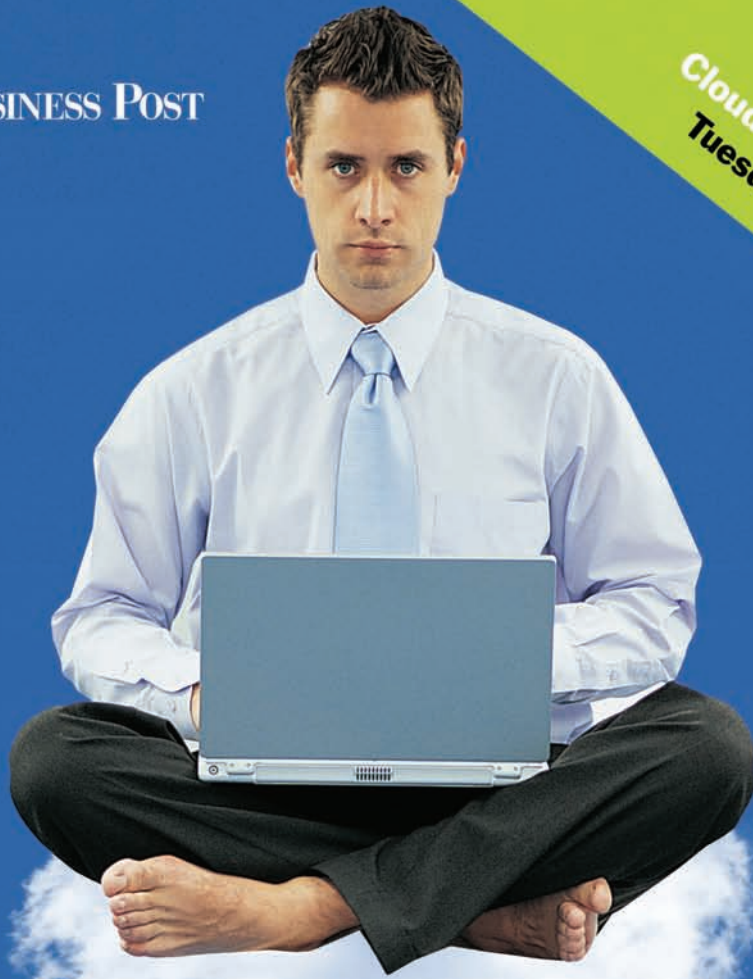


THE SUNDAY BUSINESS POST

iQuest



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bookable pre-summit
workshop
Cloud Computing Boot Camp
Tuesday Sept 22nd, 2009

THE INAUGURAL

Wednesday Sept 23rd, 2009, Croke Park, Dublin

CLOUD COMPUTING SUMMIT

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CLOUD COMPUTING

Driving IT Efficiency and Cost Savings in Today's Enterprise

Who Should Attend the Cloud Summit?

The summit is aimed at business and technology leaders who need to understand how Cloud Computing is fundamentally transforming the way in which we think about, acquire and use computing resources. The Cloud Summit will allow senior decision-makers to determine what level of Cloud Computing engagement is appropriate to them and how Cloud technology can be deployed alongside and in concert with existing static deployments of hardware and software.

Topics at the Cloud Summit:

- **Cloud Computing: What Is It? Is it right for me?**
- **How to take advantage of the cloud** – a business perspective on cloud computing
- **The reality of doing business in the cloud** – what are the reality checks for customers excited by the perceived benefits of cloud computing?
- **The everyday uses** of cloud computing
- **A road-map to adopting cloud computing** illustrated by end user experiences
- **Challenges and barriers to adoption**
- **Security, availability and compliance:** major issues facing IT executives who are evaluating and implementing cloud services
- **Key legal & compliance issues** that come with the cloud
- **Vendors & end-users discussions – key vendors** give their perspectives on the business advantages of cloud computing and **end-users** discuss their experiences

INTRODUCTION

Cloud computing has the potential to cause the most radical reworking of business computing since the desktop PC took over from the mainframe.

The great appeal for businesses is that the cloud **offers a much cheaper way for businesses to acquire and use IT.**

From the largest organisation to the smallest, cloud computing holds the potential promise of not only **ridding their organisations of ICT complexity while still reaping the benefits** of what technology can deliver, but also **cutting their costs.** This advantage is especially important for small and medium businesses, a sector that will be key to our economic recovery.

With every enterprise seeking cost savings in their operations, cloud computing cannot be ignored.

iQuest & The Sunday Business Post, in association with the Irish Software Association and the National Digital Research Centre, are delighted to launch this inaugural event specifically devoted to this pioneering technology. We'd like to thank our main sponsors, IBM, eircom and Invest Northern Ireland, for supporting this event.

Our programme will provide delegates with the resources, ideas and examples they can apply immediately to leveraging the cloud, helping them to **maximise performance, minimise cost and improve the scale of their endeavours.**

The Cloud Computing Summit takes place over a day and a half – a half-day technical Cloud Computing Boot-Camp on September 22, 2009 and a full-day summit focusing on the business issues surrounding cloud computing, on September 23, 2009.

Who should attend the technical Bootcamp?

CTOs, CIOs, system architects and development managers who need a detailed understanding of what is on offer in the world of cloud computing.

Topics at Cloud Boot-Camp

Cloud computing will be properly positioned in terms of Infrastructure as a Service, Platform as a Service and Software as a Service. We will explore the economic basis for cloud computing and discover what is similar and what is different among the main vendors' offerings. There will be a vendor panel and a real world use case with opportunities for Q&A throughout the session.

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SPEAKERS INCLUDE



Eamon Ryan TD, Minister for Communications, Energy and Natural Resources

Eamon Ryan was first elected to Dail Eireann in 2002. Prior to his appointment as Minister for Communications, Energy and Natural Resources, he was the Green Party Spokesperson for Transport and Enterprise, Trade and Employment and opposition convener on the Joint Oireachtas Committee for Communication, Marine and Natural Resources.



Dr Sean Baker, Chair, Irish Software Association

Dr Sean Baker is an entrepreneur based in Dublin. He was a co-founder of Iona Technologies and is a regular speaker on middleware and related business issues. He is a member of various advisory boards and technology companies and is a Fellow of the Irish Computer Society and of Engineers Ireland.



Ben Hurley, Chief Executive, National Digital Research Centre (NDRC)

The NDRC is a translational research centre whose mission is to create market capital through collaborative translational research. A seasoned executive with over 20 years senior management experience in the ICT sector, the majority of Ben Hurley's career has entailed creating enterprise value through the development and application of research-derived technology innovations to address emerging market needs and opportunities.



Philip Dawson, Vice President, Research, Gartner Research

Philip Dawson is a Vice-President in Gartner Research and specialises in virtualisation and server selection. Dawson is a leading authority on virtualisation of Linux, Unix and Windows infrastructure platforms. He has spent 23 years in the IT industry, 10 of which have been with Gartner, the world's leading information technology research and advisory company.



Pol Mac Aonghusa, CTO Emerging Technology Incubation Center, IBM

During his 20 year career in IBM, Pol Mac Aonghusa has held key Management, Technical and Consultant positions in IBM's Software, Services and Industry divisions. He has worked with IBM's major clients around the world across multiple industry sectors. As the EMEA leader for IBM's Cloud Computing division, he is a senior leader in the IBM High Performance On-demand worldwide team creating IBM's next generation technology offerings.



Stephen McGibbon, Regional Technology Officer for Western Europe, Microsoft

Stephen McGibbon has over 15 years software industry experience and is currently responsible for leading Microsoft's technology policy engagement with government and academic leaders, focused on the social and economic development implications of future high impact technologies. He is a regular speaker at international conferences on a range of technical and technology policy issues.



Gary Barnett, Partner and Chief Technology Officer, Bathwick Group

Bathwick Group is a UK based research and analyst firm. Gary Barnett leads the company's research portfolio, and is



Niall Feely, Director of Business Markets, eircom

Niall Feely leads eircom's SME division which supports 150,000 Irish SMEs. His experience in data -centre and cloud computing dates back to the late 1990s at Unisys New Zealand where he specialised in hosting and outsourcing large scale IT operations; and was involved in some early stage ASP projects. More recently he has been leading eircom's plans to enter the SAAS market through the development of a suit of On-Demand services due to be launched in Autumn 09.

Niall previously worked in Telecom NZ. He is a director of the Irish Internet Association, St Patrick's Festival and Dublin Chamber of Commerce (where he is also Honorary Treasurer). Niall is a member of Chambers Ireland Digital Policy Council.



Prof Ron Perrott, Director, Belfast eScience Centre(BeSC), School of Electronics, Electrical Engineering and Computer Science, Queens University, Belfast

Prof Perrott's main career interests have been in software and its exploitation. He has long-term experience of working with local and national software companies in the IT sector and in 1994 he was awarded the British Computer Society's IT award for his contributions to the local software industry.



Adrian Joseph, Managing Director, EMEA, Google Enterprise

Adrian joined Google in May 2006 and worked as Google EMEA Director for the Automotive sector. Prior to joining Google, Adrian led large teams across Europe at Trafficmaster, AT Kearney and Ford. He also has first-hand experience with implementing large-scale Enterprise Resource Planning (ERP) systems from his work at AT Kearney.



Simone Brunozi, Evangelist for Europe, Amazon Web Services

Simone Brunozi is a technology enthusiast, involved in IT and computing since an early age. He joined Amazon.com in May 2008 in the role of Web Services Evangelist, travelling across Europe to showcase the innovative new solutions by Amazon Web Services and helping developers build businesses and applications. He has followed the cloud computing paradigm shift since 2006 and believes it is going to replace the traditional computing model in a few years.



Joe Drumgoole, Chief Executive, PutPlace.com and Consultant to National Digital Research Centre

Joe Drumgoole is a software entrepreneur with over 25 years of product development experience gained at companies like DEC, Nomura and Oracle. He has led the engineering teams at Irish startups CR2 and Cape Clear. In 2006 he founded PutPlace.com to provide online backup services for home users. PutPlace was one of the first companies in the world to embrace Amazon's Cloud Computing infrastructure.

AGENDA

Cloud Computing Boot-Camp Tuesday, September 22, 2009

2.00pm Welcome and introductions

Sean Baker, Chair, Irish Software Association

Ben Hurley, Chief Executive, National Digital Research Centre (NDRC)

2.10pm Introduction to cloud computing

Cloud computing is the new silver bullet ... or is it? Our speaker has been using cloud computing since it was launched by Amazon in early 2006. In his presentation, he defines cloud computing, gives an overview of the whole area and the terminology used and looks at the expectations and experiences of end users.

Joe Drumgoole, Chief Executive, PutPlace.com



- Jamie Kelly, Marketing Manager, HP TSG Ireland
- Maik A Lindner, Researcher, SAP Research CEC Belfast, SAP Ireland
- Attila Narin, AWS Solutions Architect for Europe
- Eoghan Nolan, Software Engineering Manager, Google Ireland
- Stephen McGibbon, Regional Technology Officer for Western Europe, Microsoft

5.55pm Review of the afternoon

Joe Drumgoole, Chief Executive, PutPlace.com

6.00pm Closing remarks

Dr Sean Baker, Chair, Irish Software Association

Cloud Computing Summit Wednesday, September 23, 2009

8.40am Welcome from the Chair

Sean Baker, Chair, Irish Software Association

8.45am Ministerial address

Eamon Ryan, Minister for Communications, Energy and Natural Resources

What can cloud computing do for me?

There's a buzz around cloud computing, the next big thing in computing that is changing the face of business. But is it all too good to be true? Our opening sessions will explore the benefits and downsides and examine the many claims surrounding the cloud.

9.00am Opening address: How to take advantage of the cloud: a business perspective on cloud computing

In these hard times, the call for flexibility and efficiency has never been louder. But how can you gain efficiencies, improve service quality, streamline business processes and, at the same time find, cost savings? Is moving to cloud computing the answer? **Pol Mac Aonghusa, Chief Technology Officer, Emerging Technology Incubation Centre, IBM**

9.30am Your journey to cloud nirvana

This session will present the various interpretations of cloud computing and outline the practical steps you will need to take on your journey towards cloud computing.

Gary Barnett, Partner and Chief Technical Officer, The Bathwick Group

Adopting cloud computing

Cloud technologies offer many benefits over traditional IT systems, but when does it make sense to adopt cloud computing and migrate a set of your IT services to the cloud? Moving your information and services to the cloud can unleash fear in many IT departments – not only trusting that your information is secure, accessible and protected, but deciding what information remains inside and outside the cloud can be critical to the success of your business. Our next sessions will discuss how to optimise the deployment of cloud technologies.

10.00am Doing business in the cloud

The everyday uses of cloud computing for business covering areas such as:

- Identification of cloud needs
- Finding a provider
- IT departments and clouds
- Visible and invisible costs
- Technical challenges
- Quick wins and examples of companies using cloud-based solutions.

AJ McKee, Founder, Rush Hour Analytics and IT Consultant

2.40pm Amazon overview

Amazon Web Services (AWS) was the first to launch cloud computing at an affordable price and it continues to be the leading innovator in this area. This presentation outlines the Amazon Infrastructure as a Service (IaaS) offering which includes Storage (S3), Compute (EC2), Queuing (SQS) and Simple database services (Simple DB).

Attila Narin, AWS Solutions Architect for Europe



3.10pm Google overview

Google's cloud computing offering is encapsulated in the App Engine offering. Being Google, it does many things differently and App Engine is a Platform as a Service (PaaS) offering. You don't have to do things Google's way, but when you do, you get its scalability automatically. Python and Java programmers only need apply!

Eoghan Nolan, Software Engineering Manager, Google Ireland



3.40pm Microsoft overview

Stephen McGibbon will introduce the Azure Services Platform, Microsoft's Internet-scale cloud services platform. Azure is hosted in Microsoft data centres, one of which is located in Dublin, and provides an operating system and a set of developer services that can be used individually or together. Azure's flexible and interoperable platform can be used to build new applications to run from the cloud or enhance existing applications with cloud-based capabilities. Its open architecture gives developers the choice to build web applications, applications running on connected devices, PCs, servers or hybrid solutions offering the best of online and on-premises.

Stephen McGibbon, Regional Technology Officer for Western Europe, Microsoft



4.10pm Afternoon break

4.40pm End-User case study: LocalSocial

LocalSocial links mobile phone networks to social networks and uses cloud computing to do it. In this presentation, you'll hear how LocalSocial uses the cloud to make Facebook meet Phonebook.

Sean O'Sullivan, Chief Technology Officer and cofounder, Dial2Do

5.10pm Panel discussion: An interactive discussion among the key vendors chaired by Sean O'Sullivan. Delegates are encouraged to join in with questions and comments. Everyone has something to say about the cloud and in this section, we have something for everyone. What do HP, IBM and SAP have up their sleeves? Does it hurt to be beaten at your own game by a bookseller? What about channel conflict?

● Pol Mac Aonghusa, Chief Technology Officer, Emerging Technology Incubation Centre, IBM

10.30am Q&A**10.45am Morning break****11.15am End-User Experiences: A roadmap to adopting cloud computing**

Many businesses are looking to the future and are identifying technologies they can take advantage of in order to sustain and gain competitive advantage. Ron Perrott has worked with a range of organisations, helping them to develop and implement cloud computing. In this session, he will examine the challenges, barriers and advantages of cloud computing from the perspective of end users in the media and financial services sectors.

Professor Ron Perrott, Director, Belfast eScience Centre(BeSC), School of Electronics, Electrical Engineering and Computer Science, Queen's University Belfast

**11.45am Why Ireland's not cloud computing?**

Adoption of cloud computing in Ireland is low in comparison with other European countries. In this session, Gerry Power examines the issues and concerns Irish businesses have around adopting cloud computing technologies based on market research of the top 1,000 Irish companies. Concerns include security, reliability and lack of integration with legacy applications. Gerry appraises the vendors' responses and questions their ability to overcome these concerns.

Gerry Power, Consultant, Sysco, and Chair of Working Group on cloud computing at the Irish Internet Association

12.05pm Q&A**12.15pm Vendor panel discussion**

Panel of leading vendors give their insights and perspective on the business advantages of cloud computing. They will discuss how moving to a flexible IT infrastructure can drive down costs and free up resources for working on innovations and new opportunities.

Chaired by Joe Drumgoole, CEO, PutPlace.com

- **Adrian Joseph, Managing Director, Enterprise, EMEA, Google**
- **Stephen McGibbon, Regional Technology Officer for Western Europe, Microsoft**
- **Simone Brunozzi, Amazon Web Services Evangelist for Europe**

1.00pm Lunch**2.00pm Welcome back from the chair****2.05pm Talking of clouds**

eircom views cloud computing as central to its role in bringing innovative and relevant ICT solutions to its business customers and partners. As a proven player in high-bandwidth connectivity and managed IT services, the company believes it is ideally positioned to play a central role with users, vendors and dealers alike.



Niall Feely, Director of Business Markets, eircom

Key challenges to adopting cloud computing

Impediments to moving to cloud technologies include concerns about operational and strategic control in areas such as security, availability and compliance. The afternoon sessions will examine some of the major issues facing IT executives who are evaluating and implementing cloud services.

2.30pm Key legal and compliance issues that come with the cloud

The legal, regulatory and contractual issues you need to address when deploying cloud computing.

David Cullen, Partner, Technology, IP & Commercial, William Fry

3.00pm Afternoon break**3.30pm Afternoon Keynote Address: Check-list: The issues to look out for with virtualisation in cloud computing**

This session will focus on the other key issues to be considered: security, privacy, service levels, back-ups, technical issues ... along with best practices for deployment

Philip Dawson, Vice-President Research, Gartner Research

4.00pm End-User panel discussion

Take away some gems of advice and hear the experiences from companies who are utilising cloud computing today.

- **Cullen Allen, Co-founder, Cully & Sully**
- **Conor O'Neill, Chief Executive, LouderVoice**
- **Kenneth Macleod, Chief Technology Officer, KAI Technologies**
- **David Miller, Chief Operating Officer, TerminalFour**
- **Ken Halpin, Managing Director, Celerity**

4.50pm Closing remarks and summit close

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Northern Ireland's vibrant ICT sector includes international investors like Fujitsu, mFormation, SAP, Citi, Allstate NI, Openwave and Cybersource. The region is home to Europe's youngest and fastest growing population, and is one of the fastest-growing regional economies in the UK. Northern Ireland secured more software R&D inward investment than any other European location between 2001 and 2008 (Source: Oxford Intelligence 2009).

Invest Northern Ireland is the primary agency responsible for the development of the economy of Northern Ireland. Across its global network of offices, Invest NI provides business and financial support to assist ICT companies to establish quickly and successfully, and to grow profitably. Visit www.investni.com/invest



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IBM has a long history in Ireland, having opened its first office here in 1956. Today, our Irish employees number 3,000 and have nationwide responsibilities for sales, marketing and service. Our globally integrated international missions in manufacturing and development operations include a Technology Campus in Mulhuddart, Co Dublin and software development laboratories in Dublin, Cork and Galway; with a European Sales and Support Centre in Blanchardstown, Dublin.

As one of Ireland's leading corporate citizens, IBM Ireland provides support for initiatives in three areas: education, environment and employee volunteer efforts. IBM employees are encouraged to volunteer at schools and not-for-profit organisations – with the resources of the company behind them. Visit ibm.com/ie for more information.



As the incumbent fixed-line telecommunications provider, eircom has the most extensive fixed-line telecommunications network in the country in terms of both capacity and geographic reach. The company has over 1.2 million customers and provides a comprehensive and innovative range of advanced voice, data and internet services to the residential, business and corporate markets. With approximately 7,000 employees, eircom Group is one of Ireland's largest employers. Our mobile division, Meteor, was acquired on November 23, 2005 and is Ireland's third largest mobile phone operator. Meteor has over one million mobile subscribers.

As a proven supplier of high-bandwidth connectivity and managed IT services, eircom is ideally positioned for a central role in the development of Cloud Computing with users, vendors and dealers alike. Building on our established ISP portfolio of one-to-many services, we are now launching a range of leading-edge collaboration, business process and security tools. Indeed, eircom views Cloud Computing as central to our role in bringing innovative and relevant ICT solutions to our business customers and our partners. For information email businessmarketing@eircom.ie



The Irish Software Association provides a powerful united voice for the software sector to enable companies to build their ability to scale, increase funding levels in the sector and push the sector's requirements in the political sphere in a coherent and coordinated manner.

Our membership base is comprised of over 160 companies actively involved in every area of the software sector in Ireland. Our membership services include participation in our collaborative networking events, fostering entrepreneurship through the ISA and Enterprise Ireland Leadership 4 Growth programme, and providing world-class sector-specific subsidised training programmes through the ISA's Software Skillnet.

Through the ISA's strong links with key government ministers, senior public officials, the All-Island Software Network, EU institutions and international software associations, members can gain access to both the indigenous Irish and international markets.



The NDRC's mission is to create value by translating innovative research into commercial potential and societal benefit. It provides a national focal point to address the gap between research and commercial potential in digital media technologies.

The NDRC is an independent, not-for-profit, national, collaborative and collaborating research centre. NDRC translational research themes are Healthcare, Education, the Environment, and Entertainment. The NDRC is an investor in collaborative, translational research projects. The NDRC commissions, guides and engages in translational research in digital technologies with a global perspective. Its website is available at www.ndrc.ie.

BOOKING FORM

Plus, separately bookable pre-summit workshop
"Cloud Computing Boot Camp"
Tuesday Sept 22nd, 2009



SUNDAY BUSINESS POST **iQuest**

THE INAUGURAL CLOUD COMPUTING SUMMIT

Wednesday Sept 23, 2009
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