

SQL knowledge isn't required to make your appliances do all of the things you need them to, but it can be very useful. You will learn how using SQL can enhance your productivity.

■ Customizing SNMP Non-Computer Device Inventory (SUF 54, RSUF 54)

Discover how to get the specific inventory data you need for your non-computing devices including printers, network devices, storage and power – virtually any SNMP enabled device. Learn tips and tricks on finding the SNMP OIDs and MIBs associated with these devices, and how to create notifications to alert you when appropriate.

■ Appliance Integration – Getting the Most Out of Your K1000 and K2000 Appliances. (SUF 55, RSUF 55)

Got both K1000 and K2000 appliances but not sure if you're getting the most of them? This session will explore the many different ways the K1000 and K2000 can be used together and leverage information + features from each appliance.

■ Let's Dive Deeper into the World of Assets (SUF 56, RSUF 56)

During the course of this session, we'll look at assets in a more detailed manner. From using assets for non-computer related items, through to importing assets using Ticket Rules. Learn how to take assets to the next level.

■ Automate the Naming of Devices with the K2000. (SUF 57, RSUF 57)

You will learn methods for automatically naming devices during the K2000 provisioning process.

■ KACE Self Paced Lab (SUF 58)

In this KACE self paced lab, we will help you further explore many of the topics presented in the breakout sessions, as well as provide guided direction on the key functional areas of the KACE products.

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Information Management

■ Developer Tools, Tips & Tricks (SUF 64, RSUF 64)

Dell Toad has become synonymous with database development for over fifteen years. Come learn how to better utilize the latest world class capabilities in Toad to improve productivity and optimize your code.

■ DBA Tools, Tips & Tricks (SUF 65, RSUF 65)

DBA's rely on Dell more than any independent software provider to develop tools that will allow them to administer, manage and improve their data environments. Come learn the latest tools, tips & tricks available for complex data environments. Walk through's of Toad, Spotlight, and Data Point with specific examples of how dba's can gain better control and increased productivity.

■ Boomi AtomSphere (SUF 66, RSUF 66)

DocuSign Case Study on use of Boomi for Integration (To be refined)

■ Impact of Hybrid Data Environments on Innovation (SUF 67, RSUF 67)

The data environment in modern infrastructures has become heterogeneous and complex, and organizations that recognize and embrace this reality appropriately will succeed. This in depth look on the impact of hybrid data environments and their impact on innovation will be presented by Dell IMG's Chief Research Officer, Shawn Rogers.

■ Future of Data: Big or Otherwise Panel

(SUF 68, RSUF 68)

A moderated panel discussion by recognized thought leaders from the world of data management, Big Data, and Analytics on where the marketplace is headed in the world over the next 1, 5, & 10 years.

■ Big Data Privacy & Best Practices

(SUF 69, RSUF 69)

In an era where data is growing at an unprecedented rate and the opportunities for leveraging analytics is unbound, the gold rush may cause some to lose sight of the big picture. Renowned data & analytics expert and IMG Chief Research officer, Shawn Rogers, will walk through the issue and offer some best practices.

■ Advanced Analytics Hands On Lab (SUF 70)

Hands on Lab with Statistica Enterprise Edition Advanced Analytics Platform.

■ Social Data Analytics (SUF 71, RSUF 71)

Leveraging the opportunity for improved marketing, customer support, product development, and sentiment can all be gained with social data analytics. Learn perspectives on best practices and lessons learned.

■ Advanced Analytics Hands On Lab 2 (SUF 72)

Hands on lab with Statistica Enterprise Edition Advanced Analytics Platform with a dive into the Big Data Module running on Hadoop

■ Big Data & IoT Innovation (SUF 73, RSUF 73)

Overview of the market and insights into building strategic IoT solutions for real world business applications.

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Network Security

■ Endpoint to Perimeter: Network Protection That's Inside out and Outside in (SUF 60, RSUF 60)

As an IT professional, it is an alarming time you live in. Each and every day you may be feeling unease about the risk of your network being breached. The cybercriminal community is relentless in its pursuit to exploit the weaknesses of your network wherever they could find them. So how well are you prepared for the next attack? In this session, we will discuss how you can take advantage of modern-day network security tools and services to achieve ongoing protection against emerging threats. Additionally, we will explore why it truly counts to have a nimble threat research and response team working for you. This session will provide a complete overview of the entire Dell Security solution portfolio to help you get a handle on what is important for your organization to think about.

■ Dell SonicWALL Email Security and Encryption Solutions (SUF 61, RSUF 61)

In this session, you will learn about leading edge strategies and technologies to protect your email from viruses, spam, and confidential data leaks and how Dell SonicWALL can help you easily and affordably meet industry and regulatory requirements for secure email exchange.

■ Mobile Access and Security Update (SUF 62, RSUF 62)

In this session, you will learn about the leading edge strategies and technologies to securely enable mobile worker productivity while protecting your data from loss or theft and how Dell Secure Mobile Access Solutions can help.

■ Key Security Insights: Examining 2014 to predict emerging threats (SUF 63, RSUF 63)

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.

■ SonicWALL General Session: Welcome and Strategy (SUF 74)

Hear about the strategic direction and vision for Dell SonicWALL Next-Generation Firewall solutions from seasoned Dell Security executives. This is the kickoff session for the Dell World User Forum Network Security track for Dell SonicWALL customers.

■ SonicWALL Next-Generation Firewall Technology overview (SUF 75)

Dell SonicWALL customers, join us for a deep dive into the technology and roadmap for Dell SonicWALL Next-Generation Firewall solutions in this Dell World User Forum.

■ Advanced SonicOS Management Best Practices (SUF 76)

Upon completion of this session, you will have an in-depth knowledge of how to optimize access/NAT policies and other key SonicOS settings to achieve the best possible performance from your Dell Security enterprise next-generation firewall.

■ Advanced SuperMassive Deployment Best Practices Part 1 (SUF 77)

This session will give you in-depth knowledge and a clear understanding of how to:

- Accurately scale your SuperMassive firewall to support the next-generation multi-gigabit network with full threat prevention services enabled
- Optimize a large scale DPI-SSL implementation
- Prepare for large scale site-to-site VPN and SSO implementations
- Configure High Availability including remote DR sites

■ Advanced SuperMassive Deployment Best Practices Part 2 (SUF 78)

This session will give you in-depth knowledge and a clear understanding of how to:

- Accurately scale your SuperMassive firewall to support the next-generation multi-gigabit network with full threat prevention services enabled
- Optimize a large scale DPI-SSL implementation
- Prepare for large scale site-to-site VPN and SSO implementations
- Configure High Availability including remote DR sites

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Network Security

■ How to make your network security infrastructure future-ready (SUF 79)

This course will give you the blueprint for deploying a future-proofed, network-based scale-out security layer architecture. This is a highly resilient design that offers transparent security services to augment existing security solutions, separate security functions and provide added capacity via N+1 redundancy to solve your most complex and demanding data center operations.

- Accommodate capacity growth to support 10, 40 and/or 100+ Gbps data centers
- Assure availability of internet services and connectivity for enterprises of all sizes without compromising security
- Achieve complete scalable security through inspection and prevention of evolving threats

■ Dell SonicWALL GMS as a Firewall Enterprise Management Console (SUF 82)

The Dell SonicWALL Global Management System (GMS) is the leading firewall management console in the industry, whether it is scaling to manage thousands of firewalls, or excelling at managing a single enterprise firewall. Get the inside story of its architecture and how to best deploy and optimize its performance. Learn the best practices in operations: policy management, logging, alerting, reporting, and be on the cutting edge of change management with its new workflow automation and auditing features.

■ Advanced Enterprise "Clean VPN" Solution Design (SUF 83)

The combination of Dell Secure Mobile Access (SMA) and Dell Enterprise NGFW products provides organizations with a single solution for defense-in-depth security from endpoints to the gateway. Upon completion of this session, you will gain a deeper knowledge of the Clean VPN configuration that enables organizations to establish trust for users, devices, and traffic before allowing a connection to any sensitive information on the network.

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