



INFRASTRUCTURE, HYBRID CLOUD, AND CYBERSECURITY FOUNDATIONS FOR AI SUCCESS

OCTOBER 8-9, 2024 | Somerset, NJ

**Agenda is subject to change*

Tuesday, October 8, 2024

Time	Description	Location
8:00 a.m., 10:30 a.m. 1:00 p.m., 3:30 p.m.	Transfers from Delta Marriott to Data Center Factory and Advanced AI & Cyber Lab Tours for those who opted to join the tour. <i>**Transportation from the Delta Marriott to the Knox and Ridge Facilities will be 30 minutes prior to tour start time**</i>	Delta Marriott Somerset Lobby
7:15 a.m. – 3:30 p.m.	Registration Desk Open	Delta Marriott Lobby
7:30 a.m. – 10:00 a.m.	Continental Breakfast	Delta Marriott
8:00 a.m. – 2:30 p.m.	Data Center Factory and Advanced AI & Cyber Lab Tours – Optional	Data Center Factory Tour
11:00 a.m. – 2:30 p.m.	Lunch & Internal Showcase	Delta Ballroom
5:30 p.m. – 9:30 p.m.	Partner Showcase Dinner Networking	The Palace
9:30 p.m.	Transfers from Dinner/Entertainment back to Hotel	Delta

Wednesday, October 9, 2024

7:15 a.m. – 8:00 a.m.	Transfers from Hotel to EBC	Delta Marriott Lobby
7:15 a.m. – 3:30 p.m.	Registration and Travel Desk Open	SHI EBC Lobby
7:30 a.m. – 8:15 a.m.	Breakfast	MPR
7:30 a.m. – 8:05 a.m.	Optional Customer Innovation Center (CIC) Tours <i>Leverage the CIC to accelerate time to value by taking advantage of customized demos, workshops, and POCs to assure your desired outcome is achievable prior to any major technology investment and deployment.</i> <i>*Tours are approximately 20 minutes long. Meet in EBC Lobby.</i>	CIC (Meet in EBC Lobby)
8:15 a.m. – 8:30 a.m.	Welcome Remarks <i>Ryan Sheehan, Sr. Vice President of ASG, SHI</i>	Edison
8:30 a.m. – 8:45 a.m.	AI-Powered Transformation: Driving Business Value with SHI AI isn't just about technology; it's about achieving tangible business outcomes. Explore how SHI's powerful ecosystem of technology partners is accelerating AI adoption across industries. Discover real-world AI success stories, gain insights into overcoming implementation challenges, and learn how SHI's end-to-end solutions can help you unlock the full potential of AI for your organization. <i>Kapil Bansal, Sr. Vice President of Partner Management & Solutions PPSS, SHI</i>	Edison
8:45 a.m. – 9:20 a.m.	NVIDIA KEYNOTE – Navigating the Future of AI: Innovations and Strategies in Hybrid Cloud and AI Infrastructure Artificial intelligence is transforming industries at an unprecedented pace, and staying ahead of the curve is crucial for IT professionals. Delve into the latest trends shaping the AI marketplace, with a particular focus on the integration of hybrid cloud solutions and advanced AI infrastructure. Nvidia will provide insights into the future of AI with cutting-edge technologies and strategic initiatives and will discuss the evolution of AI workloads, the growing importance of hybrid cloud environments, and the critical role of robust AI infrastructure in driving innovation. <i>Presenter: John Fanelli, VP Enterprise SW, Nvidia</i>	Edison

9:20 a.m. - 9:40 a.m.	Break <i>*Customer review table</i>	Einstein
9:40 a.m. - 10:15 a.m.	The AI-Revolution/Driving Hybrid Data Center Evolution: Redefining Hybrid Cloud Infrastructure Use Cases for the Intelligent Era <p>The Generative AI wave is driving unprecedented shifts in Data Center purchasing decisions, adding to already existing Cloud complexities and cost containment pressures on IT leaders.</p> <ul style="list-style-type: none"> Learn why and how to gear infrastructure decisions towards Hybrid and Private Cloud strategies with optimized hardware and scalable software to handle modern data workloads. Cost and ROI optimization starts with thoughtful AI workload placement planning for LLM training, RAG implementation, Model Refinement, and Inferencing. Explore AI and Cloud Readiness Assessments and Advanced Lab capabilities to better understand the potential impact of AI on Data Center Power & Cooling requirements. <p><i>Introduction: Jack Hogan, VP of Advanced Growth Technologies, SHI</i> <i>Presenter: Penny Madsen, Senior Research Director, Cloud and Edge Services, Worldwide Infrastructure Research, IDC</i></p>	Edison
10:20 a.m. - 10:45 a.m.	Renaissance of Data Center IT Infrastructure: Simplified Deployment Strategies in a Cloud Era <p>In today's dynamic tech landscape, Original Equipment Manufacturers (OEMs) are raising the bar, demanding higher standards for building, configuring, and deploying cutting-edge solutions. As a result, engineers and technicians must obtain certifications to validate their abilities with intricate IT platforms. However, this pursuit comes at a cost—leveraging existing staff strains Information Technology (I&O) resources. The workforce, once focused on day-to-day management, now juggles certification demands, competing priorities, and unforeseen issues. Amid this shift, organizations recognize that staying competitive requires a delicate balance: expertise from certifications and efficient technology deployment.</p> <p><i>Moderators: Howard Shaw, VCTO – Advanced Integrated Solutions, SHI & Rachel Lawson, IDCS Director - Strategy & Planning Operations, SHI</i> <i>Panelists: John Fanelli, VP, Enterprise SW, Nvidia, Daniel Brownstein, Dell & Josh Haley, Cohesity</i></p>	Edison
10:50 a.m. - 11:15 a.m.	Lessons from the Frontline: SHI's AI Deployment Journey <p>Over the past two+ years SHI has undergone a transformative Generative AI initiative: Project Mindspark. Project Mindspark has had a measurable impact on SHI's internal productivity, quality of work, job satisfaction and customer experience. In this session we will walk through our journey, the good and bad and leave you with a simple framework to chart a course to AI-driven value for your organization.</p> <p><i>Presenter: Matt Fisher, VP, Marketing, SHI & John Moran, Product Director, Applied AI, SHI & Aaron Richmond, SHI</i></p>	Edison
11:15 a.m. - 11:30 a.m.	Break	Edison
11:35 a.m. - 12:00 p.m.	Navigating the Power Surge: Trends in Data Center Infrastructure and Cooling <p>The evolution of next-generation infrastructure and AI chipsets is significantly impacting data centers, leading to increased rack densities of over 70kW and server processors with TDP ratings soaring up to 350 W. This surge necessitates a substantial upgrade in power and cooling systems, including advanced air and liquid cooling technologies. Additionally, these developments are putting pressure on the need for sustainability and the demand for more energy for AI infrastructure, posing challenges for the energy grid and the data center's role in the REIT business model.</p> <p><i>Presenter: Jason Richards, Sr. Manager, Datacenter Power & Cooling, SHI</i> <i>Panelists: Tony Locker, Eaton, David Story, Vertiv & Victor Avelar, Schneider Electric/APC</i></p>	Edison
12:05 p.m. - 12:30 p.m.	Voice of the Customer: AI and Data Convergence: Strategies from Industry Leaders <p>Hear directly from industry trailblazers who are redefining their data center strategies to harness the power of AI. We explore real-world examples, tackle common challenges, and discuss best practices for scalability, security, and operational efficiency.</p> <p><i>Moderator: Ryan Sheehan, Sr. Vice President of ASG, SHI</i> <i>Panelists: Brian Gero, SVP, Core & Strategic Engineering, Flexential, Geoff Wright, Global Solution Owner - GenAI and Digital Experience, Mondelez International, & Chris Scaglione, SVP, Financial Ops & Chief Transformation Officer, TierPoint</i></p>	Edison
12:30 p.m. - 1:30 p.m.	Lunch <i>*Customer review table</i>	MPR

12:30 p.m. – 1:30 p.m.	CIC Tours – Optional (12:00 p.m. – 12:20 p.m. and 12:25 p.m. – 12:55 p.m.)	EBC Lobby
1:40 p.m.- 2:05 p.m.	<p>How to Assess AI Readiness: Understanding your Security, Data, Infrastructure and Business Preparedness for AI with Cory Peters, VP Product & MSP ASG, SHI</p> <p>An AI Readiness Assessment is a necessary prerequisite before embarking on a Generative AI journey. Accelerated AI adoption requires stakeholders from across the business to come together to discuss desired business outcomes, data accuracy and availability, infrastructure strategy and of course security. It's key that organizations evaluate existing systems and processes to identify gaps and propose actionable solutions for effective AI adoption. Additionally, establishing a process for Use Case Identification and Prioritization ensures that organizations allocate resources to high impact use cases aligned with strategic objectives.</p>	Edison
	<p>Effective ITAM in the Hybrid Cloud: Techniques for Cost Optimization with Kristy Stroud</p> <p>Unlock the full potential of the hybrid cloud with effective Information Technology Asset Management (ITAM). In this session, discover how taking a data-based approach can assist in optimizing costs and enhancing efficiency within a hybrid cloud environment. We'll dive into defining Cost Optimization and strategies that reduce expenses, improve operational performance, and deliver significant value to your organization. Understand the key differences between cost savings and cost avoidance and learn how to measure cost optimization effectively. Join us to gain practical insights and leverage ITAM to achieve unparalleled success with your hybrid cloud strategy.</p>	Einstein
	<p>5 ways to Optimize Cloud Costs Without Sacrificing Your Vision sponsored by Microsoft with Mike Voss, ASG Field CTO ASG, SHI</p> <p>In today's fast-paced digital landscape, CIOs face the critical task of crafting a hybrid cloud strategy that balances business value, cost, and efficiency. Join us for an insightful 25-minute session, where we delve into the essential considerations for a successful FinOps strategy. Discover how successful organizations align with the FinOps Framework to synchronize people, processes, and technology to maximize the business value of the cloud.</p>	Nash
	<p>Real-World AI Data Protection for Data Centers with Brad Bowers & Alberto Caballero, SentinelOne</p> <p>Join us for an insightful fireside chat exploring the transformative impact of AI on data center security. We'll delve into AI-driven autonomous security operations, AI-SIEM advancements, and machine learning's role in threat detection. Discover how AI is revolutionizing incident response, threat hunting, and addressing unique challenges in hybrid and multi-cloud environments. Don't miss this opportunity to glimpse the future of data protection.</p>	Bell
2:10 p.m. – 2:35 p.m.	<p>Navigating the AI Infrastructure Frontier: Strategic Steps for Value Realization with Jon Palmer, Director, Data Center Solutions Engineering Servers & Storage, PPSS, SHI & John Fanelli, VP Enterprise SW, Nvidia</p> <p>Embarking on an AI journey involves navigating the sea of AI Infrastructure, which can be addressed through strategic steps such as creating sandboxes and proof of concepts for safe experimentation, and meticulous selection of infrastructure and chipsets suited to specific needs. These measures allow organizations to demystify AI, facilitating a smoother transition and quicker value realization by understanding AI capabilities in a controlled environment and ensuring optimal performance and scalability.</p>	Edison
	<p>Embracing Hybrid Cloud for an AI Future with Cory Peters, VP Product & MSP ASG, SHI & Rocco Lavista, VP WW HPE Hybrid Cloud Solution Sales, HPE</p> <p>A holistic approach to embracing hybrid cloud and AI is key to enhancing efficiency and effectiveness across infrastructures. At SHI, we understand that a robust cloud architecture is crucial for scaling AI, ensuring a seamless transition from pilot to total production. Trust in SHI to navigate the intricacies of technology, skills, and data management as we guide your journey in leveraging these powerful tools</p>	Einstein
	<p>(*ITAM) Managing AI as an IT Asset: Navigating the New Frontier in Asset Management with Martin Thompson from the ITAM Forum</p> <p>Explore the transformative impact of AI on IT Asset Management (ITAM). Delving into recent research findings, the session highlights the necessity of managing AI as a distinct asset class, the essential skills required for managing AI governance and practical strategies for integrating AI into existing frameworks.</p>	Nash
	<p>Back-up is Back - Essential Data Protection and Backup Strategies with Christina Halikiopoulos & Jeremy Cathey, Rubrik</p>	Bell

Join us for an illuminating fireside chat on "Back-up is Back: Essential Data Protection and Backup Strategies." We'll explore how AI, machine learning, and Zero Trust Architecture are revolutionizing data protection. Discover how these technologies enhance threat response and optimize backup frameworks. Learn to integrate cutting-edge strategies for safeguarding your organization's most valuable asset—data.

BREAK

Pre-Function B

2:55 p.m. – 3:20 p.m.

Generative AI and the New Storage Landscape with Mike Voss, ASG Field Chief Technology Officer, SHI & Victor Alberto Olmedo, Global AI & Analytics Principal Field Solution Architect, Pure Storage

Edison

The global data landscape is undergoing a massive expansion. As we look forward, the trend of data proliferation is set to continue, with large enterprises expected to triple their capacity for unstructured data, spreading across diverse environments that include on-premises, edge, and cloud infrastructures. While Artificial Intelligence (AI) provides new capabilities to harness the power of data and derive valuable insights, it is also pushing the boundaries of storage capacity, performance and data center power consumption.

VMware by Broadcom: Understand the Changes & Know Your Options with Marcus Parker, Director of VMware, SHI

Einstein

VMware is undergoing significant changes in its product offerings and licensing models, transitioning from perpetual licenses to a subscription-based approach, and altering its pricing structure from RAM-based to CPU core-based licensing. This strategic shift is accompanied by a broader simplification of their portfolio, which includes discontinuing the free version of the vSphere Hypervisor and planning to divest its End-User Computing (EUC) business. The new model is designed to provide customers with greater flexibility to optimize spending, support the transition from capital expenditures (CapEx) to operational expenditures (OpEx), and although it might lead to increased costs due to product rationalization, it is expected to simplify contracting and licensing, potentially resulting in long-term efficiencies and cost savings.

The Synergy between FinOps and ITAM -with Mika Harviala

Nash

Join us for "Synergy Between ITAM and FinOps," where we explore the powerful alignment between IT Asset Management (ITAM) and Financial Operations (FinOps) to drive cost efficiency and value optimization. We begin by defining ITAM and FinOps, highlighting their shared objectives: cost savings, risk management, compliance, and financial accountability. By integrating data and processes from both domains, organizations can achieve enhanced financial visibility, better budget forecasting, and improved cost optimization. The presentation outlines practical implementation strategies, emphasizing the importance of cross-functional collaboration to maximize the benefits of this synergy.

Effectively Designing Zero Trust Network Access with Phil Armbrust & Michael Burgess from Fortinet

Bell

Join SHI's leading expert on ZTNA for a comprehensive presentation on "Effectively Designing Zero Trust Network Access." Discover current best practices for implementing a robust ZTNA architecture, including micro-segmentation, continuous authentication, and least-privilege access control. Learn how to integrate ZTNA with existing infrastructure, leverage AI for threat detection, and ensure seamless user experience while maintaining stringent security protocols.

3:25 p.m. – 3:50 p.m.

Data Center Sustainability in the AI Age and Why Power and Cooling Matter with Jack Hogan VP of Advanced Growth Technologies, SHI & Penny Madsen, Sr. Dir., Cloud and Edge Services, Worldwide Infrastructure Research, IDC & Chris Scaglione, SVP, Financial Ops & Chief Transformation Officer, TierPoint

Edison

Discover cutting-edge power and cooling solutions designed to help you right-size your data center, optimize infrastructure for efficiency, and effectively track sustainability metrics to ensure compliance.

CIO Roadmap for a Successful Hybrid Cloud Strategy with Russ Cantwell, ASG Lead Field CTO ASG, SHI & John Encizo, Field CTO – ISG AMS Innovation & Transformation Team, Lenovo

Einstein

In today's fast-paced digital landscape, CIOs face the critical task of crafting a hybrid cloud strategy that balances cost, performance, and flexibility. Join us for an insightful 25-minute session, where we delve into the essential considerations for successful hybrid cloud adoption. Discover how to optimize workload placement to ensure cost-effective and high-performing solutions, avoid vendor lock-in, and maintain financial leverage by making intentional technical decisions that diversify your workload portfolio.

How AI is driving a revolution in IT Cost Optimization with Neil Frodsham, SHI; Abbi Claxton, SHI; Martin Thompson, SHI; Brian Hibner, Flexara; Enrique Ortiz, SHI

Nash

Join us for the panel session How AI is Driving a Revolution in IT Cost Optimization, where we explore the transformative role of AI in IT Asset Management (ITAM) and Software Asset Management (SAM).

Discover how AI technologies are reshaping IT cost management through predictive analytics, automation, and innovative cost-saving strategies. Our panel of experts will share their insights on the latest AI-driven trends and best practices, equipping attendees with practical knowledge to optimize IT costs effectively. Key topics include the role of AI in predictive analytics for IT cost management, automation's impact on reducing IT costs, innovative AI-driven cost-saving strategies, future trends in AI and IT cost optimization, and real-world use cases from SHI showcasing successful AI implementations.

Fireside Chat: Addressing Data Center Supply Chain Risks with Brad Bowers and Paul Asadoorian, Eclysium

Bell

Join SHI & Eclysium for an illuminating fireside chat on "Addressing Data Center Supply Chain Risks." Discover how modern platforms are enhancing supply chain security by providing component-level visibility, vulnerability management, and threat detection for servers and network devices. Learn strategies to mitigate risks, ensure compliance, and protect your data center's critical infrastructure from firmware-level threats and supply chain attacks.
