

## Dell User Forum ANZ 2014 Agenda

7:45am-8:45am	Delegate Arrival & Registration				
8:45am-10:15am	Welcome address and keynote presentation Research findings presented by Forrester Research				
10:15-10:45am	Morning Tea & Solutions Expo				
Breakout Streams - Select your sessions					
10:50-11:35am	Breakout Stream 1	Breakout Stream 2	Breakout Stream 3	Breakout Stream 4	
	Dell Storage: Turning data into insights	Dell Cloud and Data Centre: Transforming the efficiency of IT	Dell Mobility: Connecting people, enabling productivity	Dell Security: Protection from the device to the cloud	
11:40am-12:25pm	What's coming next with Dell Storage (NDA session)	Understanding server trends, technologies and the latest innovations from Dell	The new reality of mobile solutions: Everything you have been told about mobility is wrong.	Mission: Defend and Protect - Next generation firewalls and network security appliances	Solutions Expo Tour
12:30-13:30pm	Lunch & Solutions Expo				
13:4-14:15pm	Best practices with Compellent and EqualLogic for VMware integration	Dell Networking - Past, Present and Future (NDA session)	What's new in client computing (NDA session)	Cyber-attack: Not a question of if, but when...	Solutions Expo Tour - Education Sector
14:20-15:05pm	Understanding key storage innovations: Software defined storage; Deploying web-scale converged solutions (with Nutanix)	A First Look at the new Dell PowerEdge infrastructure for the future-ready data center (NDA session)	Accelerate modernisation with virtualisation desktop infrastructure (VDI), convergence and the cloud	Endpoint Systems Management - BYOD: Yours or mine	Partner Breakout - Intel transforming the enterprise with the Intel S.M.A.C stack
15:05-15:35pm	Afternoon Tea & Solutions Expo				
15:45-16:30pm	Dell Data Protection: Effective strategies to safeguard data and maximise management flexibility	Optimising your solutions with Dell's 13th generation servers	Partner Breakout -Microsoft: Vision and roadmap session	Identity and Access Management	Solutions Expo Tour
16:40-17:00pm	Closing address by Amit Midha, President APJ, Dell. Solutions Expo				
17:00-18:00pm	Networking Drinks & Entertainment (Sponsored by Cloud)				

## Dell User Forum ANZ 2014 Synopsis

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10:50-11:35	Dell Storage: Turning data into insights	Dell Cloud and Data Centre: Transforming the efficiency of IT	Dell Mobility: Connecting people, enabling productivity	Dell Security: Protection from the device to the cloud	
	Information is the lifeblood of any organization. Data growth is skyrocketing, as well as the number of sources generating this data. Organizations want to more effectively derive more value from data and gain greater insights from it. In this session we explore how Dell provides storage that is easy to manage and protect, and offers tools that facilitate data analytics across the information lifecycle and across all data types.	Accelerating data centre modernization with virtualization, convergence and cloud. Join this session to understand how Dell is transforming the efficiency of IT to change the cost and delivery model using modern data centre architectures such as cloud.	Access resources anytime, anywhere and on any device. Join this session to learn how Dell innovation enables greater flexibility and productivity when, where and how people work.	Safeguard against evolving and wide-ranging security threats. In this session learn how Dell combats persistent threats to data and IT assets with a design philosophy focused on removing cost and complexity from the organisation.	
11:40-12:25	What's coming next with Dell Storage (NDA session)	Understanding server trends, technologies and the latest innovations from Dell	The new reality of mobile solutions: Everything you have been told about mobility is wrong.	Mission: Defend and Protect - Next generation firewalls and network security appliances	Solutions Expo Tour
	Learn about the Dell Storage portfolio and vision: what's newly released and upcoming new solutions.	The server market constantly changes and morphs with new opportunities emerging all the time, which can help improve your total cost of ownership. Come learn Dell's point of view on technology changes, from new systems improvements to unprecedented infrastructure enhancements.	Join this session and explore some of the most prevalent myths regarding mobile solutions and your mobile strategy: <ul style="list-style-type: none"> <li>- Tablets are not right for business</li> <li>- Mobile device management is all you need for BYOD</li> <li>- Mobility is too risky for highly regulated industries</li> <li>- Mobile applications are too costly to deliver ROI</li> </ul>	Securing your network while sustaining performance and simplifying management has been a trade off for some IT organisations. Join this session for a detailed insight into the latest innovations in network security that allows companies to deploy strong security protocols that drive business flexibility, functionality and growth.	Be hosted through this dedicated Solutions Expo tour to see, touch and feel Dell's full solution offerings. Hear from our platinum, gold and silver sponsors and participate in a dedicated customer immersion experience with Microsoft. These tours are not to be missed.

13:4-14:15	Best practices with Compellent and EqualLogic for VMware integration	Dell Networking - Past, Present and Future (NDA session)	What's new in client computing (NDA session)	Cyber-attack: Not a question of if, but when...	Solutions Expo Tour - Education Sector
	Join Dell and VMware in this learning session as we explore best practice in deploying VMware vSphere on EqualLogic and get up to speed on all the latest integration points with Compellent Storage Center. Make daily administration tasks faster and more efficient using the techniques covered in this live demonstration.	Networking is an integral part of your IT environment. In this NDA roadmap session, you will learn how Dell gives you the power to modernize and transform your network infrastructure - increasing performance, automating for efficiency and securing your organisation. Exploring innovations in networking technology such as software defined networking, this session will provide you with best practices that you can easily leverage in any physical, virtual or cloud based environment.	Client computing continues to evolve. The specialisation and proliferation of devices available for computing tasks continues to broaden - tablets, laptops, desktops and workstations. Join this roadmap session as we explore the industry trends driving Dell's innovations in client computing and discover the latest solutions for all your computing needs.	It's about keeping a step ahead of the unseen. Cyber attackers lurk at any shadow or minute to deploy their unlimited arsenal of methods to steal, destroy or disrupt. Every organisation, group, or individual are vulnerable to being attacked.  How do you protect your organisation from the myriad of attack vectors? Connect with the experts from Dell SecureWorks in this session for an overview into this threatening yet fascinating topic.	For Education Customers : Be hosted through this dedicated Solutions Expo tour to see, touch and feel Dell's full solution offerings. Hear from our platinum, gold and silver sponsors and participate in a dedicated customer immersion experience with Microsoft. These tours are not to be missed.
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	Relying on traditional architectures requires extensive integration of different vendors and introduces cost and complexity. Join this session to explore how Google, facebook and other leading cloud providers threw away the playbook to build scalable datacenters that deliver IT simplicity, scalability and improved ROI.	Get ready for the future! Attend this NDA session for a preview of the upcoming Dell FX server architecture. A revolutionary approach to IT based on a 2U shared infrastructure chassis with the efficiencies of shared power, networking, I/O and management.	Learn how to maximise the economics of your client computing platform using virtual desktop infrastructure. Explore how to optimise your resources to gain better service levels, increase IT agility and hold the line on costs, compliance and complexity.	Mobility is amazing for productivity but the risk exposure to business data and applications are accelerating vectors for malware, interception, and security compromise. You need a strategic take on your BYOD positioning to effectively protect your organisation.  Join this session to explore a robust endpoint systems management framework focused on the critical imperatives of staying secured, controlled, and compliant.	Intel's IT organization solves many of today's most demanding and complex technology issues - In this session Intel will share with fellow IT professionals some of the lessons learned in our own IT organization using Cloud, Big Data, Graph Analytics, Optimized hardware and the Intel SMAC Stack.

15:45-16:30	Dell Data Protection: Effective strategies to safeguard data and maximise management flexibility	Optimising your solutions with Dell's 13th generation servers	Partner Breakout -Microsoft: Vision and roadmap session	Identity and Access Management	Solutions Expo Tour
	Attend this session to discover how Dell Data Protection solutions safeguard your information while reducing management complexity. Learn how technologies such as deduplication, compression and optimized replication can help you get back to business as usual in minutes - not hours or days.	Join this session to explore the new 13th generation of Dell PowerEdge servers and discover the specific system management innovations and how to successfully plan the transition of your existing solutions onto these new platforms. Discover best practice approaches to leverage the new architecture to deliver faster application performance, improved storage density for virtualized workloads and advanced management features.	With the rapid rate of change in our industry, Microsoft will be taking attendees through their vision for what's next in a cloud first mobile first world. A thought provoking view of how quickly things change and how we can all adapt to it, whilst improving productivity in our work and life to achieve more.	Identity and Access Management (IAM) is one of the broadest issues in IT security and challenging for many organisations. In this learning session we will outline the best practice approaches Australian enterprises have developed using our modular and integrated approach to IAM.	Be hosted through this dedicated Solutions Expo tour to see, touch and feel Dell's full solution offerings. Hear from our platinum, gold and silver sponsors and participate in a dedicated customer immersion experience with Microsoft. These tours are not to be missed.