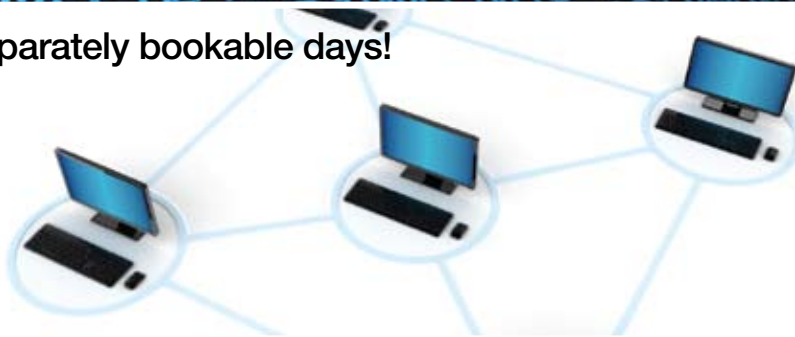


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Supporting Organisations:



The Evolution of SaaS and Utility Computing Models Towards the new Paradigm of the Cloud

5 October 2009, Rendezvous Hotel, Auckland



IDC Says Cloud Computing Is More Than Just Hype; Worldwide IT Spending On Cloud Services Expected To Reach US\$42 Billion By 2012

'Singapore and Hong Kong, March 5, 2009 – According to IDC, worldwide IT spending on cloud services will grow almost threefold, reaching US\$42 billion, by 2012. As the cloud computing model offers a much cheaper way for businesses to acquire and use IT, IDC expects its adoption to be amplified by the cost-cutting mantra of most organizations today.'

9.00 Opening Remarks from the Chair

Eric Svetcov, *Managing Director*,
SV TECHNOLOGY LIMITED

9.10 Setting the Scene: Defining Cloud Computing

- Defining “cloud computing” – what exactly is it?
- Where did cloud computing come from, and where is it going?
- What are the benefits and risks of the cloud?
- Where do we find our line-of-business apps in the cloud?
- Is cloud computing just hype, or the future of information technology?

Dr Michael Snowden, *CEO*, **ONENET LIMITED**

10.00 CASE STUDY: Real-World Experiences from Managing the Migration to Cloud Computing

This session will focus on Colenso's successful migration of applications to a cloud architecture and will highlight the key benefits and lessons learnt.

Rob Tillotson, *Director*, **COLENZO BBDO**

10.40 Morning Break & Refreshments

11.00 The “Cloud” Can Have a Silver Lining: Moving to a Cloud Computing Platform for a Corporate Enterprise

- How has cloud computing enabled Gen-i to advance sales efficiency and effectiveness and client outcomes?
- Business value drivers: Innovation, scalability and cost reduction opportunities
- Taxi and takeoff: Adoption, quality and continuous improvement
- Where next?

Brent Eddy, *Sales Operations and Strategy Manager*, **GEN-I**

11.50 CASE STUDY: of the implementation of a cloud computing organisation in New Zealand focussed on providing enterprise level software and related services using a SaaS business model

The opportunity for a new player to enter the market occurred as a result of legislation change related to the introduction of the Portfolio Investment Entity (PIE) tax regime and the introduction of Kiwisaver. Appello Services was created to exploit the opportunity but chose to do so using a SaaS business model rather than offer software licenses. The presentation will investigate the key success factors, lessons learned and achievements to date. Critical lessons learned were:

- How to sell the SaaS model through education
- How much capital is required and getting the approach right
- Growing customer confidence and therefore demand for your services
- Choosing the right type of customer (and avoiding others)
- Assessing the importance of relationships over technology for enterprise level service delivery
- Highlighting the challenges of a small start-up company providing services to large corporates

Michael Maunsell, *CEO and Founder*,
APPELLO SERVICES LTD

12.40 Lunch

1.40 An Overview of Applications that are Currently Delivered via the Cloud and Potential Applications for the Future

- Cloud computing - it's just consumer videos isn't it?
- CRM, CMS, ERP, HMS and other cloudy acronyms
- Transitioning to the clouds - beam me up Scotty
- It's software Jim, but not as we know it. What the future holds

Ben Kepes, **DIVERSITY LIMITED**

2.25 Managing your Cloud Provider for Success - How to Achieve the Best Results while Managing an Appropriate Level of Risk

- Performing selection and due diligence to achieve the best outsourcing results
- Implementing due diligence processes to protect your valuable data
- Communicating with your cloud provider
- Setting Service Level Agreements
- Agreeing reporting processes with your cloud provider – dash-boards and key metrics
- Choosing the right provider for your business

Eric Svetcov, *Managing Director*,
SV TECHNOLOGY LIMITED

3.15 Afternoon Break & Refreshments

3.35 Discussing the legal implications of choosing an offshore cloud computing solution

- Contracting to reduce risk of vendor control
- Cross border data privacy issues
- What are the legal issues to watch for?

Michael Wigley, *Solicitor*,
WIGLEY AND CO.

4.10 PANEL DEBATE: Assessing the Future for Cloud Technologies and the Changing Nature of IT use and Purchasing Models

- Will the global economic crisis put the brakes on cloud computing adoption in the near-term?
- On-premises traditional hosting – where now?
- What will the main drivers be for Cloud Computing adoption? Cost efficiency? Scalability? Reducing data administration? Power and cooling issues?
- Using external cloud providers vs. building a private cloud for corporate IT
- Will NZ bandwidth and speed pose an issue for cloud services?
- Is moving to a third-party cloud computing service really cheaper than running an in-house data centre.

Panellists:

Ben Kepes, **DIVERSITY LIMITED**
Mike Snowden, *Managing Director*, **ONENET**
Eric Svetcov, *Managing Director*, **SV TECHNOLOGY LIMITED**
Salesforce.com speaker

4.50 End of Conference & Networking Drinks Function

Examining Consolidation and Virtualisation in Next-gen Datacentre Environments

6 October 2009, Rendezvous Hotel, Auckland

'A significant shift is emerging in enterprise computing that will have profound implications for the next 10 years of the datacenter. Rapid advances in virtualization technologies and scale out computing as well as ongoing IT consolidation initiatives are causing operations managers to re-think their strategies around datacentre design and systems architectures.' IDC



9.00 Opening Remarks from the Chair

9:05 Setting the Scene: Analysing Datacentre Technology Evolution

Corporate data centres have undergone recent and rapid evolution into the complex environments we now see. Next-Generation datacentres now allow much faster and more efficient data migration and management. Datacentre architecture now allows much more scalability and security, and has driven consolidation in corporate IT infrastructure. Next-generation datacentre solutions such as virtualization, fabric-based security, consolidation, migration, and disaster recovery have all contributed to the rise in importance of the data centre. This session will examine the recent evolution of the datacentre, and where this technology is heading.

9.45 CASE STUDY: The Efficient Data Centre

A Dell-on-Dell Case Study: Hear how Dell IT is consolidating 126 Global Datacentres into 4.

Justin Boyd, Server and Storage Manager, DELL ANZ

10.30 Morning Break & Refreshments

10.50 CASE STUDY: The Datacentre - the Heart of your Organisation

The data centre is the heart of a modern organisation and it pumps the life blood (data) throughout a business. Datacentres need to have a level of resilience appropriate to each organisation. With Blade technology there has been a rapid increase in power usage and requirements and associated with cooling requirements. There are issues of fire suppression, backup electricity and single points of failure. Sam Mulholland will present some case studies from the Middle East about building computer centres for clients in this location. The Middle East is recognised as a growing market by Europe and so Sam regularly meets with the manufacturers of cooling systems, fire suppression and power supplies from Europe and the US to be briefed on their new products.

Sam Mulholland, Managing Director, STANDBY CONSULTING

11.30 CASE STUDY: Addressing the Efficiency Imperative: A Virtualisation Case Study at BMC

Dave Pickering, Technology Director, BMC Software Australia and New Zealand, BMC SOFTWARE

12.15 Lunch

1.15 How is Virtualisation Transforming the Datacentre?

Virtualisation is now reliable and scalable enough to run large databases and other critical applications.

- How can virtualisation save on datacentre costs?
- Examining how virtualisation is changing datacentre technology and processes
- Transitioning to a dynamic datacentre with virtualised infrastructure

Geoff Olliff, Managing Director & Nick Smith, Consultant, VIFX

2.00 Benefits & Pitfalls of Virtualisation: Understanding a New IT Reality

The global economic maelstrom is taking server consolidation using virtualisation technologies from a 'may do' to a 'must do' activity. However beyond this first step into the virtual world, the data centre, network and desktop are all changing dramatically, catalyzed by the increasing power of commodity systems, the maturing of virtualisation technologies and an increasing choice in application, network and storage architectures. Companies who have embarked on the virtualisation journey will be able to take advantage of all these trends coming together. This concept of 'elastic computing' is driving enterprises to revisit some fundamental assumptions about testing and sociability, logical security and the cost drivers of the existing IT landscape. Not everything works the first time and superstitions around security will need to be addressed. However, virtualisation is the inescapable future of IT architectures, and as a business leader these will be some of the challenges you will need to overcome within your own organisation. This session will examine the experiences, lessons learnt and future ambitions from a local adopter of virtualisation technology. WARNING: Content may offend some lovers of proprietary technology.

Andrew Wilshire, Chief Technology Officer, FONTERRA

2.45 Afternoon Break & Refreshments

3.00 The Rise of Cloud Computing and the Datacentre Environment

- Cloud Computing and the rise of the virtual datacenter – what are the implications for organizations and their IT departments?
- Security and operational demands of datacentres hosting cloud computing infrastructure
- Using shared datacentres (collocation facilities) for shared computing (cloud computing) – implications for information privacy, information security, information assurance and IT governance professionals.
- Unique datacenter requirements for hosting cloud computing infrastructure
- Is Cloud Computing the datacentre of the future?

Eric Svetcov, Managing Director, SV TECHNOLOGY LIMITED

3.45 Debating the cost-drivers for next-gen Datacentre investment

Cost efficiencies in IT investment are currently top of the agenda for CIOs, and successful companies are turning to next-generation technologies and services that are easier to buy, quicker to deploy and easier to manage so they can extract maximum return. Next generation data centres can offer risk mitigation, increased agility and cost reductions simultaneously.

4.30 End of Conference & Networking Drinks Function

Day 3 NZ Business Intelligence Summit

Debating the Evolution of BI Solutions to Drive Performance in a Tough Economy

7 October 2009, Rendezvous Hotel, Auckland

Tough Business Environment Will Drive More Pervasive Business Intelligence Usage Within Organizations; IDC.

'Singapore and Hong Kong, May 27, 2009 – Despite the global economic crisis, the business intelligence (BI) tools market in Asia/Pacific excluding Japan (APEJ) grew positively at 7.7% and was estimated to be worth US\$445.30 million in 2008. More users are seeking better access to information, which is still one of the fundamental reasons behind BI adoption. The recent turbulent times and uncertainties have intensified the need for timely, accurate and relevant information to make sound business decisions.'



9.00 **Opening Remarks from the Chair**

9:10 **Setting the scene: What is the current economy doing to the BI space, and how is BI evolving to adapt to changing corporate customer needs?**

Investment in Business Intelligence is growing, despite the economic downturn. At the same time the market is evolving, with vendor consolidation and changing emphasis. This presentation will cover the state of the BI market: the players, the categories, the splinters and the consolidations. It will also cover what types of projects are likely to be funded and what are not, both internationally and in New Zealand.

Michael Whitehead, CEO and Founder, WHERECAPE

10.00 **CASE STUDY: NZ Customs and the 'Different Data Warehouse'**

The basic philosophy of a data warehouse is to extract the data assets captured in an operational/transactional database and transform this into information and intelligence. This information is fed back to the operational side of the business in order to allow it to work better, smarter, cheaper and faster. Although the Customs' warehouse matches this tenet, the data held and intelligence derived marks it as differing from more traditional warehouses. This presentation charts the history of warehousing in NZCS, the warehouse's present architecture and demonstrates some practical outcomes obtained from the warehouse.

John Priest, Chief Customs Officer, NZ CUSTOMS

10.45 Morning Break & Refreshments

11.05 **CASE STUDY: Delivering Competitive BI at CourierPost**

In today's recessionary times CourierPost are harnessing their BI tools. This enables them to direct their business to make sure they are able to identify and develop opportunities for a competitive edge. CourierPost are no newcomers to BI and have been using BI tools for years to help them successfully manage all the complexities of their business.

Paul Trotman, National Operations Manager, COURIERPOST

11.50 **CASE STUDY: The SKYCITY BI journey**

SKYCITY Entertainment Group has built extensive Business Intelligence systems to support their business. Mike Clarke, CIO, will overview the BI technology in use by SKYCITY, and some the lessons learnt on the journey.

Mike Clarke, Chief Information Officer, SKYCITY ENTERTAINMENT GROUP LIMITED

12.35 Lunch

1.35 **CASE STUDY: ASB Bank HR Management and BI; assessing how BI can assist in restructuring the corporate environment.**

One of the critical successful factors for a business intelligence project is uptake by the business. For this to happen, a culture change is often required. This presentation will cover how ASB changed a company-wide management culture to fully utilise HR Business Intelligence. It will also cover how the HR BI project was embedded within the business unit rather than as an IT project and how this contributed to the success of the project.

Rosalie Nelson, General Manager HR Service, ASB BANK

2.20 **Data privacy and security issues for BI Managers**

When an organisation builds a centralised data warehouse, the advantages of being able to consolidate and then transform that data into business benefit is very clear. What is also clear is that once all of an organisation's data has been centralised into a single repository, it becomes a significant target for misuse. The controls that ensure the safety of such a centralised data repository suddenly take on much more significance since a breach of confidentiality could potentially jeopardize the future of an organisation. BI practitioners need to understand and request that appropriate controls are implemented in order to maintain the confidentiality, integrity, and availability of data. This session will focus on database security and the controls around unauthorized access to organisational critical decision support systems and data.

Eric Svetcov, Managing Director, SV TECHNOLOGY LIMITED

3.00 Afternoon Break & Refreshments

3.20 **CASE STUDY: Cost Effective Master Data Management**

Is your company's information spread across a sea of isolated systems? When your next customer walks in the door, can you quickly tell if they are one of your top customers, even if they buy across many of your diverse product lines? Does your online web presence have the information it needs to correctly personalize the interactions with your customers based on total value of business? In today's tough economic climate, small refinements to our customer, client or patron engagements can make a big difference. But obtaining a single view of customer, product or supplier doesn't have to cost the earth. Common-sense, pragmatic & cost-effective approaches to create this valuable information asset by leveraging industry standard data integration tools.

Scott Abbott, Senior IT Architect, IBM SOFTWARE GROUP

4.00 End of Conference & Networking Drinks Function

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